
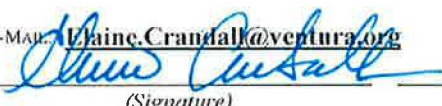





1. GRANT TITLE VENTURA COUNTY DRUG-IMPAIRED DRIVING "MANEJANDO CLARAMENTE" CAMPAIGN	
2. NAME OF AGENCY COUNTY OF VENTURA	4. GRANT PERIOD From: 10/1/16 To: 9/30/17
3. AGENCY UNIT TO ADMINISTER GRANT VENTURA COUNTY BEHAVIORAL HEALTH DEPARTMENT	
5. GRANT DESCRIPTION The Drug-Impaired Driving "Manejando Claramente" or "Driving Clearly" Campaign, will focus on teens and young adults to change perceptions and dispel myths around driving under the influence of marijuana. Latinos make up the largest minority population in the United States, representing 17% of all residents; moreover Ventura County's Latino population is 42%. This large and diverse population's norms around impaired driving differ from non-Hispanic/Latino due to a number of factors including acculturation and attitudes about impairing substances. Other activities include: 1) collaborating with OTS-funded traffic safety partners and law enforcement agencies for DUI/Driver License checkpoint materials; 2) promoting the idea of "Communal Responsibility" to prevent impaired driving through collaboration with community groups, traffic safety partners, and law enforcement; 3) increasing the understanding of marijuana impairment and combination marijuana/alcohol impairment, especially in underserved communities; 4) conducting a culturally appropriate media campaign that includes the use of video, audio, print, and web-based media; 5) working with community groups to promote ground-level outreach to ensure the message of impaired driving is absorbed and understood, and; 6) educating on-site alcohol retailers on the impairing effects of marijuana and alcohol combinations and the consequences of a DUI.	
6. FEDERAL FUNDS ALLOCATED UNDER THIS AGREEMENT SHALL NOT EXCEED: \$ 250,000.00	
7. TERMS AND CONDITIONS: The parties agree to comply with the terms and conditions of the following which are by this reference made a part of the Agreement: <ul style="list-style-type: none">Schedule A (OTS-38b) – Problem Statement, Goals and Objectives and Method of ProcedureSchedule B (OTS-38d) – Detailed Budget Estimate and Sub-Budget Estimate (if applicable)Schedule B-1 (OTS-38f) – Budget Narrative and Sub-Budget Narrative (if applicable)Exhibit A – Certifications and AssurancesExhibit B* - OTS Grant Program Manual *Items shown with an asterisk (*), are hereby incorporated by reference and made a part of this agreement as if attached hereto. These documents can be viewed at the OTS home web page under Grants: www.ots.ca.gov . We, the officials named below, hereby swear under penalty of perjury under the laws of the State of California that we are duly authorized to legally bind the Grant recipient to the above described Grant terms and conditions. IN WITNESS WHEREOF, this Agreement has been executed by the parties hereto.	
8. APPROVAL SIGNATURES	
A. GRANT DIRECTOR NAME: Patrick Zarate PHONE: 805-981-2114 TITLE: Chief Operations Officer/ Division Manager, ADP FAX: 805-658-4525 ADDRESS: 1911 Williams Drive, Suite 200 Oxnard, CA 93036 E-MAIL: Patrick.Zarate@ventura.org  9.29.16 (Signature) (Date)	B. AUTHORIZING OFFICIAL OF AGENCY NAME: Elaine Crandall PHONE: 805-981-2214 TITLE: Director, Ventura County Behavioral Health FAX: 805-981-6838 ADDRESS: 1911 Williams Drive, Suite 200 Oxnard, CA 93036 E-MAIL: Elaine.Crandall@ventura.org  9/30/16 (Signature) (Date)
C. FISCAL OR ACCOUNTING OFFICIAL NAME: Narcisa Reyes-Egan PHONE: 805-973-5328 TITLE: Interim Chief Financial Officer FAX: 805-981-4211 ADDRESS: 1911 Williams Drive, Suite 210 Oxnard, CA 93036 E-MAIL: Narcisa.Egan@ventura.org  9/29/2016 (Signature) (Date)	D. OFFICE AUTHORIZED TO RECEIVE PAYMENTS NAME: County of Ventura – Treasury Behavioral Health ADDRESS: 800 S. Victoria Avenue Ventura, CA 93009
9. DUNS NUMBER DUNS #: 066691122 REGISTERED ADDRESS & ZIP: 800 S. Victoria Avenue Ventura, CA 93009-0003	

