

General Application 2022
Organization: DeKalb County Fire Rescue
GA-2022-F.A.S.T. 405h FHX-119
Version Date: 11/30/2021 11:23:35
Application Project Information

Project Title: DeKalb County Pedestrian Education for Injury Prevention Project

Project Summary:

DeKalb County Fire Rescue plans to implement a strategic plan that will target pedestrian safety throughout the county. This strategy will involve developing a comprehensive, skills based curriculum that will educate all ages on the risks associated with pedestrian injuries and fatalities for pedestrians and drivers. Target audiences will be reached through various types of educational sessions at schools, libraries, senior centers and by working with municipalities and our community partners.

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General Additional Information

Check here if you are a non-profit organization

Click [HERE](#) to view the Non-Profit Disclosure information

Public Funds Documentation

501 (c) (3) form

Secretary of State Certification

Letter of Support

Reference Letter #1

Reference Letter #2

Reference Letter #3

Are funds being sought from other sources? Yes No

Does your jurisdiction receive any other federal funds from other sources? Yes No

If so, how much? \$6,020,156.00

When is your Audit Period? From: 3/1/2021 To: 2/28/2022

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Problem Identification

The problem identification should clearly present the "Who, What, When, Where, and Why" of the traffic-related issues that are distressing the community and causing crashes, injuries and fatalities. The statement should provide a concise description for the defined geographic area or jurisdiction. Include consecutive years of the most recent local and statewide data, as well as local demographic information.

(Charts, graphs and percentages are effective ways of displaying the data. Chart and graph documents can be uploaded as attachments on the next page).

DeKalb County is an urban/ suburban county located in Metro Atlanta in the north central portion of the state of Georgia. (Document 2) The county covers 271 square miles of urban area, of which 268 square miles are land and 3.6 square miles are water. According to the Georgia Department of Transportation, DeKalb County has 200 miles of Urbanized Interstate/State Routes, 1,628 miles of Urbanized County roads and almost 800 miles of city streets, all of which are potential avenues for pedestrian injuries and/or fatalities.

According to the GDOT Pedestrian Safety Action Plan for 2018-2022, 45% of pedestrian fatalities occur on state owned roads, 60% occur on arterial roads and 80% occur on urban/suburban roads. The GDOT Pedestrian Safety Action Plan also identified DeKalb County as a focus county and listed four main thoroughfares in DeKalb County as focus corridors. These are: Buford Hwy., Memorial Dr., Covington Hwy., and Wesley Chapel Rd. Recent data from the DeKalb County Transportation Specialist Unit (TSU) also identified several corridors that meet the criteria of three or more incidents in close proximity, and these are: Covington Hwy, Memorial Dr. and Moreland Ave. (Document 3)

Although Fulton County has the highest population, DeKalb County has the highest population density of any of the other Atlanta Metropolitan counties. The Census data estimated the population for DeKalb County Georgia in 2019 was 759, 297. That equates to 2,801 persons per square mile. Out of this, 6.9% (52,391) of the population in DeKalb was under age 5, 23% (174,638) was under age 18 and 12.9% (97,949) were over 65 years of age. As for socioeconomic status (SES), 12.9% (97,949) were living in poverty which has been shown to correlate to higher pedestrian injuries.

Not only does DeKalb County contain 10% of the city of Atlanta, there are 12 municipalities throughout the county. These are Avondale Estates, Brookhaven, Chamblee, Clarkston, Decatur, Doraville, Dunwoody, Lithonia, Pine Lake, Stonecrest, Stone Mountain and Tucker. Two of these municipalities, Brookhaven and Doraville, have been listed in the GDOT Pedestrian Safety Action Plan as focus cities due to higher than average pedestrian fatalities. As for the area not covered by these municipalities, it is known as unincorporated DeKalb. Unincorporated DeKalb is policed by DeKalb County Police Department, while other municipalities either have or are in the process of establishing their own police departments. The City of Decatur has their own fire department, consisting of two stations, but DeKalb County Fire Rescue, with 26 stations, responds to all other incorporated and unincorporated areas.

FARS data for the years 2015 to 2019 show a total of 140 pedestrian fatalities. (Document 4) There was a drastic increase between 2015 and 2016, going from 19 to 31 fatalities, with unknown contributing factors. Unfortunately, that number has remained consistent for the past four years. The age group with the highest fatalities has been 16-54 with 71 fatalities and 55 and over was the second highest with 44 fatalities. According to DeKalb County TSU, the top five contributing factors in these fatalities (from highest to lowest) are:

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pedestrians under the influence, pedestrians darting out into traffic, dark clad pedestrians, pedestrians not in crosswalk and pedestrian in roadway. (Document 5) Often there are multiple contributing factors per incident. GOHS also has data indicating that there were 95 pedestrian fatalities in 2017, 108 in 2018 and 79 in 2019. All these records indicate that pedestrian fatalities has been a significant problem in DeKalb County for many years.

