

**SUBMITTAL TO THE BOARD OF SUPERVISORS
COUNTY OF RIVERSIDE, STATE OF CALIFORNIA**



**ITEM: 3.14
(ID # 30216)**

MEETING DATE:
Tuesday, May 05, 2026

FROM : RUHS-PUBLIC HEALTH

SUBJECT: RIVERSIDE UNIVERSITY HEALTH SYSTEM – PUBLIC HEALTH: Approve Funding Allocations from the State of California Office of Traffic Safety (OTS) Pedestrian and Bicycle Safety Program for the Period of Performance of October 1, 2026, through September 30, 2027. All Districts [Total amount \$341,902; up to \$68,380 in additional compensation - 100% Federal]

RECOMMENDED MOTION: That the Board of Supervisors:

1. Approve Funding Allocations from the State of California Office of Traffic Safety for Be Wiser Teen Impaired/Distracted Driving & Speeding/Occupant Safety Program (“Program”) for a total amount not to exceed \$341,902 for the period of performance of October 1, 2026, through September 30, 2027; and
2. Authorize the Director of Public Health, or designee, based on availability of fiscal funding and as approved as to form by County Counsel, to: (a) sign all certifications, assurances, or reports to implement the Program including, but not limited to, signing the Program Grant Agreement when it becomes available; (b) sign subsequent amendments to the Grant Agreement, including modifications to the statement of Work, that stay within the intent of the Grant Agreement; and (c) sign subsequent amendments to the Grant Agreement that do not exceed the sum total of twenty percent (20%) of the total aggregate amount.


ACTION:A-30, Policy


Kim Saruwatari, Director of Public Health 4/22/2026

MINUTES OF THE BOARD OF SUPERVISORS

On motion of Supervisor Washington, seconded by Supervisor Perez and duly carried, IT WAS ORDERED that the above matter is approved as recommended.

Ayes: Medina, Spiegel, Washington, and Perez
Nays: None
Absent: Gutierrez
Date: May 5, 2026
xc: RUHS-PH

Kimberly A. Rector
Clerk of the Board
By: 
Deputy

**SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA**

FINANCIAL DATA	Current Fiscal Year:	Next Fiscal Year:	Total Cost:	Ongoing Cost
COST	\$0	\$256,426	\$341,902	\$0
NET COUNTY COST	\$0	\$0	\$0	\$0
SOURCE OF FUNDS: 100% Federal			Budget Adjustment: No	
			For Fiscal Year: 26/27 – 27/28	

C.E.O. RECOMMENDATION: Approve

BACKGROUND:

Summary

The Pedestrian and Bicycle Safety program is funded by National Highway Transportation Safety Administration (NHTSA) grant administered by the State of California, Office of Traffic Safety. The program aims to raise awareness about traffic rules, rights and responsibilities of those driving, walking or bicycling.

Riverside University Health System - Public Health's (RUHS-PH) Injury Prevention Services (IPS) applied for funding allocations from the State of California Office of Traffic Safety to collaborate with local school districts, law enforcement and senior centers to provide pedestrian and bicycle safety education in effort to reduce pedestrian related injuries and fatalities in children and adults.

Impact on Residents and Businesses

Program will benefit County residents by educating and encouraging children, families, and older adults to walk, bike and drive safely to avoid pedestrian and bicycle injuries and fatalities. Teens and young adults will be trained as traffic safety educators, giving them leadership opportunities while improving their awareness of pedestrian and bicycle related hazards.

Additional Fiscal Information

This funding is awarded to RUHS-PH by the State of California. Future funding will be reported to Auditor Controller Office (ACO) on an annual basis.

County Fiscal Year

Fiscal Year	Amount
FY26/27	\$256,426
FY27/28	\$85,476
Total	\$341,902

Contract History and Price Reasonableness

RUHS-PH submitted a grant application to the State of California Office of Traffic Safety for Pedestrian and Bicycle Safety Program on January 29, 2026. Funding has not yet been awarded, RUHS-PH is currently under consideration. As this is a competitive grant opportunity, no additional vendor quotations were required. At this time, the Board is being asked to authorize the Public Health Director to sign the Grant Agreement when it becomes available.

SUBMITTAL TO THE BOARD OF SUPERVISORS COUNTY OF RIVERSIDE,
STATE OF CALIFORNIA

ATTACHMENTS:

ATTACHMENT A: Grant Application #27-007163 with the State of California


Douglas Ordóñez Jr. 4/27/2026


Gregg Gu, Chief of Deputy County Counsel 4/22/2026

Application Information

Application No: 27-007163

Application Type:	Pedestrian and Bicycle Safety	Agency (City or County):	Riverside County	Department (Police Dept, DA Office, etc):	Riverside County Public Health Department
Authorized Representative:	Kim Saruwatari	Additional Contact Email:		DUNS/SAM Number:	CERTDD6LKE95
DUNS/SAM Expiration Date:		DUNS/SAM Registered Address:	4080 Lemon Street, Floor 11	DUNS/SAM City:	Riverside
DUNS/SAM ZIP+4:	92501-3609				

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 at-risk 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-driven evidence. Be specific and focus on the issue that is relevant and significant within your community.

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

Problem Statement:

Riverside County, California, is a large and diverse metropolitan region located in the southern part of the state. The county encompasses 28 cities and 12 federally recognized Native American tribal entities. With an estimated population of approximately 2.52 million residents, Riverside County is the fourth most populous county in California (Attachment A, U.S. Census Bureau). The county encompasses extensive unincorporated areas, spanning approximately 7,209 square miles.

Between 2020 and 2024, the county experienced a 4.5% increase in population, adding approximately 109,666 residents (Attachment A, U.S. Census Bureau). The area is projected to add 5.7 million new residents by 2036 and reach a population of 6.8 million by 2060. Riverside County consistently ranks among the state's top ten fastest-growing counties, intensifying the demand for safe infrastructure and community-based traffic safety programs that can reduce crashes in the areas where they occur most frequently (Attachment B, Riverside County Office of Aging).

