GRANTS OFFICE
empowering communities

Safe Streets and Roads for All (SS4A): Grant Writing Webinar

Webinar Transcript • April 8, 2026

Presented by Ashley Schultz and Amanda Day • Grants Office, LLC

Welcome and Introductions

Ashley Schultz:
Hello everyone and welcome to our event. My name is Ashley Schultz. I'm the Manager of Community Engagement here at Grants Office, and today we will be discussing the Safe Streets and Roads for All, or SS4A, grant, which will offer more than $900 million this year to reduce or eliminate roadway injuries and fatalities in the United States.

This event today is going to differ from many of our previous webinars on safe streets and smart transportation in that we're going to spend the entire 40 minutes exclusively on just this one grant. We're going to do that here today because, first and foremost, SS4A is a pretty complex grant. It hasn't been around for very many years, and there are a lot of different pathways that applicants can take to access this funding. But you really need to be in the correct spot when you ultimately click submit, so it's worth spending a bit of time here to talk through those choices.

The other reason we're spending so much time on one single grant is that if you're listening to this here live with us today, SS4A applications are due in just 48 days. Now, in the grant-seeking world, that is simultaneously a long time and also not a long time. So we want to dedicate our webinar here today for those folks who really find themselves in the thick of it on their SS4A application.

I'm joined today by Amanda Day, Grants Office Grants Development Consultant, who is our in-house expert on SS4A funding. Amanda is likely a familiar face to those of you who have joined previous events with us, particularly if they were related to cybersecurity, smart cities, and smart utilities, and I'm happy to share that she knows just as much about transportation funding and has helped dozens of organizations just like yours to navigate the ins and outs of funding that's found for government entities. In short, Amanda has a wealth of expertise on this program and on grants in general, and I think you're going to learn a lot from her today.

Today's Agenda

Ashley Schultz:
Here's a quick run-through of our agenda over the next 30 to 40 minutes. Once I pass things over to Amanda, she'll run through a high-level introduction of the Safe Streets and Roads for All grant program. She'll cover what it is, what it helps you pay for, and who can go after it. We want to make sure, before we dive into the nitty-gritty details, that this grant is really right for you.

After we've cleared those hurdles, Amanda will tackle how to prepare a competitive SS4A application. She'll talk about core proposal components and also leave you with clear, concrete tips on how to have success within each. We'll also include a quick overview of some additional services Grants Office can provide you on this grant program, whether you need someone to come in and review a draft of your proposal or you want to have someone put pen to paper on your behalf and actually write that narrative for you. We'll have time for Q&A at the end of today's event, so please feel free to drop all questions you may have in the box in the bottom right-hand corner of your screen.

So with that, I'm going to pass things over into the very capable hands of Amanda to take us away.

Program Overview

Amanda Day:
Thank you, Ashley, and welcome everyone. Thank you for joining us today. I'll start off by defining what SS4A is and how it's set up, and then I'll dive into some tips for creating a competitive proposal.

SS4A is a critical initiative that helps communities address the growing crisis of roadway fatalities and serious injuries. By providing funding and guidance, SS4A empowers recipients to plan, design, and implement safety improvements that protect all road users. This program is grounded in a Safe System Approach. The Safe System Approach is essentially about preventing crashes before they happen — being proactive, understanding that there is human error in our roadways, and creating programs and initiatives that will prevent fatalities and serious incidents. Bottom line, SS4A gives communities the tools and resources they need to save lives and make roads safer for everyone.

Funding Levels and Timeline

Amanda Day:
SS4A is a five-year program. It was created in 2021 as part of the Infrastructure Investment and Jobs Act (IIJA) through the Biden administration. So this is technically the fifth and final year of funding. Although the program manager, Andrew Emmanuel, stated that the program will likely continue in some form. It may not be in the form that it is currently or at the funding levels that it is currently, but it most likely

will continue in the coming years because the program has been so effective and the recipients have done such a great job implementing some of these projects.

A total of $993 million is available in 2026 with a deadline of May 26.

Eligible Applicants

Amanda Day:
Eligible applicants include the following — it's a long list: local and tribal governments, including public safety agencies (law enforcement, fire departments, emergency medical services, and 911 agencies); select transit agencies; metropolitan planning organizations; and additionally, state-run public health agencies, school districts, and universities. I will note that state transit agencies are not eligible, but other transit agencies are.

