



MEMO

County Administrator

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TO: County Commissioners
FROM: Robert W. Wilson
DATE: October 26, 2021
SUBJECT: Vision Zero Outreach Coordinator

The ND Association of Counties and the ND Department of Transportation have approached Cass County with a request to host an employee to serve as the Vision Zero Outreach Coordinator in this region. All costs associated with this position are reimbursable.

The most significant request is that the county provide office space. There will be opportunities for this employee to assist with county related efforts when not engaged in Vision Zero – related work. Jason Benson has indicated space is available for this employee to have an office in the Highway Department.

The targeted hiring salary is \$60,000-\$65,000/yr. and the county will have the flexibility to set the exact amount based on our salary matrix.

This request has been reviewed by the Sheriff's Office, Highway Department, County Administration, and the State's Attorney's Office. The State's Attorney's Office has advised the job notice and offer letter should clearly indicate the position is grant-funded and subject to continued partner funding.

Pending approval, it is anticipated this position will be advertised by County Human Resources and filled as quickly as practical. Consideration of this partnership agreement is scheduled for the Commission meeting on Monday, November 1st.

SUGGESTED MOTION:

Move to authorize Cass County to host and provide office space for the Vision Zero Outreach Coordinator position funded through a fully reimbursable partnership with the North Dakota Association of Counties and the North Dakota Department of Transportation.

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Vision Zero Regional Outreach Coordinator

Starting Pay Range: \$60,000.00 - \$65,000.00 - DOE

Type of Recruitment: Internal/External

- **Education:** Bachelor's Degree from an accredited four-year college or university. Preference given to degrees in business, public relations, communications, marketing, public administration, transportation, safety or industrial hygiene, behavioral or social sciences.
- **Experience:** Entry level position with practical experience in public relations or marketing, and with coordinating or administering. Public Relations/Communications/Marketing, Public Health or Safety.
- **Licensure/Certification:** Work toward obtaining a professional certification in traffic safety (optional)

Summary:

The Vision Zero Outreach Coordinator performs a wide range of regional outreach activities in a 10-12 county area in support of the North Dakota Association of Counties Vision Zero Outreach Program, in partnership with the North Dakota Department of Transportation Safety Division. The position supports the key functions of North Dakota's traffic safety initiative: Vision Zero. Regional coordinators will serve as local subject matter experts and liaisons and will identify critical outreach initiatives and activities within their region. Coordinators will be responsible to develop and maintain partnerships, provide resources, and coordinate outreach activities to support communities to work toward zero motor vehicle crash fatalities and serious injuries.

Mission Results

- Help reduce regional motor vehicle crash fatalities.
- Help reduce regional alcohol and drug-related, speed-related, distracted driving and unbelted motor vehicle fatalities.

Essential Duties and Responsibilities:

Network/Partner Engagement

- Advocates for the implementation of the State Highway Safety Plan (SHSP) priority strategies within the region
- Develops relationships with city, county and state law enforcement partners through cooperative events, ride-alongs, promotion of high visibility enforcement activities, sobriety checkpoints and other proven initiatives
- Builds partner support for selected SHSP legislative and policy priority safety strategies through personal contacts, presentations, media events, social media, legislative education, and other outreach
- Expands community engagement and the partnership network by participating in regional/local partnership meetings (e.g., AAA, Safe Kids, Health Departments). Encourages new partners to formalize the partnership through registration with the Vision Zero Partner Network
- Establishes and expands relationships with tribal partners to support SHSP implementation

Outreach Initiatives

- Conduct outreach events that align with the priority emphasis areas within region.
- Coordinates with state personnel and regional partners.
- Promotes the Vision Zero program.
- Expands his/her knowledge of the Local Road Safety Program (LRSP) through discussions with state/local traffic engineers and other resources. Promotes the submission of LRSP projects by cities and counties to the state for funding and implementation.

