

UNITED STATES DEPARTMENT OF TRANSPORTATION (U.S. DOT)
National Highway Traffic Safety Administration (NHTSA)

Cooperative Agreement for: Improving Teen Driving through a Parental Responsibility Program

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

ACTION: Announcement of a Request for Applications to Improve Teen Driving through a Parental Responsibility Program. It is anticipated that 1-2 awards will be made for this project (not to exceed \$600,000).

SUMMARY: The objective of this project is to build a parental responsibility program that focuses on parental enforcement of "house" driving rules for their teen drivers. The objective is to increase parental awareness of their role in setting teen driving rules and encourage parents to enforce safe driving to their teens. The program will include strategies to reach and work with parents to enforce strict driving limits in NHTSA's three priority areas (access to alcohol, graduated driver licensing and seat belt use).

DATES: Application(s) must be submitted to the National Highway Traffic Safety Administration, Office of Acquisition Management (NPO-320); Attention: Wendell V. Crowder, 1200 New Jersey Avenue, S.E., W53-419, Washington, D.C. 20590. All application(s) submitted must include a reference to NHTSA Cooperative Agreement Number **DTNH22-09-R-00203**. Only complete packages received on or before **5:00 P.M. Eastern Standard Time on Monday, May 18, 2009** will be considered.

Applicant(s) shall provide a complete mailing address where Federal Express mail can be delivered.

FOR FURTHER INFORMATION CONTACT: General administrative and programmatic questions may be directed to Wendell V. Crowder, Contract Specialist, Office of Acquisition Management, by email at Wendell.Crowder@dot.gov or by phone at 202-366-5456. To allow for sufficient time to address questions appropriately, all questions must be received no later than **3:00 P.M. Eastern Daylight Time, Tuesday April 7, 2009 via e-mail.**

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Article I. RESERVED

Article II. STATEMENT OF BACKGROUND AND PURPOSE

A. Teen Motor Vehicle Occupants

Motor vehicle crashes are the leading cause of death for 15-to 20-year olds. In 2006, 3,490 15-to 20-year old drivers were killed and an additional 272,000 were injured in motor vehicle crashes.

To prevent motor vehicle related deaths and injuries for teens NHTSA is focusing its efforts in three priority areas: Access to Alcohol, Graduated Driver Licensing (GDL) and Seat Belt Use.

1. Access to Alcohol

Teens between 15 and 20 years of age are at far greater risk of death in an alcohol-related crash than the overall population, despite the fact that they are below the minimum drinking age in every State.

Among 15- to 20-year old drivers in fatal crashes in 2006, 28 percent of the drivers who were killed had been drinking. The 2003 Institute of Medicine report, *Reducing Underage Drinking: A Collective Responsibility*, indicates that young people obtain alcohol from a variety of sources, including parties, friends, and adult purchasers. In addition, purchase surveys indicate that between 40 and 90 percent of retail outlets sell to underage buyers.

Recommended strategies for reducing youth access to alcohol include actions directed at adults, such as media messages on parent and adult responsibility, keg registration laws, party patrols, enforcement of underage drinking and driving laws, and enforcement of laws against purchasing alcohol for youth, as well as comprehensive community programs that bring together several community groups or agencies, including schools, public health, law enforcement, retailers, parents, and youth.

2. Graduated Driver Licensing (GDL)

Young, novice drivers are significantly overrepresented in fatal crashes, per licensed driver, particularly 16-and 17-year old drivers. Immaturity and inexperience are primary factors contributing to fatal crashes by young drivers. Three-stage GDL laws address these factors by reducing high-risk exposure for young novice drivers. Evaluations clearly show the benefits of adopting GDL laws, generally indicating 20 to 50 percent reductions in crashes of young novice drivers. All States have at least some restrictions for young novice drivers, but no State has all the NHTSA-recommended components. As of October, 2008 47 States and the District of Columbia have three-stage systems.

