

Regional Center Partnership of Somerset County
Approved
Wednesday, January 16, 2019 Meeting Minutes

Name/Organization

Voting Members

Troy Fischer, Chair, Regional Center Partnership (RCP)
Jason Dameo, Vice-Chair, RCP
Victoria Allen, RWJBarnabas Health
Anthony Tufaro, Ethicon Somerville
Daniel Hayes, Mayor, Bridgewater
Filipe Pedroso, Bridgewater Twp. Council
James Franco, Bridgewater
Chuck McMullin, Mayor, Raritan Borough
Zachary Bray, Raritan Borough Council
Angela Knowles, Raritan Borough Planner
Dennis Sullivan, Mayor, Somerville
Jane Kobuta, Somerville Borough Council
Richard St. Pierre, Somerville
Brian Gallagher, Somerset County (SC) Board of Chosen Freeholders
Bernie Navatto, SC Planning Board
Walter Lane, SC Planning Division
Geoffrey Soriano, SC Park Commission
Cindie Sullivan, SC Park Commission (Alternate)
Michael Kerwin, SC Business Partnership
John Maddocks, SC Business Partnership (Alternate)

Non-voting County Support Staff

James Ruggieri, SC Planning Division

Non-Voting Guests

Donna Allison, RideWise
Kyle Clonan, NJ Water Supply Authority (NJWSA)
Rich Reitman, The Reitman Group
William Wilson, Duke Farms

The meeting commenced at 5:00 PM

Business Items

Call to Order

RCP Chair Troy Fischer called the meeting to order.

Attendance Roll Call

Principal Planner James Ruggieri read through the roll call and noted for the record the voting members that were in attendance.

Chair's Remarks

Chair Fischer welcomed everyone to the annual Regional Center Partnership (RCP) reorganization meeting. Chair Fischer also welcomed as the new members to the RCP Freeholder Brian Gallagher, Freeholder Alternate Sara Sooy, Raritan Borough Councilman Zachary Bray, and Somerville Councilwoman Jane Kobuta.

Somerville Councilwoman Kobuta noted the Downtown Somerville Alliance was reorganized into a 501c(3) organization and that she has been appointed to serve as DSA Chair.

Adoption of Meeting Minutes

Chair Fischer asked if there were any corrections to the meeting minutes; there being none, Chair Fischer asked for a motion to approve the December 5, 2018 meeting minutes. Somerset County Planning Board Chair Bernie Navatto moved and Somerset County Planning Director Walter Lane seconded the motion.

A voice vote was taken resulting in the following voting record:

Ayes: 13

Nays: 0

Abstentions: Vicky Allen, Zachary Bray, Jane Kobuta, and Geoff Soriano.

The motion to approve the minutes was approved.

Treasurer's Report for January 16, 2019

Mr. Ruggieri gave the Treasurer's Report for January 16, 2019. There being no questions or comments, Chair Fischer asked for a motion to approve the Treasurer's Report for January 16, 2019. Somerville Mayor Dennis Sullivan moved and Raritan Mayor Chuck McMullin seconded the motion.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Dan Hayes, Filipe Pedroso, James Franco, Chuck McMullin, Zachary Bray, Angela Knowles, Dennis Sullivan, Jane Kobuta, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Geoff Soriano, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

Nomination of Treasurer

Mr. Lane noted that staff was discussing that moving forward it probably would be better if a non-elected official served as the Treasurer of the RCP. Staff discussed this with the RCP Chair and Vice-Chair. On behalf of the Chair and Vice-Chair Mr. Lane moved that Vicky Allen, Vice President of Strategic Marketing, Southern Region, RWJBarnabas Health, be made Treasurer of the Regional Center Partnership; Mr. Navatto seconded the motion.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Tony Tufaro, Dan Hayes, Filipe Pedroso, James Franco, Chuck McMullin, Zachary Bray, Angela Knowles, Dennis Sullivan, Jane Kobuta, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Geoff Soriano, and Mike Kerwin.

