

Potential Grant Proposal Ideas FFY2011 – Maryland Highway Safety Office

Disclaimer: Projects contained in this document are for brainstorming purposes only and do not guarantee funding from the Maryland Highway Safety Office.

Impaired Driving Prevention

1. Partner with car dealerships to display wrecked vehicle with signage depicting cause
 - *“On November 26, 2009, the owner of this car ended his life short because he decided to drive drunk. Schaefer Ford/Mercury supports safe and sober drivers. Find an alternative to driving drunk this holiday season.”*
 - TARGET GROUP: All motorists and passengers
 - POTENTIAL COST: \$15k for 3 locations
 - DURATION: 2 months at each location
 - IDEAL GRANTEE TYPE: Radio, Insurance association
 - ADDITIONAL NEEDS/DESCRIPTION: could be tailored for seat belt message (personal responsibility messaging); will require coordination with dealerships, tow truck operators, insurance agencies, graphic designer, etc.

2. Sponsor a Sobriety Checkpoint
 - TARGET GROUP: potential impaired motorists
 - POTENTIAL COST: \$50k (8checkpoints x \$5k per checkpoint + \$10k incidentals)
 - DURATION: 8 different locations, 8 different nights
 - IDEAL GRANTEE TYPE: association, nonprofit
 - ADDITIONAL NEEDS/DESCRIPTION: should include coordination of outside sponsorship, will require coordination with law enforcement, fiduciary management, coordination with graphic designer

3. Sponsor Law Enforcement recognition event
 - TARGET GROUP: Traffic law enforcement officers
 - POTENTIAL COST: \$20k
 - DURATION: one evening, one meal
 - IDEAL GRANTEE TYPE: nonprofit, law enforcement association
 - ADDITIONAL NEEDS/DESCRIPTION: will require coordination with vendors, law enforcement agencies, facility coordination, cost-containment, graphic designer; will require significant one-time personnel commitment (100 hours)

4. Sponsor DUI Court participants (bus tickets, grocery store gift cards) incentive program for good behavior
 - TARGET GROUP: 60 participants: AA, HoCo, Harford
 - POTENTIAL COST: \$3k
 - DURATION: year-long, following graduation from DUI Court
 - IDEAL GRANTEE TYPE: justice association, nonprofit
 - ADDITIONAL NEEDS/DESCRIPTION: either coordination for donations or actual procurement of items

5. Road course utilizing golf cart and impaired-goggles
 - Personalize/customize golf cart (ie, chrome wheels, custom paint job)
 - Organization name recognition included in paint job
 - Trailer messaging and customization opportunity
 - Minimum number of events (ie, state fair, tractor pulls, Orioles, Ravens) per year
 - Already have willing subcontractor in Montgomery County (price proposals upon request)
 - TARGET GROUP: teens, adults, event attendees
 - POTENTIAL COST: \$50k first year, \$30k thereafter
 - DURATION: 7 two-day events per annum
 - IDEAL GRANTEE TYPE: nonprofit
 - ADDITIONAL NEEDS/DESCRIPTION: will require coordination with event promoters, initial coordination and approvals from designers, vendors, and MHSO for procurement

6. Partner with trauma centers for the development of a comprehensive Alcohol Screening and Brief Intervention
 - TARGET GROUP: impaired drivers, crash victims
 - POTENTIAL COST: \$40k per annum
 - DURATION: annual
 - IDEAL GRANTEE TYPE: hospitals, nonprofits
 - ADDITIONAL NEEDS/DESCRIPTION: will require program and curriculum development capabilities, will require certain number of outreach activities during grant cycle

7. Feasibility and Cost Study of a Drunk Busters program modeled after the successful New Mexico program – Task Force recommendation
 - TARGET GROUP: for use by MHSO staff
 - POTENTIAL COST: \$30-50k
 - DURATION: one-year
 - IDEAL GRANTEE TYPE: university, policy nonprofit

- ADDITIONAL NEEDS/DESCRIPTION: similar to #77 service, will require in-depth benchmark analysis, cost-study analysis, and policy analysis