Three-stage GDL laws are defined as licensing systems for young, novice drivers that include a learners permit (1st stage) of supervised driving time, an intermediate license (2nd stage) of driving unsupervised but with restrictions, and full licensure (3rd stage). Restrictions within the intermediate license (2nd stage) are of critical importance in reducing the exposure of young drivers to high-risk times and situations. Two of the most important restrictions are nighttime restrictions (most effectively between 9 or 10 pm and 5 am) and passenger restrictions (limiting teenage passengers to a maximum of one). Other important components are mandatory seat belt use by all occupants, no alcohol use, and remaining crash- and violation-free. To ensure novice drivers comply with GDL laws, law enforcement must place high priority on detecting and processing violations of

GDL and communicating this to young drivers. Parents have ultimate responsibility in ensuring that young drivers comply with the GDL law, regarding this law only as minimum requirements for driving privileges, setting higher standards for their own young drivers.

Among the recommended strategies for utilizing GDL laws is to increase parental responsibility in monitoring novice driver compliance with these laws.

3. Seat Belt Use

Teens have lower seat belt use rates than adults. Despite efforts aimed at increasing belt use in this high risk group, observed use among teens and young adults in 2007 was the lowest of any age group at 77 percent, five points below the national average. Because teens have higher crash involvement rates, it is imperative that efforts to increase seat belt use among this age group be given high priority.

Among the recommended strategies for increasing seat belt use is educational or informational programs (targeting teens, parents, communities, etc.) that support seat belt laws and enforcement.

B. Parental Restrictions on Teen Driving

Research has demonstrated that teens whose parents impose driving restrictions typically engage in less risky driving, and are involved in fewer crashes.^{1,2,3} However, research has also shown that parental involvement is at a peak at licensure, but declines rapidly through the first 12 months of teen driving.⁴ Also, parents set greater limits on trip conditions rather than on risk conditions, and these limits tend to be greater in states that have GDL laws in place.⁵ There are very few programs that are aimed at increasing parental involvement in teen driving, and even fewer that are evaluated.

One program that has been evaluated is *Checkpoints*, a communications program that includes video, newsletters, and a parent-teen driving contract. Some preliminary evaluations have indicated modest success in persuading parents to increase their

1 Hartos J., Eitel P., and Simons-Morton B.G. (2001). Do parent-imposed delayed licensure and restricted driving reduce risky driving behaviors among newly licensed teens? *Prevention Science*, 2, 113-122.

2 Harton J., Eitel P., and Simons-Morton B.G. (2002). Parenting practices and adolescent risky driving: A three-month prospective study. *Health Education and Behavior*, 29, 194-206.

3 Beck K.H., Hartos J.L., and Simons-Morton B.G. (2005). Parent-teen disagreement of parent-imposed restrictions on teen driving after one month of licensure: is discordance related to risky teen driving? *Prevention Science*, 25, 1-9.

4 Mayhew D.R. Simpson H.M., and Pak A. (2003). Changes in collision rates among novice drivers during the first months of driving. *Accident Analysis and Prevention*, 35, 683-691.

5 Hartos J., Simons-Morton B.G., Beck K.H., and Leaf W.A. (2005). Parent-imposed limits on high-risk adolescent driving: Are they stricter with graduated driver licensing? *Accident Analysis and Prevention*, 37, 557-562.

involvement in their teens' driving. Briefly, parents and teens exposed to the *Checkpoints* materials were significantly more likely to report using the parent-teen driving contract, and parents were more likely to impose more restrictions on teen passengers and high speed roads. These restrictions, however, declined significantly over the first 12 months of licensure.^{6,7}

Checkpoints has only demonstrated small to moderate effects, perhaps because it is a single educational intervention. Public health research using educational interventions alone very rarely shows any significant effects.⁸

Nonetheless, parents are a logical and meaningful resource in the effort to improve teen driving because they are uniquely positioned to influence their teen's behavior. This is important because traffic laws that impact teens and novice drivers are often difficult for police to enforce, therefore the onus can not be on enforcement officers alone to enforce teen driving rules. However, if parents and the law enforcement community join together to address the problem, a more significant impact may be made on teen driving.

C. Project Goals and Objectives

The goal of this project is to build a parental program that focuses on parental enforcement of "house" driving rules for their teen drivers. Parental rules will be supported by law enforcement efforts. The program will integrate the primary components of a successful injury prevention and community-based program (education, enforcement, environment and evaluation).