Additionally, transit that would assist reduce pedestrian traffic has required significant improvements . MARTA's new Transit Master Plan is a 30-year vision for future transit investments in DeKalb County. This includes major new transit investments as well as enhancements to existing transit services. However, the data from MARTA still indicates that even with transit improvements, 25% of people still walk to the bus or station, thus still requiring education to both pedestrian and motorists in regards to safety around buses (Document 7).

Each of these areas have unique problems; however, most of the focus corridors are in areas with higher than average poverty rates and high than normal traffic. (Document 6) Considering the average age of pedestrian fatalities, any education that is taught in the school system, will not address the target audience. Brookhaven, which is situated in the northwest part of DeKalb County, not only has excellent data but has also established an excellent pedestrian program due in large part to receiving the GOHS grant beginning in 2016. They are the only municipality that has developed an educational program to go along with their enforcement strategy and they have noticed a slight improvement in pedestrian fatalities. Other municipalities, including unincorporated DeKalb County, have only addressed pedestrian safety through enforcement and engineering projects, such as traffic calming. However, these options may be more reactive and not proactive or they may be too time consuming. Pedestrian fatalities will not improve without an aggressive educational campaign, which is why we are seeking this GOHS grant.

At this point, the greatest aspect that inhibits DeKalb County Fire Rescue from implementing this program are budgetary constraints. The revenue stream that funds DeKalb County Fire Rescue comes from a countywide fire tax district that provides revenue for 97% of the annual operating budget while 2% comes from grants and the remaining 1% is collected from fees for service from the Fire Marshal's Office . Due to property taxes being the majority funding mechanism for departmental operations the budget was reduced heavily during the Great Recession as the value of the county's tax digest declined . The departments operating budget was at a high of \$72.9 million in FY 2008 prior to the recession while last year in FY 2020 the approved departmental operating budget was \$68,936,662 still below pre-recession levels. The economic impact of the pandemic may be nearing as well with a 5% reduction in overall budget from 2020, the costs towards implementing a pedestrian program may not be prioritized.

The limited capital funds DCFR has received in recent years have been used to fund higher priority life safety expenditures such as PPE replacement and structural repairs to our aging stock of fire stations. The department has continually sought additional monies to supplement the budget through a variety of federal, state, local, and private grants. The awarding of this grant will greatly benefit DeKalb County Fire Rescue by providing funding that is unavailable internally for this pedestrian program.

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Documentation Attachment

Document Title: Purchasing Policy	Attachment: https://georgia.intelligrants.com/_Upload/121481_1111198-PurchasingPolicyFinal082014.pdf
Document Title: Image of DeKalb in Relation to Georgia	Attachment: https://georgia.intelligrants.com/_Upload/121481_1111198_2_1-ImageofDeKalbinRelationtoGeorgia.PNG
Document Title: Top 10 Roadways in Five Years	Attachment: https://georgia.intelligrants.com/_Upload/121481_1111198_3-Top10RoadwaysinFiveYears.PNG
Document Title: FARS Data	Attachment: https://georgia.intelligrants.com/_Upload/121481_1111198_4-FARSDatafor5years.PNG
Document Title: Top Causes of pedestrian fatalities	Attachment: https://georgia.intelligrants.com/_Upload/121481_1111198_5_1-Topcausesofpedestrianfatalities.PNG
Document Title: Areas of Poverty in DeKalb	Attachment: https://georgia.intelligrants.com/_Upload/121481_1111198_6-AreasofPovertyinDeKalb.PNG
Document Title: Access to transit	Attachment: https://georgia.intelligrants.com/_Upload/121481_1111198_7-Accessotransit.docx

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Program Assessment

Program Assessment helps determine the resources a community currently has in place to address the problem. Include a review of current activities and results of past and current efforts, indicating what did or did not work. Assess resources to determine what is needed to more effectively address the problem. Identify local laws, policies, groups, and organizations that support or inhibit the success of the project.