Distracted Driving

1. Coordination and Development of negotiated discount on auto insurance if install distracted driving software on smartphone - new user-based technologies that exist that will disable a phone while a vehicle is in motion. The technologies have come a long way in the past 6 months and now include features for one's phone like:
 - Activates automatically when driving
 - Locks keypad to prevent texting or emailing while driving
 - Filters inbound calls based on priority
 - Ensures hands-free use for all phone calls
 - Sends auto-replies to unanswered calls, emails, and texts
 - Notifies family and social networks when user starts and stops driving.
 - www.zoomsafer.com/
 - www.drivesafe.ly/
 - <http://www.aegismobility.com/home/driveassist>
 - www.safedrivingssystem.com
 - www.textecution.com
 - TARGET GROUP: Distracted drivers
 - POTENTIAL COST: \$40k per annum
 - DURATION: year-long, continual
 - IDEAL GRANTEE TYPE: nonprofit, insurance association
 - ADDITIONAL NEEDS/DESCRIPTION: will require development of proof of performance (did the user actually install the software), significant upfront coordination, continual marketing of discount

2. Coordination and Development of negotiated discount on phone bill if install distracted driving software on smartphone
 - TARGET GROUP: distracted motorists
 - POTENTIAL COST: \$40k per annum
 - DURATION: continual
 - IDEAL GRANTEE TYPE: nonprofit, association
 - ADDITIONAL NEEDS/DESCRIPTION: will require development of proof of performance (did the user actually install the software), significant upfront coordination, continual marketing of discount

3. Partner with the Maryland Automobile Insurance Fund (MAIF) or other insurance companies and focus on distracted drivers. MAIF provides liability insurance to people who are unable to get insurance other places. Place distracted driver stats and facts on monthly bills of all account holders.
 - TARGET GROUP: distracted motorists
 - POTENTIAL COST: \$5-10k
 - DURATION: annual
 - IDEAL GRANTEE TYPE: nonprofits, associations
 - ADDITIONAL NEEDS/DESCRIPTION: either printed on bill or bill-stuffers, will require coordination with multiple vendors and organizations

4. Install "It's Against the Law to Text and Drive" at the entrance to 100 businesses across the state over the next year.
 - a. Market concept to businesses in partnership with the MHSO
 - b. Identify Companies
 - c. Develop layout of sign
 - d. Contract to Install signs
 - TARGET GROUP: distracted drivers
 - POTENTIAL COST: \$10k
 - DURATION: annual, low personnel committment
 - IDEAL GRANTEE TYPE: nonprofit, government
 - ADDITIONAL NEEDS/DESCRIPTION: will need to coordinate with MHSO for data pertaining to high crash locations, proximity to schools; will require graphic design, printing production

Occupant Protection

1. Billboard education campaign targeted towards pickup truck drivers in low belt usage locations:

"Things YOUR truck doesn't have: crumple zone. BUCKLE UP"

"Real men LIVE to raise a family. BUCKLE UP IN YOUR TRUCK"

 - TARGET GROUP: pickup truck drivers
 - POTENTIAL COST: \$30k
 - DURATION: multiple months
 - IDEAL GRANTEE TYPE: nonprofit
 - ADDITIONAL NEEDS/DESCRIPTION: will require coordination with MHSO to target low belt use counties and high volume roadways where billboards are located. Will require focus-testing education gaps, message development

2. Statewide "Buckle-Up-For-A-Buck" program

- Partner with multiple banks
- Provide event staffing
- Market event(s) via press releases to radio and TV stations
- TARGET GROUP: Maryland motorists
- POTENTIAL COST: \$10k
- DURATION: month-long during Click It Or Ticket campaign
- IDEAL GRANTEE TYPE: nonprofit
- ADDITIONAL NEEDS/DESCRIPTION: will require coordination and cooperation with banks, law enforcement officers (good PR for officers to hand out donated dollars, and good for safety of participants), CTSPs; will require bills to be branded with stickers (Click It Or Ticket branding)

Pedestrian/Bike

1. Geocaching contest
 - www.geocaching.com
 - Combine with school distribution strategy to promote contest to younger target audience
 - Define boundaries of locales to promote/require walking or biking to each destination
 - Questions at sites with different directions depending on answer
 - Questions pertain to pedestrian laws, infrastructure, etc.
 - TARGET GROUP: Bicyclists, pedestrians, multi-ethnic backgrounds, young audiences
 - POTENTIAL COST: \$15k
 - DURATION: single event or week
 - IDEAL GRANTEE TYPE: nonprofit
 - ADDITIONAL NEEDS/DESCRIPTION: will require program/contest development, will require coordination with vendors, GPS owners; will require marketing, prize donations, etc.

