

**UNITED STATES DEPARTMENT OF TRANSPORTATION**

**National Highway Traffic Safety Administration (NHTSA)**

**Education and Enforcement in Pedestrian Focus Cities**

**REQUEST FOR APPLICATIONS**

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**UNITED STATES DEPARTMENT OF TRANSPORTATION****National Highway Traffic Safety Administration (NHTSA)****Education and Enforcement in Pedestrian Focus Cities**

**A. AGENCY:** Department of Transportation (DOT), National Highway Traffic Safety Administration (NHTSA)

**B. ACTION:** Announcement of a discretionary cooperative agreement program to Education and Enforcement in Pedestrian Focus Cities.

**C. SUMMARY:** The National Highway Traffic Safety Administration (NHTSA) announces a discretionary cooperative agreement to support the implementation of education and enforcement components of the Pedestrian Safety Action Plans that supplement active infrastructure improvement projects in selected Focus States and Focus Cities.

**D. DATES:** Applications must be received in the office designated below on or before TBD p.m. August 16, 2013(EST), on TBD.

**E. ADDRESSES:** Applications must be submitted to NHTSA Contract Specialist, Wendell V. Crowder, at [NHTSAOAM@dot.gov](mailto:NHTSAOAM@dot.gov), or [Wendell.crowder@dot.gov](mailto:Wendell.crowder@dot.gov) Attn: Wendell V. Crowder or 1200 New Jersey Avenue, S.E., Room W53-405, Washington, D.C., 20590. All applications submitted must include a reference to NHTSA Cooperative Agreement Program Number DTNH22-13-R-00728, no later than **2:00 P.M Eastern Time August 30, 2013**.

**F. FOR FURTHER INFORMATION CONTACT:** General administrative and programmatic questions may be directed to Wendell V. Crowder at [NHTSAOAM@dot.gov](mailto:NHTSAOAM@dot.gov). To allow for sufficient time to address questions appropriately, all questions must be submitted no later than **2:00 P.M. Eastern Time on July 19, 2013**, via e-mail.

**Article I. STATEMENT OF AUTHORITY**

This Cooperative Agreement (also called Agreement) between the National Highway Traffic Safety Administration (NHTSA), hereinafter referred to as “NHTSA”, and the Grantee, hereinafter referred to as the “Grantee”, is hereby entered into under the authority of the Highway Safety Act of 1966, as amended (23 U.S.C. Chapter 4). This Cooperative Agreement provides for a limited exchange of personnel, equipment, facilities and funds to achieve the following purpose(s):

**Article II. SUPPLEMENTARY INFORMATION****A. BACKGROUND**

In 2011, there were 4,432 pedestrians<sup>1</sup> killed in the United States, approximately 14% of the total traffic fatalities that year. The 4,432 fatalities were an increase of 3 percent from the 2010 fatalities, but a decrease of 9 percent from 2002. Historically, pedestrian fatalities have clustered in urban areas.

Since 2004, the Federal Highway Administration (FHWA) Safety Office has identified the cities and states with the highest pedestrian fatalities and/or fatality rates to make up the Pedestrian Focus States and Cities. The states and cities were revised in late 2011 and the current Pedestrian Focus Cities were selected if they had more than 20 average annual pedestrian fatalities or a pedestrian fatality rate greater than 2.33 per 100,000 population (the annual national average number of pedestrian fatalities is 20 and the average national rate of pedestrian fatalities is 2.33 per 100,000 population). States with a Focus City were automatically identified as Focus States. The goal of the ongoing FHWA project has been to help these localities establish pedestrian safety action plans and to train localities on how to implement infrastructure-related elements of those plans.

The National Highway Traffic Safety Administration (NHTSA) believes that concentrating resources and efforts in these Focus states and cities will have the greatest impact on reducing pedestrian crashes, injuries, and fatalities nationally, and will provide a unique opportunity for developing and evaluating new innovative and effective programs.

Both NHTSA and FHWA believe that a “comprehensive approach” to pedestrian safety, one that includes engineering, enforcement, and education, has the best chance to

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<sup>1</sup> NHTSA defines a pedestrian as any person not in or upon a motor vehicle or other vehicle.

improve safety for pedestrians. Because FHWA's efforts are restricted to infrastructure, there is a need to emphasize education and enforcement elements of the pedestrian safety action plans developed or being developed to achieve the best safety benefits.

