Application Information

Application No: 26-006904

Application Type:	Pedestrian and Bicycle Safety	Agency (City or County):	Fresno County	Department (Police Dept, DA Office, etc):	County of Fresno Public Works and Planning
Authorized Representative:	Erin Haagenson	Additional Contact Email:	shuerta@fresnocountyca.gov	DUNS/SAM Number:	LGJ1SMMN9XR6
DUNS/SAM Expiration Date:	12/31/2025	DUNS/SAM Registered Address:	2220 Tulare St Fresno, CA 93721	DUNS/SAM City:	Fresno
DUNS/SAM ZIP+4:	93721-2106				

Application Summary

Grants Made Easy Application Titles and Descriptions are pre-populated. For General Grants, provide the Application Title and Application Description.

Application Title:

Pedestrian and Bicycle Safety Program

Application Description:

Best practice strategies will be conducted to reduce the number of persons killed and injured in crashes involving pedestrians and bicyclists. The funded strategies may include classroom education, bicycle rodeos, community events, presentations, and workshops. These countermeasures should be conducted in communities with high numbers of pedestrian and/or bicycle related crashes including underserved communities, older adults, and school-aged children. Coordinated efforts such as Safe Routes to School initiatives, Safe System Approach, and working with community based organizations are highly encouraged to prevent fatalities and injuries of vulnerable non-motorized road users.

Problem Statement

Describe the problem(s) to be addressed utilizing current data, do not include state or national information.

1. Describe the city, county, or jurisdiction this grant will impact.

Problem Statement:

Parents often cite high vehicle speeds and traffic volumes as reasons for not allowing their children to walk or bicycle to and from school. Calming traffic through the application of engineering tools can encourage drivers to reduce their speeds. At lower operating speeds, drivers are better able to react in time to avoid collisions. This is particularly important around young children, who may not be alert to traffic. "Traffic calming" is the installation of physical measures that alter driver behavior and improve conditions for nonmotorized street users. More specifically, traffic calming objectives include: Achieving slow speeds for motor vehicles; Reducing collision frequency and severity; Increasing safety and the perception of safety for pedestrians and bicyclists; Reducing the need for police enforcement; Enhancing the street environment (for example, streetscaping) This grant will focus on physical changes to roadways to achieve traffic calming, specifically to achieve improved safety and accessibility for pedestrian and bicycle routes implemented through Safe Routes to School (SRTS) programs. Such changes are generally more self-enforcing than traditional education and enforcement efforts and usually do not require continued intervention.

2. Describe the problem(s) to be addressed, supported by current and relevant crash data. (most recent calendar year data/stats)

Problem Statement:

Based on the data on Office of traffic Safety website, Fresno County ranks 11 for the highest rate in the State for pedestrians 15 and under to be either killed or seriously injured. This grant will focus on short term demonstration traffic calming projects near seven Fresno County schools. The schools that are chosen to participate are schools that have been identified as locations where speeding has occurred. Selection of the participating schools will be based on schools that have been identified in a safety plan, public engagement or school districts data. Additionally. some schools may be identified in the current OTS grant project walk assessments being completed in the 2025 grant year.

3. Define the target population the grant intends to serve and how they are affected by the problem(s).

Problem Statement:

Target population will be pedestrians 15 and under.

Traffic Data Summary:

City Applicants: Complete the table below using the most current local data and update the 20XX years in the table (do not use the OTS Rankings or SWITRS).

County or State Applicants: Complete the table below using SWITRS data and update the 20XX years in the table. If focusing on specific cities or areas within the county, copy, paste and complete a crash data table for each additional city/area.

CrashType	2024				2023				2022			
	Crashes		Victims		Crashes		Victims		Crashes		Victims	
Fatal												
Injury												
	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured
Total Pedestrians												
Pedestrians Under 15				20			1	16				4
Pedestrians Over 65												
Total Bicyclists												
Bicyclists Under 15												

Data is from Fresno Unified School District only.

Proposed Solution

Equity:

Fresno County as a whole meets the definition of "disadvantaged community"; however, the County has chosen the Healthy Places Index (HPI) and Free and Reduced-priced Meals Program (FRPM) based on the needs of its residents. The entire County has an HPI score of 12.5, which means 87.5% of Californians live in healthier conditions than those in Fresno County. This score meets the threshold score of 25 and below. (see Exhibit D) From the list of 10 schools chosen for the study, 9 or 90%, have 75% or more students that qualify for the Free and Reduced-priced meals. (Exhibit E) The majority of these students live in rural, unincorporated areas of the County with populations less than 50,000. Because the safety assessment will take place over a vast area with varying challenges, the specific benefits will vary depending on the unique context of each community and school depending on their specific needs. An important goal of the project is to create an environment where students can concentrate more on learning than whether their personal safety or well-being is jeopardized by unsafe surroundings.

