

Program Logistics and Norms

- The program will begin shortly
- Please turn on your video
- Your microphone will be muted when you join
- **Please format your name to “First Name Last Name - City, State”**
- Please use the chat box to say hello to us and your peers! Please also use this space to ask any questions outside of small groups or dedicated Q&A time



Local Infrastructure Hub: Module 4: Data-Driven Decision Making

March 17, 2023

Your hosts today



Justin Edwards
Data Director, NLC

- Leads data framework development and analysis for NLC's Institute for Youth, Education and Families
- Has developed customised data frameworks for municipal and regional governments including San Jose, CA; Jackson, MS; and Orange County, CA
- Over 15 years experience bridging US philanthropy, ICT for development, social innovation
- Data-driven storytelling, data analysis and human development research.



Jenny O'Connell
Senior Program Manager,
NACTO

- Manages the NACTO's Road Safety and Vision Zero work
- Focuses primarily on speed management through speed limit reductions and arterial street redesigns at NACTO
- Led the development of *City Limits*, the first-ever tool that places street safety as the topmost priority for setting speed limits in urban areas
- Led the development of *Green Light for Great Streets* and *Structured for Success*
- Supported pandemic response work, managing NACTO's first-ever grant-making effort



Andrea Harris
Course Deliverer and
Facilitator, NLC

- Social Sciences Professor at Jackson State University and Alcorn State University
- College Readiness & Career Coach
- Leadership & Executive Coach
- Diversity and Inclusion Facilitator

Recapping Modules 0-3

So far, we've been talking about different components of the Implementation grant application...

1. Feb 2: We introduced the grant, and talked through the scoring criteria.
2. Feb 16: Ben Stone from the Bloomberg Center for Public Innovation talked about how to develop a community engagement plan, and how to use the Community Engagement Workbook to support that process.
 - a. Application Focus: Help you submit a strong application that could score highly on USDOT's second criteria, **"Equity, Engagement, and Collaboration."**
2. Feb 16: Dana Gigliotti from USDOT also walked through the grant program, USDOT's goals, and some winning projects.
3. Mar 3: Paul Teicher provided another opportunity to hear directly from USDOT, understand the Biden Administration's priorities for this grant program, and answer questions.

Today and Future Modules

We'll stick to just specific components of the application in this session and next, but we're starting to focus more broadly....

4. TODAY: Justin Edwards from NLC will talk about how data can contribute to decision-making and storytelling. This is a key part of developing a compelling grant application.
5. Mar 31: We'll walk through the budgeting process, which can be mystifying

And then, we'll start talking about how to wrap this all up into one really strong application...

4. Apr 14: Writing a strong narrative
5. Apr 28: Packaging and submitting your story



Scoring Criteria

Understanding the Scoring Criteria - SS4A

Evaluation Criteria for the Implementation Grant

Criteria	Details	Covered in Module
Safety Impact	<p>Description of the safety problem. DOT will assess the extent to which:</p> <ul style="list-style-type: none">• The safety problem is described, including historical trends, fatal and serious injury crash locations, contributing factors, and crash types by category of road user.• Crashes and/or crash risk are displayed in a High-Injury Network, hot spot analysis, or similar geospatial risk visualization.• Safety risk is summarized from risk models, hazard analysis, the identification of high-risk roadway features, road safety audits/assessments, and/or other proactive safety analyses	Mod 1: Setting the Table
Equity, Engagement, and Collaboration	<p>This criterion supports the legislative requirements to assess the extent to which the application ensures the equitable investment in the safety needs of underserved communities, and demonstrates engagement with a variety of public and private stakeholders. The response to this criterion should focus on equity, engagement, and collaboration in relation to the implementation of the projects and strategies.</p>	Mod 4: Data-Driven Decision Making