Nays: none

Abstentions: Vicky Allen

The motion was approved.

Public Comment Period

(There were no public comments concerning the Action items on the agenda).

Action Items

Adoption of 2019 Meeting Dates

Chair Fischer noted that in everyone's meeting packet was a copy of the proposed meeting dates for 2019. Mr. Ruggieri noted the proposed schedule of meeting dates was first presented at the December 5, 2018 meeting and that staff has confirmed the meeting dates do not conflict with any holidays including Rosh Hashanah and Yom Kippur. The meetings will continue to be at 5:00 PM on the third Wednesday of every other month except for November 7 which is the second Thursday of November to avoid any conflict with the annual League of Municipalities convention.

There being no questions, Mayor McMullin moved to adopt the 2019 meeting dates; Mayor Sullivan seconded the motion.

A voice vote was taken resulting in the following voting record:

Ayes: 17

Nays: 0

Abstentions: 0

Adoption of 2019 Budget & Work Plan

Mr. Ruggieri presented the final draft of the 2019 Budget and Work Plan. As presented at the December 5 meeting, the budget assumes the funding rate from the County and the three Regional Center towns will remain the same as in previous years. The budget also assumes the \$21.42 balance of funds remaining in the Regional Center Strategic Master Plan Update account will be rolled over into the general budget. The only change to the budget since first being presented is the budget now reflects the actual rollover amount instead of an estimated rollover amount. Accordingly, the budget proposes \$109,162.63 for Plan Implementation, \$5,000 for Non-Profit Legal/Accounting Services, and \$23,000 for Public and Business Education (marketing).

There being no discussion, Chair Fischer asked for a motion to adopt the 2019 Budget and Workplan. The motion was made by Mr. Navatto and seconded by Ms. Allen.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Dan Hayes, Filipe Pedroso, James Franco, Chuck McMullin, Zachary Bray, Angela Knowles, Dennis Sullivan, Jane Kobuta, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Geoff Soriano, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

Award Year Two of Competitive Contract for Audit and Tax-related Services

Mr. Ruggieri noted that, following a public bidding process to procure professional services, in January 2018 RCP awarded a 24-month competitive contract to Suplee Clooney & Company for up to \$3,400 per year. Last May Suplee Clooney completed Year 1 of the contract with the 2017 audit report and tax-related filings. At the December meeting RCP allocated \$3,400 out of the 2018 budget to provide the funding for Year 2 of the competitive contract for auditing and tax-related services. The next step is to award the Year 2 contract. The recommendation is to award the Year 2 contract to Suplee Clooney & Company to provide the same services for the year ending December 31, 2018 for a not-to-exceed amount of \$3,400.

There being no discussion, Chair Fischer asked for a motion to award the Year 2 contract to Suplee Clooney & Company to provide the audit and tax-related services for the year ending December 31, 2018 for a not-to-exceed amount of \$3,400. The motion was made by Mr. Navatto and seconded by Mayor McMullin.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Vicky Allen, Tony Tufaro, Dan Hayes, Filipe Pedroso, James Franco, Chuck McMullin, Zachary Bray, Angela Knowles, Dennis Sullivan, Jane Kobuta, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Geoff Soriano, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

Authorization to Release Phase 2 Pedestrian Safety Enhancement Challenge Grant Applications

Mr. Ruggieri summarized the RCP Pedestrian Safety Enhancement Challenge Grant projects that were successfully implemented by each town in 2018. To build on this success, the "Phase 2" Pedestrian Safety Enhancement Challenge Grants is making available up to \$15,000 per town to either build on an existing pedestrian safety enhancement project or pursue a new pedestrian safety enhancement project.

