



# The Countdown is On! 2025 SS4A Funding is Open

April 8, 2025

Marisa Jones



# Introductions

**HELLO**  
MY NAME IS

**Marisa Jones**  
Managing Director,  
Policy and Partnerships





# About Us

The mission of the Safe Routes Partnership is to advance safe walking and rolling to and from schools and in everyday life, improving the health and well-being of people of all races, income levels, and abilities, and building healthy, thriving communities for everyone.



[saferoutespartnership.org](http://saferoutespartnership.org)





# What We Do

- Federal policy
- State and local policy
- Create national resources and share best practices
- Planning, policy, and program support





# Agenda

- Opportunity overview
- Who can apply and what for?
- What is different from prior years?
- How do current events affect this opportunity?
- How do we apply, and what support is available for applicants?







# SS4A Opportunity Overview



# Is your community interested in:

- Preventing death and serious injury on roads and streets for all roadway users, including people walking and bicycling?
- Understanding local trends related traffic crashes?
- Analyzing traffic safety for specific segments of your population: youth, elderly, non-car users, etc.?
- Engaging your community to understand where and why they don't feel safe traveling throughout their community?
- Piloting creative strategies to understand impact on safety/perceptions of safety?
- Testing out behavioral interventions aimed at improving safe travel behavior?
- Using Safe Routes to School strategies to address youth mobility and evaluating the impact?







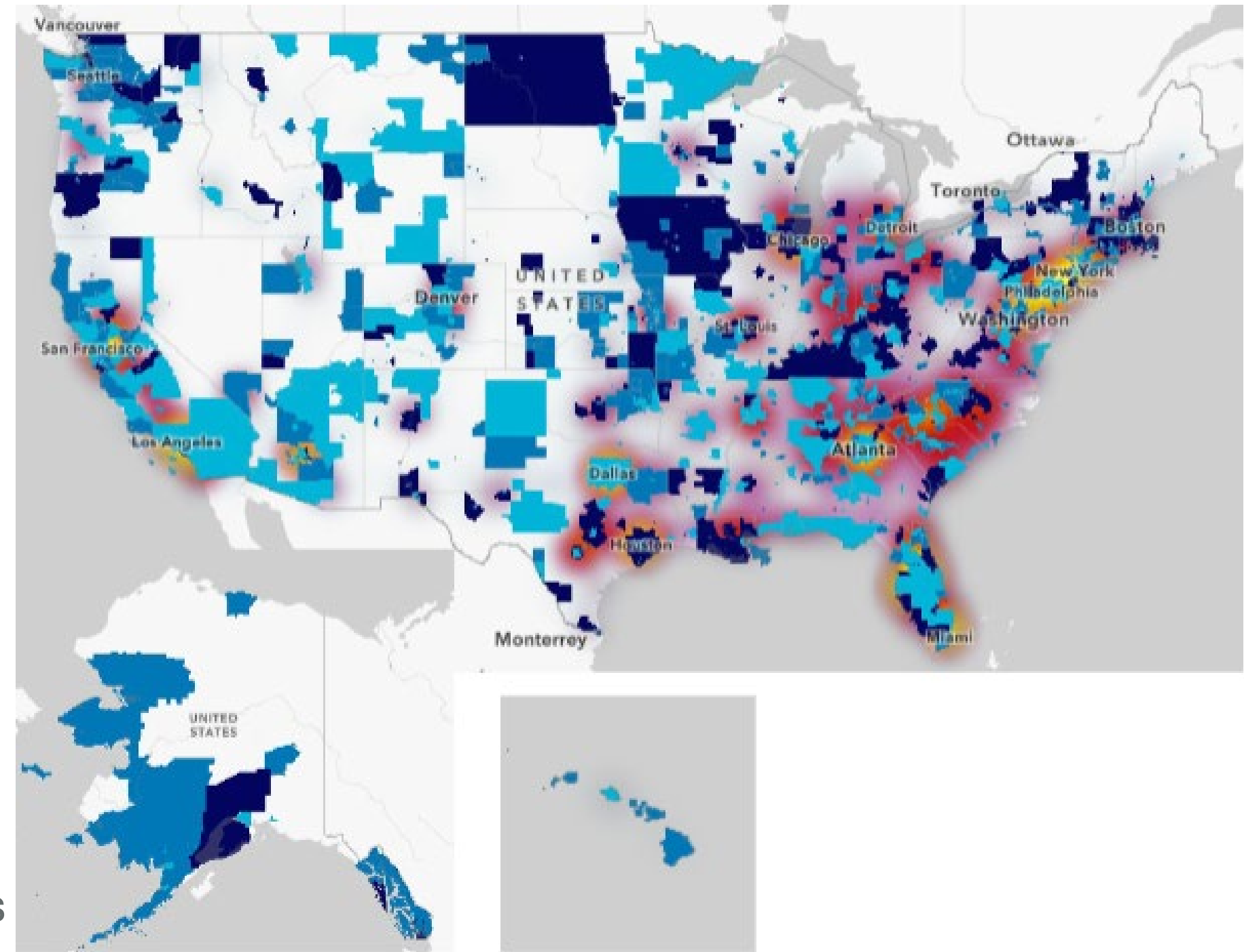
# Safe Streets and Roads for All (SS4A) Fast Facts