The rising number of residents and visitors has further contributed to increased pedestrian and bicyclist injuries and fatalities. Riverside County ranks 37th out of California's 58 counties for total traffic related injuries and fatalities (Attachment C, OTS), with many of these incidents concentrated along high injury road segments. These patterns underscore the urgent need for a comprehensive safety education curriculum that specifically targets communities located within or adjacent to high injury networks, where the risk of severe collisions is greatest.

As of 2025, Riverside County's largest racial or ethnic group was Hispanic/Latino, representing 52.5% of the population. The county reflects significant diversity, with 30.2% White (non-Hispanic), 8.3% Asian (non-Hispanic), 7.5% Black (non-Hispanic), 3.9% Multiracial (non-Hispanic), 2% American Indian/Alaska Native (non-Hispanic), and 0.5% Native Hawaiian and Other Pacific Islander (non-Hispanic). Of this population, 285,882 residents, 11.3% of the county's population live below the federal poverty level (Attachment A, U.S. Census Bureau).

National projections indicated that by 2035, older adults will outnumber children for the first time in U.S. history, signaling a major shift in community safety and mobility needs. In 2030, approximately 10.8 million Californians will be 65 or older, representing nearly one-quarter of the state's population (Attachment B, Riverside County Office of Aging). Riverside County is also undergoing a significant demographic shift, marked by rapid growth in its older adult population.

Local forecasts from the Riverside County Office on Aging show a higher trend: the county is expected to experience a 200% increase in residents age 60 and older between 2010 and 2060, along with a 400% increase in adults age 85 and older. This rapid aging, combined with overall population growth, will significantly increase the number of residents who are at heightened risk for severe injury in traffic-related incidents. Older adults and children, two of the most vulnerable road user groups, face greater challenges navigating high-speed corridors, incomplete pedestrian infrastructure, and high-injury networks. These demographic shifts underscore the urgent need for expanded traffic safety education, outreach, and prevention initiatives that protect vulnerable road users and support safer mobility for all residents (Attachment B, Riverside County Office of Aging).

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

Problem Statement:

From 2021 to 2025, Riverside County experienced 1,686 bicycle-related crashes, reflecting a persistent and significant safety concern. Of these incidents, 2.7% resulted in fatalities, 12.4% caused severe injuries, and 54% involved visible injuries. This equates to an average of 337 bicycle crashes per year, meaning the county experiences nearly one bicycle-related crash every day during these five years (Attachment D, TIMS).

During the same timeframe, the county recorded 2,352 pedestrian-involved collisions. Among these, 339 (14.4%) were fatal, 458 (19.5%) resulted in severe injuries, and 866 (36.8%) caused visible injuries. On average, Riverside County saw more than 470 pedestrian crashes annually, meaning more pedestrians were injured or killed each year than there are days in a year (Attachment D, TIMS). The consistently high number of severe and fatal injuries demonstrates a clear need for targeted, evidence-based interventions to reduce preventable crashes and protect vulnerable road users across the county.

Pedestrian and bicyclist safety remains a critical traffic-related concern in Riverside County, as demonstrated by recent hospital, public health, and law enforcement data. Between October 2024 and September 2025, Riverside Community Hospital (RCH) admitted 429 patients for pedestrian and cyclist-related injuries, including 12 fatalities. Among the 158 cyclists' related injuries, helmet use was documented in only 45 cases (28% in helmet compliance), revealing significant gaps in protective equipment use and safe riding behaviors (Attachment E, RCH).

Riverside University Health System – Medical Center (RUHS-MC) trauma department further illustrates the severity of these incidents. Among 124 trauma encounters involving pedestrians and cyclists, children 15 and younger most frequently sustained concussions, while adults 65 and older experienced higher rates of severe traumatic brain injuries and fatalities. Pedestrians and cyclists were equally represented, underscoring that both groups face substantial risk across age ranges. Because this dataset includes only the most severe cases requiring trauma care, it highlights the urgent need for proactive safety education and prevention strategies (Attachment F, RUHS-MC).

As the popularity of e-bikes rises, so does the risk of injury. Additional data from RUHS-MC indicate that 88% of e-bike injuries involving youth and seniors were sustained by riders under 15, and only 37% of these young riders were wearing helmets. Older adults face similar challenges, with 12% of e-bike crashes involving seniors, none of whom were wearing helmets, resulting in severe head injuries (Attachment F, RUHS-MC). Together, these trends demonstrate that both youth and older adults are significantly affected by the rise in micro-mobility use and unsafe behaviors, underscoring the need for targeted, age-appropriate safety education and outreach.

Helmet use observations conducted by Riverside University Health System – Public Health (RUHS-PH) at local middle and high schools reinforce these concerns. Most recently, at Menifee Valley Middle School on December 11, 2025, only 21 of 43 students observed riding bicycles, skateboards, or scooters were wearing helmets (Attachment G, RUHS-PH). This low compliance rate (49%) draws attention to the urgent need for targeted youth education on proper helmet use and safe behaviors. Another incident occurred in Menifee in June 2025, when a young teen riding through an intersection was struck by a vehicle, resulting in severe but non-fatal injuries (Attachment H, CBS News). Kara McGee, the Risk Management and Benefits Specialist for Menifee Union School District (MUSD), echoed these concerns regarding unsafe behaviors in shared spaces, noting that “We have experienced too many close calls. We need to increase educating riders on safe behavior that would go far beyond benefiting our school district.”

Environmental assessments conducted through the Community Pedestrian and Bicycle Safety Training (CPBST) program identified other safety risks near Menifee Valley Middle School. The assessment documented unmanaged vehicle activity during student arrival and dismissal, informal parking in vacant lots, multiple unregulated entry and exit points, and the use of dirt paths shared by vehicles and students. These conditions create uncertainty and increase conflict between vehicles and students walking or cycling. Historical incidents, including nighttime and hit-and-run crashes, highlight underlying safety challenges that reinforce the importance of protective behaviors (Attachment I, CPBST Report).