The objective is to increase the parental role in setting and enforcing teen driving rules and subsequently to improve teen driving as a result of parental enforcement. The program will include strategies to reach and work with parents to enforce strict driving limits in NHTSA's three priority areas (access to alcohol, graduated driver licensing and seat belt use), as well as strategies to incorporate law enforcement support of teen-related traffic safety laws. Ultimately the goal is to create a social norm for parents that they and other parents in the community are all working together to improve teen driving through parental involvement and enforcement of driving rules. It is also the goal to continue to engage law enforcement and enlist their support in keeping the roadways safe for teens. In this program, parents and law enforcement will be partners.

For this project, a teen is defined as *15-18 years of age*.

The project will occur in several stages:

6 Simons-Morton B., Hartos J.L., and Beck K.H. (2003). Persistence of effects of a brief intervention on parental restrictions of teen driving privileges. *Injury Prevention*, *9*, 142-146.

7 Simons-Morton B., Hartos J.L., and Beck K.H. (2004). Increased parent limits on teen driving: Positive effects from a brief intervention administered at the motor vehicle administration. *Prevention Science*, *5*, 101-111.

8 Christoffel T., and Gallagher S.S. (2005). *Injury Prevention and Public Health: Practical Knowledge, Skills, and Strategies, Second Edition*. Jones and Bartlett Publishers, Sudbury, MA.

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- **Development and planning:** During this stage the Grantee shall construct the basic program and develop the implementation strategies.
- **Program Implementation:** The program will be implemented and tested at the community-level.
- **Evaluation of program:** A comprehensive evaluation will be an integral part of this program and will be integrated into the project from the start. Process and outcome measures will be established and used to gauge the impact of the program.

Article III. SCOPE OF WORK

For a period, as hereinafter set forth, NHTSA and the Grantee will cooperatively furnish the necessary personnel, equipment and facilities and otherwise perform all things necessary for or incident to the performance of work (the accomplishment of objectives) as set forth below:

A. Specifically, NHTSA 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. Provide liaison with other government/private agencies as appropriate.
4. Stimulate the exchange of ideas and information among recipients of related projects through periodic meetings.
5. Maintain on-going contact with the Grantee regarding conduct of this agreement.

B. Specifically the Grantee will:

1. Perform the effort as specified in the Paragraph C, "Specific Requirements and Tasks" of this cooperative agreement. Section C incorporates the requirements and tasks as proposed by the Grantee as of _____ and are now incorporated herein and made part of this Cooperative Agreement.
2. Designate a Project Coordinator.
3. Advise NHTSA's COTR of any problems in implementing or making progress on any tasks performed under this Cooperative Agreement, as well as strategy recommendations or revisions to the Project description to permit successful performance. All significant decision points, written

materials or other work products will be submitted to the NHTSA COTR for approval.

4. Present and receive approval by the NHTSA Contracting Officer and COTR regarding any deviations from the procedures or objectives specified in this proposal before such deviations are implemented. Deviations to the agreement should be presented in writing.

C. Specific Requirements and Tasks

C.1 (Task 1): Conduct Start-up meeting with NHTSA

Within thirty (30) days of the Cooperative Agreement award, the Grantee shall participate with key NHTSA staff and other project team members in a start-up meeting. The meeting will take place at NHTSA Headquarters in Washington, DC unless otherwise specified. The purpose of the meeting will be to review the project's objectives, planned course of action, responsibilities, milestones and deliverables, and to review the draft Action Plan for the project. See C.3 (Task 3) for the required elements of the Action Plan. The meeting will also serve as a forum to resolve any differences between the government and the Grantee's approach.

C.2 (Task 2): Participate in Project Meetings and Site Visits

The Grantee will participate in periodic meetings, site visits and/or conference calls with NHTSA and the project team to discuss the progress of the project. The goal of these meetings is to generate ideas and effective strategies and to plan and coordinate project activities and responsibilities among the project team members. The project team will include the Grantee, representatives from NHTSA (Headquarters and the appropriate Regional Office), evaluation and media contractors, and others as necessary.