Mr. Ruggieri summarized some of the key aspects of the suggested grant guidelines and criteria for the Phase 2 Pedestrian Safety Enhancement Challenge Grants which were included in everyone's meeting packet. For Phase 2 staff is strongly encouraging each town to partner with RideWise especially if pursuing any educational programs. In terms of the funding schedule, staff is proposing that half of the total grant amount (\$7,500) be paid up front so that the projects will not have to be delayed due to lack of cash flow. Grant proposals will be due before the March 20 RCP meeting so that action can be taken in time to allow the towns to begin work this

spring. In light of the foregoing, Mr. Ruggieri requested that staff be authorized to release the grant applications. Chair Fischer noted the funding for the Phase 2 Pedestrian Safety Enhancement Challenge Grants was encumbered at the December meeting as shown in the Treasurer Report.

There being no questions, Chair Fischer asked for a motion to authorize staff to release the Phase 2 Pedestrian Safety Enhancement Challenge Grant applications. The motion was made by Mr. Lane and seconded by Mr. Navatto.

A roll call vote was taken resulting in the following voting record:

Ayes: Troy Fischer, Jason Dameo, Vicky Allen, Tony Tufaro, Dan Hayes, Filipe Pedroso, James Franco, Chuck McMullin, Zachary Bray, Angela Knowles, Dennis Sullivan, Jane Kobuta, Rick St. Pierre, Brian Gallagher, Bernie Navatto, Walter Lane, Geoff Soriano, and Mike Kerwin.

Nays: none

Abstentions: none

The motion was approved.

Information Items

Suburban Disadvantage Update

For the benefit of the new members Somerset County Business Partnership President & CEO Mike Kerwin provided the background information which lead to the *Suburban Disadvantage* report. Mr. Kerwin highlighted some of the key findings in the report which documents the findings resulting from the analysis of how the state administers economic development incentives through the Grow NJ program. The data showed a significantly disproportional amount of Grow NJ assistance being awarded to highly “urban” places like Jersey City than Somerset County despite very similar market conditions in both areas. Mr. Kerwin reported the Somerset County Business Partnership has reached out to all 18 legislators representing Somerset County and noted the legislators they have met with to date to brief them about the *Suburban Disadvantage* findings; they have also met with Senate President Steve Sweeney and NJ Economic Development Authority Chief Executive Officer Tim Sullivan and will be meeting with Assembly Speaker Craig Coughlin on January 25. SCBP will be discussing this further at their next Board meeting.

Discussion followed. Somerset County Business Partnership Vice-President for Economic Development John Maddocks provided information to clarify some of what is being reported in the media about the state’s Grow NJ tax credit incentives that have been awarded by the state through Grow NJ to encourage economic development. Mr. Lane noted for the benefit of the new members that the goal is not to take away assistance to urban areas of the state but to help suburban areas like the Regional Center and Somerset County have a more fair chance when competing for state economic development assistance. Mr. Kerwin added that Somerset County does not have an “urban” area like Hudson County but does have the Regional Center which following the state’s criteria should also receive priority consideration.

Marketing Update

Consultant Rich Reitman reported he is working with staff to finalize the January newsletter, has begun work on the March newsletter, and continues to provide staff with weekly Analytics reports.

Municipal and Other Reports:

Somerville Mayor Sullivan reported the SOMA transit-oriented residential project is nearing completion. The Brew Pub will hopefully be ready to open by March. The Somerville Planning Board approved the proposed Somerville Town Center Phase 3 mixed-use project on West Main Street which will include residential and retail uses, and a health club which will be open to the public. Elsewhere in downtown Somerville some new stores have opened including Just Subs and a new salon. Construction work has begun on the redevelopment of the former Litgo property off Fairview Avenue. The redevelopment of the former Baker & Taylor site on Kirby Avenue has not yet broken ground but flag markers are being put in place.

Bridgewater Mayor Dan Hayes reported he is looking forward to working with everyone in the New Year. Mayor Hayes reported the New Jersey Center of Excellence redevelopment proposal continues to look for its approval; the next public hearing date scheduled for January 28. The developer of the Bridgewater Center mixed-use project at the former Days Inn site on Route 22 east was granted Planning Board approval; the project includes two proposed Marriott hotels and restaurant pads.