Further, law enforcement data across multiple jurisdictions demonstrates the countywide nature of the problem:

- Cathedral City Police Department reported 14 pedestrian injury crashes, 3 fatalities, 6 bicyclist injury crashes, and 1 fatality between October 2023 and September 2024. During the following year, fatalities decreased to 3 pedestrian deaths and 0 bicyclist deaths, but injury crashes persisted, with 11 total incidents involving pedestrians and cyclists (Attachment J, Cathedral City PD).
- Corona Police Department recorded 331 pedestrian and bicyclist crashes from 2020 to 2024, including 10 pedestrian fatalities and 2 bicyclist fatalities. Contributing factors included behavioral factors, with victims ranging from 6 to 71 (Attachment K, Corona PD).
- Riverside Police Department reported 232 injury crashes and 8 fatalities involving pedestrians and bicyclists in 2024. Preliminary 2025 data show 208 injury crashes and 5 fatalities, indicating modest improvement but continued vulnerability among road users (Attachment L, Riverside PD).

A recent news report of a fatal pedestrian crash in Riverside further illustrates the real-world consequences of these trends. Preliminary findings indicate that a male pedestrian crossing Magnolia Avenue in Riverside outside of the marked crosswalk was struck by a vehicle traveling through the intersection on a green light. He later succumbed to his injuries (Attachment M, KTLA News 2025). The 2023 OTS Ranking highlights other areas of concern in Riverside County. The cities of Palm Springs, Hemet, Menifee, and Temecula are among the highest-risk communities in the county for pedestrian and bicyclist injuries, underscoring the need for targeted education and safety interventions in these high-injury network areas.

3. Define the target population the grant intends to serve and how they are affected by the problem(s). If the target population includes any at-risk populations, please include how this traffic safety grant will serve them.

Problem Statement:

The proposed project will focus on vulnerable road users who are disproportionately represented in crash and injury data. Including youth under 15 years of age, older adults, low-income and underserved communities, and high-injury network communities. Additionally, with the emergence of electric bikes, scooters, and skateboards, these already vulnerable populations are at an even higher risk. Pedestrians and bicyclists must understand the rules of the road so that they can avoid any potential crashes (Attachment N, NHTSA). Our goal is to reduce injuries by providing vulnerable communities with the knowledge and skills needed to follow the rules of the road, just as motorists are required to do.

Children and Youth

Youth under 15 represent a vulnerable population impacted by rising pedestrian and bicyclist injuries in Riverside County. Kelly Smith, the Assistant Nurse Manager for the Trauma Center with RUHS - MC, reinforced this fact, stating, "It is critical to understand how children perceive traffic to ensure their safety as they interact with their environment. Whether walking or biking to school, children are in the crucial stage of development, gaining independence and learning to navigate their surroundings. With increased freedom comes a heightened responsibility to mitigate potential risks, particularly in understanding and practicing traffic safety measures." Additionally, a study by the American Academy of Pediatrics advocated their support for furthering of pedestrian safety education by voicing the need to, "Support, or introduce and promote, Safe Routes to School interventions" and "Promote safe and active transport, including walking, as an alternative to motorized conveyance, to reduce vehicular traffic and increase demand for pedestrian amenities" (Attachment O, American Academy of Pediatrics).

Older Adults

Older adults are encouraged to bike for health benefits; advancements in e-bike technology, such as motor-assisted pedaling, have made cycling more accessible (Attachment P, Healthline). However, these technological benefits raise concerns about whether older adults are adequately educated on safe usage, as improper use can be dangerous. Older adult pedestrians are equally vulnerable, as demonstrated by a recent incident in Hemet on March 19, 2025, in which an 81-year-old woman was struck while walking within the traffic lanes for unknown reasons, according to CHP (Attachment Q, My News LA). Oscar Garcia, a Registered Trauma Nurse with RUHS-MC, emphasized this heightening vulnerability, noting that "older adults are far more likely to experience severe health outcomes when involved in pedestrian or bicycle-related crashes, often resulting in long-term loss of independence or fatality." Age-related factors such as reduced vision, slower reaction time, and decreased mobility further increase their risk. Additionally, RUHS - MC reported that older adults account for 80% of pedestrian crash victims, underscoring the urgent need for targeted education and resources to improve their safety for this population (Attachment F, RUHS-MC). Older adults continue to represent a disproportionate share of pedestrian fatalities, highlighting the critical importance of focused prevention efforts.

Electric Bicycles

Electric bicycles continue to grow rapidly in popularity across Riverside County, yet safety education has not kept pace with this surge. Many riders and parents are unaware that e-bikes are classified into different types, each with its own age requirements, speed capabilities, local ordinances, and operational restrictions. This lack of foundational knowledge contributes directly to unsafe riding behaviors, improper supervision, and preventable crashes. For example, Chelsea Black, a Community Schools Teacher on Special Assignment at Mission Middle School in Jurupa, requested assistance from RUHS-PH following a crash on August 25, 2025. This involved a student riding a mini e-bike in the wrong direction who failed to see an oncoming vehicle and collided with it on school grounds, resulting in a broken toe. This incident, like others occurring across the county, reflects a broader pattern of preventable youth cyclist injuries linked to limited safety awareness.

Compounding this issue, there are not enough trained educators, enforcement personnel, or community partners equipped to provide consistent, accurate instruction on e-bike safety, rules of the road, and shared-responsibility practices. As a result, vulnerable populations are navigating increasingly complex micro-mobility environments without the guidance needed to ride safely and legally. Addressing these educational gaps is essential to reducing injuries and ensuring that the rapid expansion of e-bike use does not outpace the community's capacity to keep riders safe.

