

LETTER OF INTEREST

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The Nevada Department of Public Safety - Office of Traffic Safety (OTS) awards federal and state funds to state, local, and non-profit organizations desiring to partner in solving Nevada traffic safety problems. Funds are awarded for use in reducing deaths and serious injuries caused by motor vehicle crashes, through the implementation of programs that address driver behavior and/or improve roadway safety or data collection. Funding for this grant opportunity is provided by the National Traffic Safety Administration (NHTSA) and the Nevada Department of Transportation (NDOT) through the Office of Traffic Safety.

We would like to inform the Nevada Office of Traffic Safety of our interest in applying for traffic safety program funding for Fiscal Year 2025.

☒ **NEW** **RENEWAL** **RENEWAL w / new program features ***

Name of

Organization: *City of North Las Vegas*

Address: *2250 LAS VEGAS BLVD N*

Contact Person *Christopher Cannon** Telephone *(702) 633-1823**

Email *cannonc@cityofnorthlasvegas.com**

Information about Organization:

The North Las Vegas Police Department has 394 police officers, covering an area of ~ 111 square miles, with a population of approximately ~ 390,000 residents.

The North Las Vegas Police Department (NLVPD) Traffic Division's mission is to reduce the number of collisions and fatalities stemming from the lack of use of safety belt usage to a number that is the lowest the City has ever recorded. Further, the Traffic Division strives to reduce collisions and injuries - through education of its driving population about the dangers of not using their safety belt while operating motor vehicles.

The NLVPD believes in addressing these issues with a dual approach of education and enforcement.

*The NLVPD's Traffic Division would assign officers directly for the purpose of educating the motoring public of the need for safety belt use. This would be done through community meetings, neighborhood watch meetings and school assemblies. **

Project Description:

The NLVPD Traffic Division would concentrate on educating the public on the need for safety belt usage while operating or riding in a motor vehicle on Nevada's roadways. The officers would conduct power point presentations to community groups, neighborhood watch meetings and school assemblies to educate the public about the dangers of not using their safety belts.

These meetings would consist of meeting with the group, explain the laws of the use of safety belts, the proper use of safety belts and the statistics of deaths and serious injuries that result when someone does not use them. These presentations would be concentrating on the older and younger populations as they have been the groups that have been identified as the most common to not use their safety belts for differing reasons.

*Since NLV is a minority majority community, the Traffic Division would conduct these presentations in Spanish and English to address both communities and insure that they are informed. **

Impact on Nevada Traffic Safety:

Education is key to safety belt use - as seatbelts save lives. The Police Department making contact with the public (old and younger generations) is essential to their use of this vital equipment.

The presentations will have a direct impact on the knowledge of the dangers of not using the equipment, the rate of injury from not using the equipment and will the drivers when they make a choice to wear their safety belt every time they are in a motor vehicle.

*It is believed that providing education and information will have a direct impact on the driver and passenger's behavior and will reduce the amount of injuries that occur. **

Estimated funding needed:

\$20,000.00*

You will receive a response to your letter within five business days. Approval or disapproval of your submission is solely at the discretion of the Office of Traffic Safety and does not constitute approval of funding.

Grantee Assessment

Please complete all required fields.

Grantee Assessment

Grantee - Pre-Award Risk Assessment

Agency Name: *City of North Las Vegas*

Grant Title: *OP-2025-City of North Las Vegas-18*

Type of Organization: City County For Profit ☒ Law Enforcement
 Non Profit State Tribal

UEI: MJ9NM8SSYRD1

ENTITY RISK

1. Has the agency had at least 3 years experience with federal grants? * ☒ Yes ☐ No

2. Did the entity receive a single audit last year? * ☒ Yes ☐ No

SYSTEMIC CHANGES

3. Has agency's Project Director remained unchanged during the last year? * ☒ Yes ☐ No

4. Has the agency's fiscal department remained unchanged during the previous year? * ☒ Yes No

5. Is the agency's accounting system the same as the previous year? * ☒ Yes ☐ No

CAPABILITIES

6. Are there procedures in place to separate duties and approvals? * ☒ Yes ☐ No

7. Are revenues and expenditures tracked separately? * ☒ Yes ☐ No

8. Are procedures in place to ensure funds are not commingled? * ☒ Yes ☐ No

9. Is agency staff familiar with the OMB Circular and Federal grant requirements? * ☒ Yes No

INFORMATION NOT SCORED

What other funding is received? * *Local Grants, State Grants, Federal Grants, Donations, and Local Government General Funds*
(i.e., government general funds, grant funds, donations, etc.)

What type of accounting system is used? *Accrual, Oracle Accounting System*

NOTES

Agency Information Sheet

Refer to Grants Administration Manual under My Training Material above for more information.