Raritan Mayor McMullin reported that construction cranes are up at the Third Street redevelopment project. LabCorp is aggressively moving forward with their project.

Mayor McMullin called attention to a regional issue involving wastewater management costs. Mayor McMullin noted the area received six feet of precipitation last year. Somerset Valley Regional Sewerage Authority (SVRSA) has informed its customers that the actual charges for wastewater treatment are projected to be \$4 million more than what SVRSA had initially estimated; in response Mayor McMullin has written to his colleagues calling attention to this, noting that this will also likely impact local businesses.

Raritan Councilman Zachary Bray reported the Raritan Borough Economic Development Committee after being dormant for several years has been reconstituted and held their first meeting on January 15. Mayor McMullin added that part of the \$150,000 North Jersey Transportation Planning Authority (NJTPA) Planning for Emerging Centers Program grant will be used to fund the development of Raritan's economic development plan.

Raritan Planner Angela Knowles shared that the Borough will be hosting a Wayfinding and Streetscape Improvement Workshop at the Raritan train station on February 2 to get public input regarding design preferences for the wayfinding and streetscape improvements to be installed between the train station and the Raritan River. Raritan wants to get the public feedback in time to be able to present the design preferences to the New Jersey Department of Transportation when they meet to discuss the implementation of the streetscape improvements.

Ms. Knowles also shared that Raritan has prepared a section for the January 24-25 New Jersey American Planning Association's annual conference to show planners how towns can overcome obstacles by working with their county planners. Ms. Knowles noted Mr. Lane, Mayor McMullin and Mr. Maddocks will be on the panel to speak about the Somerset County Comprehensive Economic Development Strategy, Supporting Priority Investment in Somerset County, and about the Suburban Disadvantage.

Somerset county Business Partnership

Mr. Kerwin reported the Business Partnership will be hosting a Networking Night on January 24 at the RWJ University Hospital Somerset Steeplechase Cancer Center and invited RCP members to attend.

Public Comment Period

There were no public comments concerning regarding any items not on the agenda.

Adjournment

There being no further discussion, the meeting was adjourned.

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Regional Center Partnership of Somerset County

Treasurer's Report for
January 16, 2019 Business Meeting

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Business Checking

12/5/18 thru 1/16/19

Starting Bal. as of 12/5/2018: \$23,135.77

less expenses:

<u>Date</u>	<u>Item</u>	<u>Amount</u>
12/18/18	The Reitman Group	-\$1,500.00
1/14/19	The Reitman Group	-\$1,500.00

Money Market Account

11/30/18-1/16/19

Starting Bal. as of 11/30/18: \$206,082.61

<u>Date*</u>	<u>Item</u>	<u>Amount</u>
12/31/2018	interest	\$7.00
1/14/2019	transfer to Checking	-\$50.00
1/14/2019	transfer to Checking	-\$49,950.00

Ending bal as of 1/16/19 \$156,089.61

subtotal of expenses: (\$3,000.00)

Deposits 12/5/18 thru 1/16/19

1/14/19	Dep from Money Market acct	\$50.00
1/14/19	Dep from Money Market acct	\$49,950.00

subtotal of deposits \$50,000.00

Ending Balance (checking)
after expenses and deposits: \$70,135.77

Sum of checking and money market
accounts: \$226,225.38

Less total Committed But Not Expend: \$187,546.42

Uncommitted Funds \$38,678.96

**interest earned in the money
market account is not reported
by bank until after the end of
the previous month*

Regional Center Partnership of Somerset County

**Treasurer's Report for
January 16, 2019 Business Meeting**

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Table Showing Amounts Committed but Not Expended

