

2024 GO HUMAN COMMUNITY STREETS GRANTS GUIDELINES

Overview: What is the Community Streets Program?

The Southern California Association of Governments (SCAG) announces the Call for Projects for the 2024 *Go Human* Community Streets Grant Program (Community Streets Program). With support from the California Office of Traffic Safety (OTS), the Community Streets Program provides grant funding to eligible applicants to implement traffic safety strategies through community engagement projects

In alignment with and furtherance of SCAG's [Racial Equity Early Action Plan](#), the Community Streets Program supports projects that facilitate community resiliency and resource delivery, prioritizing outcomes for low-income families and communities of color, especially those most harmed by traffic injuries and fatalities.

Program Goal: What does the Community Streets Program aim to do?

The Community Streets Program aims to build street-level community resiliency and increase the safety of people most harmed by traffic injuries and fatalities, including without limitation Black, Indigenous and People of Color; people with disabilities; and elders, particularly those walking and biking. The Community Streets Program aims to improve traffic safety locally and across the Southern California region, leveraging and building community leadership committed to traffic safety and prioritizing projects that center historically excluded or disinvested communities, mobility justice, disability justice and rural community investment, among others.

The Community Streets Program provides approximately 12 eligible applicants with up to \$30,000 in grant funding to support projects that implement traffic safety strategies including but not limited to messaging, education, engagement activities, leadership development, community assessment or resource distribution.

Rather than focusing on the behavior of people walking and biking, the Community Streets Program targets structural issues that affect the safety of people walking and biking, such as dangerous driving behavior, high vehicle speeds, street design and structural racism.

Applicants are encouraged to propose creative, strategic projects that center justice and respond to program goals and communities' current needs.

Potential Project Types

Funded strategies through the Community Streets Program may include, but are not limited to, the following examples:

- Community bicycle rides, walk audits or open streets events
- Design and development of placekeeping/placebuilding features, such as public art or signage
- Community capacity building projects, such as a virtual traffic safety ambassador leadership development programs or traffic safety cohorts
- Virtual information or media hubs, inclusive of traffic safety information, content or resource distribution

- Storytelling efforts that center mobility justice efforts and/or challenging the dominant narratives of traffic safety

This program does not fund permanent or quick-build infrastructure improvements.

Eligible Applicants: Who can apply?

Community-based organizations, nonprofits and social enterprises are eligible to submit a Community Streets Program proposal. If awarded, applicants must be able to submit supporting documentation for eligibility (i.e., a copy of the business license, 501(c)(3) status). Entities with 501(c)(4) status are not eligible for this program.

Funding is available to recipients across the SCAG region, which encompasses the counties of Imperial, Los Angeles, Orange, Riverside, San Bernardino and Ventura.

Funding will be distributed to prioritize equity, particularly within communities that have been historically disinvested or in disadvantaged communities.

Grant Amount & Term

SCAG will award up to \$30,000 to selected projects. Applicants may propose any amount, up to \$30,000, and the proposed project must be deemed feasible to implement within the project period and budget. Applicants may be required to refine their scope of work as a condition of their award and may not be awarded the full amount requested.

All projects shall be implemented between approximately May 2024 and August 31, 2024. The awardees will be responsible for securing any necessary permits or permissions in a timely manner.

Timeline

- Call for Projects Opens: January 2024
- Application Deadline: February 2024
- Notice of Conditional Award: March 2024
- Scope Refinement: March/April 2024
- Project Implementation: approx. May 2024 to August 31, 2024

Integrating *Go Human* Resources

Go Human has a variety of resources available to partners, at no cost, including:

- *Go Human* [Kit of Parts](#) lending library: The Kit of Parts includes materials that can be borrowed to temporarily showcase, and collect community feedback on, safety treatments and designs, such as artistic crosswalks, parklets, protected bike lanes, pedestrian refuge islands and bulb-outs.
- [Co-Branded Safety Advertisements](#): Safety advertisements include message-tested artwork in multiple languages with driver-focused messaging, that can be revised to resonate with

community needs. Advertisements may include digital ads, banners, lawn signs, bus wraps and more.

- Available resources can be found on the [Go Human website](#).

Applicants are encouraged to incorporate *Go Human* resources into their project proposals (if desired and applicable).

Please note, *Go Human* resources are available at no cost to partners regardless of Community Streets Program award.

Application & Selection Criteria

All applicants must complete a *Go Human* Community Streets Program application, available at scag.ca.gov/apply-funding. Project proposals will be evaluated based on the following selection criteria:

- Impact (20%)
- Engagement (20%)
- Equity & Justice (20%)
- Feasibility (20%)
- Cost-effectiveness (20%)

SCAG is the sole arbiter of any proposal. Staff will also consider geographic representation when selecting awards.

Requirements

SUBMISSION REQUIREMENTS

Electronic Application: Submit an electronic application by February 2, 2024 at 11:59 p.m. PDT at scag.ca.gov/apply-funding.