Fortunately, DeKalb County Fire Rescue is one of the largest metropolitan fire departments and because of this it has one of the largest Public Education Units. There are currently 7 full-time Public Education Specialists in the Public Education Unit. DeKalb County Fire Rescue has also been the lead agency for Safe Kids DeKalb County since 2015. Since we became the Lead Agency for Safe Kids DeKalb, we have worked to focus not only on fire safety but all the primary causes of preventable injuries for children 19 and younger, including pedestrian safety.

Safe Kids DeKalb has not only put in and received Safe Kids Worldwide grants to address pedestrian safety, Safe Kids DeKalb has also developed an excellent relationship with Georgia Commutes and Safe Routes to Schools to plan coordinated efforts in the schools as it relates to pedestrian safety. The Public Education Unit has participated on multiple I-Walks, National Walk to School Days and hosts a Safe Kids Day in various locations throughout the county to address pedestrian safety as well as other safety topics. Because of these activities, in 2019 we reached 2965 children and 350 adults on the topic of pedestrian safety. Due to COVID-19, the amount of people we reached in 2020 were nowhere near the same but our hope is that virtual education increases for the end of the 2021 school and that schools are open to in person education for the 2021-2022 school year.

The DeKalb TSU is responsible for investigating all traffic fatalities. At this time, pedestrian fatalities account for a third of all traffic fatalities. (See Document 2). The time spent investigating these fatalities takes away from time that could be spent educating. Even if the TSU was able to provide education, there is currently no standard pedestrian curriculum even though these fatalities are occurring throughout the municipalities of DeKalb County. Brookhaven is currently the only exception to this trend. The GOHS grant has allowed Brookhaven to acquire an officer that is dedicated to educating the citizens about pedestrian safety.

The DeKalb County Fire Rescue Public Education Unit has an excellent senior program but the primary focus has been on fire safety. Due to the fact that seniors are such a vulnerable population in so many ways, places that were once open to hosting education have been shut down to in person education due to the pandemic. This is also a difficult age group to reach with technology. However, the senior facilities throughout DeKalb have welcomed participating in the Yellow Dot Program and are always welcome to educational opportunities. We are optimistic that by the end of the year these opportunities will increase and we will once again be able to provide an even higher quality of education.

Since pedestrian deaths have not decreased significantly, it appears that an instruction only class is not effective. In order to address pedestrian safety more effectively, the DeKalb Fire Rescue Public Education Unit will need to work with our police partners and create a more interactive, skills based program that will more effectively address the laws related to pedestrians as well as safe behaviors. It is extremely imperative that the general lack of knowledge by both drivers and pedestrians when it comes to pedestrian safety and traffic laws. While the ultimate goal is to eliminate pedestrian fatalities, our initial hope is reducing pedestrian fatalities by

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25% through the implementation of this program and continue to reduce fatalities through the ongoing maintenance of this program.

We hope to significantly exceed the number of citizens we have stated we would reach in our objectives , since those numbers are extremely conservative. The status of the current pandemic and the inability to get into schools as well as the need to continue to maintain social distancing has altered our ability to encourage large classes. Therefore, our estimates are based on extremely small classes that are done more frequently.

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Program Assessment Chart

For Young Adult Only

College Population:

For Law Enforcement Agencies only

Please provide the current level of enforcement activity for the entire department for the three (3) previous calendar years (January 1 through December 31). If data is not available for a particular activity/year combination, enter 0.

Activity	Calendar Year		
	2018	2019	2020
DUI Arrests	0	0	0
Speeding (all cases)	0	0	0
Safety Belt Violations	0	0	0
All Other Traffic Violations	0	0	0
Traffic Crashes	0	0	0
Check Point Conducted	0	0	0

For Drivers Education only

Please provide the numbers trained in driver's education for your school for the previous three (3) state fiscal years (July 1 through June 30.). If data is not available for a particular activity/year combination, enter 0.

Activity	State Fiscal Year		
	2019	2020	2021
How many students were trained in a 30/6* driver's education program with financial assistance or free of charge?			
How many total students were trained in a 30/6* driver's education program?			
How many students requested financial assistance for driver's education?			
How many students were denied driver's education due to a lack of financial assistance?			

*30/6 driver's education program means 30 hours of classroom training and 6 hours of behind the wheel instruction

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Project Objectives: 001

If this goal incorporates a best practice, please check here: ✓ **If not, this application may not be approved.**

Proposed programs must be data driven and should be based on proven countermeasures. For guidance on best practices visit <http://www.gahighwaysafety.org/grants/best-practices/>

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

If Other, please specify:

Objective:

During the grant year, DeKalb County Fire Rescue will implement a comprehensive, hands-on, program that will educate 1800 school aged motorists and pedestrians on required safety behaviors that will help reduce pedestrian fatalities.