So it's a long list of eligible applicants and really a good opportunity for partnerships. The DOT encourages partnerships of any of the previously listed applicants. For example, a road may run through two counties or through a county and tribal lands, and a partnership is required to put an application in for that. Or if you're planning to equip school buses with cameras, they may have to serve different towns, so collaboration is key in that one as well. Partnering helps align strategy across cities, counties, and tribal lands for a more comprehensive approach, helping a lot more people overall in a safety project rather than just limiting it to one applicant.

Two Grants in One: Planning and Demonstration vs. Implementation

Planning and Demonstration Grants

Amanda Day:
This grant is actually two grants in one. It's split into two separate programs. First is Planning and Demonstration. These grants are the foundation of the SS4A program, helping communities take the first step toward safer streets. They fund the development of comprehensive safety action plans — I'll just refer to them as safety action plans or action plans from here on — along with targeted studies and pilot projects to better understand and address local roadway risks. With this funding, communities can test solutions, analyze data, and build a clear plan for reducing crashes and saving lives.

The bulk of the applications for this program will come to Planning and Demonstration: 400 to 700 applications are expected for Planning and Demonstration, and between 40 and 60 will be for Implementation. Planning and Demonstration gives you the opportunity to use data collection to create a comprehensive plan.

Implementation Grants

Amanda Day:
If you think about it, Planning and Demonstration gets your plan together. Implementation says, I have a plan, it's been approved, and this is what we're going to do. These are the permanent changes that we're going to make. So they provide funding to turn safety plans into real operational improvements. They support projects that directly reduce roadway fatalities and serious injuries. It will fund things like safer intersections, pedestrian crossings, traffic-calming measures, and roadway redesigns. I have a more comprehensive list of some of the fundable activities later on.

These help communities move from planning to action and deliver measurable safety outcomes. Since these grants fund the materials and technologies — the actual stuff, as I refer to it — needed to carry out these plans, a larger percentage of the funds will go to these types of grants. About a third of the funds will go to Planning and Demonstration and two-thirds to Implementation, just because the expense is a lot higher to implement these activities.

Priority Areas: Public Safety Infrastructure

Amanda Day:
The DOT has stated that it's prioritizing public safety infrastructure used by public safety agencies. There's a big focus on 911 systems and EMS services, emergency response coordination tools, and pre-hospital blood transfusion activities — essentially the equipment for blood storage and temperature control transport. So we'll see a lot of public safety agencies or EMS applying for these funds this year, or at least partnering with cities and towns to apply for funds, to improve emergency response.

Which Grant Should You Apply For?

Amanda Day:
So, how do I know which one to apply to? If you have a DOT-approved safety action plan, you are ready to move on to Implementation grants. I'll go over the safety action plans later — what the requirements are and what you have to have in order to get an approved plan. If you don't have a DOT-approved plan, or you need to supplement an existing plan, you want to start with the Planning and Demonstration grants. That will help you create a plan that is DOT-approved so that you can then start implementing some of the projects.

Planning and Demonstration: Three Eligible Activities

Amanda Day:
Once you decide which one to apply to, we split off in two different directions. I'll start off assuming that you do not have a plan. Within Planning and Demonstration grants, there are three different fundable activities.

If you don't have a plan at all, or you're looking to improve on an existing plan, that's where we start. The ultimate goal is to create a comprehensive safety action plan, and you can apply for funds to start from scratch or use existing local plans to accomplish this. If you're editing or adding to an existing plan, you'll be asked to provide a status of where exactly your plan is.

First, funds are provided to create a new action plan. Second, you can apply to supplement existing plans — these are funds used to update existing plans for things like road safety audits, data collection and analysis, stakeholder engagement activities or meetings, and surveys to help supplement the action plan that you're creating.

Third, the demonstration part of Planning and Demonstration grants refers to temporary, real-world pilot projects that let communities test safety solutions before making permanent investments. Examples might be temporary curb extensions using cones or paint, pop-up bike lanes or pedestrian plazas, removable rumble strips, an interim crosswalk, or traffic-calming measures of some kind. I do want to stress: these are temporary measures. They need to be removable. They are simply there to make studies — to collect data on how these measures are affecting traffic flow, accidents, pedestrian safety, and things like that. Essentially, it's a test before you build, by collecting data to prove the effectiveness of the type of projects you're hoping to implement.

The Seven Components of an Approved Safety Action Plan

Amanda Day:
The ultimate goal of Planning and Demonstration is to create an approved safety action plan. The DOT has outlined a list of required components, and there are seven components of an approved safety action plan. These seven components create clear strategic roadmaps to identify risks, prioritize solutions, and deliver safer streets for all.

