

**ALL TRAFFIC
SOLUTIONS**



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2018 Guide to Grants for
**Traffic Calming and
Management Solutions**

Learn how to find and apply
for grants to increase safety
and maximize resources
with connected devices and
cloud-based technology

Editor's Note

Our team at [PoliceGrantsHelp](#) has put together this grant guide to better inform you and your agency where to find grants to fund the purchase of traffic calming, enforcement and management solutions like web-enabled radar speed and messaging displays, Lidar, and vehicle count and classifier tools and how to prepare and apply for these grants.

Following the grant writing tips and other best practices noted in this guide will help ensure that you prepare a competitive application to capture the interest of these funders. We are your partner through this process, and we will do our part to keep you informed and educated. We hope you find this guide helpful as a first step to explore funding opportunities to support and respond to your community's needs.



Stay safe,

Sarah Wilson

Vice President, PoliceGrantsHelp



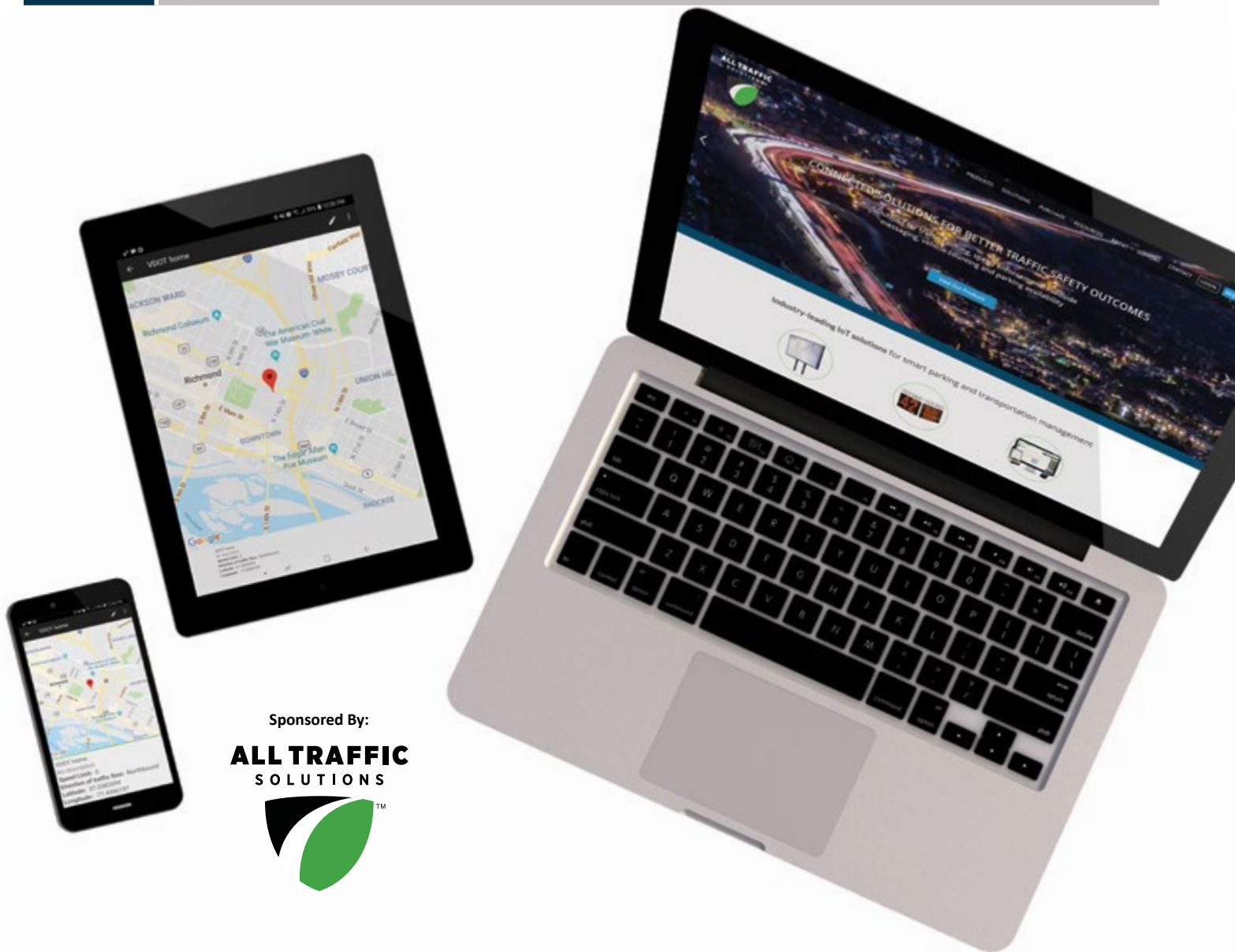
Contributors

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HOW TO SATISFY THE

Programmatic Requirements of Grant Requests

Tips and Strategies for Securing Funding

Ask any police agency in the country if they are in need of equipment and they will be able to rattle off a lengthy list. However, budget shortfalls – which affect all agencies across the nation – limit law enforcement’s ability to satisfy their equipment needs.

By Maggie Perry

The logical next step is to look for grants to help fill those budget gaps. Unfortunately, there are very few straight equipment grants available. Instead, most criminal justice funding is targeted at program grants, meaning the funding is meant to support a specific project or activity with clear outcomes. Federal criminal justice funding comes through the [Office of Justice Programs \(OJP\)](#), and most OJP grants are program grants.

Grant Opportunities

One of the most recognizable federal grant programs is the [Byrne Justice Assistance Grant \(JAG\)](#). There are two types of JAG funding: local and state awards.

1 Local JAG awards are allocated based on a funding formula that is calculated on violent crime rates reported in Uniform Crime Reporting (UCR) data and population based on the most recent census figures. These awards are administered directly to qualifying local governments.

2 States that receive JAG funding must pass through a predetermined percentage of funds to units of local government through their State Administering Agency (SAA).