Instructions:

Please complete this page, then click the Save button.

Required fields are marked with an *.

Agency Information Sheet

Project Title: Other*

Amount of Request: \$30,000*

Program Area: *

Does the proposed project meet the Federal Register 1300.21(b) definition of serving "Low income and underserved populations? Definition – Low-income and underserved populations means (i) Populations meeting a threshold income level that is at least as inclusive as the U.S. Department of Health and Human Services Poverty Guidelines identified by the State, or (ii) Populations sharing a particular characteristic or geographic location, that have been systematically denied a full opportunity to participate in aspects of economic, social, and civic life.

☒ Yes ☐ No
Applicant Agency Information

Physical Address

Congressional District 4*

Agency: City of North Las Vegas

Mailing Address

Street Address

2250 North Las Vegas Blvd #300*

City North Las Vegas* State Nevada* Zip Code 89030* - 5873*

PO Box

Organization Type

Local Government

Seatbelt Policy 91334_873822-Seatbeltpolicy.pdf*

Cellphone Use Policy 91334_873821-Cellphonepolicy.pdf*

Non-Profit?* Yes ☒ No ☐ If Yes, attach copy of 501(c)

Check here if the 501(c) will be mailed.

Does this agency (City/County/Municipality) receive \$750,000 or more of federal financial assistance in the current year?*

☒ Yes ☐ No

Please attach link to the most recent audit2023 ACFR.pdf

Mailing Addresses

Mailing Addresses:

Nevada Department of Public Safety

Office of Traffic Safety

107 Jacobsen Way

Carson City, NV 89701

Federal Tax

ID#:

State Vendor #:

Project Description *

Nevada Department of Public Safety

Office of Traffic Safety

4615 W. Sunset Road

Las Vegas, NV 89118

UEI Number: MJ9NM8SSYRD1

The Occupant Safety Project will use officers to educate persons of the use of safety belts as a manner to reduce, if not eliminate, injuries that occur when they are involved in traffic collisions. This will be done by having officers attending school assemblies, community outreach projects and neighborhood watch meetings and speaking with citizens about the use of these devices.

Contacts

It is the organization's responsibility to ensure this information is kept current and staff roles are assigned in e-Grants.

Authorizing Official ("approving authority" signature needed for all purchases, budgeting, and/or management directives)

Name: *Leslie Nix**

Title: *Grants Director*

Phone: *(725) 633-1977**

Fax:

Email: *nixl@cityofnorthlasvegas.com**

Signature Authority: *[X]* Yes

No

Project Director (Grant manager for the project, the one who will do most of the work, hands-on)

Name: *Christopher Cannon**

Title: *Police Lieutenant*

Phone: *(702) 633-1823**

Fax: *(702) 633-1991*

Email: *cannonc@cityofnorthlasvegas.com**

Signature Authority: *[X]* Yes

No

Fiscal Officer (Agency's accountant, fiscal officer, the one who "pays the bills")

Name: *Rachel George**

Title: *Senior Manager of Administrative Services*

Phone: *(702) 633-1369**

Fax: *(702) 633-1991*

Email: *georger@cityofnorthlasvegas.com**

Signature Authority: *[X]* Yes

No

Primary Contact for this Project: *** Authorizing Official *[X]* Project Director Fiscal Officer

Project Purpose

Instructions:

Please complete this page, then click the **Save** button.

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Project Purpose

Problem Statement and Data that Supports the Problem *

The North Las Vegas Police Department has 394 police officers, covering an area of ~ 111 square miles, with a population of approximately ~ 390,000 residents.

The North Las Vegas Police Department (NLVPD) Traffic Division's mission is to reduce the number of collisions and fatalities stemming from the lack of use of safety belt usage to a number that is the lowest the City has ever recorded. Further, the Traffic Division strives to reduce collisions and injuries - through education of its driving population about the dangers of not using their safety belt while operating motor vehicles.

The NLVPD believes in addressing these issues with a dual approach of education and enforcement.

The Traffic Division Program (TDP) will increase public knowledge of safety practices on local roads, educating the public on the need for safety belt usage while operating or riding in a motor vehicle on Nevada's roadways. NLVPD officers will conduct informational presentations to community groups, neighborhood watch meetings and school assemblies to educate the public about the dangers of unsafe driving practices. During the 12 month project period, NLVPD will conduct 25 4-hour informational events, each hosted by two lawenforcement officers. The goal of the TDP is to provide 25 informational sessions to diverse members of the community during the project period. This proactive effort aligns with the CNLV Local Road Safety Plan in an effort to prioritize key strategies to reduce pedestrian fatalities and serious injuries on local roads.