EFFECTIVE DATE OF AGREEMENT: <u>10/1/2016</u>		GRANTEE <u>COUNTY OF VENTURA</u>	GRANT NO. <u>DI1726</u>			
10. Fin Action No. <u>1</u>	Date: <u>9/8/2016</u>	12. TYPE OF AGREEMENT	Initial <input checked="" type="checkbox"/> Revision <input type="checkbox"/> Cont. <input type="checkbox"/>			
Revision No. _____ Date: _____		PAID MEDIA <input type="checkbox"/> PROGRAM INCOME <input type="checkbox"/>	TASK NO. <u>3</u> F.F.Y. <u>2017</u>			
11. Action Taken		13. FUNDING DISPOSITION & STATUS				
Initial approval of 2017 HSP funds obligated.		Fiscal Year Amount				
		<u>2016-17</u> 250,000.00				
		<u>2015-16</u> _____				
		<u>2014-15</u> _____				
		<u>2013-14</u> _____				
		Total 250,000.00				
		Obligated This Action 250,000.00				
		Previously Obligated 0.00				
		Total Amount Obligated 250,000.00				
		TOTAL FUNDS PROGRAMMED 250,000.00				
14. FUNDING DETAIL - FISCAL YEAR GRANT PERIOD ENDING: <u>9/30/2017</u>						
FUND	CFDA	ITEM/APPROPRIATION	F.Y.	CHAPTER	STATUTE	PROJECTED EXPENDITURES
405d AL	20.616	0521-0890-101 (10/15)	2015	10/15	2015	\$ 125,000.00
405d AL	20.616	0521-0890-101 (23/16)	2016	23/16	2016	\$ 125,000.00
-	-	-	-	-	-	\$ -
-	-	-	-	-	-	\$ -
-	-	-	-	-	-	\$ -
-	-	-	-	-	-	\$ -
-	-	-	-	-	-	\$ -
-	-	-	-	-	-	\$ -
TOTAL FEDERAL FUNDS:						\$ 250,000.00
15. GRANT APPROVAL & AUTHORIZATION TO EXPEND OBLIGATED FUNDS						
A. APPROVAL RECOMMENDED BY				B. AGREEMENT & FUNDING AUTHORIZED BY		
NAME: MARK TALAN TITLE: Program Coordinator PHONE: (916) 509-3029 E-MAIL: mark.talan@ots.ca.gov Office of Traffic Safety 2208 Kausen Drive, Suite 300 Elk Grove, CA 95758				NAME: RHONDA L. CRAFT TITLE: Director Office of Traffic Safety 2208 Kausen Drive, Suite 300 Elk Grove, CA 95758		
Signature 				Signature 		

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1. PROBLEM STATEMENT

Drug-impaired driving is a reality and a threat to public safety. This threat is seen not only nationally, but locally, as Ventura County has had an increasing number of persons arrested for driving under the influence of drugs or in combination with alcohol. Currently, the debate over the legalization of marijuana in California is raising legitimate questions about the use of marijuana for medical purposes as well as the very real consequences of recreational consumption. However, driving under the influence of marijuana has mostly evaded the scrutiny of the mainstream media. The recognition of this problem has been limited because of the public's lack of understanding of marijuana impairment. Moreover, the lack of understanding of impairment holds especially true in Latino communities within Ventura County. Many young Latinos see marijuana as the "healthy" alternative to alcohol and simply do not agree with the conventional prevention media messaging.

Latinos in the United States are the largest minority group and one of the fastest growing populations. Latinos make up 17 percent of the population in the United States, more than 50 million persons. However, the Latino percent of population in Ventura County is 42 percent, around 330,000 persons. Research has shown that norms surrounding drinking differ between Hispanics and non-Hispanic white populations due to a number of factors including acculturation and attitudes. Because of social pressures, traditional herbal medicinal values, confusion about the law, and misinformation about medical uses of marijuana, the Latino community is at a greater risk of driving while impaired and more than twice as likely to drive with someone who is impaired than non-Latinos (Walker, 2003). While Latinos tend to drink alcohol less frequently, they do tend to drink in higher quantities than other groups.

