

BC Vision Zero in Road Safety Grant Program

Process Evaluation Report Summary

Table of Contents

BACKGROUND AND RATIONALE	2
KEY FINDINGS	2
METHODS	2
RESULTS	3
1. STEPS INVOLVED WHEN PURSUING VZ GRANT PROGRAM FUNDING	3
2. SPREADING THE WORD	3
3. APPLICANT RESOURCES	4
4. APPLICATION FORM.....	5
5. APPLICANT FEEDBACK AND SUGGESTIONS FOR FUTURE CHANGES	5
PROGRAM ENHANCEMENTS	6

In partnership with



Background and Rationale

British Columbia’s Vision Zero in Road Safety for Vulnerable Road Users Grant Program (‘VZ Grant Program’ or ‘the Program’) is the first of its kind in the Canadian context. The VZ Grant Program exemplifies the Province’s aim to achieving zero fatalities or serious injuries on the road.

The purpose of the process evaluation was to gather information from applicants about their experiences applying for VZ Grant Program funding in order to highlight best practice and improvements for the second cycle, which launched Fall 2022, as well as the program moving forward. Other participants included members of the Vision Zero Working Group (VZWG), which is comprised of health authority (HA) leads, Ministry of Health (MoH) staff, and members of the British Columbia Injury Research and Prevention Unit (BCIRPU).

Key Findings

The results showed that many participants felt supported by the VZWG when applying for a VZ grant. At the same time, areas for improvement were identified regarding the accessibility of the application form and process, as well as resources available to support applicants. Further, participants highlighted the varying capacities of small, rural, remote, and Indigenous communities when applying for grants.

Methods

Qualitative data were collected from four participant groups: 1) successful applicants (SAs); 2) successful Indigenous applicants (SIAs); 3) unsuccessful applicants (UAs); and 3) Vision Zero Working Group (VZWG) members who participated in the first cycle of VZ Grant Program funding.

Participants (n=33) were given the option to participate in a virtual interview (e.g., Zoom), telephone interview, or to complete a short answer survey of the interview questions.

Semi-structured virtual interviews (n=24) were conducted via Zoom with SAs, SIAs, UAs, and VZWG members from July 27, 2022 to October 4, 2022. Surveys (n=9) were submitted by SAs, SIAs, UAs, and VZWG members from July 27, 2022 to August 21, 2022 (Table 1).

Table 1. Participant data totals.

Participant Category	Interviews	Survey	Totals
SAs	9	3	12
SIAs	3	3	6
UAs	4	1	5
VZWG	8	2	10
Total	24	9	33

Results

The results are organized into five themes: 1) steps involved when pursuing VZ Grant Program funding; 2) spreading the word; 3) applicant resources; 4) application form; and 5) suggestions for future changes.

1. Steps Involved When Pursuing VZ Grant Program Funding

Applicants described the steps involved when pursuing VZ Grant Program funding: 1) external partnerships; 2) internal partnerships; 3) data collection; 4) HA support; 5) engaging communities; and 6) champions. Below are data excerpts that illustrate these themes:

Table 2. Steps involved when pursuing VZ Grant funding.

Theme	Raw Data
1. External Partnerships	"I worked in conjunction with the [cycling non-profit] and our project manager in order to assess the area that funding would be most beneficial to our project." (SA)
2. Internal Partnerships	"Internal coordination went as far as the Transportation Planning team receiving information on the funding opportunity and then workshopping a draft application and then the good copy, which was submitted." (UA)
3. Data Collection	"I had to get some estimates on what it would cost in order to maximize the funding opportunity." (SIA)
4. HA Support	"One thing that's a positive, at least in my experience at [HA], is if I had any questions it was really nice to be able to reach out to the representatives to help clarify. Being able to have that key person to contact is super helpful." (SA)
5. Engaging Communities	"We went out there and engaged the school principals in person and have conversations about what their concerns are. We engaged the school district. Myself and our social planner went out there and had conversations about what the concerns were and that's how the projects were identified." (SA)
6. Champions	"It's definitely an uphill battle and for me... it's my personal passion and cause, so I will do whatever it takes to overcome the barriers. But I also see in other communities where there might not be a champion and they don't have vulnerable road user (VRU) safety-minded infrastructure and staff... that just wouldn't happen." (SA)

2. Spreading the Word

VZWG members described how they spread the word about the VZ Grant Program funding: 1) e-mail and social media; and 2) newsletters. Participants reflected on how they heard about the VZ Grant Program funding. Applicants offered suggestions that would increase awareness of the

program: 3) public sector digest; 4) school districts; 5) posters; and 6) communication with First Nations Health Authority (FNHA). Below are data excerpts that illustrate these themes:

Table 3. Spreading the word.