2. Windshield Education Distribution in High Crash locations



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- TARGET GROUP: motorists near high-pedestrian-crash locations
- POTENTIAL COST: \$7-10k
- DURATION: annual
- IDEAL GRANTEE TYPE: nonprofit
- ADDITIONAL NEEDS/DESCRIPTION: will require coordination with MHSO on location identification, printing, distribution

3. Pedestrian Law Enforcement training

- TARGET GROUP: new law enforcement officers, refresher for seasoned officers
- POTENTIAL COST: \$15k
- DURATION: multiple times per year, multiple locations
- IDEAL GRANTEE TYPE: law enforcement or justice related nonprofits
- ADDITIONAL NEEDS/DESCRIPTION: will require coordination with MHSO for curriculum development and approval; will require outreach and marketing of product

4. Supplement StreetSmart Baltimore campaign with street-team and guerilla marketing

- TARGET GROUP: urban pedestrians and motorists
- POTENTIAL COST: \$30k
- DURATION: one month during StreetSmart campaign
- IDEAL GRANTEE TYPE: nonprofit, quasi-governmental, local governments near Baltimore or within BMC's jurisdictions
- ADDITIONAL NEEDS/DESCRIPTION: will require coordination with MHSO and Baltimore Metropolitan Council (BMC) for content, design, distribution, timing

Younger Driver

1. Teen Fit: An educational program that offers young drivers the opportunity to check how well their vehicles "fit" them, regular vehicle maintenance and reinforcement of safety messages.

- TARGET GROUP: Young Drivers 16-20 yrs
- POTENTIAL COST: \$3-\$5k
- DURATION: Multiple One-Day Events
- IDEAL GRANTEE TYPE: nonprofit, association
- ADDITIONAL NEEDS/DESCRIPTION: Start-up program costs (i.e. program planning, development, marketing collateral material, signage etc...) would be higher but, actual event and implementation costs would be lower.

2. Parking Pass Incentive Program

- Students have to sign an ok to be monitored to be given a driving slot for school.
- Random checks (live and video) at the school monitor number of students in car, cell phone use, belt use, etc.
- Notification is made to the parents of violations/concerns.
- Tied to educational/promotional program about provisional license restrictions etc.
- TARGET GROUP: Young Drivers 16-20 yrs
- POTENTIAL COST: \$1,000 per school
- DURATION: School Year long
- IDEAL GRANTEE TYPE: LE Agencies, Individual Schools
- ADDITIONAL NEEDS/DESCRIPTION: Parking passes could be color-coded according to type of license to be able to identify violations (i.e. provisional-passenger restrictions). Allow students to pick the type of parking pass that they prefer (hang tag, stick labels etc...).

3. Mock Trials for Younger Drivers:

Partner with public schools, driving schools and other community organizations to educate teens on the dangers of underage drinking & impaired driving.

- TARGET GROUP: Young Drivers 16-20 yrs
- POTENTIAL COST: \$3-\$5k
- DURATION: Multiple 1-Day Events
- IDEAL GRANTEE TYPE: LE Agencies, Dept. of Juvenile Justice, Highway Safety Group/Organization, Alcohol distributor, association, nonprofit
- ADDITIONAL NEEDS/DESCRIPTION: realistic set-up location (i.e. Stevenson University CJ Courtroom Bldg.)

4. Graveyard Tombstones Display:

Displaying individuals who have been killed in that surrounding area and the reason for their death (i.e. drunk driver, distracted driver, texting while driving etc...)