<u>Budget Year</u>	<u>Project Initiation Year</u>	<u>Munic or RC</u>	<u>Committed Account Name</u>	<u>Current Balance</u>
2015	2016	RC	update RC Strategic Master Plan	\$21.42
2017		BW	<i>(reserved for Bridgewater Creative Placemakg Grant)</i>	\$15,000.00
2017	2018	RT	Raritan Creative Placemaking Challenge Grant	\$7,500.00
2017	2019	SV	Somerville Creative Placemaking Challenge Grants	\$7,500.00
2017	2018	BW	Bridgewater Pedestrian Safety Challenge Grant	\$7,500.00
2017	2018	RT	Raritan Ped Safety Chall Grant StreetSmart Campaign	\$5,375.00
2017	2018	RT	Raritan Ped Safety Chall Grant Traffic Striping Imp	\$4,250.00
2018	2018	RC	Principal Marketing Services (contract Year 1)	\$4,500.00
2018		RC	Audit/tax services for year 2018 (contract Year 2)	\$3,400.00
2018		RC	Website upgrade	\$17,500.00
2018		RC	Strategic Marketing Plan & Implementation Activities	\$30,000.00
2018		RC	Strategic Initiatives	\$40,000.00
2018			Phase 2 Pedestrian Safety Enhancmt Challenge Grants	\$45,000.00
TOTAL:				\$187,546.42

Regional Center Partnership of Somerset County

**Treasurer's Report for
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Anticipated Revenue for 2019
(excluding interest payments from Money Mkt acct)

Somerset Co	\$65,792.25
Bridgewater	\$10,890.00
Raritan	\$10,890.00
Somerville	\$10,890.00
Total Anticipated Revenue	\$98,462.25

Regional Center Partnership of Somerset County
Treasurer's Report for
January 16, 2019 Business Meeting
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Raritan River Rain Barrel Rebate Program
12/5/18 thru 1/16/19

Starting Bal. as of 12/5/2018:

\$4,177.35

<u>Date</u>	<u>Item</u>	<u>Amount of</u> <u>Deductions</u>
		\$0.00

subtotal of deductions:	\$0.00	
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<u>ending balance after deductions</u>		\$4,177.35
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Deposit (if any)		
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subtotal of any Deposits	\$0.00	
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<u>ending Balance after any Deposits:</u>		\$4,177.35
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REGIONAL CENTER PARTNERSHIP OF SOMERSET COUNTY, INC.

Business Meeting of January 16, 2019

AGENDA

BUSINESS ITEMS

1. Call to Order
2. Roll Call
3. Chair's Remarks:
4. Adoption of Meeting Minutes: December 5, 2018
5. Adoption of Treasurer's Report for January 16, 2019
6. Nomination of Treasurer

ACTION ITEMS

"Public comments will be entertained at this time regarding any action item. All comments shall be directed to the Chair and limited to three (3) minutes per speaker."

7. Adoption of 2019 Meeting Dates
8. Adoption of 2019 Budget & Work Plan
9. Award Year Two of Competitive Contract for Audit and Tax-related Services
10. Authorization to Release Phase 2 Pedestrian Safety Enhancement Challenge Grant Applications

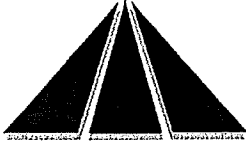
INFORMATION ITEMS

11. Suburban Disadvantage Update
12. Marketing Update
13. Municipal and Other Reports

PUBLIC COMMENT PERIOD

Public comments will be entertained at this time regarding any items not on the agenda. All comments shall be directed to the Chair and limited to three (3) minutes per speaker.

Next Meeting Date: Wednesday, March 20, 2019 at 5:00PM in County Engineering Conference Room



THE
REGIONAL
CENTER

BRIDGEWATER + RARITAN + SOMERVILLE

A partnership for a better tomorrow

IN SOMERSET COUNTY, NJ

**REGIONAL CENTER PARTNERSHIP
2019 MEETING SCHEDULE**

Proposed for 1-16-19

Meeting Dates

January 16 @ 5:00 PM

March 20 @ 5:00 PM

May 15 @ 5:00 PM

July 17 @ 5:00 PM

September 18 @ 5:00 PM

Thursday, November 7 @ 5:00 PM

January 15, 2020 @ 5:00 PM

All Meetings will be held at the County Administration Building, 20 Grove Street, Engineering Conference Room, Second Floor, unless noted otherwise. Please note that all meetings are held on the 3rd Wednesday of the month at 5:00 PM., unless noted otherwise.