Theme	Raw Data
1. E-mail and Social Media	“We utilized a snowball-type approach where we created e-mail blasts but we also utilized social media. Twitter and Facebook, two types of social medial channels, were used and we did this regularly and I think we got fairly good coverage.” (VZWG)
2. Newsletters	“We send out a monthly newsletter to all our communities. We have over 800 people on our distribution list. They’re elected officials, community staff, and community champions from different community organizations.” (VZWG)
3. Public Sector Digest	“I would suggest connecting the grant information with the Public Sector Digest. It’s a grant subscription that a lot of municipalities have.” (SA)
4. School Districts	“Sharing it with school districts would be great and then their communication team can share it with the community when you are accepting applications for organizations or municipalities. It doesn’t have to be outright to every single person. Parents, and their partner groups that they’re working with, they can share it, so everyone is on the same page and thinking of ways that they can partner and support the person who’s putting the application in.” (UA)
5. Posters	“Social media advertising is important, but I still think visually communicative paper grant posters could reach our populations who do not seek information online on a regular basis or do not have means to use a computer to fill in an online application.” (SA)
6. Communication with FNHA	“Let the FNHA know about the funding you have to support Nations.” (SIA)

3. Applicant Resources

Participants provided feedback on the application resources available on the BCIRPU website. Many applicants were pleased with the resources and provided feedback on, 1) the webinar recording, and 2) injury statistics. Others provided constructive feedback on, 3) provincial resources, and 4) suggested showcasing successful grant applicants/applications. Below are data excerpts that illustrate these themes:

Table 4. Applicant resources.

Theme	Raw Data
1. Webinar Recording	“The webinar recording gave some great suggestions on actionable things to do but I didn’t really dive into everything else because I found it was going to be overwhelming.” (SA)

2. Injury Statistics	“We visited the website prior to submitting our application for information regarding the aim of the program, which aligned closely with the aim of our project. For example, we utilized the “injury priorities” section, under the “road safety” section, where we found helpful information on current injury stats and prevention priorities. This website was a helpful information resource for prospective applicants.” (SA)
3. Provincial Resources	“There are a lot of publications out there and they seem to be all similar. The provincial resources are always thick, like big manuals, it’s not enticing. People, like us, want quick information.” (SA)
4. Showcasing Successful Grant Applicants	“I think showcasing the person that did get the grant and why were they chosen? What work did they do with the money? That would be valuable. Having a snippet of examples of what it should look like, so that the next person has an idea of what to put in the application.” (UA)

4. Application Form

Participants reflected on the application form. Some applicants and VZWG members described the form as, 1) straightforward, and 2) simple and easy. Other applicants provided constructive feedback, 3) asking for less reporting requirements, and 4) online submission options. Below are data excerpts that illustrate these themes:

Table 5. Application form.

Theme	Raw Data
1. Straightforward	“I fill out well over 50 grant applications through different funders throughout the year and I found this grant application to be very straight forward, very easy to understand, and it was a good flow. The grant guide was very well laid out. I knew exactly what I needed to get and when and how to submit it. It was pretty seamless actually.” (SA)
2. Simple and Easy	“We tried really hard to make it [the application] as simple and easy to complete as possible but I think, given the size of these grants, we need to make it shorter and easier.” (VZWG)
3. Less Reporting Requirements	“The more something is streamlined, meaning the more concise the application, and the less reporting requirements associated with it, that increases the likelihood that we would apply for something.” (SA)
4. Online Submission	“I think when we submitted the application it was through e-mails and I wonder if there could be an online system for that?” (SA)

5. Applicant Feedback and Suggestions for Future Changes

Applicants made suggestions for future changes for the next cycle of VZ Grant Program: 1) more local data; 2) community perspectives; and 3) Ministry of Transportation and Infrastructure (MoTI) partnerships. Below are data excerpts that illustrate these themes:

Table 6. Suggestions for future changes.

Theme	Raw Data
1. More Local Data	“We don’t have really good data about what’s happening in the City, like who’s getting injured where and why. So, there’s a bit of a data gap. We need those little bits. And for a community our size it is important because we don’t have a large pool of data to draw from.” (SA)
2. Community Perspectives	“If they had a report that was drafted up from the community’s perspective? They observe some things there and there’s also the history of treating the injured and some of the trauma that happened afterwards and that they had to bring in teams to deal with trauma. A bit of history and a report maybe would be helpful.” (SIA)
5. MoTI	“Our regional district doesn’t feel like they can apply for these grants because they don’t have the ability to implement these small infrastructure improvements. They need to work with MoTI.” (SA)

Program Enhancements

This evaluation provided valuable insight into the application process for the VZ Grant Program. In response to what was heard, a number of changes were made to the program for the second year of grant applications. These included:

1. A new Vision Zero website (visionzerobc.ca);
2. Creation of an online platform for submitting and adjudicating applications (visionzerobc.grantplatform.com);
3. Providing additional support and navigation with the grant application process for applicants;
4. Resources for applicants, including showcases of funded projects and links to sources of injury and traffic data within the new website;
5. Streamlined reporting requirements for applicants including opportunities for reporting through conversation or video to better reflect the importance of storytelling, an Indigenous way of knowing;
6. Clarification of requirements to ensure funded projects are on roadways within the jurisdiction of the community;
7. Increased reach of notifications for the second grant intake cycle, including notification to administrators at all BC schools; and

8. Recruiting representatives in roles specifically serving Indigenous peoples to be a part of adjudication committees.

In addition to the changes already implemented, data gathered from the process evaluation will be used to inform future enhancements to the VZ Grant Program.

Research conducted and report prepared by: Emily McCulloch (PhD) in cooperation with Dr. Ian Pike, Mr. Neil Arason, and Mrs. Andrea Godfreyson.