While JAG funding may be used to provide additional equipment and supplies to law enforcement, that request has to be part of a program that aligns with not only your SAA’s strategic plan but also the JAG purpose areas.

JAG purpose areas include:

- Law Enforcement programs
- Prosecution and court programs
- Prevention and education programs
- Corrections and community corrections programs
- Drug treatment and enforcement programs
- Planning, evaluation and technology improvement programs
- Crime victim and witness programs
- Mental health programs and related law enforcement and corrections programs, including behavioral programs and crisis intervention teams

Each SAA has a strategic plan that outlines its mission for criminal justice funding. The strategic plans for the State Administering Agencies differ depending on the criminal justice needs of each state. For example, in Pennsylvania the SAA is the Pennsylvania Commission on Crime and Delinquency, and its strategic plan has 13 objectives that range from protecting crime victims to reducing violent crime and analyzing criminal justice trends. New Mexico’s SAA is the New Mexico Department of Public Safety, and its strategic plan has three objectives: drug trafficking enforcement, highway interdiction initiatives and gang activity suppression.

It is important to become familiar with your SAA’s strategic plan so you can begin working on developing programs that will address your department’s equipment requirements while supporting the SAA’s objectives.

Another example of a program grant is the [OJP Strategies for Policing Innovation](#), which accepts grant applications between April 1 and May 21. While this grant can be used to address technology needs, that request has to correspond with “lasting operational and organizational changes that foster reliance on and effective use of evidence-based practices, data and technology to address” your most pressing crime problems.

Equipment is often an allowable expense as long as it is part of a larger strategy. Government grants often have specific guidelines the applicant must follow throughout the application so be sure to read the solicitations and follow these guidelines carefully, and check that your proposed program aligns with the requirements of the solicitation.

Developing a Program

So how do you make your need for equipment part of a bigger program that would be eligible for grant funding? The answer to that question is another question: What problem will this equipment help you solve? That is where your program development begins.