- Competitive funding opportunity through the US Department of Transportation for communities across the country to **develop and implement plans to achieve zero roadway traffic deaths**
- **\$1 billion** in funding available for 2025
- **Now open!** Due June 26, 2025
- Planning grants under \$1M – application is 2pg narrative
- The first two years, every eligible applicant with a complete submission was awarded funding
- <https://www.transportation.gov/grants/ss4a/>



# Three Years of SS4A

- Over \$3 billion awarded to over 1,800 communities
- 75 percent of nation's population covered by plan
- Awarded funds go to communities accounting for 2/3 of roadway fatalities
- It is not just for big cities
- Rural communities account for 49% of recipients
- Half of recipients are first time direct recipients of US DOT funds
- In 2024, 710 regional, local, and Tribal communities received awards



## **\$3 Billion Awarded**

In first three years of this program  
\$1 billion is available this year and next





# Who can apply and for what?



# Eligible Applicants

- A political subdivision of a State or territory: cities, towns, counties, special districts, certain transit agencies, and similar units of local government created under State law
- A State university, school district, or local public health agency is an eligible applicant if it is a political subdivision of a State, as defined above
- A federally recognized Tribal government
- Metropolitan planning organizations (MPOs)
- A multijurisdictional group of entities from the ones described above (select one lead applicant from group)
- Prior awardees are eligible to apply





# Funding is available for two types of projects



## Implementation

- Build projects and execute strategies that address roadway safety problems
- 60 percent of funds



## Planning & Demonstration

- Develop a **comprehensive safety action plan**
- Conduct **supplemental planning** for action plan
- Carry out **demonstration activities** to inform development or update action plan
- 40 percent of funds



# Comprehensive Safety Action

## Plans are the Core of SS4A

This is the first step for SS4A. If your community (or a higher-level jurisdiction covering your community) does not have a comprehensive safety action plan, this is the opportunity available.

Comprehensive safety action plans by other names:

- Vision Zero Plan
- Tribal Transportation Safety Plan
- Local Road Safety Plan
- County or MPO safety plan

\*Must be community-wide; multi-modal; identify projects and strategies; have been published/updated since 2020.