Meetings will be held bi-monthly. Additional meetings may be scheduled as warranted. When needed, these additional meetings will be scheduled on the third Wednesday of the month at 5:00 PM unless noted otherwise. Meeting reminders will be sent out in which any changes or special meetings will be identified.

**REGIONAL CENTER PARTNERSHIP OF SOMERSET COUNTY, INC.
2019 BUDGET & WORK PROGRAM**

FINAL DRAFT BUDGET

WORK PROGRAM OBJECTIVES:

The major objective of the Regional Center Partnership (RCP) in 2019 is to build upon past successes and to continue making the Regional Center of Somerset County a premier location in the state favorable for business investment and to live, work, shop, play, learn and visit. The means to achieve this objective is shaped by the recommendations from the adopted 2018 Regional Center Strategic Plan. RCP will continue to work with Somerset County towards advancing the goals and objectives of the Regional Center as a Priority Growth Investment Area through the Supporting Priority Investment in Somerset County Phase III, the Comprehensive Economic Development Strategy (CEDS), and as an important Regional Center endorsed by the State Planning Commission.

The 2019 budget has been prepared assuming that the funding levels will stay the same as in 2018. The amount of support given by the County would remain at \$65,792.25 and the amount of support from Bridgewater, Raritan and Somerville would remain at \$10,890 per town.

The budget also assumes \$21.42 which is the balance of funds remaining in the Regional Center Strategic Master Plan Update account will be rolled over into the general budget.

The 2019 budget allocates up to \$109,162.63 for Regional Center Strategic Plan Implementation initiatives representing \$17,510.06 less than what was budgeted in 2018 for Plan Implementation. Funding could be utilized to support an initiative or project identified in the adopted 2018 Regional Center Strategic Plan. Funding for Challenge Grants would be dependent on the other planned work program activities.

For Public and Business Education, the budget allocates up to \$23,000 for public and business education (marketing) activities which is \$42,000 less than was allocated in 2018 for this line item. Funding in the amount of \$18,000 would be used for Year 2 of the existing Principal Marketing contract to perform the regular marketing outreach activities (Annual Achievements Report, press releases, website maintenance, bi-monthly newsletter production and related marketing outreach). The Public & Business Education portion of the budget also contemplates up to \$5,000 to support public outreach efforts.

No change is proposed for the amount allotted for Non-profit Legal/Accounting.

Additional funding to support priority projects or initiatives consistent with Regional Center goals could become available in the form of grants from non-traditional sources. The State Planning Commission's endorsement of the Somerset County Regional Center should be emphasized when applying for state and federal grants. RCP's standing as a 501(c)3 organization should also be maximized to help leverage additional funding.

2019 BUDGET

1. Regional Center Plan Implementation/Challenge Grant Initiatives **\$109,162.63**

Funding would be utilized as needed to support an initiative or project identified as critical based on the recommendations in the 2018 Regional Center Strategic Plan. Funding for Challenge Grants is dependent on the other planned work program activities.

2. Non Profit Legal/Accounting Services **\$5,000.00**

For the various costs associated with the operation of a non-profit group.

3. Public and Business Education Program **\$23,000.00**

Funding would be used to perform the regular and annual marketing program activities (Annual Achievements Report, newsletters, press releases, website maintenance, etc.) and to support public outreach efforts.