Number one is leadership commitment and goal setting. This is a formal public commitment — a resolution, policy, or ordinance — made by a high-ranking official. Think of your mayor, a city council, tribal council, or a metropolitan planning organization policy board, to work on eliminating roadway fatalities and serious injuries.

Number two is planning structure: a committee, task force, implementation group, or a similar body responsible for overseeing the development, implementation, and monitoring of the action plan.

Number three is safety analysis: the review of existing conditions and historical trends to establish a baseline understanding of crashes involving serious or fatal injuries within your jurisdiction — locality, tribe, whoever the applicant is.

Number four is engagement and collaboration. This includes meaningful involvement of the public and key stakeholders such as private sector and community groups to ensure representation and input. Feedback is gathered through these efforts and incorporated into your action plan. All of the data that you've gathered from your engagement with the community or stakeholders is included.

Number five is policy and process changes. This includes the assessment of current policies, plans, and guidelines to identify opportunities to improve how processes prioritize transportation safety. As a result, new policies are created to include transportation safety as a priority.

Number six is strategy and project selection. This involves identifying a range of projects and actions guided by data, best practices, and stakeholder input to address safety issues in their action plan.

And finally, number seven is progress and transparency. This refers to tracking results over time in an action plan, including outcome data, while maintaining clear and ongoing communication with residents and stakeholders. Nothing is secret. Everyone is informed on a regular basis, and information is available to those who would like to know the progress of your plan.

Get Your Plan Reviewed by April 24

Amanda Day:
If you have a plan that you feel fits this criteria but you're unsure, the DOT is offering the opportunity to have your plan reviewed. The deadline for this review is April 24. I think it's a really good idea if you have any doubt that your plan is a DOT-approved plan to just get them to review it. They are more than happy to do it, and they are expecting people to submit their plans. The instructions for submitting your plan are on the Safe Streets and Roads for All website.

I will say that this is an amazing website — please utilize it. The resources are there. They have provided so many different resources: videos, webinars, all kinds of links to instructions on how to fill things out, examples of different budget sheets, and things like that. Please utilize that website when you're getting ready to apply.

I will note also that this is a different grant. The application will not go through Grants.gov. It goes directly through the SS4A website. There is a link to the Implementation grant application and a link to

the Planning and Demonstration grants — two different applications, very similar but distinct, so make sure you're keeping your eyes open for the differences between those.

Implementation Grants in Detail

Amanda Day:
Now, if you have decided that you do have an approved action plan and you're ready to apply for Implementation grants, I'll recap the purpose of Implementation grants. I know this is a lot of information to put into a 40-minute webinar, but once you get started, you really start to understand the grant, so don't be afraid to dig into it. I had a customer who was terrified of applying. Once she opened up the application and dug into it, she said it was fine. She encouraged the towns around her to apply because she found a much easier process than it looked like from the get-go.

Implementation grants support applicants who are ready to take action by funding projects that directly improve roadway safety. These grants focus on implementing strategies and infrastructure identified in your safety action plan. So you can apply for funding only for projects identified in your plan.

Bundling Supplemental Planning with Implementation

Amanda Day:
As we discussed earlier, if you need to edit or add to your plan, you can bundle supplemental planning with an Implementation grant application. That's the kind of hard part to understand: if you already have an action plan that's ready to go, but you want to add something to it or edit something, you can apply for supplemental planning and the implementation project together. In the budget worksheet for Implementation grants, there is space for that. Once you open that budget sheet, you'll understand what I'm saying.

My example is: if you have emergency response measures in your action plan, but you have decided to incorporate unmanned aircraft, you can apply for funds to do supplemental planning by adding the aircraft into your plan, but at the same time apply for the funds to implement that aircraft. Think of it this way: we had the plan all set, we decided we wanted to add something, and we're applying for the funds to add those drones. If you include implementation projects in your budget that are not in your approved plan, the review committee can — and will — reject your application. So you can only apply for projects that were included in your action plan.

And again, you're encouraged to submit your safety action plan for review by April 24 if you have any doubt that it's an approved plan.

What Must Be in Your DOT-Approved Plan

Amanda Day:
We're spending a lot of time on this because the worst thing you could do is apply for this grant, attach your safety plan, and have it not be DOT-approved. So we want to make sure you understand everything you need to have in that safety action plan.

Three Required Components

Amanda Day:
First, you have to have all three of the following components.