Understanding the Scoring Criteria - SS4A

Evaluation Criteria for the Implementation Grant

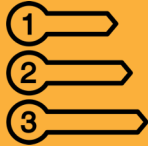
Criteria	Details	Covered in Module
Effective Practices and Strategies	DOT will assess the extent to which the application employs low-cost, high-impact strategies that can improve safety over a wide geographical area, includes evidence-based projects or strategies that improve safety, and seeks to adopt innovative technologies or strategies to promote safety and equity. The response to this criterion needs to address, at a minimum, one of the four effective practices and strategies from the list below, which includes: create a safer community; Safe System Approach; Complete Streets; and innovative practices and technologies.	Mod 1: Setting the Table
Climate Change and Sustainability, and Economic Competitiveness	This program's focus on equity and safety are also advanced by considerations of how applications address climate and sustainability considerations, as well as whether applications support economic competitiveness. DOT will assess the extent to which the projects and strategies use safety strategies to support the Departmental strategic goals of climate change and sustainability, and economic strength and global competitiveness	Mod 4: Data-Driven Decision Making Mod 5: Demystifying Capital Stacks and Budgeting

Selection Criteria in an Application: Missoula



Utilizing Data in Your Application

Effectively utilizing data is vital to winning federal funding



**Central to
Administration
Priorities**

The Biden administration has explicitly prioritized the use of data in its operations and requests from cities/states, especially as an **enabler of incorporating equity** throughout government programs (e.g., in Justice40).



**Improves Grant
Competitiveness**

Incorporating data describing populations impacted in your community is not only explicitly required in many grant criteria but will also **help develop a persuasive story** about the impact generated by your use of grant funding.



**Identifies
Community
Needs**

Data use enables a **rigorous assessment of the needs of underserved populations** and illuminates opportunities for targeted actions that will result in demonstrably improved outcomes for underserved communities.

