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CITY OF AMESBURY, MA

CITY OF AMESBURY  
IN THE YEAR TWO THOUSAND TWENTY-ONE

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SPONSORED BY: Kassandra Gove BILL No. 2021-139  
Kassandra Gove, Mayor

**An Order** to authorize the Mayor to accept and expend a FY22 Municipal Road Safety (MRS) Program grant from the Commonwealth of Massachusetts, Executive Office of Public Safety & Security, Office of Grants & Research (OGR).

**Summary:** This \$29,749 MRS grant from OGR will fund traffic enforcement initiatives, including purchase of radar units and speed radar signs.

**Be it Ordered by the City Council of the City of Amesbury assembled, and by the authority of the same as follows:**

That the City of Amesbury authorizes the Mayor to accept and expend a FY22 Municipal Road Safety (MRS) Program grant from the Commonwealth of Massachusetts, Executive Office of Public Safety & Security, Office of Grants & Research (OGR) in the amount of \$29,749.



**The Commonwealth of Massachusetts**  
**Executive Office of Public Safety & Security**

**Office of Grants & Research**

Ten Park Plaza, Suite 3720-A

Boston, Massachusetts 02116

Tel: 617-725-3301

Fax: 617-725-0260

[www.mass.gov/ogr](http://www.mass.gov/ogr)

**Charles D. Baker**  
Governor

**Karyn E. Polito**  
Lieutenant Governor

**Terence M. Reidy**  
Acting Secretary

**Kevin J. Stanton**  
Executive Director

9/21/2021

Acting Chief Craig J. Bailey  
Amesbury Police Department  
19 School Street  
Amesbury, MA 01913

Dear Acting Chief Bailey:

Congratulations! I am pleased to inform you that the Amesbury Police Department has been selected to receive a \$29,749.00 grant award from the Office of Grants and Research (OGR) to support the FFY22 Municipal Road Safety (MRS) Program.

This award which is resourced by the National Highway Traffic Safety Administration will be available to your municipality through September 15, 2022.

Additional correspondence, including all the necessary documents required to make this award official will be forthcoming. Your official start date will be the date that your returned contract is signed and dated by OGR. Costs incurred prior to the date of the fully executed contract will not be eligible for reimbursement.

If you have any questions regarding your award, please contact OGR Program Coordinator Christina Hernandez at: [Christina.Hernandez@mass.gov](mailto:Christina.Hernandez@mass.gov).

Once again, congratulations on this award and thank you for your commitment to traffic safety.

Sincerely,

A handwritten signature in blue ink, appearing to read "Kevin J. Stanton".

Kevin J. Stanton  
Executive Director



CHARLES D. BAKER  
Governor

Office of the Governor  
Commonwealth of Massachusetts

State House  
Boston, Massachusetts 02133  
Tel: (617) 725-4000

KARYN E. POLITO  
Lieutenant Governor

9/21/2021

Acting Chief Craig J. Bailey  
Amesbury Police Department  
19 School Street  
Amesbury, MA 01913

Dear Acting Chief Bailey:

Congratulations! We are pleased to inform you that the Executive Office of Public Safety and Security's Office of Grants and Research (OGR) has awarded the Amesbury Police Department \$29,749.00 for your FFY22 Municipal Road Safety (MRS) grant program. Funds are being made available from the National Highway Traffic Safety Administration grant award administered by the OGR.

Please note, all MRS awards will be made available through September 15, 2022. All documents necessary to make this award official will be provided to you by OGR. In the meantime, if you have any questions, please email Christina Hernandez, OGR Program Coordinator at [Christina.Hernandez@mass.gov](mailto:Christina.Hernandez@mass.gov).

Once again, congratulations on this award and we thank you for the work you do to keep our Massachusetts roads safe for everyone.