Safety analysis: analysis of existing conditions and historical trends to provide a baseline of crashes across your jurisdiction. Analysis of locations of crashes, the severity of those crashes, contributing factors, and the crash type. Analysis of systemic and specific safety needs — for example, high-risk road features, specific safety needs for road users, and post-crash care.

A geospatial identification or map of higher-risk locations. For those of you who don't know what that is or don't know how to make that map, there are detailed instructions on the website outlining how to create it. Like I said, this website has done a great job of providing you with a lot of resources that will help you through this application process.

Second, include strategy and project selections: the list of specific projects and strategies that will address the safety problems you have identified, including prioritization of the elements of the project and time ranges for when those projects are to be implemented.

Your report must be less than five years old. Your action plan must be less than five years old — so between 2021 and May 2026 — and it can be approved on the last day, on the day of the application submission. So right down to the wire, if your action plan is approved, you are still eligible to apply.

Three of Five Additional Elements Required

Amanda Day:
The following five points: three of these must be included in your action plan. Not all of them, but at least three.

First, it must contain leadership commitment and goal setting. List your commitments by high-ranking officials or the governing body, including target dates to achieve reductions in roadway fatalities. We want to make sure those targets are within the grant project period as well.

Second, the plan must be created by a committee or task force. Describe membership of the group and what role they played in the development of the action plan.

Third, show evidence of engagement and collaboration. Provide detailed information about public meetings, participation in public and private events. If you've done surveys, those count as well. Proactive meetings with stakeholders to create the plan also count.

Fourth, review current policies and suggest process changes. Describe how the committee assessed current practices and standards to identify opportunities that can improve how processes prioritize safety. It's important that you review your current policies, and after reviewing them, if changes need to be made, suggest those changes and implement them into new policies.

And finally, detail how progress will be tracked and shared. If you're granted the award, explain the progress-reporting structure: a list of proposed metrics, who will be doing the reporting, and how you're going to measure. What metrics are you using? Crash data, police department reports, things like that. Three of those five elements have to be in your plan as well.

Combining Existing Plans

Amanda Day:
A couple of notes about existing action plans: the DOT will allow you to combine up to three existing plans to create a comprehensive safety action plan. You may also use existing plans from a higher jurisdiction as an eligible plan. So if you're a town within a county that has an approved plan, you can use their plan. If you're a county within a metropolitan planning organization that has an approved plan, you can use their plan as well. Again, we talk about partnerships and collaboration — this is what we're talking about: collaborating with other entities to get your best proposals submitted.

Fundable Activities Under Implementation Grants

Amanda Day:
Implementation grants will fund a wide range of activities that directly improve roadway safety and reduce fatalities and serious injuries. These grants fund practical, data-driven actions that make immediate and lasting safety improvements to our roads. Whereas Planning and Demonstration involves temporary measures to gather data, that data is then used to say: yes, these worked. We reduced injuries, we reduced crashes, so now we want to implement them in real life.

Roadway Improvements for All Users

Amanda Day:
This can include comprehensive roadway redesigns, the installation of protected bike lanes, targeted intersection improvements, and a variety of traffic-calming measures — think rumble strips and things like that — along with strategic roadway reconfigurations, all aimed at improving safety, reducing speeds, and enhancing mobility for all users.

I want to reiterate: they're not looking for measures that will just help traffic or just help vehicles. They're looking for all users — anyone on wheels, pedestrians, all of the people who are using the roads, not just cars and other vehicles. Keep that in mind when you're doing your narrative — include all users.

Speed Management and Smart Signals

Amanda Day:
Second, a range of safety-focused strategies to improve how people move through the roadway network. These include speed management measures to reduce vehicle speeds in high-risk areas. I will stop there and say that in this round, traffic speed cameras can only be used in school zones or in construction zones. They're not allowing speed cameras to be used on highways or things like that — just in school zones or construction zones. So keep that in mind if you are applying for speed management measures.

They will fund signal-timing improvements to enhance traffic flow and reduce conflicts — meaning smart traffic signals that help emergency vehicles get through in a timely manner — and the use of intelligent transportation systems to support more efficient and responsive traffic operations.

Supplemental Planning, Data Systems, and Design

Amanda Day:
Number three is supplemental planning activities. We talked about that a little before, but this includes pilot and demonstration efforts that can be used to explore and test safety interventions in real-world conditions. Through data collection and evaluation, you can better understand performance, identify opportunities for improvement, and refine designs to support effective and sustainable safety outcomes. Those are the supplemental planning and demonstration activities that can be included in an Implementation grant. If that is confusing to anybody, please reach out to our helpdesk and we can expand on that. That's where the bundle I was talking about earlier comes in.

