



Injury Prevention Program Mini-Grant

Department of Health Only

Date Received: _____

 Approved Denied

DISTRACTED DRIVING PREVENTION 2015–2016 ACTIVITY WORK PLAN

Instructions: For the Project Work Plan, complete the Project Summary (I), Project Budget (II), Project Budget Narrative (III), and Project Timeline (IV) and Evaluation (V) (if applicable). Failure to submit a complete project work plan by the due date may result in forfeit of Mini-Grant award.

I. Project Summary

Requested Funding Amount: \$5,000 Date: June 8, 2015Organization/Agency Name: Town of Cutler BayProject Manager Name and Title: LaKeesha Morris, MSW, Grants CoordinatorEmail Address: lmorris@cutlerbay-fl.gov Telephone Number: (305)234-4262

Project Category: Education Presentations
 Public Awareness Messaging

A. Describe the distracted driving prevention project in detail, including how the project will be accomplished.

Through the Distracted Driving Campaign, the Town's Neighborhood Resource Unit will continue to conduct awareness activities to residents in Cutler Bay and surrounding communities. The Town will implement many of the best practices supported by the National Highway Traffic Safety Administration, National Organizations for Youth Safety and the National Safety Council.

Primary awareness activities will include;

- **Awareness Events** (minimum of 20): Officers will visit schools, neighborhood meetings (i.e. homeowner associations) and various community events to raise awareness about the dangers of distracted driving. Participants will receive promotional/educational material and will be encouraged to sign the "No Text and Drive Pledge". During the 2013-14 programmatic year, the Town provided Don't Text and Drive street signs to local schools to install in high traffic areas (i.e. parent pick/up areas) and one sign was installed at the Town Hall Building. During the 2014-15 programmatic year, the Town



continued the planned outreach activities and held one assembly at the local high school with the assistance of Student Interns from the Town's first Executive Internship Program. Youth also assisted the Town in filming and editing a distracted driving commercial featuring the youth, the Police Unit and the Town's Mayor. During the 2015-16 programmatic year, the Town will continue to focus on promoting distracted driving throughout the community and surrounding schools. Officers will target new drivers at high schools. Officers will encourage students to be advocates to discourage their parents from driving while distracted at middle and elementary schools. Officers will also attend community fairs/events to distribute material, encourage individuals to sign the "No Text and Drive Pledge" Banner (Exhibit II).

- **Policy Changes:** Officers and Town staff will continue to work with the Town's Youth Advisory Board and/or Student Interns to identify projects that will raise awareness about the dangers of distracted driving at the Town Center and in the community. This may include; encouraging the attending outreach events to encourage businesses to implement safety policies, or identifying additional ways to celebrate National Distracted Driving Awareness Month (April). For example; In April 2015, the Town Council worked alongside the Student Interns to adopt a proclamation to recognizing National Distracted Driving Awareness Month and present the proclamation during a ceremony at the local school (Cutler Bay High). The Youth Interns also reached out to the school's administrative staff and the school agreed to display a "distracted driving awareness" message on the electronic message board during the month of April. The Town's staff continues to follow best practices suggested by the National Organizations for Youth Safety's publication "Best Practices for Engaging Teens in Distracted Driving: Community Engagement Guide" (noys.org) for working with youth on distracted driving campaigns.



B. Describe the population that will benefit from the project and how they will be reached. Include the numbers of individuals who will benefit directly and indirectly (provide separate numbers), and how those numbers will be calculated.

The Town will target drivers of all ages and will engage Children/Youth as Advocates. The Town of Cutler Bay is a diverse community with a mix of established and new residential communities as well as commercial development along US-1 and the historic Old Cutler Road. The Town is bordered on the north by the Village of Palmetto Bay and on all remaining sides by unincorporated Miami-Dade County and high poverty communities such as West Perrine (27% living below federal poverty level) and Goulds (32% living below federal poverty level). The Town has averaged approximately 1,207 crashes per year for the past three years.

The Town seeks to directly serve 1,000 individuals each year through this program. These will be individuals that either received promotional materials and/or took the “No Text and Drive Pledge”. This project has the potential to reach the Town’s entire population (42,000+). This will be accomplished by posting brochures and posters in areas where the community gathers, adopting company policies and/or a Town ordinance and highlighting the project in the Town’s newspaper. The ultimate goal is to create a Town culture that prioritizes safe driving practices.

