



2023 Public Safety Grant Application
Bid No. BD-23-1068-1068C-1068L-81256

All completed applications must be sent by January 31st to be considered for funding for the 2023 Grant Round. Please submit this completed form as well as any relevant attachments to MGCCMF@Massgaming.gov.

For more detailed instructions as well as the 2023 Application Guidelines please visit <https://massgaming.com/about/community-mitigation-fund/>

I. Project Summary
Legal Name of Applicant: City of Springfield
Project Name (Please limit to 5 words): Springfield Safe Ride Home Project
Amount Requested: \$200,000
Brief Project Description (approx. 50 words): The Springfield Department of Health and Human Services in partnership with the Massachusetts Council on Gaming and Health aims to decrease the number of people who choose to drink and drive from MGM Springfield. We will do that through increasing: public awareness, education of professionals inside and outside the casino, digital ad campaigns, and new qualitative and quantitative research to build on the current information of OUIs.

II. Applicant Contact Information
Please provide below the manager for this grant and any other individuals you would like to be copied on all correspondence.
Grant Manager: Helen Caulton-Harris, Commissioner, Springfield Dept. of Health and Human Services
Email Address: hcaulton@springfieldcityhall.com
Telephone Number: 413 787-6741
Address: Springfield Department of Health and Human Services, 311 State Street, Springfield, MA 01105
Contact II: Theresa Glenn
Role: Program Coordinator, Office of Problem Gambling Prevention, Springfield Department of Health and Human Services
Email Address: tglenn@springfieldcityhall.com
Telephone Number: 413 750-2065
Address: Springfield Department of Health and Human Services, 311 State Street, Springfield, MA 01105
Contact III:

Role:
Email Address:
Telephone Number:
Address:

III. Detailed Project Description & Mitigation

1) Please describe in detail the impact that is attributed to the operation of a gaming facility. Please provide documentation or evidence that gives support for the determination that the operation of the gaming facility caused or is causing the impact (i.e. surveys, data, reports).

As reported by the MGC Crime Analyst Christopher Bruce in January 2022, (Assessment of the Casinos’ Impacts on Operating Under the Influence (OUI) and OUI Involved Traffic Collisions) there has been a net positive increase in adjudications for Operating Under the Influence (OUI) in Springfield and the surrounding communities, as well as for last drink reports of MGM Springfield by people found guilty of OUIs." MGM Springfield was named as the place of last drink for 18 cases adjudicated between September 2019 and December 2020, with offense dates between August 2018 and September 2020. For the period in which the casino was open, it was second-highest in the state for “last drink” reports”.

In the MGC Report, Mr. Bruce wrote about the impact of these OUIs on State Police and host and surrounding communities. He wrote that “On roads policed by the State Police, however, the increase in OUI-involved crashes was significant (between 1.6 and 2.5 standard deviations above the mean for both periods). A map shows particular clustering around the 295/195/Turnpike triangle, all of which might be favored by drivers heading to different destinations from MGM. While there is no direct proof linking these crashes to the casino, the increase immediately following the opening of the casino is strong circumstantial evidence” (page 19).

2) (If applicable) Please explain how this impact was not anticipated in the Applicant’s Host or Surrounding Community Agreement.

The impact of operating under the influence (OUI) and OUI involved traffic collisions as a result of having a “last drink” at MGM Springfield was not anticipated in the host community agreement by and between the city of Springfield and MGM Springfield.

3) Please describe what the Applicant is proposing and how the mitigation request will address the impact indicated.

Project Goal

Based on the recommendations of Mr. Bruce, it is the aim of this project is to decrease the number of patrons that choose to gamble and drink, and then get into their cars and operate under the influence. It is also the hope that this project will increase the alternative resources available to patrons that don’t live immediately in Springfield for getting to their homes after they’ve chosen to drink alcohol. And further, it’s meant to reinforce healthy

behavior of the many patrons who do gamble and drink responsibly (or choose not to drink at all).