Number four is crash data systems and safety analysis tools: GIS-based safety mapping and analytics, and integrated data platforms to identify high-risk locations and inform targeted safety improvements.

And finally, planning, design, and engineering for safety projects. These will support final design and engineering work for key safety improvements, along with feasibility studies that help guide implementation. This is by no means an exhaustive list. Essentially, funding is provided for any measures that you can justify in your plan that will help reduce crashes and improve safety. If there's something you have a question about as far as whether it will be funded, you can reach out to us.

Building a Competitive Application

Amanda Day:
Now that we've covered which grant to apply to and maybe you've decided which one you're going to go for, I'm going to give you some tips and tricks to have a successful, comprehensive, and competitive grant application.

Safety and Data Analysis

Amanda Day:
Some of the elements of the actual application include safety and data analysis. You should use crash data, roadway characteristics, and risk analysis to pinpoint high-risk locations and high-risk populations. The more clearly you connect data to the proposed solutions, the more competitive your application will be.

Engagement and Collaboration

Amanda Day:
Strong applications demonstrate meaningful engagement with community members and collaboration with key partners. This includes involving public stakeholders and local agencies early on to ensure that your plan reflects real needs and priorities. So a town partnering with a police department, or a police department partnering with EMS — those partnerships matter. The more of the population that your grant will affect, the better chance you have of being funded.

You need to clearly show how that input was gathered, whether through a meeting or surveys, how partners were involved, and how the feedback you got from those entities shaped your safety strategies. You also need to clearly demonstrate that your action plan includes the seven required components. If one of those components is missing, your action plan will not be approved.

Budget Spreadsheet

Amanda Day:
For your budget spreadsheet, there is one for each type of grant. Make sure you're using the correct Excel document and that it's complete. If you miss anything on this Excel spreadsheet, the application can be rejected. The two budget worksheets are on the website side by side, so just make sure you're using the correct one. It is very clearly defined of what you need to fill out. Again, any questions, please reach out.

Letters of Support

Amanda Day:
Letters of support strengthen your application by demonstrating broad backing and readiness to implement. Include partners like community organizations, your state DOTs (because they can't apply themselves, but they can certainly help you), public safety agencies, and schools. Focus on quality over quantity — fewer, highly detailed letters are much stronger than a number of vague or incomplete letters of recommendation.

Project Timeline

Amanda Day:
Your project timeline needs to be clear. A phased timeline shows how the project will move from planning to completion. The easiest thing to do is break the timeline into key stages like project kickoff, data collection and safety analysis, stakeholder engagement and coordination, action plan development or project design, and then monitoring, evaluation, and reporting.

Program Narrative

Amanda Day:
The narrative page limit for Planning and Demonstration is 12 single-spaced pages, while the limit for Implementation is up to 14 pages. The narrative will be attached to your application, and you want to make sure that you clearly outline why the project is needed, outline specific strategies, and demonstrate collaboration and partnerships. Highlight how your approach is data-driven and focused on high-risk areas and vulnerable road users, and connect the narrative to those core components of the action plan. Include expected outcomes and safety benefits as well.

Most importantly, make sure your narrative is well organized and easy to follow. Remember that reviewers are going to be looking at hundreds of applications, and if you're all over the place, they will be lost trying to figure out your application. It needs to be clear and concise. Include everything that you need to include, and keep it very easy to navigate and follow through.

Core Strategies for a Competitive Application

Amanda Day:
Next is core strategies for success. We've included these to make sure you have some resources to make your application more competitive.

Start with a Clear Safety Problem

Amanda Day:
Start with a clear safety problem. Use extensive data that you've collected — whether through Planning and Demonstration grants where you've done data collection and used those temporary safety measures to gather data from the roadways you're looking at. How many fatalities? What are the serious injury numbers? What trends are you seeing in the roadways? Are you identifying high-risk corridors or populations? Including that information is important. Is it the rural roads that are the problem? Is it the high-traffic roads?

Show disparities. Equity is scored really high in Safe Streets and Roads for All. You'll see the words "underserved communities" quite often. In the application, one of the questions is whether your project is taking place in one of those underserved communities. Keep that in mind. Think of an underserved community as communities that have reduced access to services — tribal communities, rural communities, low-income communities. Those applications are scored higher in Safe Streets and Roads for All, so keep that in mind when you're filling out your application.