Data Acquisition and Utilization

- Conducts crash data and other relevant data analysis to identify who is crashing, where they are crashing and uses this information to develop and implement a regional action plan to supplement the SHSP
- Incorporates local crash data into presentations, media events and partner meetings and/or discussions

Professionalism and Development

- Create Vision Zero brand awareness and the Vision Zero Regional Coordinator position.

- Continued training and education

How to Apply:

Cass County Specifics here.

**AGREEMENT FOR PARTICIPATION
IN THE NORTH DAKOTA
HIGHWAY SAFETY PLAN**

BACKGROUND

The North Dakota Department of Transportation's (NDDOT) Safety Division administers the North Dakota Vision Zero initiative to reduce motor vehicle crash fatalities and serious injuries to zero. The Safety Division receives and provides state and federal funding to local entities to assist the NDDOT to achieve the traffic safety goals identified in the Vision Zero Plan and the annual Highway Safety Plan (HSP).

SCOPE OF WORK

Problem Identification

The Safety Division uses various data sets for the identification of highway safety problems and program development and implementation. The analysis of these data sets has identified six Priority Safety Emphasis Areas (PEA) that are being addressed through the North Dakota Vision Zero initiative. These six PEAs are the motivation of the Vision Zero Outreach Program and the development of a grassroots approach to addressing these highway safety problems.

- Lane Departure
- Intersections
- Alcohol and/or Drug-Related
- Unbelted Vehicle Occupants
- Speeding/Aggressive Driving
- Young Drivers

Project Description

Funds will be provided to the **North Dakota Association of Counties** (hereinafter referred to as the Contractor) to administer the Vision Zero Community Outreach Program, which provides traffic safety outreach activities to assist the NDDOT to achieve the performance goals associated with the NDDOT's goal of moving toward zero deaths.

The Vision Zero Outreach Program Manager (program manager – employed by NDACo) will oversee all statewide activities, and up to four Vision Zero Outreach Coordinators (Coordinators) will work in an assigned multi-county region, to perform a wide range of public information and outreach activities to support North Dakota's Vision Zero initiative to reduce motor vehicle crash fatalities and serious injuries to zero.

Project Goals

Community outreach will be targeted through individual, group and community activity through counties, employers, etc. to advance Vision Zero activity at the local level. Funds allocated to CTSP outreach projects will address priority and other areas of emphasis in the SHSP/Vision Zero Plan.

This contract will assist in achieving the following plan goals to decrease the number of:

- People killed in motor vehicle crashes.
- Alcohol- and drug-related motor vehicle fatalities.

- Speed-related fatalities.
- Distracted driving-related fatalities.
- Unbelted fatalities through increased seat belt use by all North Dakota citizens and those who are traveling through North Dakota.

Project Objectives and Activities

Regional Coordinator Positions

Network/Partnership Engagement

Objective 1: Expand community engagement and the partnership network by participating in regional/local partnership meetings (e.g., AAA, Safe Kids, Health Departments). Encourage new partners to formalize the partnership through registration with the Vision Zero Partner Network.

- *Project Development and Implementation:* The Coordinator will identify potential partners within their region and will develop a working relationship and promote the Vision Zero Initiative and participation in the Vision Zero Partner Network. Establish and support formal, on-going communication with individuals and organizations within the region who have registered for the Vision Zero Partner Network.
- *Evaluation:* Maintain a list of individuals and organizations contacted and report on the success of engagement.

Objective 2: Implement the strategies within the North Dakota Vision Zero Plan within their region. Identify and implement other strategies that will move the community to zero. Promote and advance Local Road Safety Plans for road safety projects within communities.

- *Project Development and Implementation:* The Coordinator will research various data resources for their region to identify priority safety emphasis areas that are leading factors in traffic fatalities and serious injuries. The data will be used to determine project, programs, and partners that can be developed to address those emphasis areas.
- *Evaluation:* Report on the type of projects implemented, the partners included and the results of the project.

Objective 3: Establish and expand relationships with tribal partners to support Vision Zero Plan implementation.