Further Assessment of OUIs and OUI Interventions Following Patron's "Last Drink" at MGM Springfield

The City of Springfield, in partnership with the Massachusetts Council on Gaming and Health, is proposing a number of ways to mitigate the harm caused by OUI following patronage at MGM Springfield. In accordance with the recommendations of Mr. Christopher Bruce, further research will be conducted in partnership with the local and state police, local trial court system, local representatives to the Alcoholic Beverage Control Commission, and the local public health officials. In a report by the US Department of Transportation, National Highway Traffic Safety Administration, *Community-Based Impaired-Driving Programs: Local Ordinances and Other Strategies Addressing Impaired Driving (2012)*, NHTSA recommends that communities take a deeper look at their impaired-driving problem by answering who, what, where, when, how, and, if possible, why to identify traffic safety problems and consider solutions with the most potential for success. They also share that each community is unique and requires looking at local factors which influence OUIs. The *Springfield Safe Ride Home Project* will engage local law enforcement agencies to identify prevention strategies that aim to reduce risky alcohol consumption and increase prevention efforts to reduce alcohol impaired driving. In addition, the project will conduct further OUI-related research to determine the post COVID pandemic incidence of OUIs and OUI involved Traffic Collisions.

Community-Based Strategies to Reduce Impaired Driving

To reduce the number of people who choose to drink and drive after frequenting MGM Springfield, this project proposes to increase communications and community outreach about alcohol impaired driving both at the casino and within the Springfield community.

The *Springfield Safe Ride Home Project* proposes to develop public awareness campaigns to residents, as well as specifically to casino patrons. There will also be capacity building training and materials will be created for distribution to Springfield and surrounding towns to police officers, community health workers, GameSense Advisors and casino staff, and anyone else identified by the project assessment. A community Health worker will be hired to work at SDHHS to engage and inform community members and community based organizations about the public awareness campaign and how to prevent impaired driving leading to OUIs and OUI involved traffic collisions.

IV. Scope, Budget, and Timeline	
Applicant: Springfield Department of Health and Human Services	Vendor Code: VC 6000192140
Total Amount Requested: \$200,000	Estimated Total Project Cost: \$212,722.28

Scope of Work
<p>Please include below a breakdown of the proposed work. The project scope should be sufficiently detailed to allow the review team to understand the steps required for project completion.</p>
<ol style="list-style-type: none">1. Hire and train an experienced community health worker to provide community engagement, outreach, training and other project needs.2. Devise, create, deliver, and test public service campaign messages to discourage drinking, driving, and gambling, including focus group messages, bilingual reach, and evaluation component: in public.3. Devise, create, deliver, and test gaming patron campaign on drinking, driving, and gambling, including focus group messages, bilingual reach, and evaluation component: geotargeted to patrons.4. Develop and deliver further training and resource materials for Springfield and other local towns' police departments on what to ask and say with an OUI scenario and on gambling problems. Towns could choose to have the training done for the entire department, or for selected members. An evaluation component of the training and its efficacy will be included.5. Develop and deliver responsible gaming and drinking training and materials for GameSense Advisors (in casino) and Community Health Workers (in community).6. Conduct further OUI-related research as dictated by Christopher Bruce post-Covid and interactions with various agencies; Review approach, significance, innovation, and protection of human subjects; collaboration and knowledge of the community; and knowledge translation and exchange.7. Deliver enhanced responsible gambling and TIPS training for casino staff.8. Write a final cumulative report with Executive Summary; attempt to publish results; determine if next steps with MGC or City of Springfield or surrounding towns.

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Proposed MGC Grant Budget			
Please use the following table to outline the budget of your project. Include any requests for proposals, quotes, or estimates that would quantify the costs associated with the mitigation as an attachment. In determining the funding request, please round up to the nearest hundred dollars.			
Timeline	Description of Purchase/Work	QTY	Budget
	City of Springfield Project CHW (1FTE) (32.00 per hour for 37.5 hours per week for 52 weeks)	1	\$62,400
	Program Supplies		\$2,000
	Police Costs (Overtime, Training)	1	\$8,000
	Community Health Workers (Training)		\$800
	Ad and Material Design		\$3,000
	Training and Resource Material Printing		\$1,000
	Certified Translator		\$1,000
	Digital Ad Purchases	1	40,000
	OUI Researcher/Entity	1	\$17,500
	Training, Resource, and Research content developer; Product processes and delivery management	1	\$50,000
	Evaluation software tools/database	1	\$2,000
	Total Budget		\$187,700
	City of Springfield Administrative Agency Support	6.5%	\$12,201
	TOTAL:		<u>\$199,901</u>
Funding Source	Description of Purchase/Work	QTY	
In Kind Services	SDHHS, Theresa Glenn Project Staffing 5 hours per week = 0.133 (5/37.5) Base pay \$1333.71 x 0.1333 = \$177.38 per week x 52 weeks = \$9,223.93 Fringe based on 39% = \$9,223.93 x 39% = \$3,597.33 Total: \$9,223.93 + \$3,597.33 = <u>\$12,821.28</u>	260 hours	\$12, 821.28
Total Project Cost	.		<u>\$212,722.28</u>
State			
Local Match			