Align Priorities with SS4A Guidance

Amanda Day:
You need to align your priorities with the Safe Streets and Roads for All guidance. The Safe System Approach is what we talked about before: underserved communities, speed management, and the vulnerable road users you're trying to protect.

Create a Strong, Actionable Plan

Amanda Day:
We want to create a strong, actionable plan — be specific about what you want to do. We don't want to say "we'd like to save lives on Route 81." We want to say, "we are planning on replacing all traffic signals with smart traffic signals in order to exponentially increase the response of emergency vehicles," things like that. Be specific. Include timelines and phases. Again, make sure they're within the project period of performance. And for Implementation grants, you want to show that projects are ready or very close to ready to implement.

Demonstrate Readiness and Capacity

Amanda Day:
Define staff roles and expertise: who is doing what, and what qualifies them to do the tasks they're assigned. Define your project management structure — who is the project manager, who is the support system. And if you have similar work that was completed before, include that with your application. Let them know what you've already done before you applied for these funds.

Select Meaningful Partnerships

Amanda Day:
Going back to partnerships — we're going to focus on that a lot, as you see. Select meaningful partnerships and ask who is benefiting from this partnership. Local governments, MPOs, law enforcement, public safety, community-based organizations, and tribal governments are all good options.

Create a Community Engagement Plan

Amanda Day:
Create a community engagement plan. We want to make sure that we are engaging the community in these decisions and getting feedback from them and implementing it in our plan. How will you engage with residents, especially underserved groups? Going back to meetings and surveys and things like that, include the methods you used: “we had a workshop on April 4, we sent out a survey and received this many responses.” Be really detailed in your plan about what you've done to gather the data. Then show how that feedback will influence your decisions — what feedback you've gotten and how it will influence what your plan is trying to do.

Define Clear Outcomes and Metrics

Amanda Day:
Next, define clear outcomes and metrics. We want to make sure we are saying what the goal is — give numbers. “We are aiming to reduce traffic fatalities by 100 percent.” Specify what your speed reduction targets are on certain highways, what mile markers you're looking to improve, what intersections — being very specific, not just saying “a quarter of the intersections need new crosswalks.” We want to be very accurate in what we're saying: the street names and what you're going to do.

Build a Budget That Makes Sense

Amanda Day:
Finally, build a budget that makes sense. Costs should be reasonable and justified, meaning you have to understand how much the measures you're looking to implement are going to cost. Match the scope to the budget — don't ask for too much, don't ask for too little, be accurate in your budget and exactly what you're asking for. Just make sure that your budget is in line with the scope of your project.

And finally, include your required match and explain the sources. There's a 20 percent match for this program, and it can be either a cash match or an in-kind match. An in-kind match would be staff hours or volunteer hours, which can count as well. This is clearly defined on the website, so make sure you're checking the website for guidance on in-kind matches or your cash match.

Innovative Technologies SS4A Will Fund

Amanda Day:
The thing I want to point out is that Safe Streets and Roads for All will fund things like road reconfigurations, rumble strips, crosswalk improvements, adding roundabouts, the addition of bicycle paths, and signage upgrades. Those are all non-technology-based improvements, and they absolutely will fund those. But they are also looking for innovative ideas to improve safety and save lives.

When we talk about innovation, what comes to my mind is technology that is advancing traffic safety. We're looking at things like smart traffic signals that adjust in real time — I've talked about that a little, allowing emergency vehicles to get through faster, whether it's fire or EMS or police; AI-powered red light or speed warning systems; and connected vehicle technologies, whether that's vehicle-to-infrastructure communication or vehicle-to-vehicle communication.

For pedestrian and cyclist safety: the implementation of smart crosswalks with motion detection and flashing alerts; pedestrian detection systems using cameras or sensors; and adaptive lighting that brightens when someone is present. Oftentimes you'll be driving and see that lights are fading in. This is why: they're being more energy-efficient by staying dim if no one is underneath them, but then lighting up as people or bicyclists go by. Invented safety measures with lighting is also a big part of this grant.

For speed management: dynamic speed feedback signs, automated speed enforcement pilots (this is what I talked about earlier, where they're allowed in school zones and construction sites), and data-driven speed management tools.

Finally, data and analytics tools: crash data and dashboards, near-miss detection using video analytics, and GIS-based risk mapping tools. Those are some of the types of advanced technologies that they're looking for you to implement in your plans. As technology advances, we're going to see a lot more of these measures come to light, especially AI-driven technologies in traffic safety.