Sincerely,

Governor Charles D. Baker

Lt. Governor Karyn E. Polito



# Office of Grants and Research

## FFY 2022 Municipal Road Safety Grant Program

### Funding Application

Please complete each field. Agency Head should be either the Chief of Police, Police Commissioner, Mayor or Town Administrator. Fiscal Contact should be the Town Treasurer, CFO, Town Accountant or similar fiscal personnel.

#### Cover Sheet

Applicant Organization Information		Agency Head Contact Information	
Organization Name: Amesbury Police Department		Name: Craig J. Bailey	
Project Title: Municipal Road Safety Grant (MRS)		Title: Acting Police Chief	
Address: 19 School Street		Address: 19 School Street	
City: Amesbury	State: MA	City: Amesbury	State: MA
Zip: 01913	+4: 2812	Zip: 01913	+4: 2812
Telephone: (978) 388-1217		Telephone: (978) 388-1217	
Website: www.amesburyma.gov/police-department		Fax: 978-388-1220	
		Email: craigb@amesburyma.gov	
Fiscal Contact Information		Grant Manager Contact Information	
Name: Angel A. Wills		Name: Lauren M. Tirone	
Title: Chief Financial Officer		Title: Sergeant	
Address: 62 Friend Street		Address: 19 School Street	
City: Amesbury	State: MA	City: Amesbury	State: MA
Zip: 01913	+4: 2812	Zip: 01913	+4: 2812
Telephone: (978) 388-5447		Telephone: (978) 388-1217	
Email: willsa@amesburyma.gov		Email: tironel@amesburyma.gov	
Signature		Federally Approved Indirect Cost Rate	
Name and Title: Craig J. Bailey Acting Police Chief		Does applicant have a federally approved rate?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>
Signature: 		If yes, what is the rate? Attach copy.	
Date: 6/20/21		If no, will the applicant be requesting the de minimis rate?	Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>

## Program Description

**Project Title: Municipal Road Safety Grant (MRS)**

Complete all sections using a font size of 12 pt.

### IMPORTANT

**All applicants must complete Questions 1 through 7 and 12 through 15.**

- If not applying for Non-Enforcement activities, you may skip Question 8
- If not applying for Traffic equipment, you may skip Questions 9 & 10
- If not applying for Ped&Bike safety items, you may skip Question 11

**1. Which elements of the MRS are you applying for?**

- Traffic Enforcement
- Traffic Enforcement Equipment
- Pedestrian and Bicyclist Safety Enforcement
- Pedestrian and Bicyclist Safety Items
- Non-Enforcement Safety Activities

**2. Describe your department's philosophy and commitment to Traffic and/or Ped&Bike Safety.**

**Include as much of the following information as you can:**

- Why it is important to your department?
- Estimated number of hours dedicated to Traffic and Ped&Bike Safety enforcement, outside of grant activity.
- How these grant funds will augment your traffic safety efforts.
- If your department has suffered budget reductions, please explain the impact as it pertains to traffic safety.

It is the policy of the Amesbury Police Department to attain specific safety goals, through traffic law enforcement, investigation, direction and control. Among these goals is the reduction of traffic collisions, fatalities and injuries. Other goals are to facilitate the safe and expeditious movement of vehicular and pedestrian traffic through the public's voluntary compliance with traffic regulations. It is the policy of this department to meet these goals through a combination of education, enforcement, engineering and public support. The Amesbury Police Department also recognizes the importance and benefits of occupant protection devices in motor vehicles. It shall be a priority of all officers to enforce safety belt and child passenger safety restraint laws when conducting traffic enforcement. Distracted and impaired driving in our community are continuing to rise and the City of Amesbury has two recreational marijuana retail shops that draw customers from all over the North Shore and New Hampshire. Officers from this department attempt to dedicate as many hours as possible outside grant activity towards traffic enforcement, however call volume is high especially with the Covid restrictions being lifted after almost 18 months. Grant funding would assist the Department in its ability to dedicate more time towards enforcement in areas where we have seen an increase in impaired driving, traffic crashes and speeding issues in response to the analyzing of data from our internal department software as well as traffic/speed studies conducted by the department in response to citizen complaints.