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Project Objectives: 002

If this goal incorporates a best practice, please check here: ✓ **If not, this application may not be approved.**

Proposed programs must be data driven and should be based on proven countermeasures. For guidance on best practices visit <http://www.gahighwaysafety.org/grants/best-practices/>

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

If Other, please specify:

Objective:

During the grant year, DeKalb County Fire Rescue will implement a comprehensive, hands-on, program that will educate 600 adult and senior motorists and pedestrians on required safety behaviors that will help reduce pedestrian fatalities.

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Project Objectives: 003

If this goal incorporates a best practice, please check here: ✓ **If not, this application may not be approved.**

Proposed programs must be data driven and should be based on proven countermeasures. For guidance on best practices visit <http://www.gahighwaysafety.org/grants/best-practices/>

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

If Other, please specify:

Objective:

DeKalb County Fire Rescue will host two large scale community safety events during the grant period that will include pedestrian safety education as a topic of focus.

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Project Objectives: 004

If this goal incorporates a best practice, please check here: ✓ **If not, this application may not be approved.**

Proposed programs must be data driven and should be based on proven countermeasures. For guidance on best practices visit <http://www.gahighwaysafety.org/grants/best-practices/>

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

If Other, please specify:

Objective:

In order to increase safety and conspicuity of pedestrians, DeKalb County Fire Rescue will distribute 2400 High Visibility Reflective Arm Bands with LED lights throughout the year during the grant period . The reflective items will also serve as positive reinforcement to school age children for the education they receive.

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Project Objectives: 005

If this goal incorporates a best practice, please check here: ✓ **If not, this application may not be approved.**

Proposed programs must be data driven and should be based on proven countermeasures. For guidance on best practices visit <http://www.gahighwaysafety.org/grants/best-practices/>

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

If Other, please specify:

Objective:

In order to increase safety and conspicuity of pedestrians, DeKalb County Fire Rescue will distribute 1200 Reflective Arm Bands throughout the year during the grant period. The reflective items will also serve as positive reinforcement to adults and seniors for the education they receive.

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Project Objectives: 006

If this goal incorporates a best practice, please check here: ✓ **If not, this application may not be approved.**

Proposed programs must be data driven and should be based on proven countermeasures. For guidance on best practices visit <http://www.gahighwaysafety.org/grants/best-practices/>

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

If Other, please specify:

Objective:

DeKalb County Fire Rescue will notify the public, via social media platforms, once a month throughout the grant period in both English and Spanish on pedestrian safety best practices.

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Project Activities Evaluations: 001

5.1 GOHS Goal: Reduce Pedestrian Injuri...During the grant year, DeKalb County Fire Rescue will implement a comprehensive, hands-on, program t

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

Objective: During the grant year, DeKalb County Fire Rescue will implement a comprehensive, hands-on, program that will educate 1800 school aged motorists and pedestrians on required safety behaviors that will help reduce pedestrian fatalities.

Activity: DeKalb County Fire Rescue will provide pedestrian education to 150 students each month during the grant period, either at a school or school affiliated summer program either at a school or at a school based summer program.

Evaluation: DeKalb County Fire Rescue will provide pre/post test evaluations and document the number of participants of the education. DeKalb County Fire Rescue will provide this information in a monthly report throughout the grant period.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOT
150	150	150	150	150	150	150	150	150	150	150	150	1800

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Project Activities Evaluations: 002

5.1 GOHS Goal: Reduce Pedestrian Injuri...During the grant year, DeKalb County Fire Rescue will implement a comprehensive, hands-on, program t

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

Objective: During the grant year, DeKalb County Fire Rescue will implement a comprehensive, hands-on, program that will educate 600 adult and senior motorists and pedestrians on required safety behaviors that will help reduce pedestrian fatalities.

Activity: DeKalb County Fire Rescue will educate 50 adults on pedestrian safety each month throughout the grant period.

Evaluation: DeKalb County Fire Rescue will provide pre/post test evaluations and document the number of participants of the education. DeKalb County Fire Rescue will provide this information in a monthly report throughout the grant period.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOT
50	50	50	50	50	50	50	50	50	50	50	50	600

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Project Activities Evaluations: 003

5.1 GOHS Goal: Reduce Pedestrian Injuri...DeKalb County Fire Rescue will host two large scale community safety events during the grant period

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

Objective: DeKalb County Fire Rescue will host two large scale community safety events during the grant period that will include pedestrian safety education as a topic of focus.