<https://www.transportation.gov/grants/ss4a/grant-type-selection-assistance>



April 25, 2024



# Planning Grant: Develop a Comprehensive Safety Action Plan

## Components of a Comprehensive Safety Action Plan

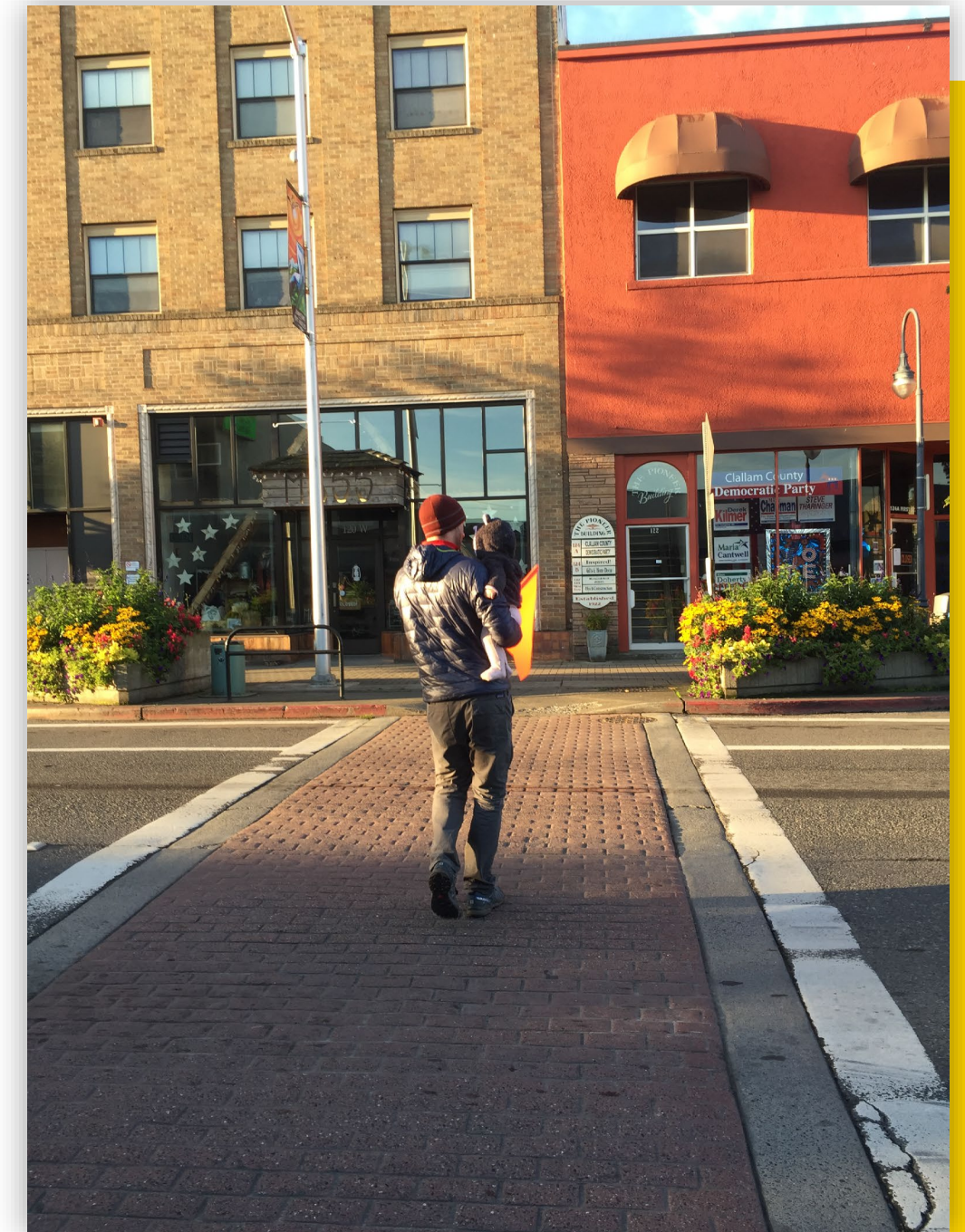
1. Commitment to zero traffic deaths
2. Planning committee
3. Safety Analysis
4. Engagement and Collaboration
5. Policy and Process Changes
6. Strategy and Project Selections
7. Progress and Transparency