Past social norming campaigns have been targeted at predominantly English-speaking audiences. Latino communities often are not recipients of the message or the information is not absorbed because it often does not resonate within the community (simple translations are often inadequate). Ventura County Behavioral Health believes that more should be done to engage with underserved populations to reduce rates of impaired driving and riding with people who are impaired. Due to language and cultural differences sensitive and appropriate messaging is greatly needed. Campaigns should be: culturally sensitive, developed with input from the community, and appropriately targeted.

For the 2016-2017 OTS grant year, Ventura County Behavioral Health proposes the "Manejando Claramente" (Driving Clearly) campaign grant, building off the of the 2015-2016 "Call to Action" campaign grant. For the "Manejando Claramente" grant Ventura County Behavioral Health will 1) collaborate with OTS granted traffic safety partners and law enforcement agencies for DUI/Driver checkpoint materials; 2) promote the idea of "Communal Responsibility" to prevent impaired driving through collaboration with community groups, traffic safety partners, and law enforcement; 3) increase understanding for marijuana impairment and combination marijuana/alcohol impairment, especially in underserved communities; 4) conduct a culturally appropriate media campaign that includes the use of: video, audio, print, web-based media, fotonovela, and "outdoor" media (billboards, recycling bins); 5) work with community groups to promote ground-level outreach to ensure the message of impaired driving is absorbed and understood, and; 6) educate on-site alcohol retailers on the impairing effects of marijuana and alcohol combinations and the consequences of a DUI.

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Driving under the influence of marijuana is an increasing danger that law enforcement and traffic safety officials are now required to address. To effectively carry out prevention campaigns, agencies need to understand the communities in which they are working, especially within the largest risk group: **Young Adult Males**. In a recent 2014 study on 18-20 year olds, 20.3 percent of the respondents said they had used marijuana, 43.9 percent of males said they had driven after their use and 51 percent of males had ridden as a passenger after the driver has smoked (Whitehill, 2014). The VCBH Place of Last Drink Survey (POLD) for 2014 indicates that 76 percent of the clients are under the age of 45, and 73 percent of the people in programs are male. Forty-seven percent of the clients in our DUI program identify as Hispanic or Latino and 23 percent identify that Spanish or another language other than English is the primary language spoken in their home.

Ventura County is home to a diverse constituency, 54.4 percent of the population is under the age 40 and 66.6 percent of the population identifies themselves as non-white or a mix of two or more races (State of the Region, 2015). The largest subgroups in the demographic breakdown is persons 10-19 years of age, 14.7 percent of the population, and persons who identify as Hispanic or Latino, 42 percent of the population. Because of these unique demographics, VCBH believes that working within minority and underserved communities is essential for changing social norms surrounding impaired driving. By clearly identifying an issue, presenting alternatives, promoting better choices, and showing enforcement realities, measurable outcomes can be achieved.

Past VCBH efforts in Latino and underserved population have proven effective in garnering community support to change social norms. Using “Pablo’s Story” a Fotonovela and radio campaign about the dangers of alcohol-impaired driving VCBH was able to tell the story of a DUI arrest in a culturally appropriate manner. Staff worked within the community and engaged with the public face-to-face. The contact ensured the message was understood, effective, and widely heard within predominantly Spanish speaking audiences. Other efforts have engaged communities in listening sessions, where staff attends meetings with the community to understand differences and needs to appropriately target prevention efforts. In both of these prevention models, face-to-face community contact is key to ensure the message is understood and absorbed. Furthermore, widespread media messaging- TV, radio, print, and internet - needs to be effectively targeted and to saturate the market.

Target Populations

- **Teens, Spanish & English** – The Monitoring the Future Study (MTF) shows that teens and adolescents are more susceptible and are at a higher risk of using marijuana, alcohol, and intoxicating substances. Over 35 percent of 12th grade students nationally used marijuana in the past year, marijuana and alcohol are used at nearly the same rate.
- **Young adults, Spanish & English** – Young adults in Ventura County’s DUI program are an overrepresented segment of the population. Those persons 18-25 represented 24 percent of the programs participants in 2014.