Strategies:

Fresno County will utilize several low cost, temporary traffic calming measures. Including but not limited to; curb extensions, installation of high visibility crosswalks (temp), crosswalk painting.

Here is an example of one recommendation for a local junior high school: With paint and post materials, define curb on SW and NW corners, create curb extensions at all corners, and stripe high visibility crosswalks at existing crosswalks. Add school zone speed limit sign on east approach.

Agency Qualifications:

1. Staffing levels are adequate.
2. The County employs licensed engineers for the technical work and has Analysts for the Program management.
3. Estimated procurement time is 3 months.

Community Collaboration and Engagement

Provide a description of the community collaboration and engagement activities that will be conducted and/or participated in by your department and addresses traffic safety. Community collaboration and engagement allows for the appropriate department personnel to engage in conversations to both share information and receive input from the community members regarding traffic safety.

Community Collaboration and Engagement:

. Meetings held by school districts, local schools, Fresno Council of Governments, Fresno County and the public have enabled Fresno County to compile schools that will be involved with the grant.

Goals

Description
Reduce the number of persons killed in traffic crashes.
Reduce the number of persons injured in traffic crashes.
Reduce the number of pedestrians killed in traffic crashes.
Reduce the number of pedestrians injured in traffic crashes.
Reduce the number of pedestrians killed under age 15 in traffic crashes.
Reduce the number of pedestrians injured under age 15 in traffic crashes.
Reduce the number of pedestrians killed over age 65 in traffic crashes.
Reduce the number of pedestrians injured over age 65 in traffic crashes.
Reduce the number of bicyclists killed in traffic crashes.
Reduce the number of bicyclists injured in traffic crashes.
Reduce the number of bicyclists under age 15 killed in traffic crashes.
Reduce the number of bicyclists under age 15 injured in traffic crashes.
Increase bicycle helmet usage.
Custom Description

Objectives

Included	Target Number	Description
Yes	1	Issue a news release announcing the kick-off of the grant by December 31st. The kick-off news releases and media advisories, alerts, and materials must be emailed to the OTS Public Information Officer at pio@ots.ca.gov, and copied to your OTS Coordinator, for approval 7 days prior to the issuance date of the release.
No	0	Participate in traffic safety fairs and/or community events with an effort to reach individuals.
Yes	1	Collaborate with traffic safety stakeholders (government organizations, health care agencies, law enforcement agencies, and/or community-based organizations) to reach individuals.
Yes	4	Participate in the following campaigns: National Walk to School Day, National Bicycle Safety Month, California's Pedestrian Safety Month and National Pedestrian Safety Month.
No	0	Conduct pedestrian and/or bicycle safety presentations.
No	0	Develop a pedestrian and/or bicycle safety program and materials to be adopted as an on-going program in schools with an effort to reach students. Submit materials to PIO for approval and upload approved material.
No	0	Distribute pedestrian/bicycle safety items to increase safety and visibility at no cost to youth or community members in need, who received traffic safety education during bicycle rodeos, presentations, workshops, trainings, and community events. Report quarterly the dates and locations where pedestrian/bicycle safety items were distributed.