Low-Income and Underserved Communities

Low-income neighborhoods often lack essential pedestrian and bicycle infrastructure, including paved sidewalks, marked crosswalks, adequate lighting, and protected bike lanes. These environmental gaps increase exposure to high-risk traffic conditions. For example, last year, a fatal pedestrian crash in Coachella occurred near Grapefruit Boulevard and 54th Avenue, an area with no sidewalks, limited lighting, and no crosswalks, demonstrating how infrastructure deficiencies directly contribute to severe outcomes (Attachment R, News Channel 3). While infrastructure improvements fall outside the scope of this project, we can address the behavioral and shared responsibility aspects of safety, equipping residents with the knowledge and skills needed to navigate these challenging environments more safely. Residents in underserved communities are more likely to walk or bike out of necessity, further increasing their exposure to unsafe conditions and underscoring the need for targeted education and outreach.

High-Injury Network Communities

High-injury network communities, areas where a disproportionate number of severe and fatal pedestrian and bicyclist crashes occur, represent a critical focus for Riverside County's traffic safety efforts. Cities such as Palm Springs, Hemet, Menifee, and Temecula have been consistently identified in OTS rankings as among high-risk areas in the county for pedestrian and bicyclist injuries and fatalities. Additionally, many of these communities include neighborhoods with higher proportions of low-income residents, older adults, and youth groups that are disproportionately represented in countywide injury and fatality data.

Across all data sources, hospital trauma records, school observations, law enforcement reports, and OTS rankings, the same populations emerge as disproportionately affected: youth, older adults, low-income communities, and residents of high-injury networks. These findings justify the need for a comprehensive, evidence-based traffic safety education program that improves helmet use, increases pedestrian and bicyclist safety knowledge, and reduces preventable injuries and fatalities throughout Riverside County.

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).

County or State Applicants: Complete the table below using TIMS 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	2022				2023				2024			
	Crashes		Victims		Crashes		Victims		Crashes		Victims	
Fatal	307		392		297		603		264		537	
Injury	9665		18434		10133		28780		10320		29145	
	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured	Fatal	Injury	Killed	Injured
Total Pedestrians	72	389	91	560	80	449	174	952	70	426	161	956
Pedestrians Under 15	2	52	3	70	1	54	2	105	0	42	0	88
Pedestrians Over 65	10	53	12	71	18	46	34	103	12	46	28	93
Total Bicyclists	10	286	12	397	13	337	28	612	7	386	14	739
Bicyclists Under 15	2	47	3	63	1	60	3	107	0	77	0	148

Proposed Solution

Strategies:

Growing motor vehicle activity, locally and globally, has contributed to rising collisions involving pedestrians and bicyclists. Reducing these preventable injuries requires a coordinated, multimodal approach that blends education, skills training, and community engagement. Riverside University Health System – Public Health (RUHS-PH) proposes to strengthen and expand the Pedestrian and Bicycle Safety Education Program (PedBikeIT) by enhancing existing components and introducing innovative, evidence-informed strategies that directly address local injury trends.

The program focuses on improving the knowledge, skills, shared responsibility, and safety behaviors of pedestrians and bicyclists of all ages, with target outreach to high-risk groups, particularly youth ages 5-18 and older adults 65+. Proposed activities are grounded in Riverside County collision and injury data, ensuring that interventions reach the populations most affected by pedestrian and bicycle-related incidents. Each program element includes clear implementation methods, measurable objectives, and culturally responsive approaches to maximizing community impact.

The following strategies will be used to increase pedestrian and bicycle safety knowledge and promote safer behavior across the county:

Educational Strategies

Pedestrian and Bicycle Safety Education Instructor Training (PedBike IT)

PedBikeIT is a training program designed to teach students how to safely walk and bike in traffic. The program includes a "Safety City" obstacle course that can be used in schools, communities, or city events. The training equips students with the necessary knowledge and skills to navigate traffic safely. Comprised of two (2) components that will make up the instructor's course. One of the first components will be a lesson on how to teach age-appropriate lessons to kids on how to safely maneuver around traffic hazards and respect traffic signals. Safe street crossing, identifying obstacles to bicycling and walking, distracted walking, traffic laws, and wearing a helmet are examples of fundamental subjects. The second will be an interactive training session at a planned school location or community gathering. The second component will consist of an experiential training session at a planned school location or community event. At a real pedal-along-with-bike rodeo, where young kids and their families may learn about traffic safety, instructors can put their teaching abilities into practice. The obstacle course is kept in storage by RUHS-PH so that different organizations and local law enforcement can use it together.

Safe Walk for Seniors

RUHS-PH will conduct informative talks for elderly citizens at various community locations, including senior centers. A brief survey to determine the requirements of the population will be included in the Safe Routes for Seniors program presentations, along with a conversation led by a facilitator regarding participant safety concerns when bicycling and walking. During the event, participants will learn safe walking and bicycling techniques, which will be reinforced with an entertaining bingo game. The participants will get educational materials specifically aimed at the older population, as well as reflective accessories like lanyards, bicycle lamps, and zipper pulls, for future reference.

Walk with Me

"Walk with Me: Pedestrian Safety Educational Course" is designed to bring pedestrian safety directly into the classroom. Students who participate will get the opportunity to navigate our safety city alongside a staff member, receiving one-on-one education at various points along the course. Educational points cover topics such as safely crossing a crosswalk, making eye contact with drivers, and understanding railroad safety. Teachers are encouraged to join in, reinforcing the newly acquired skills within the classroom setting.

Land Use Planning Awareness

Land Use and Planning Awareness (LUPA) presents an educational initiative tailored to engage high school students in critical thinking about the impact of their built environment on health and safety. Each presentation incorporates a group activity wherein students have the opportunity to craft their own city, emphasizing walkability and bikeability. Students will be prompted to defend their critical thinking processes. LUPA aims to heighten awareness of the inherent connection between planning and public health, while also introducing planning as a profession.

Bike Skills Workshop

RUHS is suggesting a partnership with a certified League of American Cyclists to organize a Bicycle Skills workshop during National Bike Safety Month for a community in need. The workshop will be a one-day, hands-on session focusing on bicycle safety techniques and will include a bike repair station. The course comprises simulated streets, intersections, crosswalks, skill obstacles, and education on traffic signage. Enhancing knowledge and practicing skills will refine decision-making abilities, fostering enthusiasm among participants to consistently engage in safe bicycling.