- *Project Development and Implementation:* Each Coordinator will identify the tribal nation(s) within their region and will establish a working relationship with tribal law enforcement or tribal leadership and promoting the Vision Zero Partner Network.
- *Evaluation:* Determine the success of engagement of the working relationship and participation of tribal entities in traffic safety programs and projects.

Objective 4: Build partner support for selected Strategic Highway Safety Plan (SHSP) legislative and policy priority safety

- *Project Development and Implementation:* Participate in the Priority Emphasis Team meetings and actively support policy priority safety strategies through personal contacts, presentations, media events, social media, and other outreach. Coordinate with the Program manager on activities to conduct.

- *Evaluation:* Identify the number of PEA team meetings attended, the tasks conducted to support priority strategies, and the number of contacts made.

Outreach Initiatives

Objective 1: Conduct outreach events that align with the priority emphasis areas for each region.

- *Project Development and Implementation:* Each Coordinator will assess their region and identify the prior emphasis areas that are primary factors in traffic crash fatalities and serious injuries and conduct the following activities as they apply:
 - Employ a minimum of two times per year resources such as rollover simulator, seat belt convincer, fatal vision goggles, Simulated Impaired Driving Experience (SIDNE), and seat belt hologram board at local events to bolster community engagement and awareness of Vision Zero safety priorities.
 - Designate at least one Vision Zero Community within the region annually and work with the community to meet the requirements of the Program and conduct one Vision Zero Community Forum annually
 - Conduct a minimum of one innovative prevention program such as Coaches Who Care, Impact Teen Drivers, and/or Alive at 25 annually in the region
 - Facilitate a minimum of one training program annually focusing on motor vehicle crash prevention strategies.
 - Work with state and regional partners to hold two local media events annually,
 - Develop and staff public Vision Zero displays for regional events and/or meetings.
 - Conduct training as necessary to build partner capacity to implement the planned activity.
 - Promote the Vision Zero Awards programs to coalition and partner network members and annually submits a minimum of one nomination from the region.
 - Attend a minimum of one county or city commission meeting annually.
 - Assist the state in soliciting sponsorship funds to acquire incentive items and other resources in support of state and regional Vision Zero activities.
- *Evaluation:* The Coordinator shall provide a monthly written report detailing the outreach activities conducted and ensure that minimum requirements are being met.

Data Acquisition and Utilization

Objective 1: Use crash and ancillary data sources to understand severe crash trends, disparities, locations, and causal factors within the region to identify priority counties and engage communities in Vision Zero.

- *Project Development and Implementation:*
 - Conduct crash data and other relevant data analysis to identify who is crashing, where they are crashing, and use this information to develop and implement a regional action plan to supplement the SHSP.
 - Update crash data analysis on an on-going basis to monitor change and progress in achieving regional action plan goals.
 - Incorporate local crash data into presentations, media events, and partner meetings and/or discussions.
- *Evaluation:* Identify the data sources used when conducting an analysis and show the linkage between data analysis and strategies, projects or programs being implemented.

Professionalism and Development

Objective 1: Create Vision Zero brand awareness and the Vision Zero Coordinator position

- *Project Development and Implementation:*
 - Provide professional and timely response to stakeholder requests for information via email, telephone, videoconference, and/or face-to-face interaction.
 - Deliver high-quality presentations, community forums, media events, and other traffic safety activities.
 - Express ideas and information in written and oral form that is complete, clear, concise, organized, and audience appropriate.
 - Continually evaluate ways to improve program and work practices, including minimizing the complexity of processes whenever possible.
 - Proactively share his/her knowledge, skills, and expertise with other Vision Zero Outreach Coordinators and partners.
- *Evaluation: Program manager will assess these items and identify success or improvement in the annual performance review.*