C. Describe how potential funding from the Mini-Grant will aid in distracted driving prevention. Discuss how that change will potentially affect individuals, improve lifestyles, and/or improve their families and communities.

The Distracted Driving Campaign will evaluate effectiveness of awareness campaign by documenting change in behaviors or intentions.

Goals;

1. 75% of individuals contacted will sign the Pledge
2. The Town of Cutler Bay will implement at least one policy change or proclamation raising awareness about distracted driving.



3. The Town will avoid duplication of services by joining forces with the Florida Department of Transportation to coordinate our efforts as they launch the “2014 Put it Down Campaign”.

D. Describe the anticipated project events/workshops/presentations. Include the how often the projected number of individuals will be served, and the number of events/activities provided.

N/A

II. Project Budget

Field Definitions:

#: Number each item, starting with 1.

Item: List each requested item.

Units: Enter the requested number of units of the item.

Unit Cost: Enter how much each unit will cost.

Total Item Cost: The number of units X unit cost.

Grand Total: The sum of all total item costs.

Unallowable Costs: See Page 12 of RFA 13013 or request a copy from your grant manager.

Instructions: Be specific. Lack of clarity as to how the cost of an item is calculated, may result in difficulty reimbursing that item.

#	Item	Units	Unit Cost	Total Item Cost
1	Program Pledge Banners	2	\$155.00	\$310.00
2	Distracted Driving Posters	15	\$10.00	\$150.00
3	Pre-Printed Bookmarks	1000	\$.50	\$500.00
4.	Mood Pencils	1000	\$.40	\$400.00
5.	Drive Now, Text Later Stylus/Pen	15	\$16.00	\$240.00
6.	Distracted Driving Tip Sheets (English/Spanish)	20	\$10.00	\$200.00
7.	Drive Now, Text Later Car Freshener	500	\$2.00	\$1000.00
8.	Pledge Cards with Wrist Bands	100	\$8.00	\$800.00
9.	Street Signs and Installation	10	\$140.00	\$1400.00
			Grand Total	\$5,000



III. Project Budget Narrative

Field Definitions:

#: Number each item, starting with 1. This should correspond with the Project Budget.

Item: List each item in the budget. This should match the Project Budget.

Item Purpose: Write why the proposed item is required to accomplish the project's goals.

Item Implementation: Explain how the item will be used to accomplish the project's goals.

Instructions: Be specific. Lack of clarity as to how the cost of an item is calculated, may result in difficulty reimbursing that item.

#	Item	Item Purpose	Item Implementation
1	Program Pledge Banners	Banners will be displayed during outreach events and awareness activities.	The NRU will set up booths at events that will include the banners to distribute program material and solicit pledges. Individuals will be able to sign their name directly to the "Pledge Banner". They will include both the Cutler Bay and DOH Logos. Artwork will be submitted to DOH for approval prior to printing.
2	Distracted Driving Posters	Posters will be displayed at schools, the Town Center, and other locations to demonstrate Cutler Bay's commitment to safe driving practices.	The Posters will display messages like the NHTSA's "One Text or Call Could Wreck it All" or tips to prevent distracted driving. Pre-designed Posters will be purchased from a safety vendor (i.e. Positive Promotions and I'm Safe).
3	Pre-Printed Bookmarks	Bookmarks will be distributed at presentations and community events.	They will consist of the same messages displayed on the posters and banners placed throughout the community.
4.	Mood Pencils	Mood Pencils will be distributed at community events.	They will state "Don't Text and Drive" and will have the Cutler Bay and DOH Logo.
5.	Drive Now, Text Later Stylus/Pen	Stylus/Pen will be distributed at community events and will target adults and older students.	They will state "Drive Now, Text Later", but will not have the Cutler Bay or DOH Logo due to space restrictions.
6.	Distracted Driving Tip Sheets (English/Spanish)	Distracted Driving Tips sheets will be distributed to schools and during events.	They will be purchased from approved vendor, I'm Safe and will not be customized
7.	Drive Now, Text Later Car Freshener	Care Fresheners will be distributed at community events	They will state "Drive Now, Text Later", but will not have the Cutler



#	Item	Item Purpose	Item Implementation
		and will target adults and driving students.	Bay or DOH Logo due to space restrictions.
8.	Pledge Cards with Wrist Bands	These items will be distributed at events where the Policing Unit is encouraging participants to “take the pledge”.	They will be considered a “free gift” as an incentive for taking the pledge. These items will not be customized.
9.	Street Signs and Installation	High Quality Street Signs and posts will be ordered and distributed to each school within the Town.	See sign design in Attachment I. They will be installed at local businesses and Town parks and will last a minimum of 10 years under any weather condition.