These meetings will consist of meeting with the group, explaining the laws of the use of safety belts, the proper use of safety belts and the statistics of deaths and serious injuries that result when someone does not use them. These presentations will be concentrating on adolescent and senior populations, as they have been the groups that have been identified as the most common to not use their safety belts for differing reasons.

Since NLV is a minority majority community, the Traffic Division would conduct these presentations in Spanish and English to address both communities and insure that they are informed.

Education is key to safety belt use - as seatbelts save lives. The Police Department making contact with the public (old and younger generations) is essential to their use of this vital equipment.

The presentations will have a direct impact on the knowledge of the dangers of not using the equipment, the rate of injury from not using the equipment and will the drivers when they make a choice to wear their safety belt every time they are in a motor vehicle.

It is believed that providing education and information will have a direct impact on the driver and passenger's behavior and will reduce the amount of injuries that occur.

In the last year, traffic collision fatalities have increased between 40-50% in Clark County alone. In those collisions, 10 people have been unrestrained - resulting in their death. The goal of this project is to educate drivers and passengers of the dangers of not using their seatbelt to increase the use of these devices to eliminate and/or reduce the chances of injury.

Using the Highway Safety Countermeasures Guide link below, reference the countermeasure title and number chosen to address the identified problem.*

Highway Safety Countermeasure Guide: [link](#)

Project Goals

Instructions:

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Project Goals

1. Define the goals of this project based on the problem ID *

The goals of this project are to:

- 1. Identify the number of injuries that have occurred in the City of North Las Vegas for the past five (5) years to determine the baseline for all statistics to be presented to audiences.*
- 2. Based on the statistics generated, prepare a power point of safety belts law, statistics of injuries and manners to reduce or eliminate the injuries in traffic collisions.*
- 3. Present this power point in community meetings, school assemblies and neighborhood watch meetings.*

Project Objectives

Instructions:

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Project Objective(s)

1. Identify specific, measurable, achievable, relevant and time specific steps to achieve the goal. (i.e. to increase/to decrease from ____ to ____) *

The objective is to create public awareness of safety belt use in the City of North Las Vegas through a problem-focused campaign of public awareness through targeted enforcement. Further, adding community based organizational meetings throughout the Community Services Division will assist in reaching the public and educating them in Traffic Safety issues.

In working toward a reduction in total roadway fatalities by 50% by year 2030, the NLVPD has compiled the following list of project objectives:

- Development of a power point presentation for presentation to select groups
- Educate the community during special events about safety belt use, laws and reductions in injuries in collisions

The Department desires to increase seatbelt use by 20% and decrease the number of injuries by 20%

2. Include timeline. *

Timeline

1. Increase traffic safety awareness by focusing on assemblies, community meetings and neighborhood watch meetings.

Timeline - 2-3 events per quarter.

2. Engage local media by providing pre- and post-event press releases.

Timeline - monthly press releases are ideal, but a pre event and post event press release will be completed before each activity period.

3. Traffic Officers will be made available for in-studio or location media relations activities tied to the educational and enforcement events, throughout the year.

Timeline - ongoing throughout

4. The department will provide partner with and provide educational material to local media for Public Safety Campaigns (PSAs) focused on the impaired driver issue.

Timeline - ongoing throughout

3. Describe how your agency will continue to support this project to ensure longevity and effectiveness *

While CNLV is continuing to recover from the Covid-19 crisis, we are adjusting to becoming self sustainable. We will continue to utilize traffic enforcement officers as well as patrol officers in the activities, to educate and encourage awareness of traffic safety needs and strategies. A large compliment of our patrol officers have been on the job for less than three (3) years, this is an opportunity to instill a change in organizational culture regarding traffic safety and awareness.

Once the program is instituted, we will push to make these programs (including community outreach) regular patrol and traffic officer functions, and that should lessen the need to request money to operate such programs on an overtime or grant funding basis.

4. Select counties where the project will be implemented

Clark County

Project Activities

Instructions:

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Project Activities

1. Describe the proven or innovative activities that will be undertaken, why they were chosen, how they will be carried out, by whom, and identify the month or quarter when the activities will be performed. Describe how activities tie to objectives.*

FUNCTION #1 PUBLIC AWARENESS/MEDIA/COMMUNICATION ACTIVITIES

- A. One week prior to each enforcement event, compose a media release detailing the purpose of the project and request media exposure throughout the duration of the grant.*
- B. At the beginning of the Program, prepare a media release*
- C. Invite media on-scene to film and report the results of each enforcement event.*
- D. Participate in local media events (Radio and TV) discussing seatbelt use.*
- E. All media reports will be included in monthly grant reports submitted to OTS.*
- F. Publish a pre and post activity press release for appropriate project activities.*

FUNCTION #2 PUBLIC AWARENESS

- A. Schedule 4 community outreach meetings at local outreach centers (senior centers, libraries, city buildings)*
- B. Explain the need for traffic safety and traffic enforcement to the those in attendance*
- C. Explain the programs and their effectiveness*
- D. Answer any questions the attendees might have*

Project Evaluation

Instructions:

Please complete this page, then click the Save button.