Your program design should have the following elements:

- **Purpose statement** (also known as the problem statement) – Why are you seeking funding, and what problem will grant funding help your agency address? For example: “Smithtown is rapidly growing and, as a result, our infrastructure has not kept pace with the considerable increase in traffic. As part of initiative to improve traffic flow, our agency would like to purchase traffic management equipment to redirect traffic to less congested routes when required due to accidents or other delays. The sign will be used for traffic calming, to alert drivers when they are speeding by flashing their speed as they pass, along with a speed-dependent message.”
- **Program goals** – What is the intended result of your program or the positive impact the program will make? For example: “The equipment will alleviate congestion and keep traffic moving wherever required and can also be used for emergency alerts, announcements, inclement

weather warnings and other roadside messaging needs. It will also reduce the need to deploy officers with Lidar devices to slow speeding drivers and to address speeding complaints.”

- **Activities** – What measurable benchmarks or specific steps will lead to the accomplishment of your goal? For example: “Measurable benchmarks can include: by 6 months, a measurable drop in speed complaints by X% and a reduction in congestion times by X%; by year 1, a reduction in the overall number of speed complaints by X%; by 6 months, we will have alleviated congestion times attributed to weather, accidents, etc. by successfully notifying drivers to take an alternate route. Steps can include: testing locations for effectiveness, testing the best way to re-route traffic the fastest, establishing a list of alternate routes for high trouble areas (most wrecks, bridges that ice over, construction zones, etc.)”
- **Implementation plan with timeline** – What are the major program activities, when will each occur, and who is responsible for implementing each activity? For example: major program activities: Month 0 – award; Month 1 – bid process; Months 3-4 – vendor selection; Months 5-6 – purchase; Month 6 and onward – project to be implemented and coordinated by the designated representative of the applying agency.
- **Evaluation plan** – How will you track the progress of your program and demonstrate success? For example, how will you [collect and analyze traffic data](#)? The traffic management equipment for which we seek funding collects speed and volume data and generates reports that we can download as needed. These reports will help our agency prioritize enforcement areas, compare speed data before and after the sign is deployed, and share with the community to demonstrate the results of our traffic safety program.

Support your problem statement with data about your agency, such as crime stats, population and demographic breakdown, to help justify your need. If there was a specific incident when access to the equipment you are requesting through the proposed program would have led to a better policing outcome, include that in your problem statement.



Every government criminal justice grant is going to request information regarding your program goals, so make sure your goals are well-defined, specific and measurable. Partnerships can also be a critical part of a program grant. Reach out to other agencies to determine if they have similar equipment needs and if they would be willing to partner on a grant application, making the equipment a shared asset that will address the problem on a larger scale.

A typical equipment need for law enforcement agencies is to support traffic management and speed enforcement. Whether your agency is in need of a [radar speed display](#), off-road counter classifier or a [Lidar device](#), there are simple ways to make that request part of a program that would be applicable for grant funding. Consider matching your equipment request with speed enforcement details, especially in and around [school zones](#) or [work zones](#). Combine that with a public service campaign on the dangers of speeding and you will have taken a simple equipment request and turned it into a program request.

If selected for funding, your agency will be subject to administrative requirements that grantees must follow in order to track the progress of funded programs. OJP grants recipients typically must submit quarterly financial reports, semi-annual progress reports, final financial and progress reports and, if applicable, an annual audit report. The financial reports are meant to track your spending of grant funds, whereas the

progress reports are meant to track your ability to achieve your program goals.

When developing your program and selecting a grant opportunity, review information on post-award conditions and be sure to include who is responsible for completing the reporting requirements in your program plan.

The benefit of pursuing federal and state criminal justice funding is that there are a multitude of options to address your equipment needs. On average, the Office of Justice Programs makes more than 3,000 grants to criminal justice organizations annually. As long as you are willing to take a programmatic approach, there is funding available to fit your needs. 🇺🇸

State Administering Agencies

Many Office of Justice Programs (OJP) formula grants are awarded directly to state governments, which then set priorities and allocate funds within that state. For more information on how a state intends to distribute formula grant funds, contact the administering state agency.



<https://ojp.gov/saa>

Grant Options for

TRAFFIC

EQUIPMENT



Approach Your Funding Search with Clarity and Creativity

By Maggie Perry

Traffic enforcement is one of the many responsibilities of police departments nationwide, and with this responsibility comes the need for equipment.

Web-enabled traffic calming and speed enforcement devices can augment the work of a police department by being on patrol 24/7, by their ability to record accurate information and in stealth mode without unduly influencing driver behavior, and because they can be accessed remotely to check batteries, confirm location, program messages and other parameters and download traffic data in real time.