C.3 (Task 3): Program Development and Planning

Within three (3) months of the award, the Grantee shall develop and plan the parental enforcement program and deliver the Final Action Plan to the NHTSA COTR that addresses the primary components of the program, including:

- 1. Program Site(s):** The Action Plan will identify the community or communities where the program will take place [hereinafter referred to as the program site(s)]. The Grantee will receive assistance from NHTSA's Office of Behavioral Safety (BRS) to select the program sites, as well as comparison (control) sites that do not receive the program and the related interventions. A description of the program site(s) must be included and the rationale for the selection. The rationale must demonstrate that the site(s) are appropriate to reach the parents of teens. For instance, the community must be large enough to have a significant teen population, but also must be geographically located in an affordable and feasible media market to reach these parents within the scope and available funding of this project.

In addition, program site(s) and comparison (control) site(s) must match in terms of the following factors:

- State/region population and percentage of 15-18 year olds
- Number of licensed drivers
- Teen fatality rates per 100,000 population
- Seat belt law status (primary versus secondary)
- GDL law status (graded using IIHS criteria)
- Adjacent to or nearby one another

2. Parental/Community Outreach

The Grantee will develop an outreach strategy to reach parents with the parental enforcement message. The outreach strategy must successfully reach a broad and diverse parental audience, be interactive, and have a specific call to action for parents. Examples of appropriate outreach channels include parent and community-based centers and organizations, schools, parent-teacher organizations, faith-based organizations, youth serving organizations with access to parents and caregivers, businesses/employers, member organizations (such as insurance companies and automobile associations), sport leagues, etc.

Specific calls to action for this program could include:

- Work on teen driving as a community health and safety problem that parents can help to solve.
- Organize parent/community groups to change the thinking around teen driving issues; create a social norm that parental enforcement of teen driving rules is necessary and appropriate.
- Work with sponsors of community events to help send the message to parents about teen driving and setting house rules.
- Get the word out to parents about teen driving laws and policies.

For more examples of how to create community action, the Grantee is encouraged to review the Surgeon General's "Call to Action to Prevent and Reduce Underage Drinking."

3. Enforcement Outreach

The law enforcement community must be an active partner in this project. They play an integral role in enforcing traffic safety and graduated driver licensing laws for teens and can support and work with parents to enforce teen driving limits and violations. Local law enforcement agencies should be informed of the community activity and outreach and invited to provide feedback and support. Examples of law enforcement involvement include:

- Attend law enforcement conferences and meetings encouraging agencies and officers to support the program through strict enforcement of traffic and GDL laws for teen drivers.
- Coordinate and support high-visibility enforcement events with law enforcement agencies (check points, saturation patrols, roving patrols, etc.) to coincide with media and outreach to parents. These events could be undertaken at times and places likely to involve young, novice drivers. Communicate to parents that enforcement will be taking place to support their efforts to require safe

- driving limits on teens.
- Invite law enforcement to outreach events to help educate parents on safe driving limits and laws for teens.
- Utilize School Resource Officers to disseminate information to parents and teens.

4. Marketing Program Messages

NHTSA has developed parental enforcement marketing materials. The theme of the materials is: "Drive by the Rules, Keep the Privilege." This message/tagline accompanies television and radio ads as well as a selection of posters. The marketing materials are directed at parents and highlight key facts related to teen traffic fatalities and injuries. The materials challenge parents to consider these facts and impose and enforce limits on their teen drivers. The campaign materials are meant to empower parents. If teens follow the rules, they can keep their driving privilege. If not, parents can and should take that privilege away to protect their teen's safety. Companion marketing materials promoting the role of law enforcement may also be developed.

The Grantee will be required to use NHTSA's marketing materials and work with the NHTSA Office of Communications and Consumer Information and their media contractor for the duration of the project. This will ensure the consistency of the message across the program site(s). Materials will be provided to the Grantee electronically in their desired format. NHTSA will also offer technical assistance and various production services to the Grantee. For example, State or community logos and taglines can be added to the media materials as requested. Template earned media materials will also be provided for the Grantee to customize.