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- **Parents of teens, Spanish & English** – Parents play a vital role in their teens' education, many adolescents look to their parents for guidance, support, and inspiration. For these reasons parents play a pivotal part in their children's view on impaired driving and marijuana, alcohol, and other drugs. Parents who are informed about the realities of impaired driving, the costs to families, and the realities of the criminal justice system will stand as an exemplary model for their kids.

Citations

Walker, S., Treno, A., Grube, J., & Light, J. (2003) Ethnic Differences in Driving After Drinking and Riding With Drinking Drivers Among Adolescents. *Alcoholism: Clinical and Experimental Research*, 1299-1304.

Whitehill, J., Rivara, F., & Moreno, M. (2014). Marijuana-Using Drivers, Alcohol-Using Drivers, and Their Passengers. *JAMA Pediatrics JAMA Pediatr*, 618-618.

Ventura County Civic Alliance, Ventura County State of the Region Report (2015)

Monitoring the Future Survey, Overview of Findings 2014, National Institute on Drug Abuse (NIDA), December 2014.

A. Traffic Data Summary:

Total Number of Ventura County Fatal Collisions and Victims by Year

Collision Type	2011		2012		2013*	
	Collisions	Victims	Collisions	Victims	Collisions	Victims
Fatal	62	72	46	48	61	65
Injury	N/A	N/A	N/A	N/A	N/A	N/A

Source: National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS)

* Most current available data as of 1/14/16

Ventura County Alcohol Impaired Driving Fatalities by Year*

2011	2012	2013**
27	14	N/A

*Collision involved a highest blood alcohol concentration of at least .08

** Most current available data as of 1/14/16

Source: National Highway Traffic Safety Administration, Fatality Analysis Reporting System (FARS)

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Drug Use Statistics on Day of DUI Arrest by Survey Completion Year

Survey Year	% Reporting Drug Use on Day of Their DUI Arrest	OF THOSE WHO REPORTED DRUG USE ON DAY OF DUI ARREST*				
		% Reporting Marijuana Use	% Reporting Rx Drug Use	% Reporting Heroin Use	% Reporting Meth Use	% Reporting Cocaine Use
2011	10% (N=263)	40%	45%	5%	12%	8%
2012	10% (N=213)	46%	42%	4%	8%	6%
2013	11% (N=240)	44%	45%	7%	13%	8%
2014	11% (N=214)	44%	44%	9%	8%	12%

*Percentages exceed 100%, as respondents were able to select more than one drug.

Collision Data by DUI Survey Completion Year and Drug Use on Day of DUI Arrest

Survey Year	% Reporting Being Involved in Crash	OF THOSE WHO WERE INVOLVED IN A CRASH, % Reporting Crash Involved An Injury
2011	26% (N=67)	24%
2012	28% (N=59)	30%
2013	27% (N=65)	28%
2014	27% (N=57)	39%

**Drug Use Statistics for Respondents Identifying as "Hispanic/Latino"
Day of DUI Arrest by Survey Completion Year**

Survey Year	% of Hispanic/Latino Respondents Reporting Drug Use on Day of Their DUI Arrest	OF THOSE WHO REPORTED DRUG USE ON DAY OF DUI ARREST*				
		% Reporting Marijuana Use	% Reporting Rx Drug Use	% Reporting Heroin Use	% Reporting Meth Use	% Reporting Cocaine Use
2011	7 % (N=77)	47%	31%	3%	16%	9%
2012	7% (N=58)	55%	17%	5%	14%	17%
2013	8% (N=74)	51%	32%	5%	22%	12%
2014	6% (N=54)	54%	26%	11%	9%	15%

*Percentages may exceed 100%, as respondents were able to select more than one drug.

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**Collision Data by DUI Survey Completion Year for Hispanic Respondents
Indicating Drug Use on Day of DUI Arrest[^]**

Survey Year	% Reporting Being Involved in Crash	OF THOSE WHO WERE INVOLVED IN A CRASH, % Reporting Crash Involved An Injury
2011	18% (n=14)	27%
2012	19% (n=11)	9%
2013	18% (n=13)	8%
2014	15% (n=8)	75%

[^]Due to the small sample size results should be interpreted with caution.