Budget: Utilizing a template provided by SCAG, applicants will be required to submit a budget that identifies staff, labor rates, hours and direct costs associated with the project.

Letter of Support: Applicants will be required to submit a Letter of Support from the local jurisdiction in which the project is being implemented.

Insurance: Projects must meet SCAG insurance requirements (see pages 7-8). SCAG's insurance requirements manage the risk of performing work on behalf of SCAG, helping to mitigate any potential financial impact to awardees and to SCAG should an accident occur. Applicants that do not meet these requirements may be considered on a case-by-case basis. The applicant should indicate or affirm its ability to comply with SCAG insurance requirements or specifically identify which requirements it is unable to comply with. Applicants may be required to provide additional documentation if proposing activities that utilize the facilities of another agency or organization.

REPORTING AND INVOICING REQUIREMENTS

Community Streets awardees shall provide two reports:

- Mid-Project Update: To be provided in June 2024, in the form of an email or phone call.
- Final Report: To include complete activities, project outcomes and documentation of final deliverables, due on Friday, September 6, 2024. Awardees will be provided with a final report template to complete.

Awards are made on a cost reimbursement basis, based on actual allowable incurred costs. Grant costs will be reimbursed if incurred on or after the grant implementation start date, as determined by the date of MOU signature, and if proper documentation supporting the expenditure is provided (i.e., payroll reports, timesheets, invoices with accompanying proof of payment). Invoices shall be submitted on a monthly or bimonthly basis, and SCAG shall remit payments of incurred costs up to 60 days after submission of invoice packages. Final invoice required by Friday, September 6, 2024.

SOCIAL MEDIA & GRAPHICS REQUIREMENTS

Selected applicants shall work with SCAG staff to highlight projects on social media (either through the selected organization's channels or *Go Human* channels) during or immediately following project implementation.

All public-facing communications materials relating to the project shall acknowledge SCAG. Communications materials include, but are not limited to, site signage, printed information materials, print and online publications, websites, advertisements, video, public service announcements, social media postings, events, media advisories, news releases and all other related materials.

Use of *Go Human*, SCAG, and OTS logos is not required for any graphics produced for Community Streets Program projects (such as flyers, posters, social media or digital graphics). If an awardee wishes to use the *Go Human*, SCAG, and OTS logos, all three logos must be used and in that order. Graphic material that uses these logos must be submitted to Alina Borja (borja@scag.ca.gov) for approval from OTS and SCAG. Please allow two (2) weeks for approval.

If producing any professional video components (not including "live" social media videos), SCAG may request the opportunity to review an outline or story board. Content shall be submitted to Alina Borja (borja@scag.ca.gov) for prior approval from OTS and SCAG. Please allow two (2) weeks for approval.

All work products and related work materials of the Community Streets Program awards shall become property of SCAG, and all publication rights are reserved to SCAG. Awardees shall not copyright work products and related work materials. Work products and related work materials refer to any material produced using Community Streets Program funding, such as deliverables.

To ensure consistency of public information about SCAG programs and funded work products, funding recipient is required to notify SCAG of any media inquiries or plans for proactively providing information to media outlets.

All communication materials must be provided to SCAG prior to completion so that inclusion of this element can be confirmed. SCAG will reply within three business days; if no reply is received, the funding recipient can proceed without comments.

SCAG Communication Contact:

Alina Borja

ALLOWED EXPENSES

The Community Streets Program funds reimburse actual expenses directly related to the proposed project. Eligible expenses include, but are not exclusive to:

- Employee labor costs for hours spent in direct support of the project;
- Indirect Costs through a federally negotiated indirect cost rate or the de minimus rate;
- Other Direct Costs, including but not limited to:
 - Contracted Labor costs, such as coordination, design, facilitation, set-up, training, etc.;
 - Printing;
 - Permits or fees related to the project;
 - Bicycle helmets, if purchased to support bicycle education;
 - Supply or equipment rental fees; and
 - Virtual platform subscription fees, on a pro-rata basis (subject to review).

Awardees may include their valid federally negotiated indirect cost rate in the project budget. Otherwise, project budgets may include a 10 percent de minimis indirect cost. The 10 percent de minimis indirect cost rate may be used by any non-federal entity that does not have a valid negotiated indirect cost rate. This rate is meant to cover indirect project costs, such as fiscal sponsor fees, and would be charged against modified total direct costs (MTDC). See [2 CFR 200.414 \(f\)](#).

Applicants may procure services to design projects and increase the impact of the proposed activities. The third-party services may be compensated through the budget, included as an other direct cost (ODC). Each ODC line item shall be limited to no more than \$10,000. In accordance with SCAG's procurement standards, all costs included in the project budget must be fair and reasonable.

Notwithstanding the list above, allowed expenses are subject to the discretion of SCAG and OTS.