The Grantee will be responsible for the media plan and media buy. NHTSA will, however, provide assistance with the development of the plan as well as review the media buy before it is placed. The Grantee must ensure that media buy reports (pre and post buy data) are required/collected and made available for the program evaluation.

Work done by the NHTSA media contractor for this project and their related reporting requirements will be covered under a separate contract.

5. Evaluation

The evaluation will be driven by the program and the strategies that are implemented. At a minimum, changes in parental monitoring and enforcement of teen driving behaviors will be measured.

The Grantee will be required to work with the NHTSA Office of Behavioral Safety Research (BSR) for the duration of the project. The Office of BSR and their evaluator will work with the Grantee to develop the program site(s) and control site(s). The evaluator will prepare the evaluation design, collect certain observation and public awareness data, analyze the data, provide technical support, and prepare interim and final reports for the project. The Grantee will be primarily responsible for assisting the evaluator with acquiring access to awareness and observation data (if collected), injury and fatality data, law enforcement data if applicable (e.g., citation and crash information) and providing the program activity information. The evaluator will work with the Grantee to specifically designate evaluation responsibilities.

If possible, data will be collected on teen motor vehicle citations (e.g., seat belt, MLDA, Zero Tolerance, GDL violations), crashes, and observations of seat belt use. All measurements will be taken [at least] prior to and after the program is implemented. Interim measures are desirable. Process data will also be collected documenting relevant program details.

The NHTSA evaluator will ensure that data are collected and submitted according to schedule and will review and discuss evaluation results with the Grantee/Grantee Project Manager. The NHTSA evaluator will prepare the required evaluation reports under a separate contract.

6. Comprehensive Timeline

The Action Plan must contain a comprehensive program timeline outlining the various implementation strategies and program milestones.

The NHTSA COTR will review and approve/comment on the Draft Action Plan and will return to the Grantee. The Grantee shall discuss any changes recommended by the COTR and incorporate said changes in the Final Action Plan which shall also be submitted to the COTR.

C.4 (Task 4): Implement Parental Enforcement Program

Within eight (8) months of award the Grantee shall implement the parental enforcement program as outlined in the approved Action Plan.

C.5 (Task 5): Quarterly Reports

These reports include the compilation and documentation of demonstration efforts and should include up-to-date information (including summarizing accomplishments, data collected to date, obstacles and problems encountered and proposed solutions, noteworthy activities, events or successes) and funds and in-kind contributions expended to date. The Quarterly Reports will form the basis for the Final Report being prepared by the evaluation contractor. The COTR will approve invoices upon receipt of each Quarterly Report and adequate documentation to substantiate payment.

C.6 (Task 6): Final Report

Within twenty-two (22) months of award, The Grantee shall submit all the data and information necessary for the evaluation contractor to develop the Final Report. This supporting information will include:

1. Project Summary

The purpose of the project summary is to describe the project and the major issues it addresses. It should contain background that provides contextual information pertinent to project implementation. This information will help community leaders to easily identify similarities and differences between their community and those in which the demonstration project took place:

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- Purpose (Goals and objectives of project)
- Background (Contextual information such as, problem ID, site description—geographic area, population, other unique community characteristics)
- Scope (Summary of strategies used)

2. Program Implementation Information

This describes what actually happened during the course of the project—the activities, the timing among activities and the relationship among activities. Project implementation activities may include:

- Community outreach/grassroots efforts (e.g., parental outreach, community activities)
- Enforcement activities and support
- Marketing/media planning and media buy
- Community Partners
- Program timeline

3. Methodology Information

This describes the actual procedures used to perform and monitor the project, both qualitative and quantitative. It should include information in the following areas:

- Process evaluation (how efforts were documented/tracked)
- Quantitative and Qualitative research (if applicable)

4. Process Data

This section includes the results of the program based on process data (the overall evaluation will be completed by the NHTSA evaluator). Examples of this information follow.

- *Parental/Community outreach:* Number of events, speakers, grassroots events etc.
- *Communication/Marketing:* Media exposure (TV, radio, print, outdoor ads- # of PSAs aired, air time, reach and frequency, column exposure, number of press conferences, radio remotes, news coverage, and other earned media)
- *Community Partnerships:* Involvement in project, number of events, speakers, grassroots events etc.