The benefit of such products to public safety is obvious, but the reality is that departments often face budget restrictions that keep them from being able to purchase equipment that would allow them to do their job more effectively and efficiently.

Grants, therefore, are an excellent and often necessary source of funding for law enforcement equipment. When it comes to traffic enforcement, there are a variety of grant resources that departments can tap to satisfy their equipment needs. Some grant programs are specific to law enforcement and should most certainly be considered, but with a little creative thinking, law enforcement agencies can also access funding by approaching or partnering with lesser-known sources who share a commitment to solve community problems and keep citizens safe.

Common Grant Resources

Common grant sources to consider are the [Byrne Justice Assistance Grant \(JAG\)](#), the leading provider of funding to state and local governments; other Department of Justice funding sources such as the [Strategies for Policing Innovation](#), which typically accepts applications in April and May; and the federal Department of Transportation.

The JAG program provides two types of funding: local and state. Local funding is allocated directly to local government based on a funding formula calculated based on population and violent crime rates. If your municipality receives a local JAG allocation, consider using that funding to satisfy your traffic enforcement equipment needs. Each state also receives a JAG allocation that is passed through the State Administering Agency to local municipalities. Contact your State Administering Agency to discuss your needs and learn about application requirements and procedures.

Start your search for federal law enforcement grants with the [Department of Justice Program Plan](#), an online tool that helps applicants and grantees find funding opportunities that address their needs. The Program Plan provides summary details of the funding opportunities each DOJ grant-making component is expecting to release or has released in

The Department of Justice Grant-making components:

- [The Office of Community Oriented Policing Services \(COPS\)](#)
- [The Office of Justice Programs \(OJP\)](#)
- [The Office on Violence Against Women \(OVW\)](#)

The DOJ Program Plan provides summary details of the funding opportunities each DOJ grant-making component is expecting to release or has released in the current fiscal year.



[Search the DOJ Program Plan](#)

include the [Office of Community Oriented Policing Services \(COPS\)](#), the [Office of Justice Programs \(OJP\)](#) and the [Office on Violence Against Women \(OVW\)](#).

Federal and state departments of transportation are also excellent options for traffic enforcement funding. Your state department of transportation often passes through federal funding to local municipalities for buckle-up safety initiatives, red-light enforcement grants or speed enforcement around high travel times such as holidays.

Keep in mind that government grant opportunities are often restricted to program funding rather than a simple equipment request, so take time to consider the problem you are looking to solve through traffic enforcement and then start developing a plan to address that problem in a way that is inclusive of your equipment needs.

Alternative Grant Resources

There are other options for grant funding for traffic enforcement that are less obvious, ranging from tourism efforts to school safety programs to drug forfeiture funds. Here are several ideas to consider:



School Safety Initiatives. School safety initiatives funded by both federal and state departments of education often involve traffic enforcement in school zones. Use education funding as an opportunity to partner with your local school district on a campaign to educate students about the dangers of speeding, distracted driving and drinking and driving. This approach would satisfy any programmatic requirement while supporting enforcement and equipment needs.

Community Development Block Grants. If you are planning on doing traffic enforcement in a low-income area, be sure to check with your state or local office of community and economic development to determine if there are community development block grants available. If you are in a primarily rural area, contact your U.S. Department of Agriculture rural development representative to learn about their funding opportunities.

Travel and Tourism Grants. Equipment used for traffic enforcement is often versatile and can be used for other events and initiatives. If [variable message signs](#) or related tools will be used for traffic control at large events such as concerts or festivals, talk to your state representatives about the availability of tourism dollars. Recreational funding may also be an option if the equipment will be used around parks, greenways or trails.

It's important to be creative when looking at grant funding for equipment needs, because there isn't always a clear-cut grant opportunity immediately available – but there are almost always other options. In addition to federal, state and local government grants, there are also private and community organizations to consider approaching for support.

Community Foundations. Community foundations are charities that provide grants in a specific local geographical area and are specifically dedicated to identifying and solving problems in the communities they serve. Visit the [Council on Foundations community foundation locator](#) to find out if your city or county has a community foundation, then reachout to staff to discuss your needs. They may be able to help you customize your application to fit their guidelines.