Pedestrian and Bicycle Safety Presentation

The Pedestrian and Bicycle Safety session provides a distinctive chance to guide the community on effectively discussing pedestrian and bicycle safety and shared responsibility. Additionally, parents will gain insights into driver safety concerning pedestrians. This presentation is tailored for parents of elementary-aged students and can be scheduled during after-school hours, evenings, or weekends based on availability.

Develop Educational Materials

Local injury data show that many pedestrian-involved crashes stem from unsafe crossing behaviors, limited visibility, and a lack of awareness of traffic patterns. Staff will develop educational materials that are clear, accessible, and tailored to diverse audiences, which are essential for improving understanding of pedestrian safety principles and supporting long-term behavior change.

Encouragement Strategies

Helmet Fittings

RUHS-PH will provide a total of 500 bicycle helmets at no cost to older adults and children taking part in pedestrian and bicycle safety events. During these events, participants will be urged to wear their bicycle helmets while riding and can also personalize them with reflective stickers. Alongside the helmets, educational safety literature on the correct way to wear a bike helmet will be distributed. Older adults, parents, and guardians are required to complete a Helmet waiver form.

Pedestrian/Safety Items

The program will distribute reflective zipper pulls and armbands that increase pedestrian detectability. Items are selected for durability, ease of use, and suitability for children and adults. Items will only be provided after participants receive short, age-appropriate instruction on safe walking practices.

Community Events

Staff from RUHS-PH will participate in community activities to inform people about all facets of cycling and pedestrian safety. By exploring the interactive "Safety City," kids and their families may get practical experience with road safety. Parents and other adults will have the chance to learn about pedestrian safety when driving and how to teach their kids about traffic safety at these events. Outreach will be done to encourage parents to become engaged and learn more about how to safeguard their families from traffic-related injuries, in addition to the interactive activities and instructional materials. There will be materials and activities available in both Spanish and English. These operations will include the fitting and distribution of helmets. To increase the impact of the OTS Go Safely campaign on the intended audience, materials and messages will be used at these events. This will be further supported by increased media exposure on social media and other platforms. These gatherings will accomplish two goals: 1) allow PedBikeIT Instructor trainees to experience implementing the interactive traffic safety education "Safety City" course, which is a requirement for obtaining their PedBikeIT Instructor certificate; 2) Educate youth about traffic safety and accessible resources.

Bike Rodeo

To ensure a sizable turnout, RUHS-PH will host a bike rodeo in conjunction with city, school, or community events in the targeted locations. Children will receive brief safety instructions on traffic laws and a suitable bike helmet fitting before they are allowed to ride through the safety city. Children will be guided by trained adults through the bike obstacle course, where they will learn the necessary skills and safety measures for riding a bicycle. There are stop signs, crosswalks, intersections, and roadways that are simulated in the course. Staff members of RUHS-PH, community volunteers, or PedBikeIT trainees guide the participants through the course, pointing out dangers, offering safety advice, and explaining how to follow the traffic laws that were covered in the mini-lecture.

Bike Repair Day

Bike Repair Day will address preventable risk factors by providing at no cost safety checks, minor repairs, and education on routine maintenance. Pairing repairs with instruction empowers riders to maintain safer bicycles and adopt safer riding behaviors.

Advocacy Strategies

RUHS-PH plans to engage in Walk to School Day 2026, Bike to School Month, as well as California Pedestrian Safety Month and National Pedestrian Safety Month. These activities will involve the promotion of the OTS Go Safely Campaign on social media. Approval from the OTS PIO will be sought for all media content before it is posted.

On-Campus Safety Campaign

RUHS – PH suggests incorporating a Safety Campaign element led by students. The staff will identify a school site and collaborate with an existing student club on campus. They will meet with and mentor students to develop their own Pedestrian or Bicycle Safety campaign on campus, utilizing art or other media. Additionally, the campaign will be complemented by incorporating materials from the Go Safely campaign.

National and State Campaigns

RUHS-PH will take part in events such as California Pedestrian Safety Month, Bike to School

Month, and Walk to School Day, whereby the OTS Go Safely Campaign will be promoted. All media will be reviewed by the OTS PIO before posting.

- **International Walk to School Day (October 2026)** - Staff members at RUHS-PH will spread awareness of iW2SD by sharing information online and giving kids and families who participate bookmarks, coloring books, reflective objects, and postcards. Schools will get materials as part of their kit for the International Walk to School Day and conduct Walking School Buses that are sustainable.
- **National Bike Safety Month (May 2026)** RUHS-PH personnel will raise awareness of bicycle safety during May at several county-wide activities, including bike rodeos, traffic safety fairs, and bike-to-school programs. Partners will get messages, which will also be shared on social media.
- **Pedestrian Safety Month (September 2026)** At the Kickoff Meetings, where more than 80 school officials and community partners gather to organize their Walk to School Day program, RUHS-PH personnel will raise awareness of Ped Safety Month. Talks will increase knowledge about walking and driving safely around pedestrians.

Collaborations

RUHS-PH will collaborate and participate in meetings with organizations that share the same goals to reduce injuries and fatalities among pedestrians and bicyclists throughout Riverside County.

To achieve this objective, RUHS-PH will:

- Collaborate with law enforcement agencies like Riverside County Sheriff's Department, various city Police Departments, and their Explorer programs on events to increase knowledge and awareness of pedestrian and bicycle safety.
- Collaborate with Healthcare Providers and Senior Centers that will provide insight and data.
- Collaborate with Community Spaces like the Library or Youth Community Centers to promote pedestrian and bicycle awareness.
- Work with community-based organizations at both the neighborhood and community level.
- Participate in quarterly meetings with countywide stakeholders focused on pedestrian and bicycle safety, such as the Riverside County Active Transportation Network.