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IV. Project Timeline

Instructions: Fill out the timeline of activities facilitating the successful completion of the project funded by the Mini-Grant. Create as many entries as needed for each step toward completion of the project. A Project Work Plan without the completed timeline is considered incomplete.

Field Definitions:

#: If applicable, enter the corresponding budget item number. Not all timeline entries will correspond with a budget item, but every item from the project budget should be included in the project timeline.

Date: Enter the anticipated date of completion of activity.

Activity: Write the activity/task to be completed.

Individual(s) Responsible: Write the name(s) of the individual(s) responsible for completing the activity.

Measure(s) of Success: Determine the measures, using numbers if applicable, that support the activity being completed successfully.

Documentation: Write how the measures will be recorded and shared for the Project Final Report and Project Final Evaluation (if applicable).

#	Date	Activity	Individuals(s) Responsible	Measure(s) of Success	Documentation
1	08/1/2015 – 08/30/2016	Public Notice and Press Release announcing project and support from FL DOH.	Grants Coordinator	N/A	Copy of press release and printed article.
2	08/01/2015 – 10/31/2016	Select and Order Promotional Material based on approved budget	Sergeant of Neighborhood Resource Unit	N/A	Order forms for promotional material
3	08/01/2015 – 10-31/2016	Begin to Schedule Outreach Activities.	Sergeant of Neighborhood Resource Unit	At least 20 activities scheduled by end of contract year.	Schedule of activities



#	Date	Activity	Individuals(s) Responsible	Measure(s) of Success	Documentation
4	Ongoing 09/01/2015 – end of contract year	Conduct Outreach Activities (i.e.: Attend Community Events to distribute promotional items)	Neighborhood Resource Unit	Attend at least 20 outreach activities by end of contract year. 1,000 individuals reached directly	Logs documenting # of items distributed and/or total number of people engaged
5	Ongoing Starting 09/01/2015	Engage Town Council Youth Advisory Board in planning of advocacy activities.	Town Manager's Office and Sergeant of Neighborhood Resource Unit	Minimum of 3 advisory council meetings held.	Meeting minutes from Youth Advisory Board
6	04/01/2016 – 04/30/2016	Celebrate National Distracted Driving Awareness Month with implementation of Policy Changes at Town, Proclamation from Town Council. (based on outcomes of Youth Advisory Board efforts)	Town Manager's Office, Youth Advisory Board, Sergeant of Neighborhood Resource Unit	At least one recognition event/policy change completed. (i.e. Policy Change for employees, , Proclamation from Town Council, etc.)	Copy of policy or other document generated by the Council
7	06/30/2016 or End of Contract Year	Compile program data (i.e. item distribution logs, event photos and press releases) and submit required reports to FL DOH	Grants Coordinator	N/A	Required reports and backup



V. **Evaluation** (if applicable to your project).

Complete an evaluation component if the project will provide activities that result in knowledge or skills gained, or collection of data regarding recommendations, outcomes, or conclusions. Note: submit a copy (may be draft) of the proposed sign-in sheets, and pretest and posttest with the Work Plan. Submit a copy of agendas, sign-in sheets, pretests and posttests, and any other data tools used with the Final Report (*retain originals for five years*). **Not Applicable**

- A. Describe the evaluation process, including pretests and posttests, methodology, and data analysis planned.
- B. Describe how to measure Project participants' improvements/lack of improvements/skills gained.
- C. Describe a Project success.
- D. How will the results be reported?

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The Department of Health (DOH)
 Division of Emergency Preparedness and Community Support
 Injury Prevention Section
 Statement of Work for
 2015-2016 Distracted Driving Prevention Mini Grant
 Town of Cutler Bay

Section 1: Purpose

The Provider shall provide services to the Florida Department of Health, Division of Emergency Preparedness and Community Support, Bureau of Emergency Medical Oversight, Injury Prevention Section to promote community based projects to build and support local infrastructure and capacity to prevent injury related to distracted driving.

The program focus is to provide awareness, education, and training to reduce injury and death from vehicle crashes resulting from distracted driving in Florida.

Section 2: Method of Purchase and Payment

The department agrees to pay for the following services at the unit price(s) and limits listed.