Private Business. Private businesses may also be a good option to consider approaching for at least part of the funding. Many companies have community giving programs in the geographic area where the company operates. It is especially advisable to reach out to foundations, businesses and donors that have previously worked with your department to see if they would be interested in supporting your project. Many local businesses may enjoy the positive exposure that comes from supporting public safety initiatives.

Civic Groups and Chambers of Commerce. Be sure that area civic organizations and chambers of commerce are aware of your project. Community leaders are part of these groups and may be able to provide a donation or sponsorship to support the purchase of the desired equipment. As local boosters, they may be particularly open to initiatives that promote public safety.

Lawmakers. One source of funding you may not have considered is your district attorney, who may know if there is drug forfeiture funding available. Also reach out to your state representatives – they may know if there is any residual funding or state appropriations available that would be applicable to your program.

Communication with organizations and individuals that control grant funding is key. Help – and funding – can sometimes come from unexpected places, so don't be afraid to reach out to make your needs and the issues you want to address known. 🗺️

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Maximize Department Resources with

Web-Enabled Traffic Devices and Cloud-Based Technology

How All Traffic Solutions' Traffic Management Solutions Can Help Make Your Community Safer

By Laura Neitzel

Most of us would agree that driving can be risky business. Motorists, passengers, road workers, pedestrians, students and cyclists are all put at risk by speeding and distracted drivers. It's not just the guy speeding by in his muscle car or the teenager texting while driving that create these risks.

Any driver – whether a harried worker, a lost tourist or an exhausted parent – is guilty of occasionally not giving their driving the attention it deserves.

Combine excessive speed and driver distraction with school zones, work zones and pedestrian crosswalks

and you have a recipe for disaster. Tasked with patrolling increasingly busy roadways, public safety officers can't be everywhere they need to be to enforce speed zones. Fortunately, they don't have to.

While most drivers admit to speeding at least some of the time, the good news is that most drivers also report being more likely to drive within or near the speed limit where the speed limit is clearly signed. One study by the [Texas Transportation Institute](#) involved a stretch of road where the average speed was 10 miles over the posted speed limit. When a

radar speed display was installed, the average speed limit dropped by 9 miles per hour and continued to stay low even months after the display was removed.

Traffic calming technologies like internet-enabled radar speed displays, radar message displays and variable message signs can, in many cases, stand in for overstretched human patrols. What's more, the signs work 24/7 for weeks on end and in any weather, alleviating the risk to officer safety and allowing them to spend more time in the field fighting crime.

The ability to connect these devices with real-time traffic data and sensors allows different messages to be displayed based on live inputs – including individual vehicle speeds, road surface or air temperatures, timer values, vehicle weights, high winds, and available parking spaces – that can help public service agencies better serve constituents. Being able to access the devices remotely to download data and perform equipment checks also saves agencies time and resources.

The benefits of smart traffic devices to public safety agencies are clear, but with shrinking, stagnant or non-existent budgets, agencies have to get creative about funding the equipment. While straight equipment grants are often hard to come by, [radar speed displays](#) and [variable messaging displays](#), [off-road count and classification devices](#) and [Lidar devices](#) may be eligible for funding when included as part of a broader program.

[All Traffic Solutions](#) offers products that are effective at slowing traffic, conducting quick speed studies and communicating with drivers while saving money and serving as a force multiplier for law enforcement. By employing these technologies to gather data, passively enforce speed limits and disseminate traffic, weather and other helpful information to drivers, public safety agencies can keep their citizens safer on the roads while allowing officers to be deployed to other areas where they are needed more. When included as part of traffic safety, driver education, school safety or tourism initiatives, these products may fit into grant-funded programs.

Radar Speed Displays

Radar speed displays can help deter speeders and gather actionable insights that help public safety agencies prioritize where to deploy traffic patrols. All Traffic Solutions offers several radar speed and variable message displays that can help your agency manage traffic flow, reduce speeding violations and quickly communicate important messages and helpful information.