Total Budget **\$137,162.63**

Anticipated Revenue:	\$ 65,792.25	Somerset County
	\$ 10,890.00	Bridgewater
	\$ 10,890.00	Raritan
	\$ 10,890.00	Somerville
Subtotal:	\$ 98,462.25	

\$ 38,700.38 **2018 Carry-Over Funds** *A/O 1/14/19*

Total: **\$137,162.63**

Regional Center Partnership Challenge Grant Program Phase 2 Pedestrian Safety Enhancement Challenge Grants

Guidelines and Criteria

The overarching goal of the Phase 2 of the Pedestrian Safety Enhancement Challenge Grant program is to continue to help make the Regional Center more pedestrian and bicycle -friendly and to help advance the goals and recommendations identified in the adopted Regional Center Strategic Plan. Funds can be utilized to continue and/or expand upon an existing pedestrian safety-related project or program or to pursue a new pedestrian-safety project.

Grant total: \$15,000 per town

Grant application submission deadline: 4:00 P.M. on Friday March 15, 2019.

Eligible projects under the grant program include any one or more of the following:

- safety enforcement activities such as paying for police overtime to issue warnings;
- promotional materials; e.g., signage, “Stop to Pedestrians” stanchions; etc.;
- educational activities; e.g., hand-out cards, positive reinforcement “rewards” such as gift-cards, hand-outs for targeted focus group presentations; eg., schools civic and business organizations, etc.
- sidewalk corrections to address sidewalk tripping and/or slipping hazards
- improve lighting for crosswalks at intersections
- preparation of plans to implement the Regional Center Strategic Plan’s bicycle and pedestrian goals and recommendations

Permissible usage of grant funds:

- Up to half (\$7,500) of the grant total may be used for safety enforcement activities;
- Up to 15% (\$2,250) of the grant total may be used for promotional materials.

If the grant application includes funding to be used for enforcement and/or promotional materials, the balance of grant total may be used for educational activities such as hand-out cards; positive reinforcement “rewards” (e.g., gift-cards); hand-outs for presentations at schools, civic/business organizations, or other targeted focus groups.

Given the high priority of this issue, the Regional Center Partnership is encouraging the towns to apply for the full grant amount (\$15,000) to maximize the opportunity to effectively enhance pedestrian safety in the Regional Center; i.e., since up to half of the total grant amount (\$7,500) may be applied towards safety enforcement activities, the town should take advantage of the remaining \$7,500 in the grant program for another eligible pedestrian safety project or initiative.

Educational Campaign requirements:

Duration: Minimum four (4) weeks to implement the educational campaign. Provide a detailed description of the educational campaign, including the goal to be achieved and how the educational campaign will be executed.

RideWise coordination:

Towns opting to undertake an educational campaign must work with RideWise who is responsible for administering the campaign. The educational campaign may commence in the spring of 2019, or summer or fall of 2019.

Focus areas and locations

Targeted focus areas or locations could include:

- schools including one or two elementary schools;
- commercial corridors, and
- downtowns/Main Street areas.

RideWise will administer the distribution of the surveys, the pre- and post-assessments, data analysis, and the community outreach. RideWise will need input from the municipality, the police and interested members of the community regarding where the campaign should take place, the location of trouble spots area, and in regard to enforcement and education.

Baseline data

It is strongly encouraged that all grant proposals include a provision for capturing baseline data ; e.g., number of warnings or tickets issued over x-period of time; where and when issued; number of “rewards” handed out for positive reinforcement (demonstrating lawful compliance). Before and after assessments would be very helpful to determine if a quantifiable change can be determined. Before and after data is also needed if the town plans on applying for grant funding from outside sources. Data is to be described in writing and, if possible, displayed graphically.

Project management and Police Chief Coordination:

The grant application must identify the name, title and contact information of the person who will be in charge of overseeing the administration and execution of the project.

The town must also coordinate the grant project with the local Police Chief.

Resolution:

The governing body of the town must adopt a resolution authorizing the town to apply for the RCP Challenge Grant.

Funding Schedule

Half of the total grant amount awarded for the approved Phase 2 Pedestrian Safety Enhancement grant proposals will be paid to the town upon execution of the grant agreement; the balance of the grant funding will be paid upon satisfactory completion of the project.