- TARGET GROUP: Young Drivers 16-20 yrs
- POTENTIAL COST: \$400 for every 8 tombstones
- DURATION: Multiple Week-long runs
- IDEAL GRANTEE TYPE: Student organizations, community organizations, LE Agencies
- ADDITIONAL NEEDS/DESCRIPTION: Dimensions of tombstones: 2ft x4ft tall and 2inches thick. Tombstone material: High Density Urethane.

5. Amusement Park:

- Safety Zone/ Area Domination Zone focused on Teen Driver Safety
- Signage, Displays etc...
- Rollercoaster Wraps (Side of coaster branded with safety messages)
- Scrolling Panels throughout the park displaying safety messages
- Jumbotron
- Restroom Signage
- In-park Radio
- Internet/website banner ads
- On-line learning modules
- Safety messages/ campaign printed on tickets
- Bounce back Exit Sampling (distribution) of collateral material
- TARGET GROUP: Young Drivers 16-20 yrs
- POTENTIAL COST: \$15-\$20k
- DURATION: 2-3 Week Focus
- IDEAL GRANTEE TYPE: TV, nonprofit
- ADDITIONAL NEEDS/DESCRIPTION: A project on this scale is large enough to have possibly several various partners involved. The time duration would be strategically focused on high traffic times for target population (i.e. Halloween).
Possible partnership/sponsorship of large company (i.e. motor company, candy distributor etc...). Sponsorship could include fees.

6. Community Traffic Safety Block Parties:

- Promoting traffic safety within small communities getting local businesses and community organizations advocating for safe driving habits.
- TARGET GROUP: Young Drivers 16-20 yrs & Guardians & general public
- POTENTIAL COST: \$5-\$7k
- DURATION: 1-Day Event

- IDEAL GRANTEE TYPE: Any type of community organization (i.e. health dept., insurance association)
 - ADDITIONAL NEEDS/DESCRIPTION: Involvement from many different community partners will be necessary for this event. Event to serve as a one-stop shop event focused on traffic safety. Event would possibly include various safety stops/stations all individually focused on separate safety related topics (i.e. Bike/Ped., Motorcycle, YD, Impaired, OP, SRS).
7. Sponsorship of Summer Concert Series for teens advocating teen driver safety.
- TARGET GROUP: Young Drivers 16-20 yrs
 - POTENTIAL COST: \$10-\$20k
 - DURATION: Summer month/s
 - IDEAL GRANTEE TYPE: Radio, TV
 - ADDITIONAL NEEDS/DESCRIPTION: possibly include in media buys. Also, possible to piggyback off of Amusement park project.
8. Nascar/ Auto Club/ Motorsports Company Teen Driver Safety Pit Stop Event (Interactive Racing Themed Initiative)
- Defensive Driving & Vehicle Control Training
 - Educational Sessions on Safe Driving focusing on: speeding and tickets; time of day; crashes; number of passengers; drinking and driving; seatbelts; cell phones / music / other distractions and grades.
 - Vehicle Maintenance
 - Race drivers appearances
- Similar to:
- Allstate's Safe Teen Driving Pit Stop Program:
<http://www.nascar.com/2009/news/business/03/03/rsorenson.allstate/index.html>
 - Richard Petty Driving Experience
 - TARGET GROUP: Young Drivers 16-20 yrs
 - POTENTIAL COST: \$15-\$20k
 - DURATION: 1-Day Event
 - IDEAL GRANTEE TYPE: Auto Association, Insurance Association
 - ADDITIONAL NEEDS/DESCRIPTION: Large lot (i.e. stadium) or track (smooth flat surface) would be needed for the event.
Functional area space: approx. 100k sq ft.
9. 5k Run: Victims of Drunk & Drugged & Distracted Driver
- TARGET GROUP: Young Drivers 16-20 yrs & Guardians & those who have been affected by drunk, drugged and distracted
 - POTENTIAL COST: \$3-\$5k
 - DURATION: One day (4-hr event)
 - IDEAL GRANTEE TYPE: Various Community Organizations

- **ADDITIONAL NEEDS/DESCRIPTION:** An event such as this could be more of a fundraiser event to help raise awareness. \$\$ that is raised could go back into various community organizations for outreach and education.