Shield

Weighing at just 12 to 18 pounds, depending on model, the [Shield](#) radar speed display can serve as a speed deterrent tool in areas where you can set it and forget it. The bright numeric display serves as a friendly reminder for the well-intentioned driver who may not realize he or she is exceeding the speed limit. The battery will operate for weeks, and flexible power options and durable construction allow the Shield to operate in a wide range of conditions. The Shield 12 and Shield 15 mount easily on pole, vehicle or trailer.

Another important task of any public safety department trying to enforce speed limits is to identify true problem areas from perceived problem areas. In addition to being used to catch the attention of speeders, Shield can be configured in stealth mode to discreetly capture data for baseline analysis without alerting drivers. When used with the [TraffiCloud](#) web-based remote management service, Shield can upload data for real-time capture and reporting, take daytime awareness images of high-speed violators, and alert law enforcement of excessive speeders, low batteries and tampering.

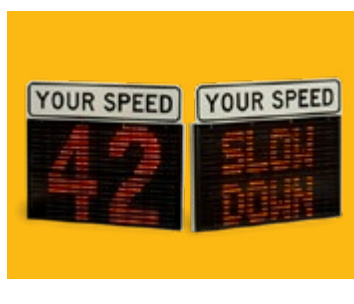
Over time, the data collected will help departments prioritize the deployment of human traffic patrols in areas where they are needed most. The data also serves as a valuable measurement tool for agencies to show the effectiveness of their speed reduction efforts.

SpeedAlert

For robust messaging, [SpeedAlert](#) web-enabled radar message signs can be used as a large speed display. Along with displaying driver speed, these are effective



SHIELD



SPEEDALERT



SMARTZONE FOR SCHOOLS



INSTALERT

in getting drivers to reduce their speed by flashing a custom message based on radar feedback, like “slow down” for speeding cars or “have a nice day” for drivers observing the speed limit.

SpeedAlert signs can be used beyond alerting drivers of their speed to warn of road construction, accidents or inclement weather, as well as communicating emergency and missing persons information like Amber or silver alerts. They also can be customized and programmed with conditional sensor messaging that shares different messages, such as time to destination and parking availability, to be displayed based on live inputs.

SmartZone for Schools

SmartZone for Schools radar speed displays with Audible Alerts are the only school zone traffic safety solution that include Audible Alerts to warn students and other pedestrians when speeding vehicles are near. Used alone or integrated with beacons you already own, you introduce a new level of school zone safety. The cloud-based SmartZone for Schools solution is TrafficCloud-ready and fully programmable from any Internet-ready device for 24/7 access from anywhere.

InstAlert

Another variable message sign option is the InstAlert, available in four sizes. The InstAlert sign has a full matrix display that can be programmed with graphics and custom images in addition to multiple screens of text. The simple universal mount makes the InstAlert 18 and InstAlert 24 easy to set up on a pole,

post, trailer or vehicle and fold to fit in a patrol car trunk. The InstAlert 48 and InstAlert 68 large-format message boards mount on their own full-featured trailers and are perfect for fast traffic areas.

Like the SpeedAlert, the InstAlert is compatible with all devices and sensors and uses cloud-based communications to constantly update information like travel times for custom routes.

Additional Traffic Management Solutions

ATS 5 Trailer with Optional ALPR

Some situations require a greater degree of flexibility and mobility than a fixed display. A trailer-mounted solution like the ATS 5 Trailer is compatible with the SpeedAlert radar speed display and the InstAlert variable message and should be included with those products in your grant requests.

The ATS 5 Trailer also comes with an optional all-in-one automatic license plate recognition (ALPR) system that captures license plates at high speeds for covering city access points for wanted vehicles and missing persons, to locate drivers with outstanding warrants or unpaid tickets, and to conduct crime and convoy analysis.

DragonEye Speed Lidar

While passive alerts can be very effective at calming traffic, other situations call for more active traffic enforcement. That means equipping your human



ATS 5 TRAILER WITH ALPR



DRAGONEYE SPEED LIDAR



STATTRAK ROADSIDE COUNTER CLASSIFIER

officers with the tools they need to safely and accurately enforce speed zones in high-traffic or high-violation areas.