Activity: DeKalb County Fire Rescue will host two large scale community events, in April and October, during the grant period in which part of the focus will be on pedestrian education.

Evaluation: DeKalb County Fire Rescue will document the participation of these two community events and report the information to GOHS.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOT
1	0	0	0	0	0	1	0	0	0	0	0	2

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Project Activities Evaluations: 004

5.1 GOHS Goal: Reduce Pedestrian Injuri...In order to increase safety and conspicuity of pedestrians, DeKalb County Fire Rescue will distribut

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

Objective: In order to increase safety and conspicuity of pedestrians, DeKalb County Fire Rescue will distribute 2400 High Visibility Reflective Arm Bands with LED lights throughout the year during the grant period. The reflective items will also serve as positive reinforcement to school age children for the education they receive.

Activity: DeKalb County Fire Rescue will distribute 150 High Visibility Reflective Arm Bands with LED lights to students that participate in education each month throughout the grant year with an additional 300 to be distributed at both of the community safety events.

Evaluation: DeKalb County Fire Rescue will track the distribution of the High Visibility Reflective Arm Bands with LED lights and report that distribution to GOHS each month.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOT
450	150	150	150	150	150	450	150	150	150	150	150	2400

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Project Activities Evaluations: 005

5.1 GOHS Goal: Reduce Pedestrian Injuri...In order to increase safety and conspicuity of pedestrians, DeKalb County Fire Rescue will distribut

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

Objective: In order to increase safety and conspicuity of pedestrians, DeKalb County Fire Rescue will distribute 1200 Reflective Arm Bands throughout the year during the grant period . The reflective items will also serve as positive reinforcement to adults and seniors for the education they receive.

Activity: DeKalb County Fire Rescue will distribute 50 Reflective Arm Bands to adults that participate in the education class with an additional 300 Reflective Arms Bands to be distributed at the two community safety events.

Evaluation: DeKalb County will track the number of Reflective Arms Bands that are distributed and report this number to GOHS on a monthly basis.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOT
350	50	50	50	50	50	350	50	50	50	50	50	1200

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Project Activities Evaluations: 006

5.1 GOHS Goal: Reduce Pedestrian Injuries...DeKalb County Fire Rescue will notify the public, via social media platforms, once a month throughout

Goal: 5.1 GOHS Goal: Reduce Pedestrian Injuries/Fatalities From Traffic Crashes

Objective: DeKalb County Fire Rescue will notify the public, via social media platforms, once a month throughout the grant period in both English and Spanish on pedestrian safety best practices.

Activity: DeKalb County Fire Rescue will post a best practice for pedestrian safety once a month on social media platforms, in both English and Spanish.

Evaluation: DeKalb County Fire Rescue will document the number likes, shares and comments for each social media post and report to GOHS on a monthly basis throughout the grant year.

OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	TOT
1	1	1	1	1	1	1	1	1	1	1	1	12

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Media Plan

Describe your plans for announcing the award of this grant to your community through media outlets available to you. Include specific media sources. Discuss how you plan to keep the public informed of grant activities throughout the entire project period.

When the grant is awarded the media release will go out within the next week. The announcement will go out on all social media platforms, through television channels: WSB-TV, WXIA, WAGA WGCL. With the assistance of our Spanish speaking Public Education Specialist, an announcement will also go out to Spanish television networks, Telemundo and Univision. As for print announcements, press releases will also be sent to the Atlanta Journal Constitution, The Dunwoody Crier and The Patch, which is distributed throughout the municipalities as well as unincorporated DeKalb. The Patch is also distributed electronically.

After the initial announcement, the outlets listed above will be utilized to keep the public up to date on larger scale safety events where this program will be utilized. Social media will also be used on a monthly basis to provide safety tips to the public in both English and Spanish. The Public Education Unit will work with the Public Information Officer on talking points for interviews throughout the grant period. These talking points will also be distributed to the municipalities for their use on social media platforms and during interviews.

Our social media followings have significantly increased during the pandemic. Our Facebook page has over 12,500 followers, Instagram has over 5,300 followers and Twitter is at approximately 3000 followers. This does not include the other Metro Atlanta fire departments share our page. Our education tips are also shared by the Georgia Public Safety Educators Association (GPSEA) to all members throughout Georgia. Considering how many thousands of people travel through DeKalb on the interstates and I-285, it is imperative to reach outside of the county as much as possible. The interstates are an incredibly high risk area for pedestrian safety.

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Resource Requirements

Use this section to provide a detailed justification of all budget items. All resources should support the completion of the activities and objectives needed to accomplish the overall grant goal.