In a survey conducted in June 2012, the Pedestrian Focus City transportation agencies ranked "education and enforcement" as the second most common barriers and challenges they are facing in the area of pedestrian safety. Particularly, agencies identified challenges with educating motorists and pedestrians about traffic safety laws (e.g. yielding, obeying signals), as well as problems with effectively enforcing those laws.

To assist in the implementation and to demonstrate the effectiveness of comprehensive pedestrian safety programs, NHTSA plans to award up to six (6) cooperative agreements (CA) to State Highway Safety Offices with Pedestrian Focus Cities<sup>2</sup>. Only cities that have not previously received NHTSA support would be eligible<sup>3</sup>. This cooperative agreement would support the implementation of the education and enforcement elements of the localities' pedestrian plans.

## **B. OBJECTIVE**

The objective of this CA is to assist FHWA designated Pedestrian Focus Cities in building partnerships between State Departments of Transportation (DOTs), State Highway Safety Offices (SHSOs), local transportation agencies (MPOs, Public Works) law enforcement agencies, and pedestrian safety advocacy groups. The CA will assist in developing and implementing the education and enforcement activities of established or soon to be completed pedestrian plans, that outlines a comprehensive pedestrian safety program involving engineering, enforcement and education to reduce pedestrian crashes, injuries and deaths.

## **C. SCOPE OF WORK/PURPOSE**

The purpose of this cooperative agreement program is to support demonstration grants for the implementation of education and enforcement components of the Pedestrian Safety Action Plans that supplement active infrastructure improvement projects in selected Focus States and Focus Cities.

1. Using the pedestrian plan developed<sup>4</sup> in connection with the FHWA Pedestrian Focused Approach project, bring together State and local pedestrian safety

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<sup>2</sup> Cities ineligible for award are Detroit, MI; Chicago, IL; Tampa/St. Petersburg, FL; and Albuquerque, NM as these cities have received previous NHTSA funds for a similar Cooperative Agreement.

<sup>3</sup> Current Focus Cities eligible for award are Phoenix, AZ; Los Angeles, CA; San Diego, CA; San Francisco, CA; Stockton, CA; Washington, DC; Fort Lauderdale, FL; Jacksonville, FL; Miami, FL; Orlando, FL Atlanta, GA; Louisville, KY; New Orleans, LA; St. Louis, MO; Newark, NJ; New York City, NY; Tulsa, OK; Philadelphia, PA; Dallas, TX; Houston, TX; Ft Worth, TX; and San Antonio, TX.

<sup>4</sup> Applicants must have at least a draft Pedestrian Safety Action Plan that includes education and enforcement strategies, or a plan incorporating pedestrian safety, in the works, if not a final version established before the education and enforcement activities are implemented through the CA.

- partners to develop and implement the comprehensive education and enforcement activities of the established or soon to be completed pedestrian plans designed to enhance or improve pedestrian safety. The intervention should be designed for easy implementation and replication in other cities.
2. Using community pedestrian crash (injury and fatality) data as a targeting tool:
    - a. Conduct 5-year pedestrian crash analysis to identify trends, high risk populations and high crash locations<sup>5</sup>;
    - b. Develop and implement an education campaign focusing on the high risk groups identified through crash analysis;
    - c. Conduct enforcement operations targeted in the top ten (10) high crash locations (corridors and/or intersections) identified through crash analysis;
  3. Evaluate the effectiveness of the intervention. The evaluation should include outcome and process measures, and must address the education, enforcement and engineering aspects of the pedestrian plan.

Information on education and enforcement programs is available at the Pedestrian and Bicycle Information Center (PBIC) at <http://www.walkinginfo.org/education/> and <http://www.walkinginfo.org/enforcement/>.

Up to six (6) CAs addressing pedestrian safety will be awarded. Length of performance will vary depending on the scope of the proposed effort. However, projects will be considered for a minimum of 24 months and a maximum of 60 months.

### **Article III. NHTSA INVOLVEMENT**

NHTSA will be involved in all activities undertaken as part of the cooperative agreement program and will:

1. Provide a Contracting Officer's Technical Representative (COTR) to participate in the planning and management of this cooperative agreement and to coordinate activities between the Grantee and NHTSA.
2. Provide information and technical assistance from government sources within available resources and as determined appropriate by the COTR.
3. Serve as a liaison between NHTSA Headquarters, Regional Offices, and others (Federal, State, and local) interested in reducing motor vehicle-related pedestrian injuries and fatalities and promoting the grant related pedestrian safety activities of the grantee.
4. Review and provide comments on program content, materials, and evaluation activities.