Evaluation

For the last decade, RUHS-PH has spearheaded numerous strategies focused on Pedestrian and Bicycle Safety. The upcoming project aims to enhance existing evaluation methods to gauge both community needs and the effectiveness of programs. Evaluation materials will be provided in both English and Spanish.

Evaluation of outcomes will involve the collection of both quantitative and qualitative data to assess changes in behavior and gather participant opinions on effectiveness. The evaluation methods include:

- Pre/Post Helmet Usage Surveys: Conducting a pre-survey to determine the initial helmet use rate, followed by a post-survey to assess operational changes over time. Surveys will focus on targeted high-risk areas identified through injury and fatality data, ensuring continuity and data integrity.
- Senior Survey: Administering a questionnaire to older adults at senior centers to identify pedestrian and bicycle safety concerns and understand their current mode of transportation. Results will guide program content and activities tailored for this population.
- PedBike IT/Parent Presentations/Walk with Me: Educational Course Survey: Distributing surveys to participants to gather feedback on the effectiveness of training/workshops.
- LUPA Presentation Evaluation Survey: Conducting pre- and post-surveys with students to measure their knowledge of planning and pedestrian/bike safety before and after the LUPA presentation.

Walk Audits

Local collision data show that many pedestrian-involved crashes occur in areas with inadequate crossing, poor lighting, high vehicle speeds, and limited pedestrian visibility. Walk audits offer a systematic method for assessing real-world conditions and documenting safety concerns that directly affect vulnerable populations, including youth, older adults, and residents in communities with limited pedestrian infrastructure.

Media Strategy

RUHS-PH plans to leverage impactful media messaging to enhance public awareness regarding the significance of traffic safety. Notably, there has been a rise in our social media visibility. RUHS-PH will explore existing media messaging and share it across RUHS-PH and partner agencies' social media platforms. Additionally, materials from the Go Safely campaign will be incorporated. Before dissemination, approval for all media content will be obtained from the OTS PIO.

Agency Qualifications:

Riverside University Health System – Public Health (RUHS–Public Health) Injury Prevention Services Branch has more than 31 years of experience developing, implementing, and managing comprehensive injury prevention and traffic safety programs. The agency has a proven track record of successfully administering state and federally funded grants, meeting reporting requirements, and achieving program objectives on time and within budget.

RUHS–Public Health maintains extensive partnerships with local law enforcement agencies, community-based organizations, hospitals, schools, and colleges/universities throughout Riverside County. These collaborations enhance program reach and support coordinated, efficient efforts to reduce motor vehicle collisions and traffic-related injuries. In recent years, programs have successfully adapted to provide both virtual and in-person education, ensuring accessibility for diverse audiences.

Programmatic Experience and Capacity

RUHS–Public Health administers multiple traffic safety and injury prevention initiatives, demonstrating the capacity to manage the proposed grant activities concurrently. This includes:

Occupant Protection / Child Passenger Safety (CPS): CPS Technician, Instructor, and Instructor Candidate development, child safety seat distribution, checkups, education workshops, special needs consultations, NHTSA CPS Certification, Renewal, and Update Courses, and senior driver CarFIT program

Pedestrian and Bicycle Safety / Active Transportation: Safe Routes for All, helmet distribution, pedestrian and bicycle safety curricula, bicycle rodeos, Pedestrian Safety Ambassador Program, Walk Audits, National Safety Campaigns and Senior Pedestrian Safety Education

Be Wiser: Teen Impaired and Distracted Driving Program: Curriculum development and updates addressing impaired and distracted driving, Train-the-Trainer presentations, Virtual and in-person peer educator trainings, Peer-to-peer traffic safety education, Awareness and social media campaigns, Outreach events, Parent and school staff presentations, Youth Traffic Safety Summit

College Communities Against Drunk, Drugged, and Distracted Driving (CADDD)

Recruitment of local colleges and universities, Traffic safety educational presentations, Training and support of peer health educators, Digital newsletters and social media campaigns, Development and distribution of college toolkits, Program evaluation, Coordination of the Riverside County Traffic Safety College Collaborative

This breadth of programming demonstrates the agency's infrastructure, experience, and administrative capacity to effectively manage the proposed grant.

Staffing Capacity and Qualifications

Staffing levels are adequate and appropriate to successfully complete all proposed activities. RUHS–Public Health employs experienced programmatic and fiscal staff with clearly defined roles:

- Program Chief (In-Kind): Over 25 years of public health experience; provides fiscal oversight and facilitates contract execution.
- Program Director (In-Kind): Over 25 years of program management experience; provides technical assistance and ensures grant objectives and deliverables are met.
- Program Coordinator: Over 10 years of experience coordinating and implementing traffic safety programs.
- Health Education Assistants: Bilingual staff with more than 10 years of experience delivering traffic safety education and outreach; Certified CPS Technicians; completed STAC enhancement course; Prenatal Vehicle Safety Educator Endorsement; CarFit Technicians
- Fiscal Accountant (In-Kind): Over 5 years of experience preparing and submitting Office of Traffic Safety (OTS) claims and managing grant fiscal reporting.

When needed, staff receive ongoing training through internal professional development and external traffic safety-related training to ensure program quality and compliance.

Procurement and Contracting

All grant agreements, contracts, and procurement activities are supported by RUHS–Public Health's established contract and administrative unit. Grant agreements and acceptance of funds require approval by the Riverside County Board of Supervisors following Public Health administrative approval. The estimated timeframe for contract approval and signature is 8–10 weeks.

Procurement requests are initiated by program staff and reviewed by the fiscal unit in accordance with county procurement policies. The estimated timeframe for receipt of grant-related items is 4–6 weeks.

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 to address 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:

RUHS-PH will strengthen community safety and well-being through a coordinated, collaborative approach that leverages the expertise and resources of diverse partners. Collaboration will be central to program implementation, ensuring that pedestrian and bicycle safety initiatives are informed by community needs, supported by trusted local organizations, schools, faith-based groups, senior centers, healthcare providers, and local government agencies to expand and deliver culturally responsive education.

