

FFY 2026
Municipal Road Safety
(MRS)
Application Webinar



Welcome & Introductions

Executive Office Public Safety and Security Office of Grants and Research Highway Safety Division



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Municipal Road Safety Grant

Program Agenda



- ✓ Purpose
- ✓ Overview
- ✓ Background
- ✓ Problem Identification, Data, and Roadway Safety Trends
- ✓ Goals and Measurable Objectives
- ✓ Program Elements
- ✓ Budgeting
- ✓ Timeline
- ✓ Budget Workbook
- ✓ Application
- ✓ Key Dates

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Purpose

- Enhance department's existing traffic safety efforts to reduce roadway crashes, injuries, fatalities, and associated economic losses in Massachusetts.
- Provide flexibility in determining the best strategies to address a community's needs through:
 - Enhance traditional traffic safety efforts
 - Incorporate new approaches
 - Strengthening knowledge, skills and abilities to adapt to changing traffic safety trends
- In 2024, there were 133,807 total crashes* reported in Massachusetts.
 - 354 Fatal Crashes
 - 2,327 Serious Injury Crashes
 - 18,827 Minor Injury Crashes

* Preliminary data as reported by MA police departments via IMPACT - MassDOT as of 4/28/25

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Overview



Federally Funded via NHTSA – up to \$5.5 Million available



Open to Massachusetts Police Departments



Max Awards of \$25,000 to \$65,000 based on Department Tier Level



Projects must be data driven, inclusive of proven countermeasures, with goal of reducing motor vehicle crashes, fatalities, injuries, and associated economic losses



Project period – November 2025 to September 2026



Competitive Opportunity -
Departments are not guaranteed funding solely by applying

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Background

MRS Program was launched in FFY21

Awarded \$5.6M to 191 departments in FFY25

Supports High Visibility Enforcement (HVE) for Traffic and Ped/Bike Enforcement

Flexibility for programming including Community Awareness, Outreach, and Educational Activities

Applicants may also apply for specific Traffic Enforcement Equipment and Ped/Bike Safety Items to augment programming

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Tier Levels

FFY 2026 Tier Levels

Population	Tier Level	Max Award
Greater than 40,000	Tier 1	\$65,000.00
20,000 – 39,999	Tier 2	\$45,000.00
12,000 – 19,999	Tier 3	\$35,000.00
Less than 12,000	Tier 4	\$25,000.00



Note: Max awards have increased
\$5,000 across Tiers levels

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Department Overview

Provide a clear and concise summary that includes:

- A description of your department's current capacity and commitment to addressing road safety efforts.
- How the requested grant funds will augment the existing efforts.
- If your department has previously been awarded grant funds. (If so, when and how did the funding impact your traffic safety efforts?)
- Be sure to include any information that may be helpful in describing your service area, gaps in your current ability to address road safety (i.e., agency/staffing, etc.)

TELL US ABOUT YOUR DEPARTMENT!

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Problem Identification

Data

Roadway Safety Trends

IMPORTANT



Applications should utilize the following information to help **identify** your safety challenges and inform which priority areas and elements should be a focus within your proposal.

MassDOT:
Crash Data
Portal “Impact”

Internal
Department
Data

OGR Crash by
Town Report
(‘20-’24)

❖ Refer to the **Guiding Document for Municipal Road Safety Grants** for instructions on how to access and view these reports.

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Problem Identification

Data

Roadway Safety Trends

Must identify three (3) trends within the community



Review Data

Refer to the data you've provided – are there any noticeable trends?

Incorporate Feedback

What concerns are commonly noted by your community and/or officers?

Location, Location, Location

Any problematic locations?
What days of the week and/or times of day stand out in your data?

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Goals and Measurable Objectives



Applications must provide at least one (1) goal and two (2) supporting measurable objectives.

When creating your goals/objectives consider the following:

- What program elements do you plan to apply for? The activities under each element will help attain your program goal(s)/objectives.
- Utilize multiple elements when putting together objectives to help reach your goal.
- Objectives will be the grant activity your department will engage in to help accomplish the identified goal(s)
- Refer to the examples provided in the **AGF** as well as the **Guiding Document for Municipal Road Safety Grants** for ideas on how to put together your goal(s) and objectives.

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Goals and Measurable Objectives

S.M.A.R.T.	Helpful Hints for creating SMART Goals...
Specific	<ul style="list-style-type: none">Clearly define the problem; avoid broad or generic statements.Focus on a precise traffic safety issue you seek to improve (Fatal Crashes, Serious Injuries, or perhaps a specific behavior Speeding, Distracted Driving, etc.)
Measurable	<ul style="list-style-type: none">Quantify the goal(s) / objective(s) to track the progress.What will serve as a benchmark against to measure progress and track improvement?Consider using a 5-year or 3-year average data set in your goal setting.
Achievable	<ul style="list-style-type: none">Is the activity achievable? A goal that is too high will be unattainable, while a goal that is too low may not be enough of a challenge.Consider what can be reasonably accomplished within the project period.
Relevant	<ul style="list-style-type: none">Refer to the data / trends, align goals/objectives to this priority area.Do the goals/objectives address the local traffic safety concerns and data within the community.
Time-bound	<ul style="list-style-type: none">Set a clear time frame, it can be short or long-term.Consider aligning this with the calendar year or a specific Enforcement Campaign Period.