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<sup>5</sup> Unless previously completed, in which case the applicant should include the crash analysis in the application package as an appendix.

5. Promote the transfer of information among grant recipients and others engaged in pedestrian safety activities.

#### **Article IV. FUNDING**

A total of \$2,000,000 is available to fund up to six (6) cooperative agreements. The total number of awards will depend on the quality of the proposals submitted for consideration. Given the amount of funds available for this effort, applicants are strongly encouraged to seek other funding opportunities to supplement the Federal funds.

Preference will be given to applicants with cost sharing proposals. At the discretion of the government, funds may be obligated fully at the time of award of the cooperative agreement or incrementally over the period of the cooperative agreement. Nothing in this solicitation should be construed as committing NHTSA to make any award.

#### **Article V. PERIOD OF PERFORMANCE**

The period of performance for this cooperative agreement will be not more than five (5) years or sixty (60) months from the effective date of award. However, the actual period of performance will depend on the scope of work for the submitted project.

#### **Article VI. PAYMENT**

##### **1. Minimum Requirements for Payment**

All costs claimed for reimbursement and payment, including the final payment, shall be submitted on a *Standard Form 270 Request for Advance or Reimbursement* as either an attachment or as a selection within “eInvoicing” (see paragraph 2 and “Important Note” below.) The Grantee shall submit claims for reimbursement on a monthly basis. The information required for each reimbursement claim shall, at minimum, contain the following:

- a. Grantee’s Name;
- b. Cooperative Agreement / Grant Number (beginning with “DTNH22-”);
- c. If applicable, the Cooperative Agreement Project (CAP) Number;
- d. Invoice Number;
- e. Invoice Date;
- f. The NHTSA Contract Specialist or Contracting Officer’s name, phone number, and e-mail address;
- g. The NHTSA Contracting Officer’s Technical Representative’s (“COTR(AA)”) name;
- h. If applicable, the name of the NHTSA COTR for the CAP (“COTR(CAP)”);
- i. Grantee’s TIN
- j. Grantee’s DUNS
- k. Direct Labor Cost, including hours and hourly rates
- l. The period of performance for the costs claimed

- m. Current and cumulative amounts of the following item costs: direct labor; fringe benefits; material costs; consultant costs; subcontractor costs; travel costs itemized including origin and destination; and any other supporting data for unusual expenditures.
- n. Any documentation which supports the costs claimed.

## 2. Procedure for Submitting Invoices

Beginning June 20, 2012, NHTSA will be using the Department of Transportation's "eInvoicing" system for processing grantees' requests for reimbursement. The system takes full advantage of e-commerce and allows grantees to perform the following tasks electronically:

- Create standard invoice documents;
- Enter required information;
- Attach supporting documentation;
- Submit invoices for review and payment;
- Query the system to determine the status of individual invoices;
- Query the system to determine the total dollar amount of invoices submitted to date, the total reimbursements to date, and the total amount of federal funding still available for payment.

**IMPORTANT NOTE:** Prior to accessing the eInvoicing system, all grantees must complete the eAuthentication certification process. It ensures the identity of eInvoicing users external to DOT. The process can be time consuming; therefore, grantees should begin as soon as they receive award of grants, cooperative agreements or cooperative agreement projects (CAPs).

Detailed instructions on how to receive eAuthentication certification can be found at: <http://www.dot.gov/cfo/delphi-einvoicing-system.html>. Click on the "eAuthentication process tutorial" hotlink located under the banner "Steps to take Before Accessing the eInvoicing System." A PowerPoint briefing will then guide you through the process.

Once you have completed the eAuthentication process, you must then complete training on the eInvoicing System. To do that, go to the website cited in the previous paragraph and, under the "Training Materials" banner, click on "Click here to review all training materials by user role." You will need to familiarize yourself with the information accessible under the "Grant Recipient Users" banner located near the top of that page.

Please send any questions, or report any problems regarding eInvoicing to [DOTeInvoicing@dot.gov](mailto:DOTeInvoicing@dot.gov).