#### Question #6

Speed is the number one complaint by residents within the City of Amesbury. Per year the average number of written speeding citations/warnings is approximately 600, with the number of seat belt/child seat violations averaging 250. Due to the Covid-19 Pandemic and enforcement had to be dialed back, the number of citations written for the year 2020 went down. As vaccines have been administered and the Commonwealth has opened back up, our community has shown a sharp increase in impaired driving-related crashes, distracted driving and speed-related complaints/citations. Given the opportunity and the ability to conduct more selective enforcement along with the use of speed radar signs to alert drivers to their speeds in efforts to reduce these numbers would be beneficial.

Over the past several years data has shown that impaired driving arrests are on the rise as well as crashes where the drivers are impaired by drugs and alcohol. The City of Amesbury has two recreational marijuana stores as well, and is located at the I95 and I495 corridor, bringing customers from all over the North Shore.

The highest number of crashes within the City occurs between 7:00 am and 7:00 pm with the highest number occurring around 8:00 am and 4:00 pm. The highest number of impaired crashes is occurring between 9:00 pm and 2:00am. The majority of the crashes involving impaired drivers are occurring along long stretches of roads such as Macy Street (Rt 110), Main Street, Elm Street, Middle Road, Lions Mouth Road, Newton Road and South Hampton Road (Rte. 107A).

The highest number of crashes is occurring along Macy Street/Haverhill Road (Rte. 110) at the following intersections: I95, Elm Street, Rocky Hill Road, Main Street, Hillside Avenue/Pond View Avenue, Middle Road and Kimball Road. Again during morning and afternoon rush hour times are when the majority of the crashes occur and the vast majority of the time the causes are distracted driving, failure to stop for traffic control device or excessive speeds.

Friday afternoon showed the highest number of crashes, with Wednesday and Thursday coming second and third.

9. Please fill in the chart if your department is budgeting for enforcement equipment:  
 Only the following items may be requested: Radar, LiDAR, Speed Radar Signs, Traffic Data Recorders.

Equipment	Present Inventory	Approx. Age	Equipment	Present Inventory	Approx. Age
Radar	4	1-15 yrs	Speed Radar Signs	3	1-2 yrs
LiDAR	0		Traffic Data Recorders	5	2-9 yrs
Avg. Number of Officers on a Patrol Shift:			3-5		

Did your department purchase two (2) or more Radar/LiDAR units with FFY 2021 MRS grant funding?

Yes  No

**Important:** If yes, then you cannot purchase additional Radar/LiDAR units with this grant. However, it is allowable to purchase additional Speed Radar Signs and/or Traffic Data Recorders.

Fill in the number of units you are proposing to purchase:

Radar 1                      Speed Radar Signs 2  
 LiDAR                      Traffic Data Recorders

*Note: Applicants are encouraged to check on-line and/or with manufacturers for pricing when budgeting. If uncertain, it is suggested to budget using a higher price estimate for the item.*

10. Provide an explanation as to how the equipment requested will augment the planned enforcement. Please justify the need and how/where the equipment will be used.

- Example A: The department has no data recorders and will post them on street A, B and C in order to...
- Example B: The department would benefit from new Handheld Radar units to enforce speed and reduce crashes caused by speed in area X, Y and Z.

*Use as much space as needed. Attach any additional pages if necessary.*

*Note: OGR reserves the right to adjust the equipment award if adequate justification is not provided.*

The department would benefit from speed radar signs that would be placed in the area of Elm Street near Macy Street as well as Haverhill Road to help reduce speeds and crashes in those areas caused by excessive speeds. Speed radar signs are a proven traffic calming measure and raises awareness of excessive speeds to drivers. Recently the City has elected to adopt Mass General Law Chapter 90 Sec. 17C to reduce the speed limit in thickly settled areas and downtown business districts to 25 mph. Having additional handheld radar units to conduct speed enforcement and driver education as well as pole mounted speed radar signs will greatly assist our agency in changing driver behavior in these area. Speed radar signs are dynamic and show real-time speed data and provide immediate and personalized feedback to drivers regarding their speeds. Typically when drivers are alerted to their speeds they are more likely to slow down which gains compliance of the driver to the speed limit and reduces the chances of crashes in that area. The department currently collects and analyzes data as part of the MA State Accreditation processes. Utilizing our data will direct us to problem areas and highlight our successes as well as our shortcomings. This in turn will allow us direct our resources correctly and more effectively if needed.