Ventura County Community Health Survey Data

In 2014, nearly 800 Ventura County adult residents were surveyed via the random digit dial Ventura County Community Health Survey in order to obtain local data on issues pertaining to alcohol and other drug use behaviors, perceptions, and concerns. One of the key items on the survey captured past 30 day impaired driving behaviors. When respondents were asked to indicate how often they have engaged in impaired driving behaviors over the past 30 days prior to completing the survey:

- 13 percent of respondents reported having driven a car when they were under the influence of alcohol or the driver had been drinking.

2. PERFORMANCE MEASURES

A. Goals:

- 1) Reduce the number of persons killed in traffic collisions.
- 2) Reduce the number of persons injured in traffic collisions.
- 3) Reduce the number of persons killed in drug-involved collisions in Ventura County.
- 4) Reduce the number of persons injured in drug-involved collisions in Ventura County.
- 5) Increase awareness of the risks of drug-impaired driving among Ventura County residents.
- 6) Reduce the percentage of DUI program participants who report drug use on the day of their arrest who also were involved in a motor vehicle collision.

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B. Objectives:

- 1) Issue a press release announcing the kick-off of the grant by November 15. The kick-off press releases and media advisories, alerts, and materials must be emailed to the OTS Public Information Officer at pio@ots.ca.gov, and copied to your OTS Coordinator, for approval 14 days prior to the issuance date of the release.
- 2) Develop and launch a high-quality countywide culturally appropriate media campaign, providing targeted messaging to underserved communities in an effort to reach 275,000 people. Including the use of: video, audio, print, and web based media.
- 3) Provide educational materials to law enforcement, medical professionals, and traffic safety partners in an effort to reach 10,000 people.
- 4) Work with 3 community groups to promote street-level outreach to ensure the message of impaired driving is absorbed and understood, in an effort to reach 2,500 people.
- 5) Educate 4 on-site alcohol retailers on the impairing effects of marijuana and alcohol combinations and the consequences of a DUI in an effort to reach 4 retailers.
- 6) Continue the work of the established collaborative interagency workgroup and facilitate at least 3 meetings. The workgroup will be comprised of various county and community partners, existing and newly recruited.
- 7) Establish a collaborative workgroup for underserved populations and facilitate at least 3 meetings. The workgroup will be comprised of community leaders from various Ventura County communities.
- 8) Conduct 10 drug-impaired driving educational presentations targeted at the target audience of teens, young adults and older populations in an effort to reach 2,500 people.
- 9) Collaborate on existing messaging opportunities such as amber light boards, signage, and media releases (press events) about traffic safety and impaired driving, in particular, drug-impaired driving messaging, working closely with allied agencies to take full advantage of existing channels of communication.
- 10) Plan, develop and successfully host up to two (2) town hall forums that nurture and grow community support of drug-impaired driving initiatives in an effort to reach 100 people. The community forum(s) aim to enhance the dialogue within communities about drug and alcohol impaired driving.

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11) Describe and assess separately the effectiveness of “paid and donated” TV/radio airtime messages by providing:

- a. Number of public service announcements produced.
- b. Subject of each announcement.
- c. Number of airings for each announcement.
- d. Total size of audience reached.
- e. Total cost or donated value.
- f. Conduce evaluation surveys as appropriate.

12) Describe and assess separately the effectiveness of “paid and donated” printed messages by providing:

- a. Number of messages produced.
- b. Subject of each message.
- c. Number of printings for each message.
- d. Total size of audience reached.
- e. Total cost or donated value.
- f. Conduct evaluation surveys as appropriate.