RUHS-PH has demonstrated a strong commitment to pedestrian and bicycle safety through extensive community collaboration. The department has demonstrated a strong track record of delivering successful and engaging activities, including the Walk with Me: Pedestrian Safety Educational Course, International Walk to School Day, Bike Skills Workshops, and Safe Walk for Senior presentations – are delivered in partnership with various agencies including Blue Zones, law enforcement agencies, fire departments, the YMCA, Walk 'n Rollers, school districts, senior centers, and community centers.

Proposed collaboration activities include:

- RUHS-PH will participate in quarterly meetings with countywide pedestrian and bicycle safety stakeholders, including the Riverside County Active Transportation Network.
- RUHS-PH will collaborate with law enforcement agencies, including the Riverside County Sheriff's Department and city police departments, and their Explorer programs to support and host events that raise awareness of pedestrian and bicycle safety.
- RUHS-PH will work closely with community-based organizations at neighborhood and countywide levels to expand outreach and engagement.
- RUHS-PH will partner with healthcare providers and senior centers to share insights, data, and best practices that support safety initiatives.
- RUHS-PH will collaborate with community spaces such as libraries, after-school programs, and youth centers to broaden access to safety education and resources.

Through these collaborative strategies, RUHS-PH will continue to strengthen community partnerships, enhance program reach, and support a safer, healthier Riverside County.

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

Target Number	Description
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.
4	Collaborate with traffic safety stakeholders (government organizations, health care agencies, law enforcement agencies, and/or community-based organizations) to reach individuals.
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.

Included	Target Number	Description
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Yes	15	Participate in traffic safety fairs and/or community events with an effort to reach individuals.
Yes	2	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.
Yes	1	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.
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.
Yes	10	Conduct Walking School Buses at schools with an effort to reach students.
Yes	2	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.
No	0	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.
Yes	4	Conduct observational bicycle helmet usage surveys pre and post-grant activities. Observational 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.
Yes	1	Conduct bicycle rodeos.
Yes	500	Distribute and properly fit OTS funded bicycle helmets at no cost to community members in need who receive bicycle helmet safety education.
Yes	500	Purchase bicycle helmets.
No	0	Train individuals to be League Cycling 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.
Yes	2	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	4	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.
No	0	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
Yes	4	Walk with Me: Pedestrian Safety Educational Course – identify school sites to conduct on-campus educational courses in an effort to teach young children about pedestrian safety.
Yes	2	On-Campus PedBike Safety Campaign – identify elementary school leadership clubs to conduct an on-campus safety campaign and utilize the Go Safely Media Materials.
Yes	2	Conduct Bike Skills Workshops for school-aged students.
Yes	2	Land Use and Planning Awareness Presentation – Conduct presentations for high school-aged students to raise awareness about Land Use and Planning (LUPA). Conduct a “build your own city” activity after each presentation.
Yes	2	Conduct a 2-part Pedestrian and Bicycle Safety Education Instructor Training (PedBikeIT) course for high school students and other individuals interested in conducting Walk with Me courses and other pedestrian and bicyclist safety education training events in communities identified as high-risk to be led by department staff. When reporting, include the date/location, the total number of individuals completing each course, and whether the Safety City skills simulation was incorporated.
Yes	4	Conduct a Safe Walk for Seniors and Safety Bingo presentation event to reach individuals in communities identified as high-risk, to be led by department staff. When reporting, include date/location, total number of participants, and any significant findings discussed on their transportation modes and safety concerns.
Yes	1	Create a social media campaign in a short, engaging video format with pedestrian/bicycle safety messages and share it with community stakeholders on social media platforms.
Yes	1	Conduct Bike Repair Day.

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 the Buy America Act.

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 the 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 the OTS has sufficient notice to arrange for attendance and/or participation in the event. If unable to attend, email the OTS PIO at pio@ots.ca.gov and your OTS grant coordinator brief highlights and/or results, including any media coverage (broadcast, digital, print) of the event within 7 days following significant grant-related event or program. The OTS PIO and your OTS grant coordinator should still be notified in advance when the grant-related activity is happening (e.g. car seat checks, bicycle rodeos, community presentations, DUI checkpoints, etc.).

- 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 must be resubmitted for approval in the current grant year.
- For additional guidance, refer to the [OTS Grants Materials Approval Process Guidelines and FAQs](#).
- Email the OTS PIO at pio@ots.ca.gov 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. $(\text{Unit Cost}) \times (\text{Benefits Rate}) = \text{Benefit Costs}$. 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
100.0	A. Personnel Costs	Program Coordinator	Straight time		\$41.35	1,560	100.00%	\$64,506.00
100.1	A. Personnel Costs	Benefits - Program Coordinator	Straight time	54.93%	\$64,506.00	1	100.00%	\$35,433.15
101.0	A. Personnel Costs	Health Education Assistant - A	Straight time		\$34.48	1,040	100.00%	\$35,859.20
101.1	A. Personnel Costs	Benefits - Health Education Assistant - A	Straight time	54.93%	\$35,859.20	1	100.00%	\$19,697.46
102.0	A. Personnel Costs	Health Education Assistant	Straight time		\$28.50	1,040	100.00%	\$29,640.00
102.1	A. Personnel Costs	Benefits - Health Education	Straight time	54.93%	\$29,640.00		100.00%	\$16,281.25
103.0	A. Personnel Costs	Health Education Assistant - C	Straight time		\$32.70	1,040	100.00%	\$34,008.00
103.4	A. Personnel Costs	Benefits - Health Education Assistant - C	Straight time	54.93%	\$34,008.00	1	100.00%	\$18,680.59

Display Order	Cost Category	Enforcement Activity	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
Personnel Costs: \$254,105.65						