**Article VII. TERMINATION**

The Government may terminate the agreement in whole or in part, upon providing written notification to the Grantee, if the Contracting Officer determines that a termination is in the Government's best interest or the Grantee defaults in performing the work and fails to cure the default within the time specified in writing by the Contracting Officer. The Grantee may terminate the agreement by providing NHTSA with a sixty (60) day advance written notice. The Grantee must deliver acceptable reports on work accomplished as part of any such termination.

**Article VIII. CONFLICT OF INTEREST**

It is U.S. DOT policy to award Cooperative Agreements only to those Applicants whose objectivity is not impaired because of any related past, present, or planned interest, financial or otherwise, in organizations regulated by U.S. DOT, or in organizations whose interests may be substantially affected by Departmental activities and which is related to work specified in this Cooperative Agreement Announcement. Based on this policy, if, after award, the Grantee discovers a conflict of interest with respect to the Cooperative Agreement that could reasonably have been known prior to the award, an immediate and full disclosure shall be made in writing to the Contracting Officer. The disclosure shall include a full description of the conflict along with a description of the action the recipient has taken, or proposes to take, to avoid or mitigate such conflict.

(a) The Applicant shall provide a statement in its proposal which describes in a concise manner all past, present or planned organizational, financial, contractual or other interest(s) with an organization regulated by U.S. DOT, or with an organization whose interests may be affected substantially by Departmental activities, and which is related to the work under this Cooperative Agreement Announcement. The interest(s) described shall include those of the Applicant, its affiliates, proposed consultants, proposed subcontractors and key personnel of any of the above. Past interest shall be limited to within one year of the date of the Applicant's technical proposal. Key personnel shall include any person owning more than 20% interest in the Applicant, and the Applicant's corporate officers, its senior managers and any employee who is responsible for making a decision or taking an action under this Cooperative Agreement where the decision or action can have an economic or other impact on the interests of a regulated or affected organization.

(b) The Applicant shall describe in detail why it believes, in light of the interest(s)

identified in (a) above, that performance of the proposed contract can be accomplished in an impartial and objective manner.

(c) In the absence of any relevant interest identified in (a) above, the Applicant shall submit in its proposal a statement certifying that to its best knowledge and belief no affiliation exists relevant to possible conflicts of interest. The Applicant must obtain the same information from potential subcontractors prior to award of a subcontract under the resultant Cooperative Agreement.

(d) The NHTSA Contracting Officer will review the statement submitted and may require additional relevant information from the Applicant. All such information, and any other relevant information known to U.S. DOT, will be used to determine whether an award to the Applicant may create a conflict of interest. If any such conflict of interest is found to exist, the NHTSA Contracting Officer may (1) disqualify the Applicant, or (2) determine that it is otherwise in the best interest of the agency to contract with the Applicant and include appropriate provisions to mitigate or avoid such conflict in the Cooperative Agreement awarded.

(e) The refusal to provide the disclosure or representation, or any additional information required, may result in disqualification of the Applicant for award. If nondisclosure or misrepresentation is discovered after award, the resulting Cooperative Agreement may be terminated. If after award, the Grantee discovers a conflict of interest with respect to the Cooperative Agreement awarded as a result of this Cooperative Agreement Announcement, which could not reasonably have been known prior to award, an immediate and full disclosure shall be made in writing to the NHTSA Contracting Officer. The disclosure shall include a full description of the conflict, a description of the action the Grantee has taken, or proposes to take, to avoid, or mitigate such conflict. The NHTSA Contracting Officer may, however, terminate the Cooperative Agreement for convenience if he or she deems that termination is in the best interest of the Government.

#### **Article IX. ELIGIBILITY REQUIREMENTS**

Applications may be submitted by the State Highway Safety Office and indicate which FHWA Focus City or Cities it plans to work with. Interested applicants are advised that no fee or profit will be allowed under this cooperative agreement program.

To be eligible to participate in this cooperative agreement, applicants must meet the following special competencies:

- a. Demonstrate high involvement in the development and/or implementation of the jurisdiction's Pedestrian Safety Action Plan;
- b. Provide a draft or a final version of the Pedestrian Safety Action Plan (as an appendix to the application);

- c. Provide data defining the City's or Cities' pedestrian high-risk group(s), high-crash locations/intersections and most common pedestrian crash types;
- d. Considering the extent of the problem and the current needs of the State's pedestrian safety programs, show how the requested funding will enable the applicant to make significant progress toward improving or enhancing their pedestrian safety efforts;
- e. Provide a list of FHWA training(s) the City has received for improving pedestrian safety;
- f. Demonstrated leadership or point of contact in the Focus City to champion such a program;
- g. Demonstrated partnerships with education and enforcement professionals, pedestrian advocacy organizations and others who will be involved in the implementation of the program;
- h. Demonstrated willingness to accept a high degree of Federal oversight in proposed effort.
- i. Letters of commitment to support and participate in the project from the State Department of Transportation, law enforcement and transportation agencies in each Focus City.