# Supplemental Planning: Complete or Enhance an Action Plan

- Action plan updates
- Action plan consolidation
- Safe Routes to School plan
- Complementary safety plan development
- Road safety audits
- Follow-up data collection and safety analysis
  - Focus on youth/SRTS/older adults, etc.
  - Bike/ped counts
- Progress reporting
- Stakeholder engagement and collaboration
- Roadway safety planning





# Demonstration Projects: Test and Evaluate Strategies

- Feasibility studies
  - Planters, flex posts, & other removable traffic calming improvements
  - Quick builds\*
- MUTCD engineering studies
  - bike lane treatments\*, high-viz crosswalk markings, signage, etc. and much more!
- Behavioral or operational activity pilot programs
  - Safe Routes to School non-infrastructure
  - Creative community engagement
  - Safety message development and testing
  - Pop-up projects
- New technology pilot programs
- Key points: Temporary, must connect to planning, and perform evaluation





# Who can apply for which types of SS4A grant?

Implementation grant (60 percent of funds)

- Community has a Comprehensive Safety Action Plan that meets 7 criteria set by US DOT and would like to implement projects/strategies from that plan

Planning grant

- Community does not have a Comprehensive Safety Action Plan

Supplemental Planning grant

- Community has (or is in the process of developing) Comprehensive Safety Action Plan, but wants to conduct additional analyses or more focused modal/population planning

