

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 16, 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



Ryan Russo
Principal, Together Projects

- Principal at Together Projects
- Served as the first Director of the Oakland Department of Transportation (OakDOT)
 - Led many notable initiatives, including OakDOT's "Slow Streets" initiative
- Worked nearly 14 years at the New York City Department of Transportation (NYCDOT)
 - Served as Deputy Commissioner
 - Led initiatives reclaiming hundreds of acres of former street space for walking, transit and bike riding, taming some of the city's most dangerous roads and reducing traffic fatalities in NYC to the lowest numbers seen in more than 100 years of record-keeping



Dewaynna Horn
Course Deliverer and Facilitator, NLC

- Associate Dean and Professor of Management, College of Business, Texas Woman's University, Houston
- Teaches graduate courses in the Online MBA Program

Recapping Modules 0–3

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

1. Jan 27: We introduced the Action Plan grant and laid the groundwork for the remaining modules.
2. Feb 2: We repeated some of this information, but spent a little more time talking through the scoring criteria.
3. 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 Additional Safety Considerations criteria, which includes an assessment of whether you plan to **"Engage with a variety of public and private stakeholders (e.g., inclusive community engagement, community benefit agreements, etc.);**
2. Feb 16: Dana Gigliotti from USDOT also walked through the grant program, USDOT's goals, and some winning projects.
3. Mar 2: 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 30: 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 13: Writing a strong narrative
5. Apr 27: Packaging and submitting your story



Scoring Criteria

Understanding the Scoring Criteria – SS4A

Evaluation Criteria for the Action Plan

Criteria	Details	Covered in Module
Safety Impact	The activities are in jurisdictions that will likely support a significant reduction or elimination of roadway fatalities and serious injuries involving various road users, including pedestrians, bicyclists, public transportation users, personal conveyance and micromobility users, motorists, and commercial operators, within the timeframe proposed by the applicant.	Mod 1: Setting the Table
<u>Quantitative Ranking #1:</u> The count of roadway fatalities from 2016 to 2020 based on DOT's FARS data, an alternative traffic crash dataset, or a comparable data set with roadway fatality information.		Mod 4: Data-Driven Decision Making
<u>Quantitative Ranking #2:</u> The fatality rate, which is calculated using the average from the total count of fatalities from 2016 to 2020 (based on FARS data or an alternative traffic crash dataset) divided by the 2020 population of the applicant's jurisdiction based on 2020 U.S. Census population data.		Mod 4: Data-Driven Decision Making

Understanding the Scoring Criteria – SS4A

Evaluation Criteria for the Action Plan

Criteria	Details	Covered in Module
Equity	The activities will ensure equitable investment in the safety needs of underserved communities in preventing roadway fatalities and injuries, including rural communities.	Mod 2: Engaging the Community
<u>Quantitative Ranking #1:</u> The percentage of the population in the applicant’s jurisdiction that resides in an Underserved Community Census tract. Population of a Census tract, either a tract that is Underserved Community or not, must be based on 2019 U.S. Census population data.		Mod 2: Engaging the Community Mod 3: Federal Administration Priorities

Understanding the Scoring Criteria – SS4A

Additional Evaluation Criteria for the Action Plan

Criteria	Details	Covered in Module
Additional Safety Considerations	<ul style="list-style-type: none">• Employ low-cost, high-impact strategies that can improve safety over a wider geographical area• Engage with a variety of public and private stakeholders (e.g., inclusive community engagement, community benefit agreements, etc.);• Seek to adopt innovative technologies or strategies to promote safety and equity• Include evidence-based projects or strategies.	Will be covered throughout the remainder of the Bootcamp
Budget Costs	The Department of Transportation will assess the extent to which the budget and costs to perform the activities required to execute the Action Plan Grant are reasonable based on 2 CFR § 200.404 .	Mod 5: Demystifying Capital Stacks and Budgeting