Included	Target Number	Custom Description
No	0	Distribute safety patrol and/or crossing guard safety items at no cost to schools for use by a Safety Patrol member or Crossing Guard.
No	0	Conduct Walking School Buses at schools with an effort to reach students.
No	0	Develop bicycle and pedestrian safety educational materials to be distributed during classroom presentations, workshops, and community events. Submit materials to PIO for approval and upload approved material.
No	0	Participate in Open Streets events with an effort to reach individuals. Open Streets are events that temporarily open streets to people by closing them to cars, are free of cost, and open to people of all ages and abilities.
Yes	1	Participate in Safe Routes to School coalition meetings.
No	0	Conduct pedestrian Walking Field Trips with an effort to reach adults.
No	0	Conduct community outreach events with an effort to reach adults.
No	0	Conduct bicycle helmet usage surveys pre and post-grant activities. Bicycle helmet usage surveys should occur at the start and end of the grant. A pre-survey will be required to determine the base year helmet use rate and a post-survey will be required to determine the operational rate. Pre and post surveys should be conducted at the same location. Upload completed survey to GEMS.
No	0	Conduct bicycle rodeos.
No	0	Distribute and properly fit OTS funded bicycle helmets at no cost to community members in need who receive bicycle helmet safety education.
No	0	Purchase bicycle helmets.
No	0	Train individuals to be League Certified Instructors.
No	0	Conduct community bicycle rides providing bicycle safety education to promote safe bicycling in the community with an effort to reach bicyclists.
Yes	4	Participate in quarterly meetings with countywide pedestrian and/or bicycle safety stakeholders to collaborate on events, share best practices, and leverage resources.
No	0	Conduct pedestrian Walking Field Trips or on-foot safety training with an effort to reach youth.
No	0	Conduct community engaged bicycle and/or walk audits at locations identified to have a high incidence of pedestrian and/or bicycle fatal or serious injury traffic crashes or "near misses".
Yes	1	Identify grant funded, straight time personnel. Include any vacancies or staff changes that have occurred. For any vacancies, include the status of filling the vacancy.
Yes	1	Execute subcontracts referenced in the budget. Prior to finalizing the subcontract, grantee should work with the OTS to ensure all costs in the sub contract are allowable. Upon execution of subcontract, upload a copy of the subcontract and request a revision to the grant budget to add new budget line items for associated costs under contractual services. If not yet executed, provide ETA.
No	0	Conduct bicycle helmet fitting and distribution events to fit pre-owned helmets and fit and distribute no-cost helmets to community members in need.
No	0	Conduct Bicycle Safety and Maintenance Workshops to teach community members how to repair and maintain their bicycles and provide them with traffic safety rules and best practices to promote safe travel.
No	0	Provide Safety Patrol or Crossing Guard training to reach individuals who will perform the duties of a Safety Patrol or Crossing Guard.
No	0	Conduct Bike Trains at schools with an effort to reach students.
Included	Target Number	Custom Description

Method of Procedure

Phase 1 - Program Preparation:

- Develop operational plans to implement the "best practice" strategies outlined in the objectives section.
- Conduct all training needed to implement the program, in the first quarter.
- Purchase all grant related supplies and materials to implement the program, in the first quarter.
- Items with a unit cost of $5,000 or more (including tax and shipping) must comply with Buy America.

Media Requirements

- Issue a news release approved by the OTS PIO announcing the kick-off of the grant by December 31 and after the grant is signed and executed, but no sooner than October 1, the start of the grant year. The kick-off release must be approved by the OTS PIO. If you are unable to meet the December 31 deadline to issue a kick-off press release, communicate reasons to your OTS grant coordinator and OTS PIO.

Phase 1 - Program Preparation Addendum:

Phase 2 - Program Operations:

Media Requirements

The following requirements are for all grant-related activities:

- Send all media advisories, alerts, videos, graphics, artwork, posters, radio/PSA/video scripts, storyboards, digital and/or print educational materials for grant-related activities to the OTS PIO at pio@ots.ca.gov for approval and copy your OTS grant coordinator. Optimum lead time would be 7 days before the scheduled release but at least 3 business days prior to the scheduled release date for review and approval is appreciated.
- Send all PowerPoint presentations, online presentations and trainings for grant-related activities to the OTS PIO at pio@ots.ca.gov for approval and copy your OTS grant coordinator. Certified training courses are EXEMPT from the approval process.
- The OTS PIO is responsible for the approval of the design and content of materials. The agency understands OTS PIO approval is not authorizing approval of budget expenditure or cost. Any cost approvals must come from the OTS grant coordinator.
- Pre-approval is not required when using any OTS-supplied template for media advisories, news releases, social media graphics, videos or posts, or any other OTS-supplied educational material. However, copy the OTS PIO at pio@ots.ca.gov and your OTS grant coordinator when any material is distributed to the media and public, such as a news release, educational material, or link to social media post.
- If an OTS-supplied template, educational material, social media graphic, post or video is substantially changed, the changes shall be sent to the OTS PIO at pio@ots.ca.gov for approval and copy your OTS grant coordinator.
- News releases, social media posts and alerts on platforms such as NextDoor and Nixle reporting immediate and time-sensitive grant activities (e.g. enforcement operations, day of event highlights or announcements, event invites) are EXEMPT from the OTS PIO approval process. The OTS PIO and your OTS grant coordinator should still be notified when the grant-related activity is happening (e.g. car seat checks, bicycle rodeos, community presentations, DUI checkpoints, etc.).
- Enforcement activities such as warrant and probation sweeps, court stings, etc. that are embargoed or could impact operations by publicizing in advance are EXEMPT from the PIO approval process. However, announcements and results of activities should still be copied to the OTS PIO at pio@ots.ca.gov and your OTS grant coordinator with the embargoed date and time or with "INTERNAL ONLY: DO NOT RELEASE" message in subject line of email.
- Any earned or paid media campaigns for TV, radio, digital or social media that are part of a specific grant objective, using OTS grant funds, or designed and developed using contractual services by a subgrantee, requires prior approval.
- Social media posts highlighting state or national traffic safety campaigns (Distracted Driving Month, Motorcycle Safety Awareness Month, etc.), enforcement operations (DUI checkpoints, etc.), or any other grant-related activity such as Bicycle rodeos, presentations, or events, are highly encouraged but do not require prior approval.
- Submit a draft or rough-cut of all digital, printed, recorded or video material (brochures, posters, scripts, artwork, trailer graphics, digital graphics, social posts connected to an earned or paid media campaign grant objective) to the OTS PIO at pio@ots.ca.gov and copy your OTS grant coordinator for approval prior to the production or duplication.
- Use the following standard language in all press, media, and printed materials, space permitting: Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.
- Space permitting, include the OTS logo on all grant-funded print materials, graphics and paid or earned social media campaign grant objective; consult the OTS PIO and copy your OTS grant coordinator for specifics, format-appropriate logos, or if space does not permit the use of the OTS logo.
- Email the OTS PIO at pio@ots.ca.gov and copy your OTS grant coordinator at least 21 days in advance, or when first confirmed, a short description of any significant grant-related traffic safety event or program, particularly events that are highly publicized beforehand with anticipated media coverage so OTS has sufficient notice to arrange for attendance and/or participation in the event. If unable to attend, email the OTS PIO and coordinator brief highlights and/or results, including any media coverage (broadcast, digital, print) of event within 7 days following significant grant-related event or program. Media and program highlights are to be reflected in QPRs.
- Any news releases, work plans, scripts, storyboards, artwork, graphics, videos or any educational or informational materials that received OTS PIO approval in a prior grant year needs to be resubmitted for approval in the current grant year.
- For additional guidance, refer to the OTS Grants Materials Approval Process Guidelines and OTS Grants Media Approval Process FAQs on the OTS website.
- Contact the OTS PIO or your OTS grant coordinator for consultation when changes from any of the above requirements might be warranted.

Phase 2 - Program Operations Addendum:

Phase 3 - Data Collection:

1. Prepare and submit grant claim invoices (due January 30, April 30, July 30, and October 30)

2. Prepare and submit Quarterly Performance Reports (QPR) (due January 30, April 30, July 30, and October 30)

- Collect and report quarterly, appropriate data that supports the progress of goals and objectives.
- Provide a brief list of activity conducted, procurement of grant-funded items, and significant media activities. Include status of grant-funded personnel, status of contracts, challenges, or special accomplishments.
- Provide a brief summary of quarterly accomplishments and explanations for objectives not completed or plans for upcoming activities.
- Collect, analyze and report statistical data relating to the grant goals and objectives.

Phase 3 - Data Collection Addendum:

Budget

Personnel Costs

Hourly Rates - When requesting hours for personnel, enter them as straight time or overtime (for Enforcement Overtime, please use section below) and include the amount of hours that they will spend on grant operations. Example: Personnel getting paid 100% by the grant working a full year at $41.00 per hour would be entered as Straight time, 2080 Units, $41.00 Unit cost or Rate, and 100% Percent Paid by Grant. This gives a total of $85,280.00 for the year.

Benefits – If requesting benefits for personnel, enter all benefits as a separate line item for each. Start the Item Name with the word 'Benefits', enter the corresponding straight time or overtime total amount in the Unit Cost or Rate, and enter the Benefits Rate to have the system calculate Benefit Costs. (Unit Cost) X (Benefits Rate) = Benefit Costs. To properly relate benefits to the correct personnel line item use the Display Order field, for example use 100.0 for Display Order for the personnel line item and 100.1 for Display Order for the associated Benefits.