1. Education Presentations:

Type	Number of Participants-	Education Presentation Length	Payment per presentation
1	5-10	30 minute or longer presentations	\$ 75
2	11-25	30 minute or longer presentations	\$150
3	25 and above	30 minute or longer presentations	\$200
4	5-10	50 minute or longer presentations	\$125
5	11-25	50 minute or longer presentations	\$250
6	25 and above	50 minute or longer presentations	\$333

2. Public Awareness Messaging:

Plan, create or purchase, and distribute distracted driving public awareness messaging for up to and including \$5,000 based on cost. Examples include, but are not limited to: billboards, website development, educational materials, vehicle wraps, television and radio public service announcements, videos, etc.

Invoice Requirements:

The Provider will receive funding through a Purchase Order placed in MyFloridaMarketPlace by IPS. The IPS will review deliverables when 50 percent or more of the dollar award amount is reached. The remaining deliverables and the 2015-2016 Final Progress Evaluation and Expenditure Report will be reviewed by the IPS upon completion of the deliverables by June 30, 2016.

The Provider is responsible for performance of all tasks and deliverables contained in this Statement of Work (SOW).

All payment is subject to review upon the submission of the required supporting documentation, approval of said documentation by the contract manager; and compliance with other requirements of the contract. Payment may be authorized only for activities that are in

The Department of Health (DOH)
Division of Emergency Preparedness and Community Support
Injury Prevention Section
Statement of Work for
2015-2016 Distracted Driving Prevention Mini Grant
Town of Cutler Bay

accordance with those identified in the Mini-Grant and that are in compliance with the Mini-Grant terms and conditions.

Travel Reimbursement:

The DOH will pay eligible, pre-approved travel expenses as outlined in RFA-13013 in accordance with Section 112.61, Florida Statutes.

State travel restrictions allow purchase of air flights only for those who live more than a 5-hour drive from the travel destination or by pre-approval from the department. For reimbursement of travel expenses, Form C-676 State of Florida Voucher for Reimbursement of Traveling Expenses must be submitted to the department. Receipts for expenses incurred are required for reimbursement. Section 287.058(1)(b), F.S., requires that bills for travel expenses shall be submitted in accordance with Section 112.061, F.S., governing payments by the state for travel expenses. Original receipts are required to be submitted with the travel reimbursement requests when expenses are paid out of pocket by the traveler. Copies of the receipt are required when travel expenses are paid by Pcard, vendor, etc. When the original receipt cannot be provided, the copy shall be marked original as received.

Section 3: Terms

The Provider shall begin activities after August 1, 2015 and after confirmation of funding in MyFloridaMarketPlace (MFMP). Funding available in MFMP will end at midnight, Eastern Time, on June 30, 2016.

Renewal: Based on availability of funds, mini grants awarded under this RFA may be renewed or continued, in whole or in part, by the department for one (1) additional two-year funding cycle. Continuation or renewal of mini grants is not guaranteed and shall be based upon successful performance of the provider, as determined solely by the department, and the availability of funds. The department may request an annual continuation application allowing the provider to improve or modify programmatic objectives and activities, the completion of outcome measures, or the project budget. Each renewal shall be by mutual consent of both parties and evidenced in writing. The renewal contract may not include any compensation for cost associated with the renewal process.

This is the final year under this RFA. No additional renewals may be made.

Section 4: Location of Work

The Provider must supply a convenient and safe location for service provision in locations that are readily accessible to the priority population. The Provider must provide services at times that the priority populations are accessible.

The Provider shall notify the department in writing a minimum of one week prior to making any changes in location that will affect the department's ability to contact the provider by telephone or facsimile.

The Department of Health (DOH)
Division of Emergency Preparedness and Community Support
Injury Prevention Section
Statement of Work for
2015-2016 Distracted Driving Prevention Mini Grant
Town of Cutler Bay

Computer capability, at a minimum, must be maintained allowing for operation of Microsoft Windows 2003 or later, Excel, and electronic mail.

Section 5: Department of Health's Responsibilities

General:

1. The Department's IPS will assign a contract manager to facilitate contract processing, resolve contract issues, provide technical assistance and assure that contract requirements are met by reviewing deliverables.
2. The Department's IPS will provide a template for the 2015–2016 Activity Work Plan and the 2015–2016 Final Progress Evaluation and Expenditure Report to be completed by the awarded agency.

