

**GRANT ANALYSIS FORM**  
**OPERATING & CAPITAL GRANT PROJECTS/PROGRAMS**

Department/Division: Milwaukee Health Department/Healthy Behaviors HealthCare Access Division

Contact Person & Phone No: Gerald Schroeder, #2950

**Category of Request**

New Grant

Grant Continuation

Previous Council File No.

Change in Previously Approved Grant

Previous Council File No.

Project/Program Title: Road Crew Grant - Innovative, community-based approach to changing drinking and driving behavior

Grantor Agency: Wisconsin Department of Transportation

Grant Application Date: August, 2005

Anticipated Award Date: November 1, 2005  
09-26-05 telephone contact approval

Please provide the following information:

**1. Description of Grant Project/Program (Include Target Locations and Populations):**

-identifying the project location, target population and program guidelines. The grant project will essentially charge tavern owners and customers using the service for transportation back home. The grant will help set up the project, allow for some social marketing and administration costs. The project will involve a community coalition, oversight committee, fiscal monitoring body and a program coordinator.

The program will have a six-month set up period and a twelve month operational plan. It is projected that 8400 rides will be provided. The project area will be the Southside, District 13, by the airport (Howell Ave/Morgan Ave/Oklahoma Ave.). The project will involve 16 taverns and a limo service. The intent of the grant by DOT is to keep drunk drivers off the streets. It is intended to deal with the behavior modification of not driving when you drink.

**2. Relationship to City-wide Strategic Goals and Departmental Objectives:**

The grant aligns itself to our Healthy Behaviors Division goals concerning mental health, AODA recovery and injury prevention. Behavior modification is key to reducing the accidents caused by drunk driving.

**3. Need for Grant Funds and Impact on Other Departmental Operations (Applies only to Programs):**

This project is a community sponsored pilot, with a budget and generated revenue. It does not impact any other Health Department programs.

**4. Results Measurement/Progress Report (Applies only to Programs):**

The MHD will be the applicant and fiscal agent for this grant. Invoice payments will be monitored and authorized. Measured results will be provided, based on gathered statistics, outcome reporting, fees charged, riders participating and transportation provided.

**5. Grant Period, Timetable and Program Phase-out Plan:**

Estimated start-up is November 3, 2005 through April 30, 2007. (18 months)  
Sustainability can come from fees being charged to taverns and customers.

**6. Provide a List of Subgrantees:**

N/A

**7. If Possible, Complete Grant Budget Form and Attach to Back.**