UNALLOWED EXPENSES

Funding for *Go Human* is provided by a grant from OTS, through the National Highway Traffic Safety Administration. As a result, certain expenses are ineligible for funding. Ineligible expenses include, but are not limited to:

- Products or giveaways not tied to a safety educational component (only allowed if they are given away in direct correlation with a safety education component);
- T-shirts;
- Stickers (i.e., bumper stickers, stickers for mass distribution at events);
- Knee pads;
- First aid materials;
- Fringe benefits;
- Raffle prizes;

- Food or beverages;
- Plants;
- Office furniture, equipment and capital assets;
- Paint;
- Chalk;
- Event entertainment or music;
- Advertising not directly related to proposed project;
- Implementation of a study, plan, or program;
- Construction costs, including permanent or quick-build infrastructure improvements;
- Habitat conservation plans;
- General liabilities insurance cost;
- Lobbying efforts and/or political contributions; and
- Items that are not indicated in the original project budget.

INSURANCE REQUIREMENTS

All proposers should be aware of the Insurance Requirements for a grant award. The Certificate of Insurance must be provided by the successful proposer prior to grant award. A grant may not be awarded if insurance requirements are not met.

Endorsements for the following are necessary as a part of meeting the insurance requirements:

- Commercial General Liability
- Business Auto Liability
- Workers' Compensation/Employer's Liability

Endorsements shall include:

- Additional Insured
- Primary, Non-Contributory
- Waiver of Subrogation
- Notice of Cancellation

The endorsement to all of the policies must be attached to the certificate of insurance.

1. Insurance

Awardees shall procure and maintain the minimum required insurance, as set forth below, against claims for injuries to persons, or damages to property, which may arise from or in connection with the performance of the work hereunder by awardee, its subcontracts, agents, representatives or employees.

A. Minimum Scope of Insurance – Coverage shall be at least as broad as:

- (1) Insurance Services Office Commercial General Liability coverage (Occurrence form CG0001), or its equivalent.
- (2) Insurance Services Office form number CA0001 (Ed. 1/87) covering Automobile Liability, code 1 (any auto) or its equivalent.
- (3) Workers' Compensation insurance as required by the State of California and Employer's Liability Insurance.

B. Minimum Limits of Insurance – Awardee shall maintain limits no less than:

- (1) General Liability: \$1,000,000 per occurrence for bodily injury, personal injury and property damage. If Commercial General Liability Insurance or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to this project/location or the general aggregate limit shall be twice the required occurrence limit.
- (2) Automobile Liability: Including contractual liability insuring owned, non-owned, hired and all vehicles by awardee with a combined single limit of not less than \$1,000,000 applicable to bodily injury, or death, and loss of or damage to property in any one occurrence.

- (3) Workers' Compensation Liability: Including Occupational Diseases in accordance with California Law and Employers' Liability Insurance with a limit of not less than \$1,000,000 each accident.
- C. **Other Insurance Provisions – The general liability and automobile liability policies are to contain, or be endorsed to contain, the following provisions:**
- (1) SCAG, its subsidiaries, officials and employees are to be covered as additional insureds, as respects to liability arising out of the activities performed by or on behalf of Awardee, products and completed operations of Awardee; premises owned, occupied or used by Awardee; or automobiles owned leased, hired or borrowed by Awardee. The coverage shall contain no special limitations on the scope of protection afforded to SCAG, its members, subsidiaries, officials and employees.
 - (2) For any claims related to this project, Awardee's insurance coverage shall be primary insurance as respects SCAG, its members, subsidiaries, officials and employees. Any insurance or self-insurance maintained by SCAG shall be excess of Awardee's insurance and shall not contribute with it.
 - (3) Any failure to comply with reporting or other provisions of the policies including breaches of warranties shall not affect coverage provided to SCAG, its members, subsidiaries, officials and employees.
 - (4) Awardee's insurance shall apply separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the insurer's liability.
 - (5) Awardee's Employer's Liability policies shall contain the inclusion of SCAG, its members, subsidiaries, officials, and employees. Awardee's Workers' Compensation policies shall submit a Waiver of Subrogation endorsement in favor of SCAG, its officers, agents, employees and volunteers.
- D. **Deductibles and Self-Insured Retentions – Any deductibles or self-insured retentions in amounts over \$10,000 must be declared to and approved by SCAG.**
- E. **Acceptability of Insurers – Insurance is to be placed with California admitted or approved insurers with a current A.M. Best's rating of no less than A, unless otherwise approved by SCAG.**
- F. **Verification of Coverage – Awardee shall furnish SCAG with original endorsements and certificates of insurance evidencing coverage required by this clause. All documents are to be signed by a person authorized by that insurer to bind coverage on its behalf. All documents are to be received and approved by SCAG before work commences. Upon request of SCAG at any time, Awardee shall provide complete, certified copies of all required insurance policies, including endorsements affecting the coverage required by these specifications.**