Section 6: Required Experience

The Provider will be responsible for the staff affiliated with this contract, insuring that they have the education, any professional licensure or certification which may be required by law or to provide certified classes, and experience necessary to successfully carry out their duties. The provider will keep the department updated with resumes or certifications of all staff working on this contract.

Section 7: Provider Responsibilities

a. Service Tasks:

1. Provide one or more of the following:
 - a. Provide education to the public.
 - b. Provide awareness to the public about distracted driving prevention such as presentations, billboards, radio and/or television time, PSAs, brochures, posters etc.
2. Participate on technical assistance calls as needed.
3. Recruit individuals who are qualified, trained, and approved to facilitate approved activities.
4. Secure facilities to host education, training, and awareness activities.
5. Recruit and register participants. Collect data for numbers of individuals reached; community events and materials distributed, etc.
6. Use education curricula and materials approved by the contract manager.
7. Obtain and report on satisfaction surveys from at least 25 percent of those participants receiving prevention/awareness education sessions and/or training.
8. Record or track exposure and reach of awareness efforts, such as number of views for presentations, billboards, radio and/or television time, PSAs, brochures, posters, etc. Include method used to obtain reach data.
9. Maintain a copy of original participant sign-in sheets for each education session and training session. The sign-in sheets should include the following: demographic

The Department of Health (DOH)
 Division of Emergency Preparedness and Community Support
 Injury Prevention Section
 Statement of Work for
 2015-2016 Distracted Driving Prevention Mini Grant
 Town of Cutler Bay

- information (age, gender & race), name, location, date, and time of the class. If the session is an education or training presentation, include topics presented.
10. Develop and report data on pretest and posttest surveys for injury prevention education.
 11. Collect and submit a Department of Health Permission and Release form from all participants (or parent/legal guardian if a minor) included in photographs.

b. Deliverables

See Section 7.a., Distracted Driving Prevention Service Tasks.

The provider shall submit the following reports to the department.

1. Complete and submit the 2015–2016 **Activity Work Plan**.
2. Submit **Sign-In Sheets** and **Invoice** when completed deliverable values meet or exceed 50 percent of the award amount.
3. Submit final 2015–2016 **Final Report and Evaluation, Sign-In Sheets/Rosters** and **Invoice** for completed deliverables up to 100 percent of award amount.

All Mini Grant Providers

The Provider shall coordinate efforts with the Contract Manager to achieve cost savings under this agreement, where feasible and practicable. Any cost savings identified must be included in the Final Progress Evaluation and Expenditure Report.

Section 8: Staffing

The Provider is responsible for, and required to successfully complete, all deliverables and service tasks (refer to Section 7) throughout the term of the contract.

The Provider shall maintain an adequate administrative structure and support staff sufficient to fulfill its contractual responsibilities. In the event the department determines that the provider's staffing levels do not conform to those promised in the application, it shall advise the provider in writing and the provider shall have thirty (30) days to remedy the identified staffing deficiencies.

The Provider may, only with prior written approval of the department, enter into written subcontracts for performance under the contract. No subcontract agreement that the provider enters into with respect to performance under the contract shall in any way relieve the provider of any responsibility for performance of its contract responsibilities with the department.

Section 9: Performance Measures and Financial Consequences

The department shall reduce payment by 15 percent if the provider fails to submit required reports, perform tasks or services, or meet deliverables. DOH may reduce the payment to the provider based on the work plan, service tasks, or deliverables not completed. The department, at its discretion, may pay the provider for deliverables completed after the due date.

The Department of Health (DOH)
Division of Emergency Preparedness and Community Support
Injury Prevention Section
Statement of Work for
2015-2016 Distracted Driving Prevention Mini Grant
Town of Cutler Bay

The department may withhold payment under the Mini-Grant if the provider fails to submit required reports, perform any tasks or services within the established time frames, or meet deliverables per the mini grant.

The provider shall, within 40 days of termination or non-renewal of the mini grant, repay to the department funds misappropriated or not expended in accordance with the performance standards and specifications of the contract.

Section 10: Contract Manager

The Contract Manager for the purchase order is:

Mary Crew
Florida Department of Health, Injury Prevention Section
4052 Bald Cypress Way, Bin #A22, Tallahassee, FL 32399-1722 (mail)
4042 Bald Cypress Way, Room 205J, Tallahassee, FL 32399 (physical)
Phone: (850) 245-4982 Fax: (850) 414-6470
Email: Mary.Crew@flhealth.gov