

Montana Department of Transportation State Highway Traffic Safety Section (MDT-SHTSS) Occupant Protection Mini-Grant Program

Applications are now being accepted and must be submitted through MDT's webgrant system
<https://fundingmt.org/index.do>

What is the Occupant Protection Program?

Occupant Protection Programs promote the benefits of seat belt and car seat use. The long-term impact of this program is to increase occupant protection usage resulting in measurable progress toward the motor vehicle reduction in fatalities and incapacitating injuries on Montana roads.

- In 2013, the economic costs due to motor vehicle crash-related deaths in Montana were nearly \$300 Million Dollars!
- In the past 10 years, 67% of all fatalities of persons riding in vehicles were not wearing those seat belts.
- Over 97% of the State's motor vehicle traffic fatalities occur in rural areas.
- Between 2005 and 2014, young drivers age 14-25, accounted for 13% of all Montana drivers, but were associated with 20% of the unrestrained fatalities on Montana's roadways

For more Montana Crash/Fatality Data visit: <http://www.mdt.mt.gov/publications/datastats/crashdata.shtml>

What is the Mini-Grant Program?

The Mini-Grant Program is a grant offered to assist Montana communities deal with the need for increased local public information and education (PI&E) programs that reach various demographics to encourage increases in safety belts and child car seat usage. Public education projects can be associated with events such as rodeos, county fairs, concerts, and other large gatherings. The National *Click it or Ticket* May Mobilization law enforcement crackdown on seat belt use is another great opportunity for grassroots educational activities. This grant can be used to reimburse salaries, media support and pre-approved resources needed for a specific project.

How do I apply for a Mini-Grant?

You will need to provide a strong argument and/or data showing why you need financial assistance. Example:

The Bucking Horse Sale is a world famous rodeo held in Miles City, Montana. Thousands of people attend this 3-day event annually. Statistically, men between the ages of 18 and 34 are less likely to wear their seat belts. Last year the observed seatbelt usage rate at the Bucking Horse Sale was 45%. My seatbelt campaign will target young male pickup truck drivers. This is the perfect venue to educate the attendees while conducting observational seatbelt surveys again this year.

What are the requirements of the Mini-Grant?

Being approved for a Mini-Grant requires you to conduct an occupant protection "campaign" focusing on seat belt use for a targeted population and/or car seat use for a specific age group. This campaign must support

Montana's Comprehensive Highway Safety Plan (CHSP) Occupant Protection strategies.

<http://www.mdt.mt.gov/visionzero/plans/chsp.shtml> Your project will need to demonstrate a performance measure or expected outcome from the activity. The application form outlines the expectations for the proposed scope of work for grant applicants. There is also a reporting requirement to MDT when the campaign is complete.

What kind of resources are being funded?

Resources include such items as campaign materials and media support.

What you need to know:

- This grant requires an executed contract and approved budget between your agency and MDT prior to any grant activity.
- The grant operates on a "reimbursement basis". MDT will be paying you for the expenses incurred to conduct the activity after the fact.
- There are restrictions on what items/services can be purchased with grant funds – contact MDT prior to making any purchase. The purchase of car seats will not be approved through the OP Mini-Grant Program.
- Your project may be shared on MDT's website and social media pages – pictures and video are encouraged!
- Grant application cannot exceed \$5,000.

For questions pertaining to the funding opportunity, contact Occupant Protection Traffic Safety Planner, Pam Buckman, at (406) 444-0809 or via email pbuckman@mt.gov .