## **Article X. SPECIFIC REQUIREMENTS**

### **1. Initial Kick-Off Meetings:**

The grantee will meet with the COTR and appropriate NHTSA staff in Washington D.C. at NHTSA's offices within 4 weeks to discuss and refine the development, implementation, and evaluation of the project. The grantee will prepare a 20 to 30 minute presentation describing the project and will be prepared to answer questions from the COTR and others present at the briefing. After this initial meeting with the COTR, the grantee should meet every other year with the COTR in Washington D.C. at NHTSA's offices, at a national pedestrian safety or traffic safety conference or in the Focus City (coinciding with project activities) to discuss the project's progress and results. These meetings will be a minimum of 4 hours in length. These meetings shall be factored in to the grantee's budget. In the interim, the grantee shall hold monthly conference calls with the COTR to discuss activities, issues or questions regarding the CA.

### **2. Quarterly Progress Reports:**

The grantee must provide a summary of the previous quarter's activities and accomplishments as well as the proposed activities for the upcoming quarter. Any decisions and actions required in the upcoming quarter should be included in the report. Any problems and issues that may arise and need the Contracting Officer's Technical Representative (COTR) or Contracting Officer (CO) attention should be

clearly identified in the progress report in a specific, identified section. The grantee shall supply the progress report to the COTR within fifteen (15) days following quarter being reported.

**3. Revised Project Plan:**

If needed, the grantee will submit a revised project plan incorporating verbal and written comments from the COTR. This revised plan (if applicable) will be due no more than one (1) month from date of the initial meeting with COTR.

**4. Draft Final Report:**

The grantee will prepare a Draft Final Report that includes a description of the project, issue(s) addressed, program implementation, evaluation strategies, findings and recommendations. With regard to information transfer, it is important to know what worked and what did not work, under what circumstances, what can be done to enhance replication in similar communities, and what can be done to avoid potential problems for future replication of the project. The grantee will submit the Draft Final Report to the COTR 60 days prior to the end of the performance period. The COTR will review the draft report and provide comments to the grantee within 30 days of receipt of the document.

**5 Final Report:**

The grantee will revise the Draft Final Report to reflect the COTR's comments. The revised final report will be delivered to the COTR 15 days before the end of the performance period.

**6. Final project briefing to NHTSA and Presentations at National Traffic Safety Conferences:**

The grantee will deliver a COTR pre-approved briefing in Washington, DC at NHTSA's offices to the COTR and appropriate NHTSA staff to review the project implementation, evaluation, and results. This presentation shall last no less than 30 minutes and the grantee shall be prepared to answer questions from the briefing's attendees.

In consultation with the COTR, the grantee will select up to three (3) national traffic safety conferences or annual meetings (Lifesavers, ProWalk ProBike, GHSA) to deliver a presentation of the project and its effectiveness. The conference registration and travel shall be factored in to the grantee's budget.

**All briefings will be accompanied by Microsoft PowerPoint presentations.**

## XI. APPLICATION PROCEDURE

The application must include a reference to NHTSA Cooperative Agreement Number **DTNH22-13-R-00728**. Unnecessarily elaborate applications beyond what is sufficient to present a complete and effective response to this request are not desired. The application shall not exceed 25 pages (not including resumes or draft/final Pedestrian Safety Action Plan and 5-year pedestrian crash analysis (see footnote 5 on page 2.) as Appendices).

*Note: Programs with multiple partners must submit a single or collaborative application through the State Highway Safety Office. Only one award will be made per eligible program, but multiple Focus Cities in one State can be included in an application.*

- Only complete packages received on or before the published due date will be considered. Facsimile submission of proposals will not be accepted.
- **If submitting applications in hard-copy or digital storage media (preferred)**

**Format:**

The applicant shall submit eight (8) copies of its application to the following address by no later than 1:00 PM EDT, **TBD**.