They also will fund technology pilot programs. Something you're trying to implement might be testing new safety technologies in real-world conditions, collecting data on effectiveness, and demonstrating measurable safety improvements.

Examples of Recent Awards

Amanda Day:
I wanted to give examples of the different types of applicants and projects that were funded. These are last year's awards. The City of Phoenix received funds for safety upgrades to one of their high-injury intersections and surrounding corridors. An MPO received funding to develop their plan and conduct supplemental studies. A tribal government received an award to deploy AI-driven technologies and

other intelligent traffic systems. And the City of Ontario, California, was provided funds to test unmanned aircraft or drones for emergency response.

I think you're going to see a lot more of that type of thing, where drones can actually deliver blood to sites, deliver footage back to the home base or the police department to see what emergency aid is needed. Those are some of the kinds of things that are funded.

On the next page, you'll see a QR code — this is a link to all of last year's awards. There were over 500 awards — I think 551 awards were made for almost a billion dollars. Fifty percent of these are to rural communities or tribal areas, so $340 million was awarded to those areas to help them deal with traffic issues. That's a really good thing to check out. It gives you an idea of what's being funded, what's not being funded, and who is being funded.

With that, I will turn things over to Ashley to let you know how we can help you with this application.

Grants Office Services

Ashley Schultz:
Thanks so much, Amanda, for that wonderful information. Folks, while I'm chatting here, if you have any additional questions, please don't hesitate to put them in the Q&A box at the bottom right-hand corner. Amanda, I've got at least six questions for you right now, more on their way.

Free Eligibility and Proposal Workbook

Ashley Schultz:
First and foremost, as Amanda said, the Department of Transportation's website for Safe Streets and Roads for All is a really excellent resource, but we also wanted to offer you this free Eligibility and Proposal Workbook. If you hit the QR code here, or you wait to get an email from our amazing Multimedia Coordinator, Kate, later today with the recording and slide deck from today's presentation, you will also see this application workbook where you can confirm — triple confirm — your eligibility, look through all the details about your action plan, and then start planning your application out, should you choose to move forward. Just watch for that in your inbox as time goes on.

On the Federal Funding Landscape

Ashley Schultz:
I also want to call attention to the number of folks who have reached out to us in the last two to three months trying to understand what else is happening with the U.S. federal budget. Obviously, Safe Streets and Roads for All was guaranteed funding through the IIJA and the previous administration, but there is quite a bit of discourse surrounding how and when the U.S. federal government is providing other grants, particularly those that come through the standard federal budget process. If you haven't

already done so, I encourage you to check out our website under the Guidance for Grant Seekers tab. There we have a series of five-minute videos on the U.S. federal budget: what has passed, what has not passed, how much funding is available, what changes are we seeing in the grant funding landscape, et cetera. All of those videos are available for you on demand and are completely free on our website right now.

Grant Writing and Editing Services

Ashley Schultz:
I also want to call out Grants Office's grant writing and editing services that I referred to at the beginning of today's event. Our team here, filled with folks just like Amanda, has a 25-year reputation across both the U.S. and Canada in proposal development work. We help organizations just like yours to plan out and articulate their projects in a way that's really going to speak to the funder's goals and objectives.

So if you followed along with today's session and you plan to apply for the SS4A grant but feel like you're going to need some help getting across the finish line, please don't hesitate to reach out to us. We have full proposal development and writing. What this means for SS4A is that you come to us with a general overview of your project and a budget, and we'll get you a grant writer who can translate all those ideas into a competitive narrative that you can then submit to the Department of Transportation. If you're already writing the proposal yourself but you want just an extra set of eyes on the draft to make sure you've dotted all your i's and crossed all your t's, we also offer proposal editing services at 25 percent of the full cost of grant writing.

How Working with Grants Office Looks

Ashley Schultz:
What does that look like if you're working with us? If you're interested in exploring our support, the first step would be to contact us at grantwriting@grantsoffice.com. You want to come to that email having already read through and worked through a lot of the questions in the workbook I mentioned earlier. You don't need to have full sentences, you don't need to have beautiful prose for all the prompts, but we do ask that you have given each component of your project a fair deal of thought. What geographic areas are going to be included in your scope? What types of roadway safety plan needs to happen, or if you already have a traffic safety plan in place, which items on your to-do list are you going to prioritize? Things like that.