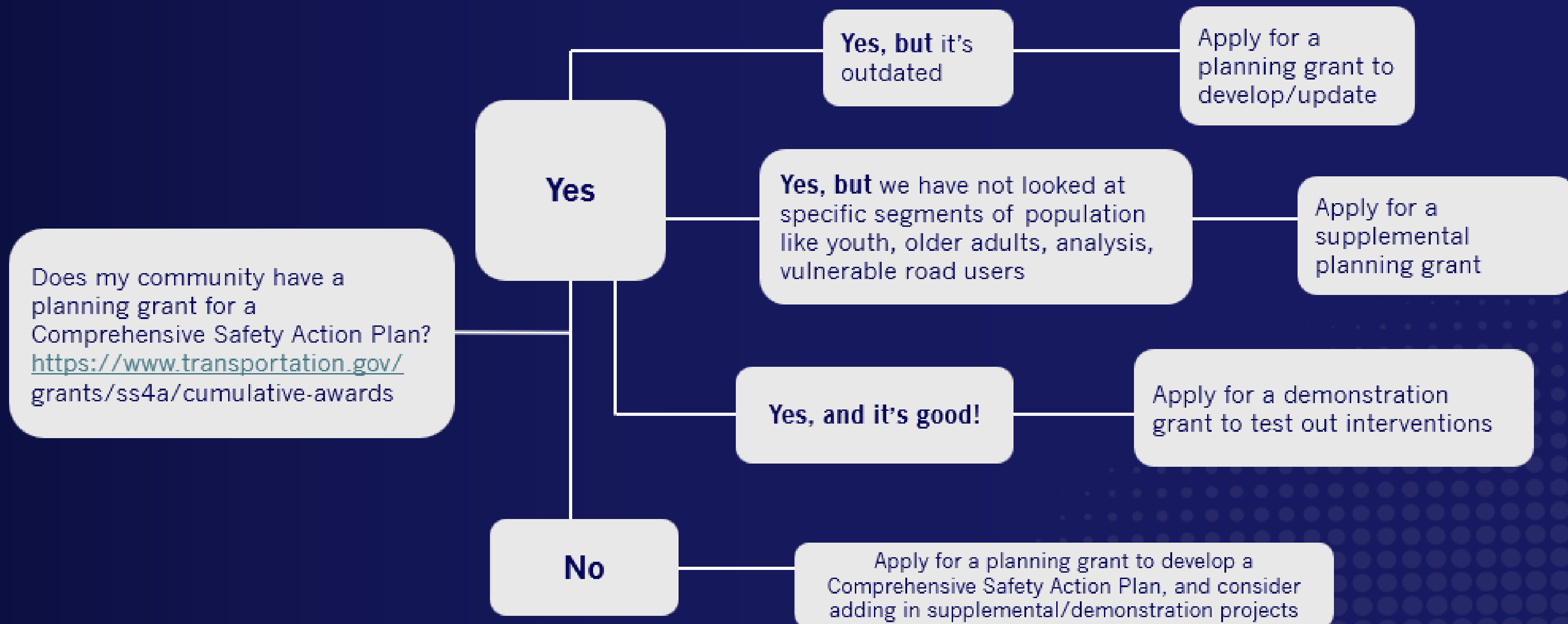
Demonstration grant

- Community has (or is in the process of developing) Comprehensive Safety Action Plan and wants to try out strategies to inform development of plan





# Which SS4A grant should we apply for?







# What is different from prior years?



# What's New/Different?

As a discretionary grant, SS4A is administered by the executive branch and therefore reflects the current administration's priorities

Since there was a change in presidential administration, there are changes to the SS4A program

Some elements of the program are set in law, others are up to the administration





# What's new/different from prior years?

## Logistics

- One deadline: June 26, 2025
- Max. award for planning and demo is \$5 million (down from \$10 million)
- Comp. Safety Action Plan has 7 components (down from 8; equity removed)
- Demonstration projects must be “finite trial periods” (change from “don’t need to be removed if improving safety”)
- NEPA and pre-construction design costs can count toward match if you state that in your application

## Eligibility

- US DOT will check eligibility of plans if email by 5/9
- Communities may use up to three plans to meet 7 components of Action Plan to apply for implementation or supplemental/demo
- Applicants without action plans can apply for implementation funding if a geography that encompasses them has a certified action plan with projects/strategies identified in the lower jurisdiction. (i.e. a town within a county or MPO with a certified action plan)



# What's new/different from prior years?

## Prioritization

- **Out:** Justice40/Biden Admin EOs
- **In:** Sec. Duffy [memo](#) on prioritization applies to this program. Focus on supporting daily transportation needs for families, using evidence-based strategies, and projects with a positive economic return on investment
- **Same:** Emphasis on communities with fatality rates of 17.5/100,000 remains, and communities that have not received SS4A funds are also prioritized
- Areas of Persistent Poverty are prioritized for funding. This measures places that have had consistently high rates of people living below the poverty rate.

## Focus On/Make Very Clear

- Must show coordination with other plans in same geography (for example: coordinate with MPO)
- Strong emphasis on ensuring supplemental and demonstration projects inform development of or updates to action plan
- Action plans must be geography wide and multimodal
- “Know your audience” when considering word choice in the narrative
- How your project will reduce roadway fatalities



# What's new/different from prior years?

- **Out:** Justice40/Biden Admin priorities focused on climate change and equity (“green and social justice”), including reducing travel lanes
- **In:** Sec. Duffy [memo](#) on prioritization applies to this program. Focus on supporting daily transportation needs for families, using evidence-based strategies, and projects with a positive economic return on investment
- **Same:** Emphasis on communities with fatality rates of 17.5/100,000 remains, and communities that have not received SS4A funds are also prioritized
- Areas of Persistent Poverty are prioritized for funding. This measures places that have had consistently high rates of people living below the poverty rate.





**How do current events affect  
this opportunity?**





## Alignment with new administration

Funds are not “frozen”, but they are backlogged and being reviewed

Per March 11 internal memo, US DOT reviewed SS4A awards without grant agreements in place for alignment with current administration priorities; scope revision possible:

“Project activities such as **equity analysis, green infrastructure, bicycle infrastructure, EV and/or EV charging infrastructure.**

**Project purpose or primary project benefits include equity and/or climate such as-projects that purposefully improve the condition for EJ communities or actively reduce GHG emissions.”**





## Inspiring confidence to apply for funds

- Law governing this program is prescriptive, including language specifically requiring consideration of safety concerns for people walking and bicycling, transit users in implementation/planning (see p. 387)
- This program is popular among elected officials who like that funding is coming to their constituents
- Write with audience in mind
- There are only two more years of funding for this program – we can't afford not to apply