US Department of Transportation  
National Highway Traffic Safety Administration  
Office of Acquisition Management  
1200 New Jersey Ave., SE  
Washington, DC 20590  
ATTN: **TBD**

***Important:*** The timely submission of application packages is the *sole responsibility of the applicant*. All prospective applicants are cautioned that, due to increased security concerns, documents transmitted via U.S. Mail can be delayed for several weeks. It is therefore recommended that when transmitting hardcopy or **digital storage media** applications, methods other than U.S. Mail be used (i.e. Federal Express delivery).

## **XII. APPLICATION CONTENTS**

The application package must include:

**A. If submitting the application in hardcopy or digital storage media format:** OMB Standard Form (SF) 424 (Rev. 9-2003, including 424A and 424B), “Application for Federal Assistance,” with the required information filled in and certified assurances signed. These forms can be accessed by going to [www.whitehouse.gov/OMB/grants/index.html](http://www.whitehouse.gov/OMB/grants/index.html).

**B.** The applicant must provide a detailed breakdown of the proposed costs, as well as any in-kind costs, by year. This cost breakdown shall not only identify cost categories, but shall also identify specific sub-categories (and associated costs). For example, Labor Costs should include labor categories, associated levels of effort, and rates; Direct Materials costs including itemized equipment and supplies costs; Travel and transportation costs, including projected trips and number of people traveling; Subcontractor/ Sub-grantee costs with similar detail, if known; and overhead. The applicant must also justify each proposed cost by explaining how each cost was calculated and determined to be fair and reasonable. Finally, the applicant should also include copies of any supporting documentation it may have (i.e. indirect cost rate agreements, etc.) as part of the budget package.

**C.** Non-Federal funding sources are encouraged. Since activities may be performed with a variety of financial resources, applicants need to fully identify all project costs and their funding sources in the proposed budget. The proposed budget must identify all funding sources in sufficient detail to demonstrate that the overall objectives of the project will be met. All other factors being equal, preference will be given to those that have proposed cost-sharing strategies and/or other proposed funding sources in addition to those in this announcement.

**D. Program Narrative Statement:** Proposal must fully describe the scope of the project, detailing the activities and costs for which funding is being requested. Also, applications for this program must include the following information in the program narrative statement:

1. A table of contents including page number references.
2. A description of the community in which the grantee proposes to implement the pedestrian safety effort in support of the Focus States and Focus Cities pedestrian safety plan. The description of the community should include, at a minimum, community demographics, the community’s pedestrian safety problems/issues, data sources available, existing traffic safety programs, existing pedestrian safety education and enforcement programs and community resources.

3. A description of the project or program's goal and how the applicant plans to meet the goal. The applicant must be **specific** with respect to the particular approach being addressed and how it will be implemented. For example, if the applicant is proposing to increase the involvement of law enforcement in pedestrian safety, what type of law enforcement training will be necessary? What will be the selection process for the locations/agencies to involve? Will funding for law enforcement overtime be necessary, and will alternative funding sources be explored? What enforcement activities will be expected of the agencies involved? Will the education campaign be directly related to the enforcement activities? What partnerships may be necessary? What criteria will be used to evaluate the activities? How will the results be reported? What steps will be taken to institutionalize funding activities and/or make such activities self-sufficient?
4. A description of the specific activities proposed by the applicant. Proposals must address education and enforcement strategies as delineated in Focus City pedestrian plans, and must be supported by problem identification and/or crash data.
5. A description of the evaluation plan, including how information (data) will be obtained, compiled, analyzed, and reported. This should be more than a process evaluation.
6. Demonstrated capability of technical and management skills to successfully design, conduct, and evaluate programs implemented in States and cities. The applicant should demonstrate that such past programs have resulted in timely, adequate and complete projects. The applicant should also include a narrative description of documented experience, clearly indicating the relationship of past programs to this project and provide details such as project description and sponsoring agency. References to completed final project reports should include the author's name (and contact information if available).
7. The applicant must explain if there has been or could be looming, any major changes within the State that may enhance or, more importantly, jeopardize the success of this program. *Letters of support from proposed participating partner organizations, including but not limited to the State Department of Transportation Pedestrian and Bicycle Coordinator, Focus City law enforcement and at least one (1) Focus City pedestrian safety point of contact are required.*
8. A description of how the proposed project will be managed. The application shall identify the proposed project manager and other personnel considered critical to the successful accomplishment of the project, including a brief description of their qualifications and respective organizational responsibilities. The role and

responsibilities of the applicant and any others included in the application package shall be specified. The proposed level of effort in performing the various activities shall also be identified.