3. METHOD OF PROCEDURE

A. Phase 1 - Program Preparation, Training and Implementation (1st Quarter of Grant Year)

- A series of three (3) meetings will be held with principal collaborating contract providers in this period. The purpose is to establish goals, objectives and strategies for the media campaigns will be reviewed and more formalized time lines established for the operational areas to be accomplished above. The specific responsibilities of each collaborating provider will be established.
- At least three (3) media releases and/or advisories associated with the deployment of the campaign will be developed and submitted for pre-approval at this time.
- A development and dissemination plan for the media campaign will be submitted within the first quarter.
- An underserved community stakeholder group will be formed in the first quarter and will hold a meeting to set dates for town hall meetings and outreach activities. The committee will be comprised of underserved community leaders who are involved in prevention and outreach within Ventura County.
- The Community Campaign Coordinator will convene a media stakeholder meeting in the first quarter to help establish a media plan and material dissemination plan.

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- The Community Campaign Coordinator will provide partner agencies with DUI checkpoint materials for their holiday DUI checkpoint campaign.

B. Phase 2 - Program Operations (Throughout Grant Year)

- Using local Place of Last Drink (POLD) survey data, meet with local law enforcement agencies; set up meetings to explain the local levels of use, the scope of the project and collaborative strategies to enhance public awareness and engage community leaders.
- Share established Drug-impaired Driving collateral materials and campaign materials with local law enforcement, medical professionals and collaborating agencies, with request for unified messaging to deter Drug-impaired driving, with OTS approvals and in accordance with State policies.
- Establish ongoing educational presentations, ten (10) during the grant year, regarding drug-impaired driving, and share campaign materials and strategies with collaborating agencies.
- Ensure OTS pre-authorization of professionally developed media pieces and messaging strategies. Execute placement purchases for Drug-impaired Driving campaign spots and print ads in local media in accordance with established OTS policy (use of non-grant resources).
- Articulate and document a strategic marketing plan for the dissemination of outreach materials through various media channels, to include regional and local newspapers, radio and broadcast media, and online media.
- Launch multi-modal media campaign including local print and online media, and radio messaging regarding the dangers of Drug-impaired driving, with an emphasis on marijuana effects, with a target launch date of January 31, 2016.
- Expand plans and systems for sustainability of effective strategies, including ongoing countywide collaboration with traffic safety stakeholders: Sheriff's Office, CHP, other OTS grantees, etc.
- Continue workgroup meetings to develop an effective dissemination plan countywide to reach the target population in the most expansive and efficient way through collaborative media planning (earned media and publicity strategies to include online media).
- Collaborate closely with the Ventura County Sheriffs Office on the marketing strategies for the Drug-impaired Driving prevention campaign, and to the extent possible, with state level Drug-impaired driving media leads or OTS-approved State campaigns (when/if developed).
- Plan and host 2 community forums on drug-impaired driving during 2017 with local media exposure regarding local Drug-impaired driving prevention strategies, bringing together local key stakeholders to participate. Convene a planning committee for the events.

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- Increase knowledge and awareness for on-site alcohol retailers to help the retailers understand the impairing effects of marijuana and alcohol combinations. The Community Campaign Coordinator will create a presentation to highlight marijuana's effects on an impairment and driving ability.

Media Requirements

- Submit all grant-related activity press releases, media advisories, and general public materials to the OTS Public Information Officer (PIO) at pio@ots.ca.gov, with a copy to your OTS Coordinator.
 - ✓ If an OTS template-based press release is used, the OTS PIO and Coordinator should be copied when the release is distributed to the press. If an OTS template is not used, or is substantially changed, a draft press release shall be sent to the OTS PIO for approval. Optimum lead time would be 10-20 days prior to the release date to ensure adequate turn-around time.
- Use the following standard language in all press, media, and printed materials: Funding for this program was provided by a grant from the California Office of Traffic Safety, through the National Highway Traffic Safety Administration.
- Email the OTS PIO at pio@ots.ca.gov and copy your OTS Coordinator at least 30 days in advance, a short description of any significant grant-related traffic safety event or program so OTS has sufficient notice to arrange for attendance and/or participation in the event.
- Submit a draft or rough-cut of all printed or recorded material (brochures, posters, scripts, artwork, etc.) to the OTS PIO at pio@ots.ca.gov and copy your OTS Coordinator for approval 14 days prior to the production or duplication.
- Include the OTS logo, space permitting, on grant-funded print materials; consult your OTS Coordinator for specifics.