1. What personnel are needed? Hours they will they work? Include job descriptions.
2. What are the types and quantity of needed equipment?
3. How will equipment be used and by whom?
4. Describe the training required by personnel.
5. Are all resources necessary in order to achieve the grant goals/objectives?

To combat these pedestrian fatalities, DeKalb County Fire Rescue will develop a comprehensive curriculum that will address all the top factors of pedestrian fatalities. This curriculum will be broken down into various age groups so that different ages will receive appropriate content. Children in elementary school would still receive education on basic concepts of locating the safest place to cross, the dangers of darting out into roadways and looking both ways. Adolescents and adults would learn driver information related to pedestrian road signs, driving with caution near intersections, and the law as it relates to pedestrian accidents. Last, seniors would learn about stop light timing and understanding about delayed motor reflexes and the need to observe more caution when crossing the street.

A large part of implementing this program would be creating a mobile, interactive area that would facilitate practicing these important pedestrian skills. According to Child Pedestrian Behavior Education: Applying Learning and Developmental Theories to Develop Safe Street- Crossing Behavior, put out by the National Highway Traffic Safety Administration (NHTSA's Behavioral Theory Guide), "Information is better remembered if the physical situation at test and recall are the same, also known as specific encoding." Props will be purchased to create portable replicas of intersections, streets and street signs. Another component will be an area to simulate drunk walking with Fatal Vision BAC goggles that we already incorporate in teen programs. This will allow pedestrians and motorists to visualize scenarios, practice applying new skills and understand the effects of alcohol beyond driving. These individual components are necessary because "[p]ractice of the skill not only helps solidify the declarative knowledge but also begins to make the skill automatic" (NHSTA's Behavioral Theory Guide). In addition to an interactive skill area, reflective safety items will be handed out to all participants to encourage being more reflective and visible while walking. Not only will these safety items assist with visibility they will act as positive reinforcement for the target behaviors.

Audiences will not only be reached with small classes at the public and private schools in DeKalb County, but also at the libraries, community centers and senior centers located in DeKalb County. DeKalb County Fire Rescue currently hosts two large scale community events throughout the county during the year; Safe Kids Day in the spring and the Fire Safety Festival in October. The locations of these events are strategically selected based on the safety needs of the community. In addition to these large events, DeKalb Fire Rescue participates in many community events requested by the county commissioners and the public. These events reach several thousand people each year. Our hope is that even with social distancing, people will still be able to participate in virtual education and the skills component while maintaining social distancing. Each community event has sections designated for specific topics so for pedestrian safety we would display several sections of our interactive components to demonstrate to families and kids important safety skills. Once these skills were

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completed, the participant would receive the specific arm band designated for their age group.

As for the interactive, skills-based part of the program, we will create a small component of a mobile safety town by utilizing eight 20' x 20' tarps and replicate various types of intersections and walkways using duct tape. We will use portable rolling signs posts with various types of street signs. These can be placed at different locations to replicate real life scenarios for pedestrian motorists. Red and green LED traffic lights will also be used to replicate a four way stop. The purpose of using tarps is to be able to utilize individual sections in a small classroom or put them together for a larger event. The mobility of the signs also allows us to create different scenarios.

The 20x20 tarps cost \$43.99 each and DeKalb Fire is requesting 8 for a total of \$351.92. Stop Signs cost \$19.95 each and DeKalb Fire is requesting 4 for a total of \$79.80. Yield Signs cost \$29.00 each and DeKalb Fire is requesting 2 for a total of \$58.00. DeKalb Fire is requesting one Railroad Sign at a cost of \$46.00. School Crossing Signs cost \$30.50 and DeKalb Fire is requesting 6 for a total of \$183.00. The Tip and Roll Portable Sign for Signs cost \$110.00 and DeKalb Fire is requesting 12 for a total of \$1,320.00. The Traffic Lights cost \$400.00 each and DeKalb Fire is requesting 8 for a total of \$3200.00. White Duct Tape costs \$8.69 a roll and DeKalb Fire is requesting 12 for a total of \$104.28. Yellow Duct Tape costs \$6.99 a roll and DeKalb Fire is requesting 4 for a total of \$27.96. Collapsible Cones cost \$175.00 and DeKalb Fire is requesting 4 for a total of \$700.00. Projected shipping costs for supplies is \$849.00.