9. The applicant must furnish an organizational chart and résumés of each proposed staff member.
10. A detailed explanation of time schedules, milestones, and product deliverables, including quarterly reports and draft and final reports. (See TERMS AND CONDITIONS OF AWARD.)

**E. Commitment and Support:** When other sources and organizations are required to complete the proposed effort, the applicant shall provide proof of said organization's commitment to the cooperative agreement effort. Such proof can be a letter of support or buy-in indicating what the organization will supply to the grantee. (See D.7. for more information.)

**Article XIII. APPLICATION REVIEW PROCESS AND EVALUATION FACTORS**

Each application package will be reviewed initially to confirm that the applicant meets the eligibility requirements as set forth in Article VII of this announcement and has included all of the items specified in the *Application Procedures* section of this announcement. An Evaluation Committee will then review each application submitted by each applicant. Non-Federal employees under contract to NHTSA may serve on this Evaluation Committee.

The applications will be evaluated using the following criteria:

- A. Program Approach / Work Plan** The extent to which the applicant is knowledgeable about pedestrian safety education and enforcement programs.
- The extent to which the applicant's goals are clearly articulated and the objectives are time-phased, specific, action-oriented, measurable, and achievable.
  - The extent to which the applicant's approach is feasible and probability that the applicant's approach would result ultimately in the improvement of pedestrian safety.
  - The extent to which the applicant clearly identifies and explains creative approaches to improve pedestrian safety.
  - The applicant's plan for maintaining the effort beyond the period of performance of cooperative agreement.
  - The degree to which the applicant has identified potential barriers to the implementation of new approaches and the applicant's plans for mitigating or eradicating those barriers.
  - The degree to which the applicant's approach will adapt to other jurisdictions at a reasonable cost.
  - The partnership structure proposed by the applicant. More specifically, the level of detail, reasonableness, and resourcefulness of the applicant's plans for entering into partnerships with other organizations will be reviewed.
  - The extent to which the applicant's work plan facilitates the involvement of NHTSA.
- B. Resource Utilization**
- The extent to which the proposed staff are clearly described, appropriately assigned, and have adequate skills and experiences.
  - The reasonableness of the applicant's staffing plan to include proposed level of effort and allocation of human resources.
  - The extent to which financial resources (both federal and non-federal) are used in an efficient and effective manner.
  - The extent to which the applicant demonstrates it has the political and law enforcement leadership and commitment to meet the project objectives.

**C. Evaluation Plan**

- The extent to which the evaluation plan clearly articulates the project's potential to make a significant impact on deployment of pedestrian safety education and enforcement and the associated crashes, injuries and fatalities.
- The extent, to which the evaluation plan indicates how the information/data that are collected in the project will be compiled, analyzed, interpreted and reported.
- The degree to which data and information sources are sufficient to evaluate properly the project's results and potentials.

**D. Experience, Financial Responsibility and Past Performance:**

- The extent to which the applicant has expertise in program development and evaluation.
- The applicant's satisfactory history of grantor/grantee partnerships.
- The extent to which the applicant has a solid record of financial responsibility and accountability as it relates to federal grant funding.
- The applicant's history of compliance with federal regulations as they relate to the administration of federal assistance agreements.
- The level of financial stability possessed by the proposed Grantee.

**Article XIV. IMPORTANCE OF COST-SHARING**

While not mandatory, applicants are strongly urged to seek funds from other Federal, State, local, and private sources to augment those Federal funds available under this announcement. For equally acceptable applications, preference may be given to those that have proposed cost-sharing strategies and/or other proposed funding sources in addition to those in this announcement. A list of other pedestrian funding opportunities can be found here:

[http://www.fhwa.dot.gov/environment/bicycle\\_pedestrian/guidance/bp-guid.cfm#bp4](http://www.fhwa.dot.gov/environment/bicycle_pedestrian/guidance/bp-guid.cfm#bp4) If the applicant already receives these funds, please indicate in program narrative statement.