Data Summaries for City and Census Tracts

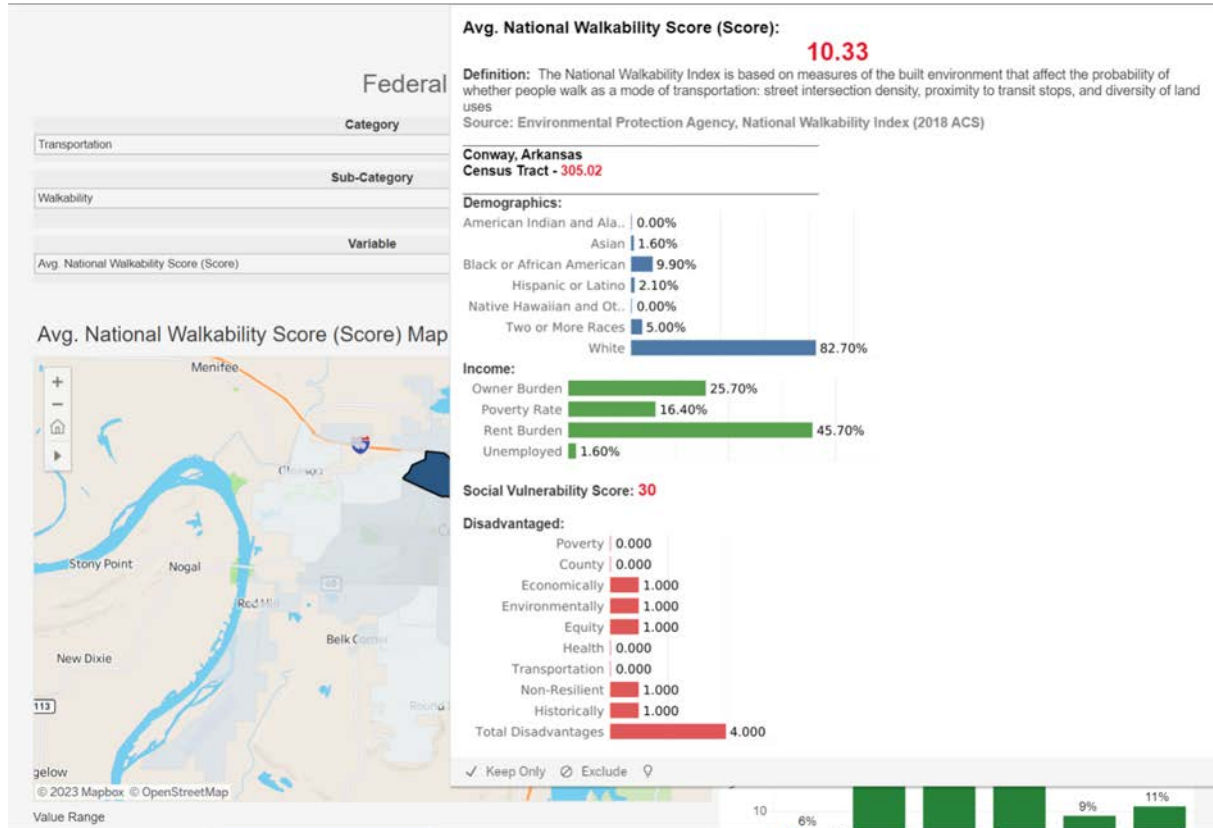
sample

Place	Fatality rate (per 100,000)	Fatalities 2016-2020	population (2021)	2016	2017	2018	2019	2020
Los Angeles, CA	36.721	1,433	3,902,440	322	279	278	275	279
Tract 06037297501	0.000		2,663	0	0	0	0	0
Tract 06037297300	95.420	2	2,096	1	0	1	0	0
Tract 06037297400	63.674	2	3,141	1	0	0	0	1