Other sections will be used to recreate sidewalks where we can utilize Fatal Vision Alcohol Goggles that we already own to simulate impaired walking. We will also look at purchasing Fatal Vision Event Kit for Drowsy/Distracted Goggles. The purpose of these resources is to illustrate to pedestrians and drivers the significance that being distracted has on pedestrians. The Event Kit includes: Stop/Go paddle, arrow paddle, flex flyer steering wheel, course tape, distract o match game, fatal reaction, M.E.T.H.O.D. webcast series, How Focused Are You? poster set, How Focused Are You? banner, DIES distracted driving mat w/carrying strap, in-app educational materials that include six instructional videos and activities. The event kit also includes an option to create their own peer to peer campaign to promote distraction free driving. It will also illustrate why pedestrians need to be more aware of drivers that might be impaired or distracted. It is such a priority to teach the risks associated with drinking for all age groups as that is one of the highest risk factors for pedestrian fatalities. In addition, for ease of demonstration, an additional portable sidewalk will be purchased to demonstrate being a pedestrian alongside traffic versus against traffic.

The Fatal Vision Distracted /Drowsy Kit costs \$2,115.23 and DeKalb Fire is requesting 1. The Portable Sidewalk costs \$2,744.50 and DeKalb Fire is requesting 1.

(Total cost for interactive, skills-based component: \$11,217.41)

After going through the class, all participants would received some type of safety material that not only provide positive reinforcement but reinforce the importance of conspicuity as a pedestrian. We would estimate enough safety materials to cover teaching 1800 kids a year and 600 adults/seniors a year plus additional items for larger events. Additional reflective safety materials will be purchased to be used at large scale community events.

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Reflective Arm Bands with LED lights cost \$2.85 each and DeKalb Fire is requesting 2400 for a total of \$6,840.00. Reflective Arm Bands cost \$2.25 each and DeKalb Fire is requesting 1200 for a total of \$2,700.00.

(Total cost of reflective safety materials: \$10,940)

As for training required, all of our Public Education Specialist are currently able teach pedestrian safety. A short three hour class to over the curriculum and props would be all that is necessary to fully implement the program. However, additional training throughout the year would increase the overall knowledge of the Public Education Specialist and improve the quality of the programs. This would be achieved by regular attendance to a conference that focuses on pedestrian safety.

(Total cost for 4 Public Educational Specialist to attend either the Lifesavers conferences or the GDOT/PEDS Ga Walks Summit: \$4500)

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Self-Sufficiency

Continuation Plan

Federal Funding guidelines require that each funded project indicate how the activities of the project will be continued after federal funds are no longer provided. The continuation plan must identify potential sources of non-federal funds.

The cost of creating a comprehensive curriculum will be absorbed by the Public Education Specialists salaries that are not included in this grant. Once the materials for the interactive, skills-based portion are purchased and assembled the actual cost to maintain the interactive, skills-based portion will be nominal. Any maintenance required can be evaluated on a yearly basis and added into the budget for the Public Education Unit. One source of funding for the reflective safety materials can be included in the budget for the Public Education Unit. As a Safe Kids Coalition, another source of funding for reflective safety materials will come out of the Safe Kids DeKalb budget when the pedestrian grant is open for coalitions to apply. At this time, Safe Kids DeKalb has also received a \$2500 grant from AAA to increase bike and pedestrian safety. This grant has already gone towards some supplies that will be used for this program.

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Personnel Service Details - Position

Position/Title	Pay Code	Hours Per Week	Pay Rate	Annual Salary	Percent of Time	Project Salary
					%	
					Total	\$0

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Personnel Service Details - Benefits

Project Salaries	Percent of Time	Project Salary
Total	0.00%	\$0
Fringe Benefits	Percentage	Amount
F.I.C.A	0%	\$0
Retirement	0%	\$0
Health Insurance:	0%	\$0
Worker's Comp.:	0%	\$0
Unemployment Insurance:	0%	\$0
Other:	0%	\$0
Other:	0%	\$0
Other:	0%	\$0
Total		\$0
Total Personnel Service: (Total salaries + fringe benefits)		\$0
Total Personnel Services:		\$0