Objective 2: Continued training and education

- *Project Development and Implementation:*
 - Attend the annual North Dakota Vision Zero Partner Summit to bolster his/her knowledge of current traffic safety best practices and the status of Vision Zero Plan implementation.
 - Expand knowledge and understanding of traffic safety by annually participating in a minimum of one training program provided by a national traffic safety organization and/or through attendance at a national conference or workshop.
 - Work toward obtaining professional certification in traffic safety (optional).
 - Regularly monitor the Governors Highway Safety Association and other professional traffic safety organization websites for new traffic safety reports and leverage at least one report annually to implement new strategies and initiatives in the region.
 - Keep the supervisor informed about sensitive or controversial issues and/or problems and offer well-developed recommendations and/or solutions.
- *Evaluation: Report the number of trainings attended in the monthly activity report.*

REPORTING REQUIREMENTS, AUDIT REPORTING, OTHER REQUIREMENTS, GRANTOR RESPONSIBILITIES, AND REIMBURSEMENT

Reporting Requirements

Vouchers and written progress reports must be provided monthly to the Safety Division and received within 30 days of the last month in which expenditures occurred. ***However, at the close of the state fiscal year, June 30, reports and vouchers must be submitted no later than July 15 for any services that took place on or before June 30. Vouchers received after July 15 may not be reimbursed.***

The progress reports should summarize the activities of the billing period and must be received before reimbursement can be made. An itemized list of expenditures, summarized to reflect line-item costs listed on the reimbursement, will be attached.

A final voucher and written evaluation for each project will be submitted to the Safety Division no later than November 14, 2022. This report should include any relevant data and final narrative review of the projects

and may also include recommendations for future enhancements. ***Vouchers received after November 14, 2022, will not be reimbursed.***

The Safety Division will provide a voucher format.

Audit Reporting

A non-federal entity that expends \$750,000 or more during the non-federal entity's fiscal year in federal awards must have a single or program-specific audit conducted for that year in accordance with the provisions of 2 CFR 200, Subpart F. A financial audit is sufficient if the non-federal entity expends less than \$750,000.

Other Requirements

The Contractor will:

- Incur all expenses in advance of requesting reimbursement through the Safety Division. Federal funds for this contract from the NHTSA are available on a reimbursement basis only.
- Identify an employer for each Vision Zero Coordinator with adequate office space within a county building within their assigned service region.
- The Contractor will provide administrative staff and accounting support for monthly report preparation, billing, contract payments, etc.
- Assist the NDDOT to select Vision Zero Coordinators that meet the qualifications specified in the approved job description and job posting.
- Maintain financial records and retain supporting documentation at the local level according to audit guidelines.
- Provide record-keeping as required by state and federal guidelines.
- Track and report monthly in-kind match for Vision Zero Coordinator program activity.
- Participate in additional program activities that may be required based on direction from the Safety Division, NDDOT.

GRANTOR RESPONSIBILITIES

This scope of work will be monitored by a program manager with the Safety Division. Oversight will include, but will not be limited to, desktop and on-site monitoring of program finances and operations. This will include written notification of issues and/or concerns if identified and appropriate corrective action(s).

REIMBURSEMENT

This contract will reimburse allowable expenses up to the project's total budget for costs incurred through completion of the scope of work and/or in the direction of the program manager. ***Contractual costs (salary and benefits) will be paid at the rate of 1/12 per month per Coordinator, and Grant Support will be paid at 1/12 per month. Other items will be reimbursed at cost.***

The Safety Division reserves the right to deny payment for unallowable expenses identified in the applicable cost principles.

The indirect cost rate (ICR) is based on the recent audit conducted by the Contractors' audit firm. Should a

revised rate be determined by audit, this contract will be amended to reflect that rate. No refunds or additional payments will be owed by either party following the update to the approved ICR.

The Contractor must stay within budget amounts provided below. However, if moving funds within the budget is necessary, the Contractor may submit a written request to the program manager. The request must justify how the revised budget is needed to complete the scope of work ***before any work is done exceeding the allocated amounts***. The program manager will review the request promptly and will approve or deny the request.