C. Phase 3 – Data Collection & Reporting (Throughout Grant Year)

- Invoice Claims (due January 30, April 30, July 30, and November 30)
- Quarterly Performance Reports (due January 30, April 30, July 30, and November 30)
 - ✓ Collect and report quarterly, appropriate data that supports the progress of goals and objectives.
 - ✓ Provide a brief list of activity conducted, procurement of grant-funded items, and significant media activities. Include status of grant-funded personnel, status of contracts, challenges, or special accomplishments.

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- ✓ Provide a brief summary of quarterly accomplishments and explanations for objectives not completed or plans for upcoming activities.
- Schedule C – Data Collection Form, if applicable.
- ✓ Collect, analyze and report statistical data relating to the grant goals and objectives.

4. METHOD OF EVALUATION

Using the data compiled during the grant, the Grant Director will complete the “Final Evaluation” section in the fourth/final Quarterly Performance Report (QPR). The Final Evaluation should provide a brief summary of the grant’s accomplishments, challenges and significant activities. This narrative should also include whether goals and objectives were met, exceeded, or an explanation of why objectives were not completed.

5. ADMINISTRATIVE SUPPORT

This program has full support of the Ventura County Behavioral Health Department. Every effort will be made to continue the activities after the grant conclusion.

SCHEDULE B
DETAILED BUDGET ESTIMATE
GRANT NO. DI1726

FUND NUMBER	CATALOG NUMBER (CFDA)	FUND DESCRIPTION	TOTAL AMOUNT
405d AL	20.616	NATIONAL PRIORITY SAFETY PROGRAMS	\$ 250,000.00

COST CATEGORY	FISCAL YEAR ESTIMATES 10/1/16 thru 9/30/17			TOTAL COST TO GRANT
	CFDA	FY-1		
A. PERSONNEL COSTS				
Positions and Salaries				
Full-Time				
Community Campaign Coordinator				
1 x 12 mo x \$6,083.34 @ 100%	20.616	\$ 72,997.00		\$ 72,997.00
Benefits @ 41.65%	20.616	\$ 30,403.00		\$ 30,403.00
Category Sub-Total		\$ 103,400.00		\$ 103,400.00
B. TRAVEL EXPENSE				
In-State	20.616	\$ 3,000.00		\$ 3,000.00
Out-of-State		\$ -		\$ -
Category Sub-Total		\$ 3,000.00		\$ 3,000.00
C. CONTRACTUAL SERVICES				
Marketing Agency	20.616	\$ 55,000.00		\$ 55,000.00
Paid Media	20.616	\$ 50,000.00		\$ 50,000.00
Drugged Driving Expert	20.616	\$ 10,000.00		\$ 10,000.00
Category Sub-Total		\$ 115,000.00		\$ 115,000.00
D. EQUIPMENT				
None				\$ -
Category Sub-Total		\$ -		\$ -
E. OTHER DIRECT COSTS				
Educational Materials	20.616	\$ 15,000.00		\$ 15,000.00
Communications	20.616	\$ 1,500.00		\$ 1,500.00
Printing/Duplication	20.616	\$ 1,500.00		\$ 1,500.00
Translational Services	20.616	\$ 6,100.00		\$ 6,100.00
Training Meetings	20.616	\$ 4,500.00		\$ 4,500.00
				\$ -
Category Sub-Total		\$ 28,600.00		\$ 28,600.00
F. INDIRECT COSTS				
None				\$ -
				\$ -
Category Sub-Total		\$ -		\$ -
GRANT TOTAL		\$ 250,000.00		\$ 250,000.00

SCHEDULE B-1**GRANT NO. DI1726****BUDGET NARRATIVE**

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PERSONNEL COSTS

Salaries - may include wages, salaries, special compensations, or authorized absences such as annual leave and sick leave provided the cost for the individual employee is (a) reasonable for the services rendered, and (b) follows an appointment made in accordance with state or local laws and rules and meets federal requirements.

Community Campaign Coordinator (1 FTE position) - The Coordinator is responsible for day-to-day coordination and tracking of all aspects of inter-agency collaboration and contract provider deliverables. Oversees the event logistics and planning for the drug-impaired driving town hall style events. Plans and executes activities and tasks associated with campaign oversight, including all communication with collaborators and contract providers. Responsible for overall management of the grant objectives, including outreach, educational presentations, marketing and dissemination planning. Responsible for the presentation of the campaign to law enforcement, and oversight of all targeted media messaging. Responsible for the convening and co-chairing of quarterly collaborative agency workgroup meetings and contract provider meetings, and ensuring OTS media requirements are met.