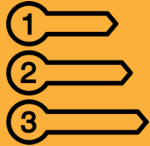


*DOT will assess whether the proposal is likely to: significantly reduce or eliminate roadway fatalities and serious injuries; employ low-cost, high-impact strategies over a wide geographic area; and include evidence-based projects and strategies. **Safety impact is the most important criterion and will be weighed more heavily in the review and selection process***



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

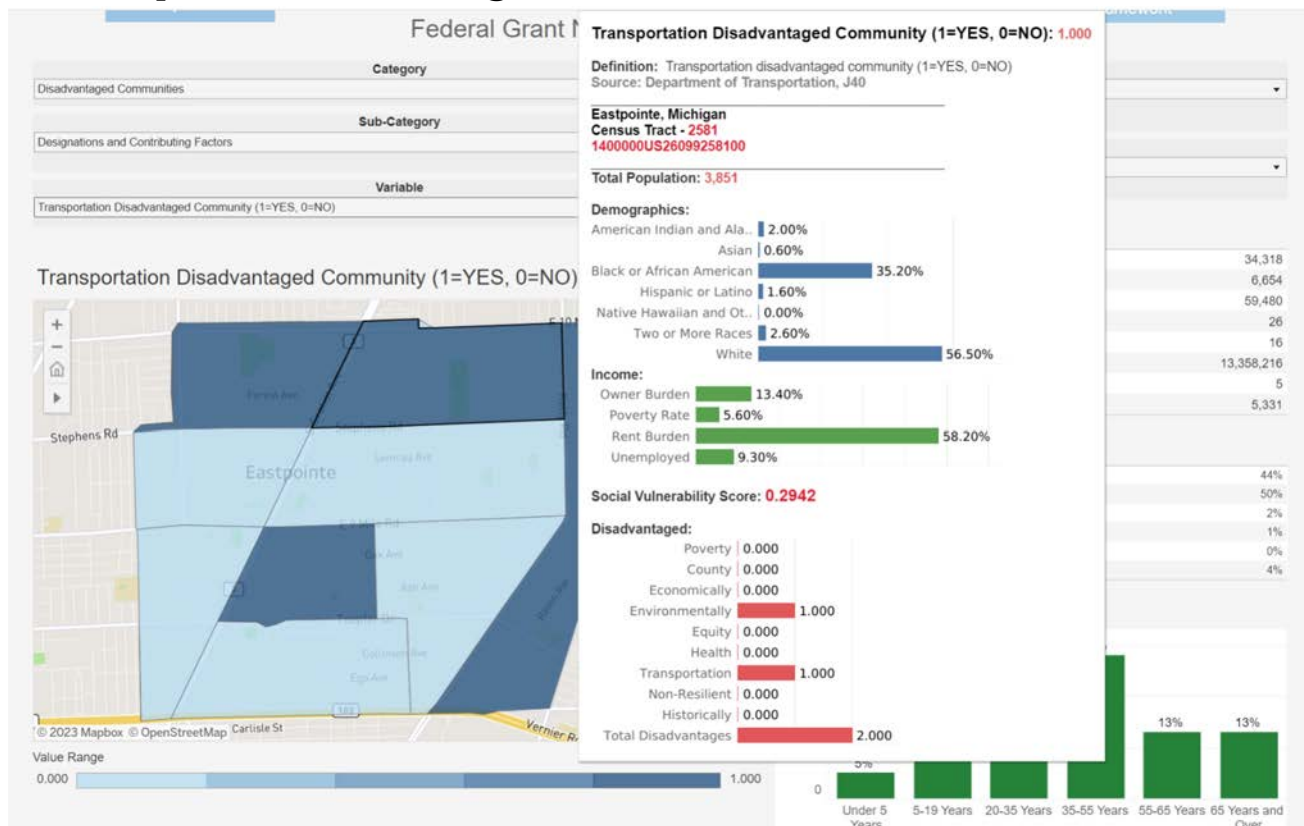
sample

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

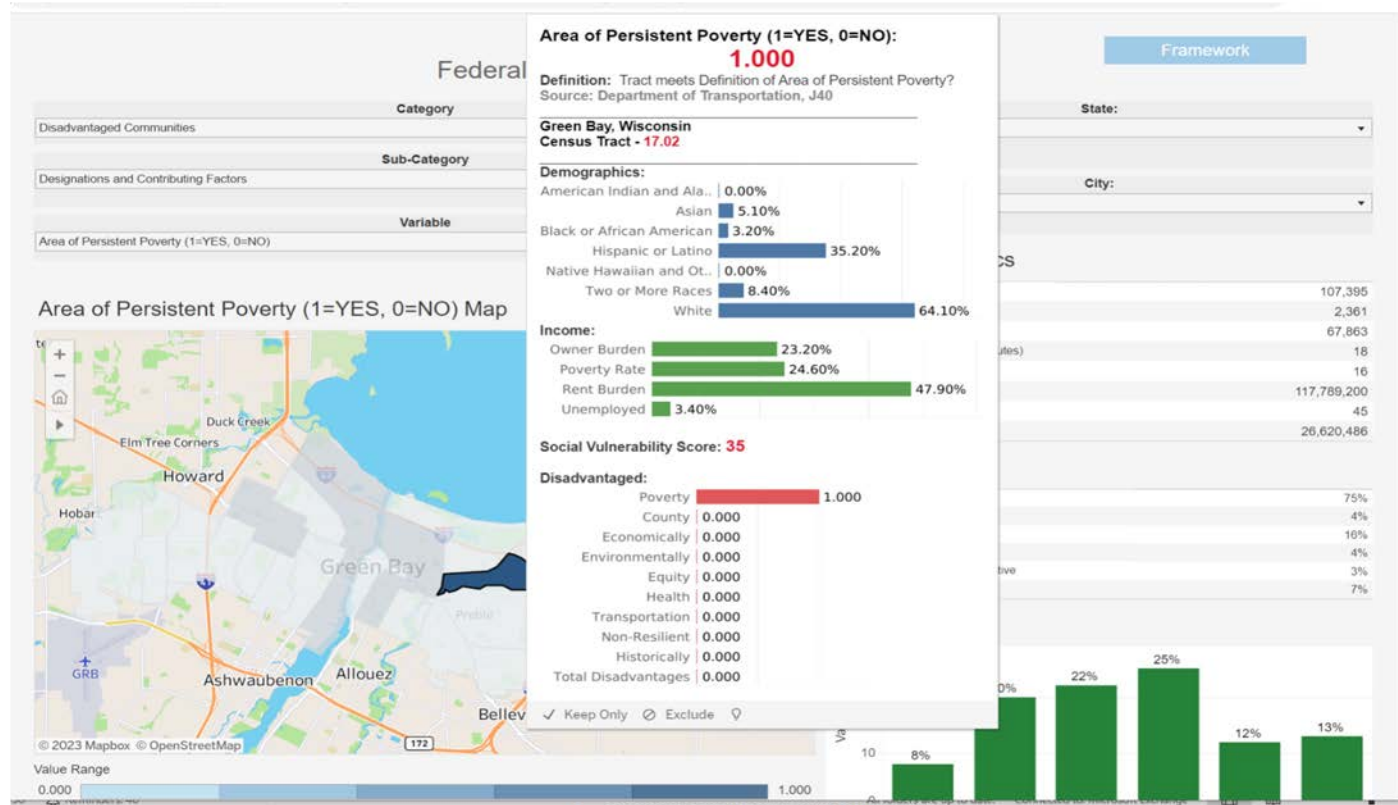


NLC Community Data Explorer

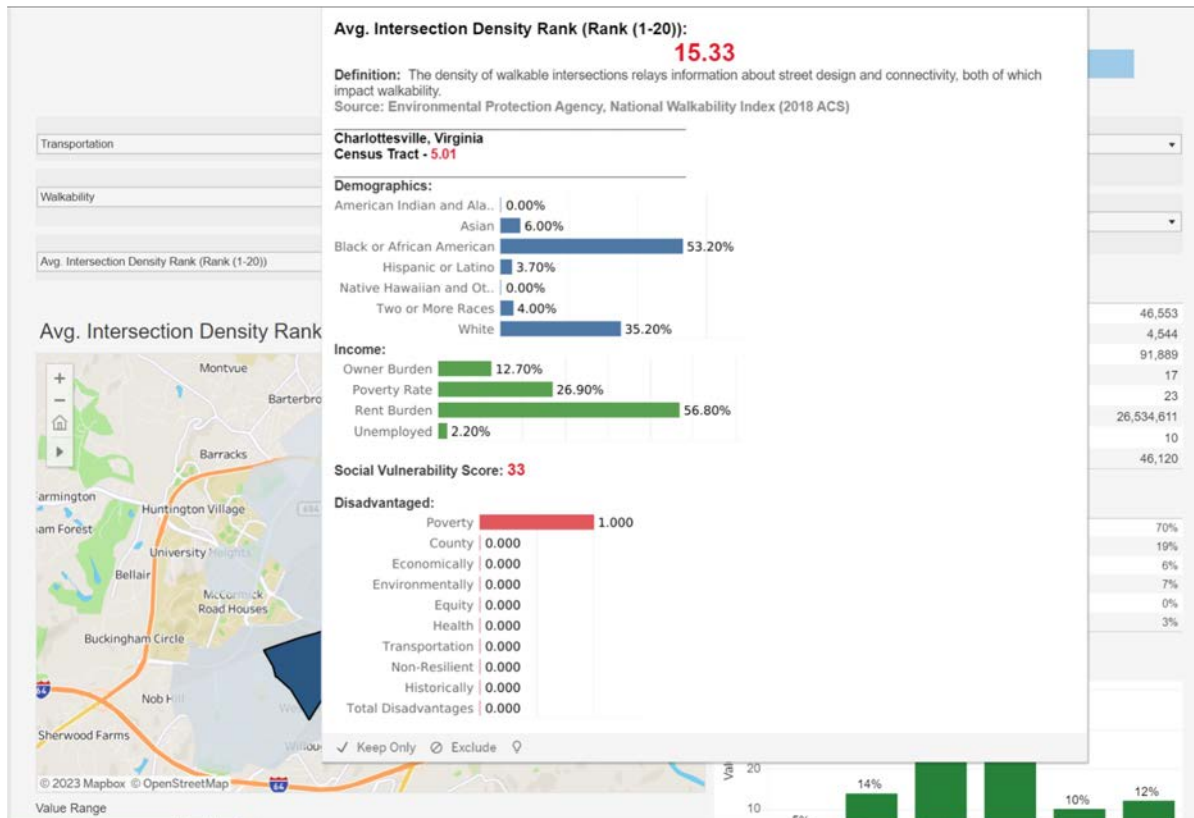
Quickly Identify Disadvantaged Communities