For these situations, All Traffic Solutions makes the [DragonEye Speed Lidar](#). The device weighs only 2.5 pounds with batteries and is balanced for a comfortable grip. Accurate up to 6,000 feet, it also features an obstruction mode that allows targeting through tree limbs fences and wires. When used with [TraffiCloud](#), [DragonEye Speed Lidar](#) allows law enforcement officers to automatically upload data that is stored and catalogued for easy retrieval, streamlining enforcement and data collection. For even more compact speed measurement, the [DragonEye Compact Speed Lidar](#) weighs only 1 pound and operates for 16 hours on two standard or rechargeable batteries.

StatTrak Roadside Counter Classifier with Speed Measurement

Information about traffic volume is critical in helping communities plan infrastructure, alleviate congestion and identify appropriate traffic control measures like signal timing, among other uses. Additionally, having vehicle counts can help make the case for purchasing traffic management devices and aid in reporting on the success of programs. The [StatTrak](#) counter classifier integrates with [ATS' TraffiCloud™](#) cloud-based traffic management and reporting solution and provides an unobtrusive, non-invasive solution for getting an accurate count of vehicles in bi-directional traffic, even in high-volume traffic. Unlike road tubes which can be dangerous to install and

damage easily, [StatTrak](#) mounts in minutes on a pole or median, keeping workers and equipment safe and making redeployment easy and hassle-free.

How to fit All Traffic Solutions Products into your Grant-Funded Programs

Consider All Traffic Solutions traffic management products as critical components for keeping drivers, passengers and pedestrians safe and informed as part of other programmatic activities that are eligible for grant funding.

[ATS's](#) web-enabled message signs can be included in tourism programs to direct traffic at festivals, games and other events, and in school safety programs to alert drivers about school zones, to communicate school cancellation or early release alerts and to share emergency information. The signs can even be used for special enforcement activities like DUI or auto theft.

Include tools like the [DragonEye Lidar](#) and [StatTrak](#) counter classifier in transportation and infrastructure programs to document the need for additional traffic calming equipment like traffic signals or speed bumps.

Keeping the roads safe means keeping citizens safe. Traffic calming, speed enforcement and communicating emergency and safety information are essential activities for public safety agencies. Traffic management tools from [All Traffic Solutions](#) can help law enforcement and public safety officers do their jobs more efficiently, safely and with data-driven insight. 🛡️

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About our sponsor:

All Traffic Solutions is a leader in innovative smart traffic, transportation and parking technologies that leverage the Cloud, platform and the Internet of Things (IoT) to provide the most accurate, cost effective and turnkey solutions to support safer communities. Our innovative TraffiCloud™ traffic management ecosystem is changing the way organizations solve their most complex traffic and transportation challenges by allowing them to manage all their traffic equipment remotely, as well as leverage data to increase traffic safety, reduce costs, maximize resources and efficiencies, enable proactive decision making and achieve even better outcomes.

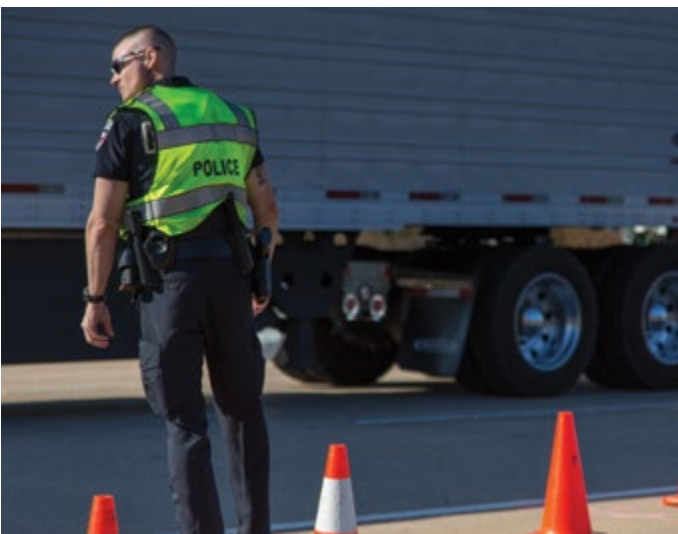
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