**14. Provide a timeline of the Element(s) activities/deliverables** by checking the corresponding boxes to each activity/month your department will be participating. For equipment or safety items, enter the item you plan to purchase in the appropriate month. Traffic Equipment must be delivered or paid for in full no later than April 30, 2022. For Non-Enforcement Activities, including the approximate time needed to complete each, also in the appropriate month. All awardees will be expected to begin services within 90 days of a contract being executed.

Month	Activity/ Participating	Purchase Equipment/ Safety Items	Planned Non-Enforcement Activity
October 2021	<input type="checkbox"/> Ped&Bike		
November 2021	<input type="checkbox"/> Ped&Bike		
December 2021	<input checked="" type="checkbox"/> Winter Impaired		
January 2022	No OT Enforcement	2 Radar Speed Signs	
February 2022	<input type="checkbox"/> Ped&Bike	1 Handheld Radar Unit	
March 2022	<input type="checkbox"/> Ped&Bike		
April 2022	<input checked="" type="checkbox"/> Distracted Driving		
May 2022	<input checked="" type="checkbox"/> Click it or Ticket		
June 2022	<input checked="" type="checkbox"/> Speed Enforcement		
July 2022	<input type="checkbox"/> Ped&Bike		
August 2022	<input checked="" type="checkbox"/> Summer Impaired <input type="checkbox"/> Ped&Bike		
September 1 <sup>st</sup> -15 <sup>th</sup>	<input checked="" type="checkbox"/> Summer Impaired <input type="checkbox"/> Ped&Bike		

## BUDGET WORKSHEET

### General Instructions

Attachment B – Excel Budget Detail Worksheet must be completed and included in the application packet. The worksheet can be found at <https://www.mass.gov/service-details/traffic-safety-grants> under the link for the FFY22 MRS Grant program.

The budget worksheet contains sections for each element and other related costs:

**For Traffic Enforcement:** A minimum of four (4) enforcement hours in each of the five (5) campaigns is required (see campaign schedule in the AGF). If you are requesting traffic equipment, fill in the appropriate cost category section.

**For Ped&Bike Safety:** If you are requesting safety items, then a minimum of thirty (30) enforcement hours is required, fill in the appropriate cost category section.

**For Non-Enforcement Activities:** Fill in the appropriate cost category section.

Please note that the total of all sections cannot exceed the maximum award amount per tier level as such:

#### FFY 2022 Funding Levels

Population	Tier	Max Award Amount
Greater than 40,000	1	\$50,000.00
20,000 to 39,999	2	\$35,000.00
12,000-19,999	3	\$30,000.00
Less than 12,000	4	\$20,000.00

### Funding Requested for Each Element.

From the Summary tab of Attachment B, fill in the amounts for each element requested. For Non-Enforcement Traffic Safety Activities, include any costs in sections labeled, Contractor/Consultant and Travel.

Points will be deducted from the application score if amounts listed in this table do not match the Summary tab of Attachment B.

<b>Department Tier:</b>	3
Traffic Enforcement Budget:	\$ 19,971.00
Traffic Equipment Budget:	\$ 9,778.00
Pedestrian & Bicycle Safety Enforcement Budget:	\$ 0.00
Pedestrian & Bicycle Safety Items:	\$ 0.00
Non-Enforcement Traffic Safety Activities & Items:	\$ 0.00
Total Award Amount Requested:	\$ 29,749.00