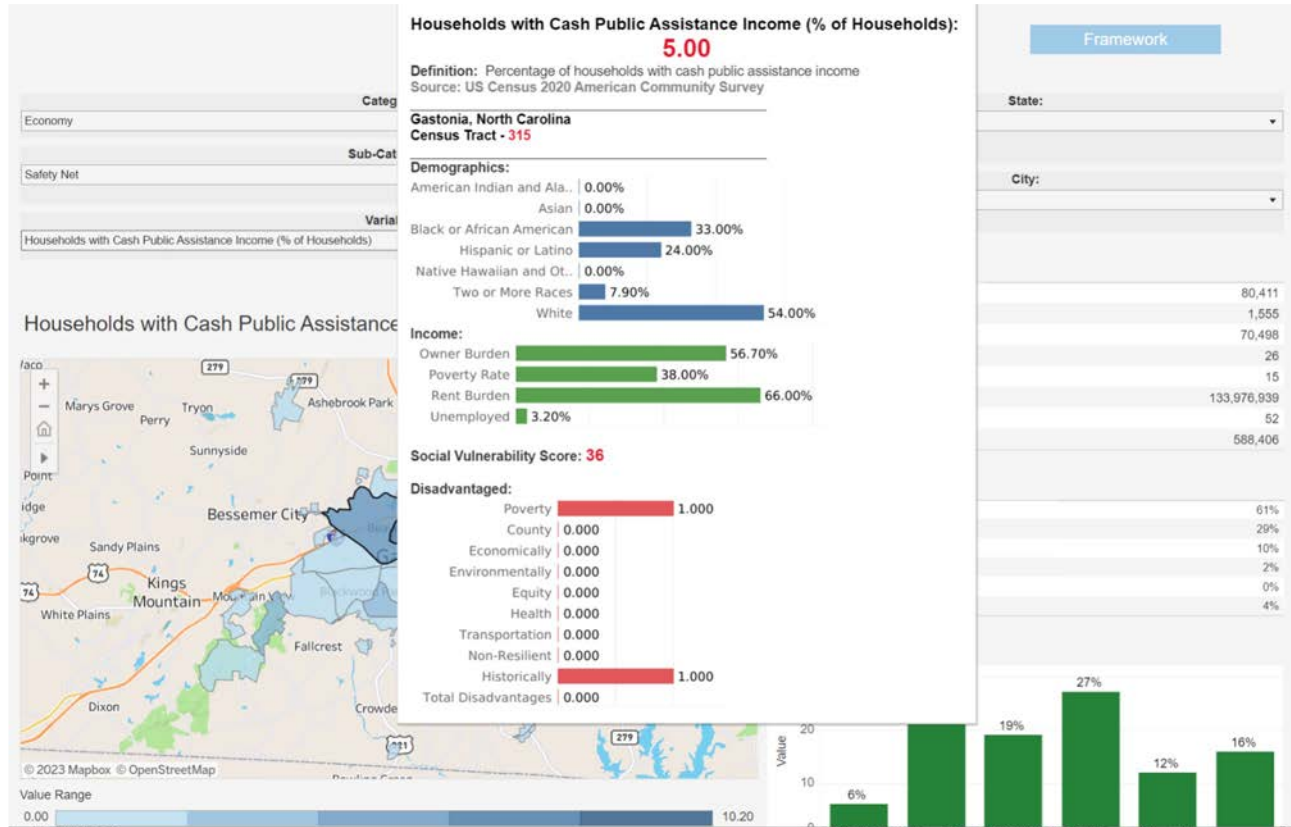
Identify Areas of Persistent Poverty



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

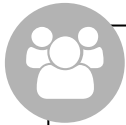
Poll

- How confident do you feel that you have the data you need to be able to submit an Action Plan application?
- What 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 20, 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, 1:00 - 2:00 PM EST** and **3:00 - 5:00 PM**.

Coming up for SS4A Action Planning

Module 4 Coaching Session

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

When: **March 20, 1:00 - 2:00 PM EST**

Registration Link:

https://nlc-org.zoom.us/meeting/register/tZYpfuCurjkqE9JG8Cof5P2vZXaQcCVe_4vC

Module 4 Office Hours

March 23, 1:00 - 2:00 PM EST and 3:00 - 5:00 PM EST

<https://calendly.com/ssr4aactionbootcamp/module-4-ss4a-action-planning-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 30, 1:00 - 2:00 PM EST**

Registration Link:

<https://nlc-org.zoom.us/j/89697393475?pwd=dHRWb0pJN1J4b25BZzhmU3RWQlhZUT09>



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

- <https://www.transportation.gov/grants/SS4A/resources>
- FARS
- NHTSA
- NLC 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 ssr4aactionbootcamp@nlc.org

For general information, please visit www.localinfrastructurehub.org



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