Display Order	Cost Category	Item Name	Position Type	Benefit Rate	Unit Cost or Rate	Units	Percent Paid by Grant	Calculated Cost to Grant
	A. Personnel Costs	Program Manager	Straight time		$118.15	40	100.00%	$4,726.00
100.0	A. Personnel Costs	Staff Analyst	Straight time		$90.20	70	100.00%	$6,314.00

Display Order	Cost Category	Enforcement Activity	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant

Personnel Costs: $11,040.00

Travel Expenses

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
1.0	B. Travel Expenses	Lifesavers Conference	$1,774.00	2	$3,548.00

Travel Expenses: $3,548.00

Contractual Services

Do not include brand names or names of specific organizations.

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
300.0	C. Contractual Services	Consultant Engineering	$30,000.00	7	$210,000.00

Contractual Services: $210,000.00

Equipment (must have Unit Cost of at least $10,000 including tax and shipping)

Do not include brand names or names of specific organizations.

Please include an equipment quote in the Upload Documents Tab.

NOTE : When creating a new "Equipment" budget item, the *Standard Language Item* drop down list may not be available. When this is the case, complete only the required fields and save the budget item. Once saved, select the *Edit* button (pencil icon); the *Standard Language Item* drop down list will be available for selection. Alternatively, if not requesting a *Standard Language Item,* please utilize the *Custom Narrative* field to enter an appropriate narrative.

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
400.0	D. Equipment	Kit of Parts	$20,000.00	1	$20,000.00

Equipment: $20,000.00

Other Direct Costs (must have Unit Cost of less than $10,000, including tax and shipping)

Do not include brand names or names of specific organizations.

NOTE : When creating a new "Other Direct Cost" budget item, the *Standard Language Item* drop down list may not be available. When this is the case, complete only the required fields and save the budget item. Once saved, select the *Edit* button (pencil icon); the *Standard Language Item* drop down list will be available for selection. Alternatively, if not requesting a *Standard Language Item,* please utilize the *Custom Narrative* field to enter an appropriate narrative.

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant

Other Direct Costs: $0.00

Indirect Costs

NOTE - Entry for Indirect Cost is different than prior years. Please read instructions carefully.

Item Name should indicate the % and the types of costs subject to the Indirect Cost Rate e.g. 15% of Salaries and Benefits. Enter one Unit Cost equal to the estimated Indirect Costs.

Indirect Cost Rate must be supported by a federally approved indirect cost rate letter and uploaded to the application.

Display Order	Cost Category	Item Name	Units	Unit Cost or Rate	Calculated Cost to Grant
	Indirect Costs:	$0.00			

Total Requested Funding: $244,588.00

Narrative Review

Review and update Narrative for Budget Items

Cost Category	Item	Narrative	Custom Narrative
A. Personnel Costs	Program Manager		
B. Travel Expenses	Lifesavers Conference		Lifesavers Conference
A. Personnel Costs	Staff Analyst		
C. Contractual Services	Consultant Engineering		
D. Equipment	Kit of Parts		

Upload Documents (Optional)

Please try to include all information in the application itself, but if necessary, upload additional documents here

Document Name	Update Date/Time
OTS Tentatively Approved Your Application 26-006904.pdf	6/5/2025 1:02 PM
RE_Question Re_Bike-Ped App #26-006904 County of Fresno Public Works and Planning.pdf	3/24/2025 3:02 PM
crash stats.docx	3/24/2025 3:02 PM
reduced free lunch prog.xlsx	3/24/2025 3:02 PM
Pages from HPI.pdf	3/24/2025 3:01 PM
RE_Question Re_Bike-Ped App #26-006904 County of Fresno Public Works and Planning.pdf	3/11/2025 12:06 PM
Application Report 2025-02-01 00:25:35.pdf	5/8/2025 12:46 PM

Evaluation, Support, and Submittal

Evaluation, Support, and Submittal

Method of Evaluation:

Using the data compiled during the grant, the Grant Director will complete the "Final Evaluation" section in the fourth/final Quarterly Performance Report (QPR). The Final Evaluation should provide a brief summary of the grant's accomplishments, challenges and significant activities. This narrative should also include whether goals and objectives were met, exceeded, or an explanation of why objectives were not completed.

Administrative Support:

This program has full administrative support, and every effort will be made to continue the grant activities after grant conclusion.

Total Requested Funding:

$244,588.00