**How do we apply, and what support is available for applicants?**



# How to Apply for SS4A

## Logistics

- NOFO: <https://www.transportation.gov/grants/SS4A>
- Register for a unique entity identifier (UEI) on sam.gov
- Register on ValidEval for the grant type you are pursuing

## Coordination

- Gather potential partners – consider community engagement, data collection/evaluation, nonprofit partners
- Demonstrate coordination, required for overlapping geographies
- Draft letters of support for partners to complete

## Budget, including match

- Determine how you will meet the 20% local match – [cash or in-kind](#)

## Gather Data

- Roadway fatality count and average annual fatality rate using FARS
- % population in underserved community census tract



# Tips for Compelling SS4A Application

## Focus on safety impact

- How will this reduce traffic injuries and fatalities, including for vulnerable road users?
- Quantify safety challenges, including [Avg. Annual fatality rate](#)

## Align with US DOT priorities

- How will you use low-cost, high-impact strategies?
- Include evidence-based projects/strategies
- Clearly convey how your supplemental/demonstration activities will inform action plan
- Demonstrate readiness to hit ground running

## General

- How will you engage with stakeholders?
- Can you incorporate innovative technology/strategies to promote safety?
- Follow NOFO recommended outline for the grant you're applying for (p. 38 for implementation)
- Write with grant review audience in mind





# Tips for Non-Eligible Applicants

## State DOTs

- Provide letters of support for applicants desiring to implement strategies along state-owned roads within their jurisdictions (ex. State highway as Main Street)

## Non-profits

- Encourage jurisdictions to apply
- Offer ideas for role you can play (community engagement, message development, survey deployment, SRTS programming, etc.)

## General public

- Encourage your jurisdiction to apply!





# Project Ideas

## Planning

- Develop or complete a Comprehensive Safety Action Plan that meets 7 components laid out by US DOT

## Supplemental

- Safe Routes to School plans
- Stakeholder engagement
- Road safety audits
- Conduct bicycle/pedestrian counts or use technology to inventory sidewalks

## Demonstration

- Pilot paying Walking School Bus leaders
- Hold Walk to School Day events and collect data on how they influence perceptions of safety



# Project Ideas

## Implementation

- Build/execute projects/strategies set forth in action plan
- Can be construction but also behavior/operational activities (ex. SRTS programming; bus operator training)
- Can bundle with supplemental planning and/or demonstration

Videos with insights from prior grantees:

<https://www.transportation.gov/grants/SS4A/videos>

Lists of awarded projects for ideas:

<https://www.transportation.gov/grants/ss4a/cumulative-awards>



# Support for Applying

- [US DOT SS4A website](#)
- [Local Infrastructure Hub SS4A bootcamp](#) modules (caveat: not updated for 2025)
- Local Infrastructure Hub [SS4A sample winning applications](#)
- Safe Routes Partnership [Safe Routes to School-specific ideas for SS4A](#)
- **\*NEW for 2025\*** Safe Routes Partnership has compiled a rapid response toolkit containing:
  - Evidence and talking points to justify Safe Routes to School and active transportation inclusion in SS4A application and align with current US DOT priorities
  - Quick links for required data points
  - Sample timelines for demonstration activities (quick builds, SRTS non-infrastructure)
  - Guidance on map creation
  - Sample budgets for Safe Routes to School, MPOs, demonstration projects



## 1:1 Quick Chats with Safe Routes Partnership

Sign up here:

<https://calendar.app.google/vXXTETDo4NCzkPDv5>



## FY25 SS4A Resources for Applications

[saferoutespartnership.org/resources/blog/2025-safe-streets-and-roads-all](https://saferoutespartnership.org/resources/blog/2025-safe-streets-and-roads-all)



# SAFE ROUTES TO SCHOOL SUMMIT 2025



## Our Path Forward

Tuesday, October 28 – Thursday, October 30, 2025

Virtual Summit via Zoom

[saferoutespartnership.org/summit](https://saferoutespartnership.org/summit)







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