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Regular Operating Expenses

Description	Unit Price	Quantity	Total Costs
20' X 20' tarp	\$43.99	8	\$351.92
White Duct Tape	\$8.69	12	\$104.28
Yellow Duct Tape	\$6.99	4	\$27.96
Stop Signs	\$19.95	4	\$79.80
Yield Signs	\$29.00	2	\$58.00
School Crossing Signs	\$30.50	2	\$61.00
Railroad Sign	\$46.00	1	\$46.00
Pedestrian Crossing Signs	\$30.50	6	\$183.00
Collapsible Cones	\$175.00	4	\$700.00
Tip and Roll Portable Roll Pole for Signs	\$110.00	12	\$1,320.00
Traffic Light Red/Green LED	\$400.00	8	\$3,200.00
Refelctive Arm Bands with LED Lights	\$2.85	2400	\$6,840.00
Reflective Arm Bands	\$2.25	1200	\$2,700.00
Projected Shipping for Traffic materials	\$849.00	1	\$849.00
Lifesaver Conference Registration	\$350.00	2	\$700.00
GDOT/PEDS Ga Walks Summit	\$200.00	2	\$400.00
			\$0
		Total	\$17,620.96

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Travel

Description	Unit Price	Quantity	Total Costs
			\$0
Hotel, Flight, meals, etc for Lifesavers	\$1,300.00	2	\$2,600.00
			\$0
Hotel/Meals, etc. for GDOT/PEDS 2021 Ga Walks Summit	\$400.00	2	\$800.00
			\$0
			\$0
			\$0
			\$0
		Total	\$3,400.00

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Equipment Purchases

Description	Unit Price	Quantity	Total Costs
Fatal Vision Distracted/Drowsy Goggles Event Kit w/ Shipping	\$2,115.23	1	\$2,115.23
I'm Safe Portable Safety Sidewalk w/ Shipping	\$2,744.50	1	\$2,744.50
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
			\$0
Total			\$4,859.73

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Cost Category Summary

COST CATEGORY	TOTAL	AWARD AMT.
1. Personnel Services (salaries & fringes)	\$0	\$0
2. Enforcement/Activity Hours	\$0	\$0
3. Regular Operating Expenses	\$17,620.96	\$17,620.96
4. Travel	\$3,400.00	\$3,400.00
5. Equipment Purchases	\$4,859.73	\$4,859.73
6. Contractual Services	\$0	\$0
7. Per Diem and Fees	\$0	\$0
8. Computer Charges and Computer Equipment	\$0	\$0
9. Telecommunication	\$0	\$0
10. Motor Vehicle Purchase	\$0	\$0
11. Rent Real Estates	\$0	\$0
12. Total	\$25,880.69	\$25,880.69
MATCHING FUNDS		
Local Cash Match (You must enter at least a 0 before saving to force the page to calculate the category totals).	0%	\$0
Federal Participation (percentage of total in Item 12)	100.00%	\$25,880.69

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Certification and Signatures

I certify that I understand and agree to comply with the general and fiscal year terms and conditions of this application including special conditions; to comply with provisions of the Act governing these funds and all other federal laws; that all information presented is correct; that there has been appropriate coordination with affected agencies; that I am duly authorized by the applicant to perform the tasks as they relate to the terms and conditions of this grant application; that costs incurred prior to grant approval may result in the expenses being absorbed by the grantee; and, that the receipt of grantor funds through the Governor's Office of Highway Safety will not supplant state or local funds. **Monthly reimbursement claim submissions filed electronically are in effect, "electronically signed"**.

Agency Administrator *

Name:	Elizabeth Sizemore	Title:	Captain
Agency:	DeKalb County Fire Rescue	Address:	1950 W. Exchange Place Tucker, GA, 30084
Phone Number:	(678) 406-7765	Email Address:	eksizemore@dekalbcountyga.gov
Fax Number:			
Signature:	_____	Date:	2/18/2021

Agency Staff *

Name:	Antonio Burden	Title:	Deputy Chief
Agency:	DeKalb County Fire Rescue	Address:	1950 W. Exchange Place Tucker, GA, 30084
Phone Number:	(678) 406-7765	Email Address:	aburden@dekalbcountyga.gov
Fax Number:	(678) 406-7812		
Signature:	_____	Date:	2/23/2021
FEI Number:	58-6000814		

Authorized Official *

Name:	Darnell Fullum	Title:	Fire Chief
Agency:	DeKalb County Fire Rescue	Address:	1950 W. Exchange Place Tucker, GA, 30084
Phone Number:	(678) 406-7765	Email Address:	ddfllum@dekalbcountyga.gov
Fax Number:	(678) 406-7812		
Signature:	_____	Date:	2/23/2021

*** NOTE: AGENCY ADMIN, AGENCY STAFF AND AUTHORIZED OFFICIAL CANNOT BE THE SAME PERSON WITHOUT GOHS APPROVAL. STAFF BEING FUNDED UNDER THIS GRANT MAY NOT BE ANY OF THE ABOVE OFFICIALS WITHOUT GOHS APPROVAL.**