**XV. REPORTING REQUIREMENTS AND DELIVERABLES/MILESTONES****A. REPORTING**

Prior to award, each grantee must comply with the certification requirements of 49 CFR Part 20, Department of Transportation New Restrictions on Lobbying, and 49 CFR Part 29, Department of Transportation government wide Debarment and Suspension (Non-procurement) and Government-wide Requirement for Drug Free Work Place (Grants).

**1. Reporting Requirements and Deliverables:**

- A. Quarterly Progress Reports must include a summary of the previous quarter's activities and accomplishments, as well as the proposed activities for the upcoming quarter. Any decisions and actions required in the upcoming quarter should be included in the report. Any problems and issues that may arise and need the Contracting Officer's Technical Representative (COTR) or Contracting Officer (CO) attention should be clearly identified in the report in a specific, identified section. The grantee shall supply the progress report to the COTR every three months following date of award.
- B. Initial and Subsequent Meetings with COTR: The grantee will meet with the COTR and appropriate NHTSA staff in Washington D.C. at NHTSA's offices to discuss and refine the development, implementation, and evaluation of the project. The grantee will prepare a 20 to 30 minute presentation describing the project and will be prepared to answer questions from the COTR and others present at the briefing. After this initial meeting with the COTR, the grantee should meet at least once a year with the COTR in Washington D.C. at NHTSA's offices to discuss the project's progress and results. These meetings will be a minimum of 2 hours in length.
- C. Revised Project Plan: If needed, the grantee will submit a revised project plan incorporating verbal and written comments from the COTR. This revised plan is due no more than one (1) month from date of the initial meeting with COTR.
- D. Draft Final Report: The grantee will prepare a Draft Final Report that includes a description of the project, issue addressed, program implementation (if relevant), evaluation strategies, findings and recommendations. With regard to technology transfer, it is important to know what worked and what did not work, under what circumstances, what can be done to enhance replication in similar communities, and what can be done to avoid potential problems for future replication of the project. This is true even if the applicant

reviewed and documented existing programs. The grantee will submit Draft Final Report to the COTR 60 days prior to the end of the performance period. The COTR will review the draft report and provide comments to the grantee within 30 days of receipt of the document.

- E. Final Report: The grantee will revise the Draft Final Report to reflect the COTR's comments. The revised final report will be delivered to the COTR 15 days before the end of the performance period.
  - F. Requirements for Printed Material: The print materials shall be provided in Microsoft Word text.
  - G. Final project briefing to NHTSA and a presentation to a national meeting: The grantee will deliver a briefing in Washington, D.C. at NHTSA's offices to the COTR and appropriate NHTSA staff to review the project implementation, evaluation, and results. This presentation shall last no less than 30 minutes and the grantee shall be prepared to answer questions from the briefing's attendees.
  - H. An electronic Microsoft PowerPoint presentation that NHTSA staff shall be able to use to brief senior staff or driver licensing partners at various meetings and conferences.
3. During the effective performance period of the cooperative agreements awarded as a result of this announcement, the agreement as applicable to the grantee shall be subject to the National Highway Traffic Safety Administration's General Provisions for Assistance Agreement, dated July 1995.

**B. MILESTONE & DELIVERABLES****DELIVERABLES (D) AND MILESTONES (M)**

All deliverables shall be submitted electronically in accordance with the following schedule:

<b>Item</b>	<b>Milestone (M)/ Deliverable (D)</b>	<b>Due Date</b>
1	(M) Initial kick-off meeting (M)(D)	Within 30 days of the award
2	Quarterly Progress Report (D)	Within 15 days of the month following the reporting quarter
3	Revised Project Plan (D)	
4	Draft Final Report (D)	30 days of the award
5	Final Report (D)	Within 15 Days of award date
6	Final project briefing to NHTSA/Presentations at National Traffic Safety Conferences (D)	TBD

## **XVI. MODIFICATIONS**

### **A. Unilateral**

The NHTSA Contracting Officer (CO) has the right, under this Cooperative Agreement, to execute unilateral modifications for the following purposes:

- Provide incremental federal funding;
- Change the NHTSA Project Officer/Contracting Officer Technical Representative; and
- Make other administrative changes, which do not affect the legal obligations of the Grantee.

### **B. Bilateral**

Bilateral modifications to this cooperative agreement may be proposed by either party, at any time during the period of performance of this cooperative agreement, and shall become effective upon approval by both parties.

*Note: When changes are made and when deemed appropriate, the Government may supply the Grantee with replacement pages to the cooperative agreement.*