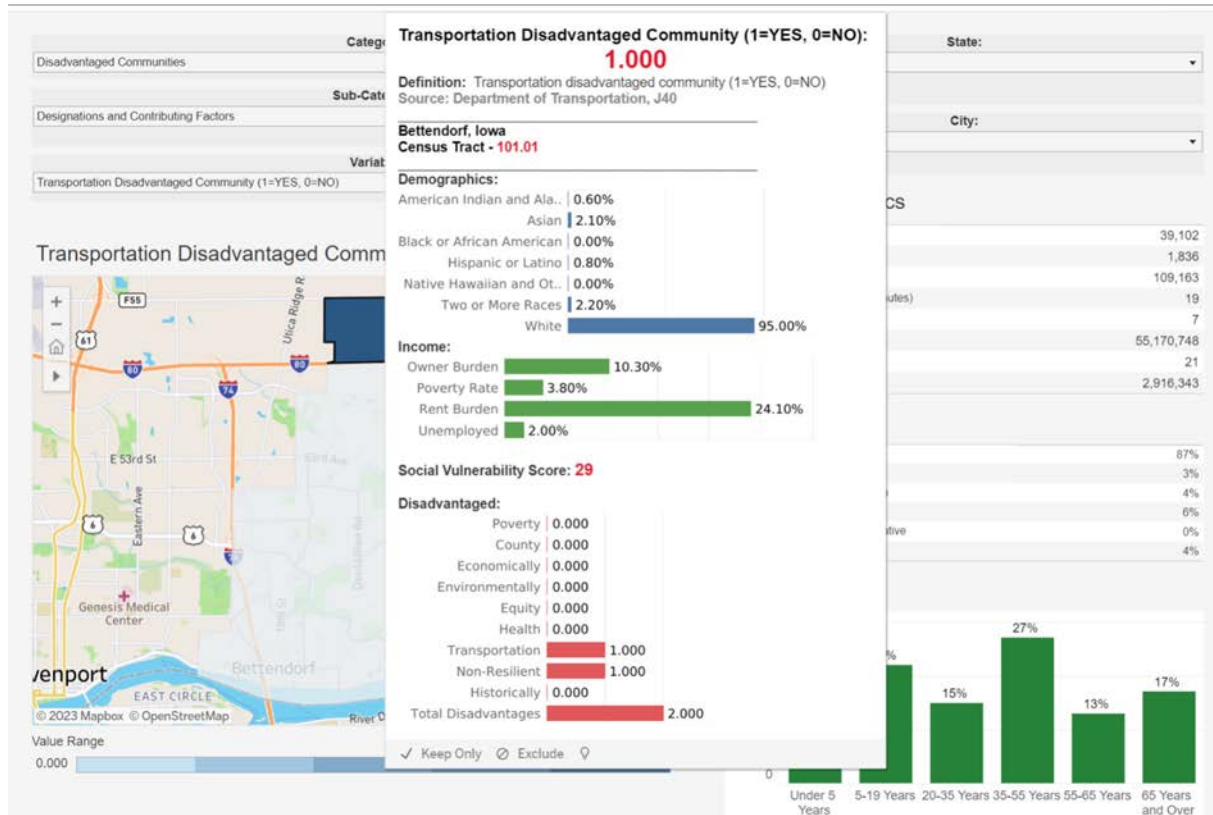


NLC Community Data Explorer

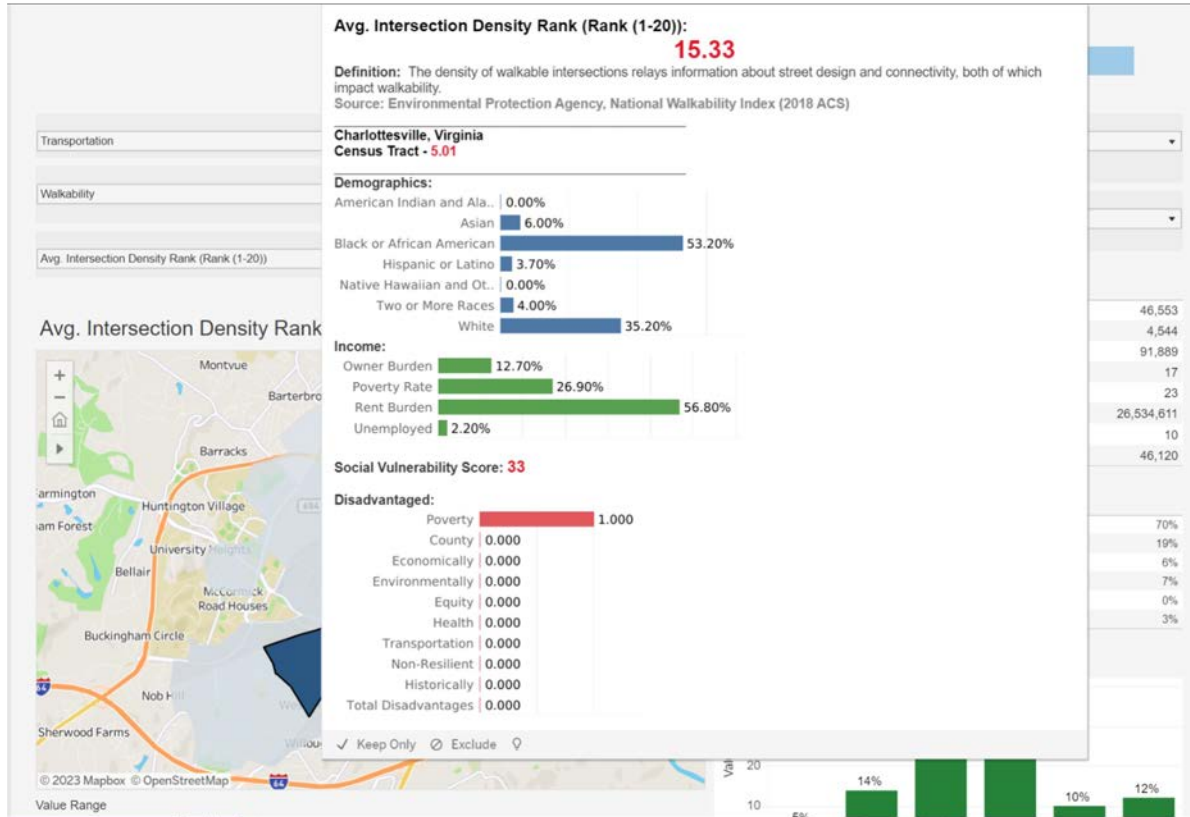
Explore Walkability Scores



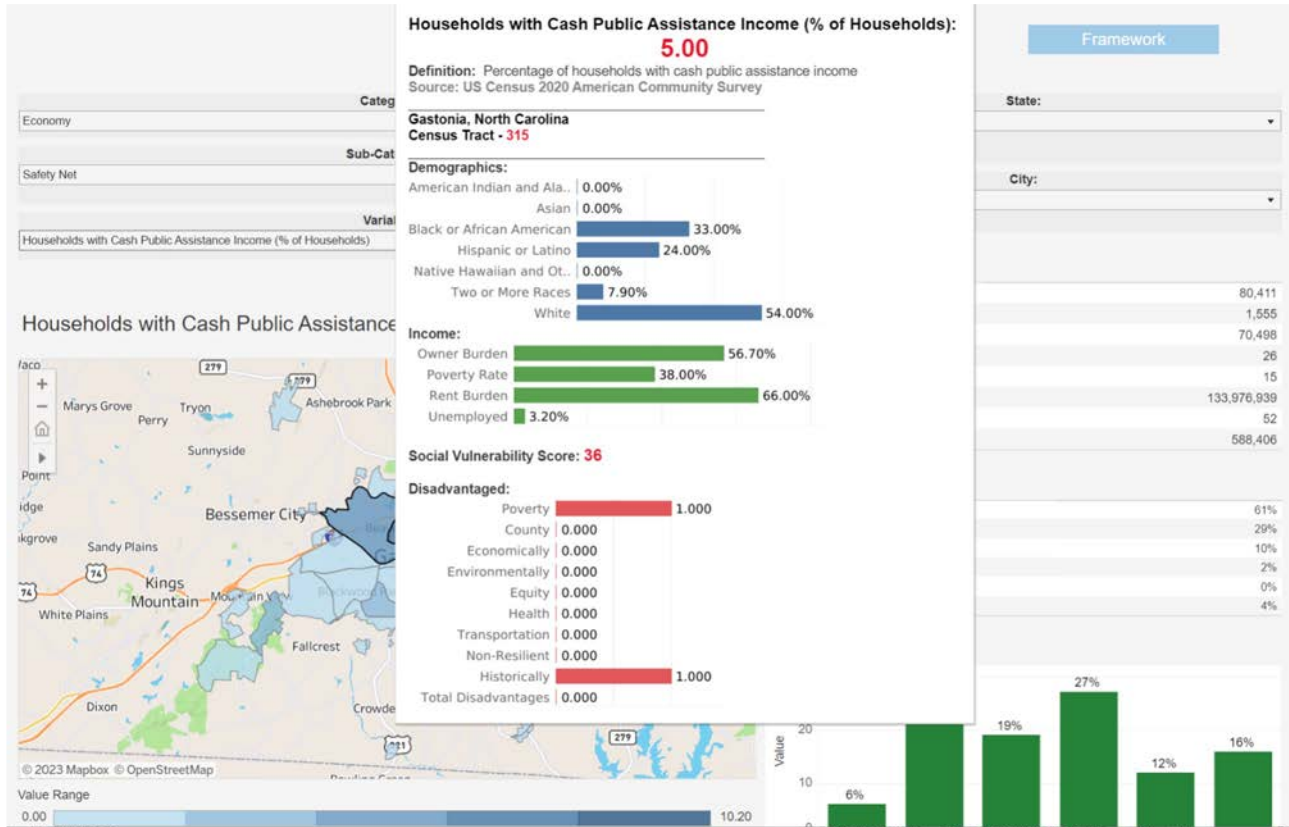
Identify Disadvantaged Communities



Explore Intersection Density (Connectivity) In Project Focus Areas



Expand Knowledge of Community Characteristics





Community Narrative Workbook

Workbook on Canvas

Data profile workbook to be used in tandem with Tableau data explorer and other tools.

Helps focus in on target communities and their unique characteristics to more clearly define those communities impacted by a problem you are seeking to change, and to connect with other issue areas like economic development opportunities, targeting marginalized communities, and environmental justice.

This workbook will help yield statistics and narrative sentences to support your grant applications. This will be the focus of next week's coaching session.

Local Infrastructure Hub Grant Application Bootcamps

Building A Community Narrative

Overview of Exercise

All [Justice40](#) covered programs are required to engage in stakeholder consultation and ensure that community stakeholders are meaningfully involved in determining program benefits.

Covered programs are also required to report data on the benefits directed to disadvantaged communities.



Considering the Federal Administration Priorities, building a robust, credible narrative about the people and places that stand to benefit from your project, or whose elevated needs enhance the need for investment, can greatly strengthen your application.