V. Regional Incentive Award	
Are you applying for a Regional Incentive Award?	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

Partner Community Contact-
Name: Marlene D. Warner
Role: CEO
Email Address: marlene@macgh.org
Telephone Number: 978.394.4722
Address: 120 Washington St, Suite 202, Salem, MA 01970

VI. Waiver	
If you are applying for a waiver, please submit the Waiver Form with your application. The form can be found at www.massgaming.com/about/community-mitigation-fund/forms/	
Are you applying for a waiver?	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

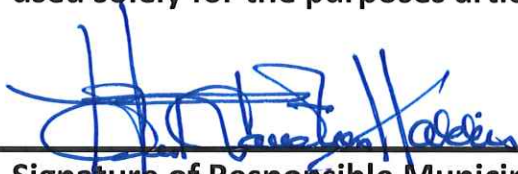
VII. Please provide a brief description of each attachment.

Attachment A: References

Attachment B: Letter of Support Massachusetts Council on Gaming and Health

VIII. Applicant Certification

On behalf of the aforementioned Applicant/municipality/governmental entity I hereby certify that the funds that are requested in this application will be used solely for the purposes articulated in this Application.



**Signature of Responsible Municipal
Official/Governmental Entity**

4/31/23

Date:

Helen Caulton-Harris
(print name)

City of Springfield, HHS, Commissioner
Title:

Springfield Safe Ride Home Project Application
Public Safety Grant, 2023 Community Mitigation Fund, Massachusetts Gaming Commission

Attachment A References

Bruce, C.W., (2022) Assessment of the casinos' impacts on operating under the influence (OUI) and OUI involved traffic collisions. Massachusetts Gaming Commission 19 January 2022 v. 1.2

Esteban-Muir, R.P. (2012). Community-based impaired-driving programs: local ordinances and other strategies addressing impaired driving (Report No. DOT HS 811 678). Washington, DC: National Highway Traffic Safety Administration.



The Massachusetts Council
ON GAMING AND HEALTH
We Understand the Problem. We Can Help.

January 30th, 2023

Helen Caulton Harris, Commissioner
Springfield Department of Health and Human Services
311 State Street
Springfield, MA 01105

Dear Ms. Caulton Harris,

On behalf of the Massachusetts Council on Gaming and Health (MACGH), I am pleased to write this letter of support for the Massachusetts Gaming Commission Community Mitigation Fund application and the proposed *Springfield Safe Ride Home Project*. Our organization welcomes the opportunity to partner with the Springfield Department of Health and Human Services (SDHHS) to develop a project which to decrease the number of people who drink and drive from MGM Springfield.

The Massachusetts Council on Gaming and Health (MACGH) is a statewide non-profit agency that promotes public health by mitigating the negative personal and community impacts of gambling and gaming. We accomplish our mission through training and education, federal and state advocacy, research and gaming play information, and prevention and recovery programs. We serve individuals who game and gamble, and their loved ones. Since its inception in 1983, the Mass. Council has taken a neutral stance on legal gambling and gaming and worked with key stakeholders such as gaming operators, vendors, and regulators, clinicians, people in recovery, and other community-based agencies.

As reported by the MGC Crime Analyst Christopher Bruce in January 2022, MGM Springfield was named as the place of last drink for 18 cases adjudicated between September 2019 and December 2020, with offense dates between August 2018 and September 2020. For the period in which the casino was open, it was second-highest in the state for “last drink” reports.” The proposed project, *Springfield Safe Ride Home Project*, plans to both develop a better understanding of how to address this public health concern as well as develop specific interventions, such as a media campaign and related trainings to reduce the number of people who choose to drink and drive from MGM Springfield. The partnership between SDHHS and MCOGH offers a unique opportunity to mitigate this unintended community harm. This partnership offers SDHHS’ knowledge of the public health in Springfield and MACGH years of experience mitigating negative and personal impacts of gambling in Massachusetts through training and other programs.



The Massachusetts Council
ON GAMING AND HEALTH
We Understand the Problem. We Can Help.

MACGH wholeheartedly supports the efforts of SDHHS and look forward to working with the *Springfield Safe Ride Home Project* staff to develop a needed community project.

Sincerely yours,

Marlene D. Warner, CEO
The Massachusetts Council on Gaming and Health, INC.