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Project Evaluation

(How you will measure the success of this project)

1. Identify if this is an Outcome Evaluation and how each objective and the activities will be evaluated to determine progress so that it answers the question "Did the project achieve what it intended";

OR

Identify if it is a Process Evaluation and describe how the project will be evaluated to determine if it is being implemented as intended. Also describe who will evaluate the project and what their proficiency level is.*

Performance Indicators will be based on the overall goal, objectives and activities as follows:

- 1.) Number of special enforcement events held during the grant year.
- 2.) Number of individuals who attend these informational events.
- 4.) Number of media releases issued during the grant period.
- 5.) Number of special awareness reports aired on local media.
- 6.) Frequency of PSA airing on local media.
- 7.) Number and fatality ratio of fatalities reported in grant period 2024-2025

2. Include baseline data to indicate progress.*

2022 - 38 of 45 85%
2021 - 12 of 24, 50%
2020 - 6 of 20, 30%
2019- 3 of 10, 30%
2018- 10 of 20, 50%
2017- 7 of 15, 46%
2016 - 9 of 17, 53%
2015 - 5 of 15, 33%
2014 - 6 of 14, 43%
2013 - 2 of 12, 17%
2012 - 2 of 6, 33%
2011 - 2 of 13, 15%
2010 - 2 of 9, 22%

Progress reports will be generated monthly giving the results of all activities held during the given month. In each report, a breakdown of all efforts and their results will be listed.

With the help of the Office of Traffic Safety we, would be able to work towards our goal of zero fatalities. With the assistance of this program, we would be able to conduct multiple enforcement events as well as provide additional equipment to assist officers in enforcing seat belt laws. Our goal is to reduce the instances of these violations by 20-25% for the fiscal year.

3. If the organization will be coordinating with other agencies, list the agencies & their role in the project. *

Emails encouraging participation will be sent to all agencies in the Las Vegas area. Dates, time, and location will be provided to representatives from each agency. Agency participation will fall on each individual agency.

These agencies include:

- Nevada Highway Patrol*
- Henderson Police Department*
- Las Vegas Metropolitan Police Department*
- University Police*
- Clark County School District Police.*

It is the goal that the NLVPD will take the lead in the events and will coordinate the events with the other agencies

Budget

Instructions:

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Budget

Amount Requested:	\$30,000		
Category	Federal Funds	Match 25%	Project Total
Personnel	\$20,000	\$5,000	\$25,000
Travel	\$	\$	\$0
Contract Services	\$10,000	\$2,500	\$12,500
Equipment**	\$	\$	\$0
Other Direct Costs	\$	\$	\$0
Indirect Costs	\$	\$	\$0
Program Income	\$0	\$	\$0
Total Expenses	\$30,000	\$7,500	\$37,500

Check if equipment requested in the Category: Equipment and/or Other Direct Costs.

**Equipment means tangible personal property (including information technology systems) having a useful life of more than one year and a per-unit acquisition cost which equals or exceeds the lesser of: (a) \$5,000; or (b) The recipient's or subrecipient's capitalization threshold for financial statement purposes. Note: Items that do not meet the equipment definition will be entered under Other Direct Costs.

Provide the best estimates possible for each line item requested with a breakdown of costs . Describe any anticipated program income, indirect costs, and what will be used to fulfill the match requirement. *

Community Outreach

Officers at highest Overtime rate along with the Workers Compensation 10%, Employee Benefits 8% and Medicare 1.45%
 $\$96.59 \times 2 \text{ Officers} \times 4 \text{ hours} \times 25 \text{ awareness assemblies approximately} = \3090

Two officers will host twenty five (25) meetings a year, each for four hours per meeting. These meetings will concentrate on traffic safety and the need to address driver behavior for the purposes of protecting the pedestrian/drivers on the roads. These meetings will consist of school assemblies, community meetings, and neighborhood watch meetings.

Contract Service - PSA Marketing and information sharing to educated the community at large and for the presentation opportunities.

The matching portion will be meet by running additional enforcement and educational activities, with uniformed officers, during their regular duty times.

Indirect Costs: Per 2 CFR Appendix VII to Part 200, the City of North Las Vegas has a calculated indirect cost rate of 28.48%. CNLV will be using the IDC as a match and will reduce it from 28.48% to 25% per the match requirements.

Miscellaneous Attachments

Instructions:

Please complete this page, then click the **Save** button.

Miscellaneous Attachments

Attachment Description

Attachment