Travel Expenses

Display Order	Cost Category	Item Name	Unit Cost or Rate	Units	Calculated Cost to Grant
200.0	B. Travel Expenses	In State Travel	\$3,000.00	1	\$3,000.00
Travel Expenses: \$3,000.00					

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	Contractual Services	\$0.00	1	\$0.00
Contractual Services: \$0.00					

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
Equipment: \$0.00					

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
500.0	E. Other Direct Costs	Bicycle Helmets	\$8,000.00	1	\$8,000.00
501.0	E. Other Direct Costs	Safety City Supplies	\$5,000.00	1	\$5,000.00
503.0	E. Other Direct Costs	Pedestrian/Bicycle Safety Items	\$9,500.00	1	\$9,500.00
504.0	E. Other Direct Costs	Educational Materials	\$4,000.00	1	\$4,000.00
505.5	E. Other Direct Costs	Multi-Media Subscriptions	\$200.00	1	\$200.00
506.0	E. Other Direct Costs	Office Supplies	\$500.00	1	\$500.00
507.0	E. Other Direct Costs	Printing/Duplication	\$1,000.00	1	\$1,000.00
508.0	E. Other Direct Costs	LCI Consultant	\$12,000.00	1	\$12,000.00
Other Direct Costs: \$40,200.00					

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
600.0	F. Indirect Costs	Indirect Costs	1	\$44,595.85	\$44,595.85

Indirect Costs: \$44,595.85

Total Requested Funding: \$341,901.50

Narrative Review

Review and update Narrative for Budget Items

Cost Category	Item	Narrative	Custom Narrative
A. Personnel Costs	Program Coordinator		The Program Coordinator will assist as a liaison between Public Health, schools, law enforcement, senior centers, and contractors. The Program Coordinator will have oversight and assist in all activities.
A. Personnel Costs	Benefits - Program Coordinator		Benefits associated with personnel costs.
A. Personnel Costs	Health Education Assistant - A		The Health Education Assistant will work directly on grant-funded activities. This includes but is not limited to developing forms and curriculum, assisting with program training, and outreach to school administration.
A. Personnel Costs	Benefits - Health Education Assistant - A		Benefits associated with personnel costs.
A. Personnel Costs	Health Education Assistant		The Health Education Assistant will work directly on grant-funded activities. This includes but is not limited to developing forms and curriculum, assisting with program training, and outreach to school administration.
A. Personnel Costs	Benefits - Health Education		Benefits associated with personnel costs.
A. Personnel Costs	Health Education Assistant - C		The Health Education Assistant will work directly on grant-funded activities. This includes but is not limited to developing forms and curriculum, assisting with program training, and outreach to school administration.
A. Personnel Costs	Benefits - Health Education Assistant - C		Benefits associated with personnel costs.
B. Travel Expenses	In State Travel		Costs are included for appropriate staff to attend conferences and training events supporting the grant goals and objectives and/or traffic safety. Mileage and fleet services for grant activities and meetings are included. All travel claimed must be at the agency-approved rate. Per diem may not be claimed for meals provided at conferences where registration fees are paid with OTS grant funds.

C. Contractual Services	Contractual Services	N/A
E. Other Direct Costs	Bicycle Helmets	Bicycle helmets will be purchased; costs include shipping and handling, which will be distributed during bicycle rodeos and other bicycle safety-related events.
E. Other Direct Costs	Safety City Supplies	Cost includes the purchase of various traffic safety exhibits that will allow children to experience traffic situations, such as pedestrians, bicyclists, and scooter safety. Additional items may be purchased if approved by OTS. Costs include the purchase of reflective items such as bright safety lights with safety messages, zipper pulls, shoelaces, light whistles, and lanyards. Additional items may be purchased if approved by OTS.
E. Other Direct Costs	Pedestrian/Bicycle Safety Items	Costs include purchasing safety equipment such as bicycle headlights/taillights, reflectors, reflective shoelaces, reflective lanyards, and reflective arm and leg bands to be distributed during bicycle rodeos and other bicycle safety-related events. Additional items may be purchased if approved by OTS.
E. Other Direct Costs	Educational Materials	Costs include purchasing brochures, pamphlets, flyers, coloring books, posters, signs, banners associated with grant activities, and traffic safety training materials. Items shall consist of a traffic safety message and, if space is available, the OTS logo. Additional items may be purchased if approved by OTS.
E. Other Direct Costs	Multi-Media Subscriptions	Cost of subscription services for computer programs such as Adobe Acrobat and Canva to assist with the development of traffic safety content through flyers, videos, social media messaging, and other program publications.
E. Other Direct Costs	Office Supplies	Office Supplies are used for standard office supplies to support grant-related activities, monitoring, and reporting. Costs may include paper, toner, ink cartridges, DVDs, and desktop supplies such as pens, binders, folders, flip charts, easels, and clips. Excludes office furnishings and fixtures, such as but not limited to the following: desk, chair, table, shelving, coat rack, credenza, bookshelf, filing cabinet, floor covering, office planter, storage cabinet, portable partition, pictures, wall clock, draperies, and hardware and fixed lighting/lamp. Additional items may be purchased if approved by OTS.
E. Other Direct Costs	Printing/Duplication	Costs may include the purchase of paper, production, printing, and/or duplication of materials associated with daily grant operations. Costs include reproduction of campaigns such as the OTS Go Safely campaign, such as banners, posters, flyers, brochures, etc., for distribution at participating school campuses and senior/community centers.
E. Other Direct Costs	LCI Consultant	RUHS-PH will contract out to complete activities such as community bike repair days, bike rodeos, and bike month activities, which will be led by a League of American Cyclists consultant.
F. Indirect Costs	Indirect Costs	Costs represent the shared administrative and operational expenses required to run the department.

Upload Documents (Optional)

Document Name	Update Date/Time
Application Report 2026-01-30 02:34:41.pdf	1/29/2026 6:34 PM
ATTACHMENTS.pdf	1/29/2026 4:46 PM
RUHS-PH Letters of Support.pdf	1/29/2026 4:43 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:

\$341,901.50