Full -Time Benefit Rates

Health Insurance	10.00%
Medicare	1.25%
Retirement	20.00%
Social Security/FICA/OASDI	6.40%
Unemployment Insurance	1.00%
Workers Compensation	3.00%
TOTAL BENEFIT RATE	41.65%

Supplanting Statement

Any non-grant funded vacancies created by reassignment to a grant-funded position must be filled at the expense of the grantee agency.

TRAVEL EXPENSE

In State - Costs are included for appropriate staff to attend conferences and training events supporting the grant goals and objectives and/or traffic safety. Local mileage for grant activities and meetings is included. *All conferences, seminars or training not specifically identified in the Schedule B-1 (Budget Narrative) must be approved by OTS. All travel claimed must be at the agency approved rate. Per Diem may not be claimed for meals provided at conferences when registration fees are paid with OTS grant funds.*

SCHEDULE B-1

GRANT NO. DI1726

BUDGET NARRATIVE

Page 2

CONTRACTUAL SERVICES

Marketing Agency - A marketing agency will be engaged to plan, design and implement a broad marketing campaign as described in the grant objectives. This will include targeted media related to the Drug-impaired Driving "Manejando Claramente" Campaign, with a specific focus on marijuana and combination alcohol impaired driving.

Paid Media - Media/Advertising costs may include purchasing radio, print, online media, etc., in English and Spanish.

Drugged Driving Expert – A Drugged Driving Expert will be engaged to provide relevant and current research as it relates to Drug-impaired driving, and specifically marijuana and alcohol impaired driving.

EQUIPMENT

None

OTHER DIRECT COSTS

Educational Materials – costs of purchasing, developing or printing brochures, pamphlets, fliers, coloring books, posters, signs, and banners associated with grant activities, and traffic safety conference and training materials. Items shall include a traffic safety message and if space is available the OTS logo. *Additional items may be purchased if approved by OTS.*

Communications - costs of telephone service, mail/messenger service (excluding overnight priority mail) and communications services.

Printing/Duplication - costs include the purchase of paper, production, printing and/or duplication of materials associated with daily grant operations.

Translational Services – translational service will be provided for interpretation of all campaign material and events.

Training Meetings – meetings in which the primary purpose is the dissemination of traffic safety-related technical information. Costs may include transportation, rental of meeting facilities, audio/visual equipment rental. *Adequate records including an agenda must be maintained to document that the primary purpose of the meeting was for dissemination of traffic safety technical information. (Standard Language updated)*

Indirect Costs

None

SCHEDULE B-1
GRANT NO. DI1726

BUDGET NARRATIVE

Page 3

PROGRAM INCOME

There will be no program income generated from this grant.

SCHEDULE B-1

GRANT NO. DI1726

SUB BUDGET: MARKETING AGENCY

BUDGET NARRATIVE

Page 1

PERSONNEL COSTS

Salaries - may include wages, salaries, special compensations, or authorized absences such as annual leave and sick leave provided the cost for the individual employee is (a) reasonable for the services rendered, and (b) follows an appointment made in accordance with state or local laws and rules and meets federal requirements.

Marketing Contractors – Two marketing contractors will be engaged to plan, design, and implement a broad marketing campaign as described in the grant objectives. This includes targeted media development for the Drug-Impaired Driving "Manejando Claramente" or "Driving Clearly" Campaign specifically on marijuana and combination drug and alcohol impaired driving prevention.

Supplanting Statement

Any non-grant funded vacancies created by reassignment to a grant-funded position must be filled at the expense of the grantee agency.

TRAVEL EXPENSE

None

CONTRACTUAL SERVICES

None

EQUIPMENT

None

OTHER DIRECT COSTS

Paid Media - Costs may include purchasing radio, print, online media, etc., in English and Spanish.

INDIRECT COSTS

None

PROGRAM INCOME

There will be no program income generated from this grant.