From there you'll meet with Amanda or another member of our team to discuss your project goals and your development needs. If you contract with us for writing, we'll get you connected to a writer who will start putting pen to paper on your behalf. We try to give you at least two opportunities to review those drafts and provide feedback to make sure we've really captured your organization's goals and mission correctly. As you work toward the May 26 deadline, we give you all the application materials so that you

can upload them into the portal and click submit. So again, if this is something that you're interested in, please contact us at grantwriting@grantsoffice.com to get started.

Other Grants Office Services

Ashley Schultz:
If you followed along to the end of today's session but you don't think SS4A is right for you, I will also call your attention to other Grants Office services that are available. We have Research and Consultation services. These allow you to sit down with a consultant, discuss your upcoming projects, and then be provided with a list of state, federal, and foundation grants that would best support those initiatives. We have Project Building services that again allow you to sit down with a consultant like Amanda to build out a competitive application on an entirely different grant program. And last but certainly not least, we have our subscription service, Grants Office Communities, which gives you access to our database of more than 26,000 state, federal, and foundation grants so that you can do the research and project building all on your own inside a platform that was designed for and by grants people. Grants Office Communities always offers a free two-week trial, so if you haven't gone over to check that out yet, I definitely encourage you to do so.

Q&A Session

Ashley Schultz:
With that, I want to move on to the questions in the chat. Thank you, folks, who have stuck around here past our 40-minute promised timeline — just lots of exciting things happening here.

Q1: Does our safety action plan have to be funded through a planning grant, or could we have already had that done before?

Amanda Day:
It does not have to be funded through SS4A Planning grants. It can be something that was previously created. That's the kind of plan that I would definitely send through to the team that reviews it and lets you know if it's an approved plan. You have until April 24, so I would definitely submit that for approval, but no, it does not have to be.

Q2: Would a bike and pedestrian master plan be considered a safety action plan?

Ashley Schultz:
I sense the theme here — lots of people asking about safety action plans.

Amanda Day:
It depends if that has those seven components. As long as it has those seven components, it can definitely be that type of plan. It just has to include the seven components and the other components

we're talking about. Again, if you have any questions, I would definitely submit it because they will give you feedback and say what is missing. They're not just going to send you a no — they'll give you feedback on what is missing if that's the type of plan you want to submit.

Q3: For an implementation grant, does a project have to be specifically named in a county action plan, or is it acceptable if that strategy is being implemented in a county action plan?

Amanda Day:
That's something I would have to look into. Kate, can you get their name? I can look into that. I don't have a direct answer.

Q4: For an implementation grant, how detailed do the budget line items have to be, and should they be separated by component?

Amanda Day:
They should be separated by component. There's plenty of space for you to put them. It actually says component, and they should be as accurate as possible. If you can get quotes from a few different reliable sources and average those out, they're looking for as close as you can. It doesn't have to be to the penny, obviously, but it has to be close. That's what I was talking about when I said, when you're doing the budget, don't ask for too little, don't ask for too much. Make sure you're as accurate as you can be.

Ashley Schultz:
I would also say that having more exact quotes earns you project readiness, which is one of the priorities for 2026. Showing that you've gone through, thought about all the costs, and are really ready to hit the ground running can be expressed through your budget, not just your narrative.

Amanda Day:
Good point, thank you.

Q5: Does the self-certification worksheet need to be submitted in advance of the application due date, or is it just attached to the application on May 26?

Amanda Day:
It is attached. That's an attachment. The self-certification worksheet, which I did not cover, is where you're saying yes, this is a DOT-approved plan, I am self-certifying without having to submit it for review. So that will be included with your application.

Closing

Ashley Schultz:
Perfect. Thanks so much. I don't see any more questions in the chat. Again, thanks to all of you who stuck around here for the extra 11 minutes while we finished up our content and our questions and answers. Thank you also to Amanda for providing such excellent information, and thanks also to you for joining us here on this Grants Office webinar. We hope you found this to be a good use of your time, and we hope to see you on a future event. Thanks again.

— End of Transcript —

Grants Office, LLC • empowering communities • Recorded April 8, 2026

About This Transcript

This transcript was generated using Webex's automatic caption feature and subsequently reformatted with the assistance of artificial intelligence. While we make every effort to ensure accuracy, errors may remain. If you notice a discrepancy, we welcome your corrections — please reach out to education@grantsoffice.com.

Live sign language interpretation is available upon request for future Grantscast® events. To request an interpreter or learn more about accessibility accommodations, please contact accessibility@grantsoffice.com.