Further, building a strong community narrative will help you quickly satisfy specific grant criteria where descriptions of populations impacted are requested.



Q&A

Poll

- How confident do you feel in your ability to tell a story with the data you have?
- What pieces of data are you missing?



Coaching and Office Hours

To deepen learning on this subject, Coaching, Office Hours, and Toolkits for this grant are available to all cities in the program



Peer Learning

*Interactive sessions featuring **subject matter experts** on the policy and grant approach; followed by smaller **cohort sessions*** for peer discussions*



Coaching

Smaller, cohort-based sessions to continue to build on **specific application questions** identified in the peer learning session



Office Hours

Support in the form of **designated time slots** with content experts to address specific questions



Tools and Templates

The following resources can help **strengthen core components** of your grant application

Coaching and Office Hours help build forward from the peer learning session



Coaching

Smaller sessions to work on **specific application questions** as peers

Who will you engage with?

Justin Edwards, NLC
Jenny O'Connell, NACTO
Ryan Russo, Together Projects

How will you engage?

Coaching sessions will be held on **March 21, 1:00 - 2:00 PM EST**
You will receive a separate calendar invite for the coaching session.



Office Hours

Support in the form of **designated time slots** with content experts to address specific questions

Who will you engage with?

Justin Edwards, NLC
Jenny O'Connell, NACTO
Ryan Russo, Together Projects

How will you engage?

Participants will be able to **register for office hours** through Canvas. Reserved time slots will be **15-minutes in length**, but may be extended pending availability and demand. Office hours will be offered on **March 22, 2:00 - 3:00 PM EST** and **March 23, 1:00 - 3:00 PM EST**.

Coming up for SS4A Implementation

Module 4 Coaching Session

Hosted by Justin Edwards from NLC, Jenny O'Connell from NACTO, and Ryan Russo from Together Projects.

When: **March 21, 1:00 - 2:00 PM EST**

Registration Link:

<https://nlc-org.zoom.us/meeting/register/tZYqfu-tqjljG9Ffwe0FGRZaQTp0t8UfEowZ>

Module 4 Office Hours

March 22,, 2:00 - 3:00 PM EST

March 23, 1:00 - 3:00 PM EST

<https://calendly.com/ssr4aimplementbootcamp/module-4-ss4a-implementation-office-hours>

Sign up through the calendar link in Canvas

Module 5 Peer Learning Session

Topic: Cities will **understand the basics of capital stacks and funding structures for projects; possible matching grant requirements** and allowable uses; and applying this understanding towards **developing a draft project budget** with matching sources and potential new sources of funding

When: **March 31st, 1:00 - 2:00 PM EST**

Registration Link: <https://nlc-org.zoom.us/j/81185431620?pwd=Z1BhcEgvUXExRWxEcGVuS0ZSYmtCUT09>



Tools and Templates



Tools and Templates for Module 4: Data-Driven Decision Making

The following resources can help **strengthen core components** of your grant application

- **FARS tool**
- **NHTSA**
- **NLC Data Tool**

End of Module Survey

Answer the following questions on the Zoom poll to assess your understanding of the content.

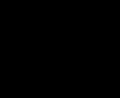
- How prepared do you currently feel to submit your application (*Scale of 1-5*)
 - 5 - Very Prepared
 - 4 - Somewhat Prepared
 - 3 - Neither Prepared nor Unprepared
 - 2 - Somewhat Unprepared
 - 1 - Very Unprepared
- How helpful did you find today's session in preparing your grant application? (*Scale of 1-5*)
 - 5 - Very Helpful
 - 4 - Somewhat Helpful
 - 3 - Neither Helpful nor Unhelpful
 - 2 - Somewhat Unhelpful
 - 1 - Very Unhelpful
- Which of the following support resources do you plan to use? (*Multiple Select*)
 - Coaching sessions or office hours
 - Navigators / Support Team
 - Canvas

Thank you!

For questions, please contact your navigator, the office hours and/or coaching lead, or email ssr4aimplementbootcamp@nlc.org

For general information, please visit www.localinfrastructurehub.org





WITH SUPPORT FROM:



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