✗ “Improve Pedestrian Safety”



“Reduce traffic-related pedestrian fatalities by 4 from the 2020-2024 calendar year average of 23 by end of calendar year 2026.”

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Program Elements

Element One – Traffic Safety

- Traffic Enforcement and Equipment

Element Two – Pedestrian and Bicyclist Safety

- Pedestrian and Bicyclist Enforcement and Pedestrian and Bicyclist Safety Items

Element Three – Community Awareness, Outreach, and Educational Activities

- Community-Based Educational Activities, and Traffic Safety-related Officer Training

* Each Element is optional and independent from each other *

**** Program elements should be relevant to your Problem Identification, Data, and Trends ****

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Traffic Enforcement

- Includes high-visibility enforcement during six (6) campaign periods, each targeting a specific traffic safety issue, such as impaired driving, seat belt usage, distracted driving, and speeding.
- There is one (1) traffic enforcement budget for all six (6) campaign periods. This allows for more flexible spending and the opportunity to focus on campaigns with more officer shift availability.

Element 1: Traffic Safety

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Traffic Enforcement Campaign Calendar

FFY 2026 Traffic Enforcement Campaigns	
Winter Impaired Driving	December 1 st -31 st , 2025
Distracted Driving	April 1 st -30 th , 2026
Click It or Ticket	May 1 st -31 st , 2026
June Speed	June 1 st -30 th , 2026
July Speed	July 1 st -31 st , 2026
Summer Impaired Driving	August 1 st – September 15 th , 2026



Equipment

- A combined 30 hours of enforcement hours are **required** throughout the 6 campaigns
- Up to 50% of the traffic enforcement budget may be used for equipment (not 50% of the total award)
- All equipment must be purchased and received by **March 31st, 2026**
- Single item purchases greater than or equal to \$10,000, inclusive of any accessory items essential to the equipment's operation, will require separate NHTSA approval
- Must align with the Buy America Act (23 U.S.C. 313).
- Quotes for each proposed equipment purchase must be submitted with your application
- Quotes must be recent and dated no earlier than 30 days before the application deadline

Element 1: Traffic Safety

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Element 1: Traffic Safety

Allowable equipment:

- Handheld Radar Units
- Handheld Lidar Units
- Pole-mounted Radar Speed Signs
- Traffic Data Recorders
- Preliminary Breath Test (PBT) instruments
- Portable speed radar signs and/or message trailers
 - Must be grant-specific and primarily used only for program related activities
- Remote/Cloud-based traffic data processing software subscriptions for pole-mounted speed radar signs and/or traffic data recorders
 - Subscriptions can only be up to 12 months in length
 - Subscriptions can only be added to pole-mounted speed radar signs and/or traffic data recorders purchased under this FFY26 grant

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Element 2: Pedestrian and Bicyclist Enforcement



Enforcement

- May apply for funds to conduct overtime enforcement of laws applicable to pedestrian and bicycle safety including:
 - **Crosswalk Decoy Operations:** These operations may involve a plainclothes officer acting as a civilian pedestrian and a uniformed officer making stops OR involve a uniformed officer serving as a spotter to observe and relay violations to an officer making stops
 - **Enforcement of Vulnerable Road Users Law:** In April 2023, Massachusetts passed new legislation as part of “An Act to Reduce Traffic Fatalities” to increase roadway safety across the Commonwealth. Part of this law mandates drivers provide a "safe passing distance” of at least four feet when passing these vulnerable users.
- **Vulnerable Road Users** include – people walking and biking; roadside workers; people using wheelchairs or personal mobility devices; people using scooters, skateboards, or roller skates; people on horses or in a horse-drawn carriage; and people operating farm equipment on the roadway.
- If applying for this element, applicants will be **required** to utilize internal pedestrian and bicyclist crash data to identify specific strategies, locations, and times to conduct enforcement

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Pedestrian and Bicyclist Enforcement Campaign Calendar

- There is one (1) enforcement budget for all six (6) Ped & Bike campaign periods.
- Enforcement periods have been adjusted based on available statewide pedestrian and bicyclist crash data

FFY 2026 PEDESTRIAN AND BICYCLIST ENFORCEMENT CAMPAIGNS
November 1 st – 30 th , 2025
January 1 st – 31 st , 2026
February 1 st – 28 th , 2026
March 1 st – 31 st , 2026
May 1 st – 31 st , 2026
August 1 st – September 15 th , 2026

Element 2: Pedestrian and Bicyclist Safety Items



Pedestrian and Bicyclist Safety Items:

- Departments may request funds to purchase allowable safety items that are intended to provide protection, enhance nighttime visibility, and educate the public on safe practices and applicable laws.
- Allowable safety items include: Educational Coloring Books, Bike Helmets, Reflective Bands/Lights, Bicycle Reflectors (*Check the MRS AGF for a complete list.*)
- Items **may not** be merely giveaways (e.g., pens, keychains) and must be accompanied by an educational initiative.
 - All safety items requested must be **reasonable** (e.g., helmets that meet safety requirements can be purchased ~\$20) and include a justified educational/distribution plan.
- Items must be purchased and received by **March 31, 2026**

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Element 3: Community Awareness, Outreach, and Educational Activities



Allows a department to:

- Community-based educational activities, officer training, and other traffic safety programming that promotes positive relationships between law enforcement and the community (i.e., Traffic Safety presentations at local schools, Attending community events to provide educational outreach about traffic laws, etc.)
- Develop and participate in innovative activities promoting road safety
- Implement non-enforcement strategies that help instill beneficial changes in road user behavior
- Support positive interactions between police and communities
- Promote equity in safety efforts

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Element 3: Community Awareness, Outreach, and Educational Activities



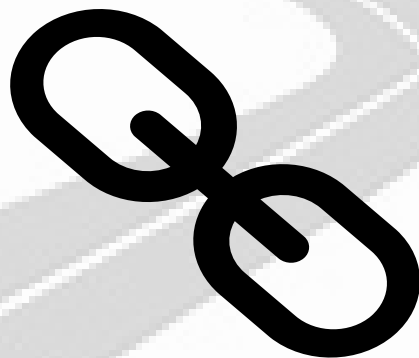
Examples:

- Partner with a local bike shop or running club to promote community traffic safety awareness programs
- In-Service and Highway Safety Division Training offered through the Municipal Police Training Committee:
 - Crash reconstruction, crash data analysis, work zone safety
 - ARIDE classes
 - See <https://www.mass.gov/highway-safety-training> for more classes/listings
- Child Passenger Safety Technician overtime or Car Seat Check Events
- Host a bike rodeo
- Presenting to drivers ed students to encourage compliance with traffic laws and promote good traffic safety behavior

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MRS Application



Application Guide Cognito Application



Reminder: This is a highly competitive grant – answer questions thoroughly!

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Program Elements – Narratives



- In your application, each element will require a brief description regarding your planned activity
- Briefly describe the efforts you hope to accomplish in the space provided within the application. This description/activity will help in meeting your identified goal(s) and objectives.
- Please refer to the **Guiding Document for Municipal Road Safety Grants** (pg. 4-6) for narrative examples that will assist when putting together your proposals.

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Timeline



The timeline should provide an overview of your planned activity throughout the entire grant project.



Timeline should match what is detailed in the proposed budget workbook.



All elements and activities should be mentioned in the timeline including Equipment/Item purchases and distribution plans.



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Budget – Attachment B

- Each application must include a detailed budget that aligns with the scope of work proposed.
- Refer to your department's Tier Level and note that the total of each proposed element cannot exceed the maximum award amount for a tier level
- Be sure to reference the **Allowable Cost Categories and Definitions** (AGF pg. 16-18) for additional information on eligible costs/activity as well as what documents will be required, if approved.
- The amount of funding requested in your application should be **reasonable** and match the exact total provided in the Budget Excel Worksheet. Be sure to double-check the totals prior to submission!

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MRS Budget Workbook

- Identify tier and maximum award (this will auto populate in your application)
- Fill in the appropriate cost categories
- Summary page will populate from cost categories
- Do not alter anything other than Department Name on the first tab

Budget Workbook

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MRS Application Submission



- OGR requires that the application packet and supporting documents be submitted electronically on or before **June 13, 2025 at 12:00 pm** via Cognito submission
- Once submitted electronically, you will get an email confirmation. Please be sure to save a copy of your application for your grant files.
- OGR no longer requires a hard copy of the signed application packet hand delivered or submitted by certified mail

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MRS Application




The following documents will need to be uploaded to the application completed in the Cognito platform:

- Grant Application Budget Spreadsheet – Attachment B
- Organization's Overtime Policy (this can be an excerpt from the policy manual)
- Copy of Federal or Auditor approved Fringe Rate Agreement and/or Indirect Rate Agreement, if applicable
- Quote(s) for proposed traffic equipment purchases, if applicable (must be dated no earlier than 30 days before application deadline)

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Upcoming Key Dates

FFY 2026 Key Dates	
Deadline for Q&A Submission:	May 9, 2025 at 12:00 PM
 Application Due Date:	June 13, 2025 at 12:00 PM
Award Announcement (<i>Tentative</i>):	September 2025
Project Period:	November 2025 – September 15 th , 2026



No Spending can occur before the date of a fully executed contract



Refer to the FFY26 MRS Grant AGF for complete details of program requirements and guidelines

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Questions?

Contact us at –
OGR.MRS@mass.gov

**Thank you for your efforts in
keeping our roads safe!**