5. Supporting Documentation

Such as:

- Media samples (ads, news coverage)
- Budget information

C.7 (Task 7): Participate in Final Briefing at NHTSA Headquarters

The Grantee shall conduct a briefing with NHTSA officials and other invited parties in Washington, DC upon the completion of the project. The Grantee should be prepared to discuss the project purpose, implementation, and findings, with the assistance of the NHTSA evaluation and media contactors. Briefing materials (e.g., Power Point presentation) will be submitted to the NHTSA COTR initially in draft format for review and comment 15 days prior to the meeting **Article IV. DELIVERABLES (D) AND MILESTONES (M)**

The following is a list of all deliverables and milestones and associated due dates which are considered to be significant in the performance of this Cooperative Agreement:

Item #	Task #	Milestone (M)/Deliverable (D)	Due Date	# of Copies
1	C.1	Conduct Kick-Off Meeting with NHTSA (M) (D)	1month award	2
2	C.2	Participate in Project Meetings and Site Visits (D)	TBD	N/A
3	C.3	Submit Action Plan including all proposed outreach and enforcement activities, their related implementation and evaluation and the timeline associated with the length of performance (24 months). (M) (D)	3 months after award	2
4	C.3	COTR's Review and Approval of Action Plan (D)	7 days after receipt	N/A
5	C.3	Submit Final Action Plan to COTR (M) (D)	3.5 months after award	N/A
6	C.3	Collect and Provide data to support project evaluation (M) (D)	Ongoing	1
7	C.4	Implement Parental Enforcement Program (M) (D)	8 months after award	N/A
8	C.5	Quarterly Reports (M) (D)	TBD	N/A
9	C.6	Submit Draft Final Report (M) (D)	22 months after award	2
10	C.7	Submit final briefing presentation (e.g, PowerPoint) to COTR for review. (D)	15 days prior to briefing	N/A
11	C.7	Final Briefing to NHTSA Headquarters on demonstration process and findings (D)(M)	23 months after award	N/A

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Place of Delivery/Number of Copies

The item numbers shall be delivered in the number of copies and to the receipts at the addresses provided below:

Item No.	No. of Copies	Address
3,5,8,10	1 Hard Copy 1 Electronic Copy	<p align="center">Department of Transportation</p> National Highway Traffic Safety Administration 1200 New Jersey Avenue, SE Washington, DC 20590 Room Attn: NHTSA COTR E-mail Address: Telephone Number: (202) 366-
5,10	1	<p align="center">Department of Transportation</p> National Highway Traffic Safety Administration Office of Contracts and Procurement NPO-320, W53-419 1200 New Jersey Avenue, SE Washington, DC 20590 Attn: Wendell V. Crowder, NHTSA Contract Specialist E-mail Address: Wendell.crowder@dot.gov Telephone Number: (202) 366-5456
		<p align="center">DOT/NHTSA</p> Aero Center Accounts Payable Branch, AMZ-150 P.O. Box 268911 Oklahoma City, OK 73125 Attn: Mike Monroney

Article V. PERFORMANCE PERIOD

All work required herein including preparation, submission, and acceptance of all deliverable items shall be completed within twenty four (24) months from the award date shown on the Face Page of this Cooperative Agreement.

Article VI. FINANCIAL ADMINISTRATION

- A. The total not-to-exceed amount of the Federal funding to be provided under this Cooperative Agreement is \$600,000.00 for each state.
- B. The total project amount of this Cooperative Agreement is \$600,000.00, which represents NHTSA's contribution of \$600,000.
- C. **Approved Project Budget:** The Project Budget on **SF 424**, dated <DATE>, is incorporated herein and made a part of this Cooperative Agreement.

1. No-Cost Budget Reallocations *not Affecting Federal Funding*

The Grantee may request, in writing to the NHTSA COTR, a ***no-cost*** budget reallocation to shift funds among budget items, at anytime during the performance of this Cooperative Agreement (See Section IV, Performance Period), as long as the reallocation does not attempt to increase/decrease the current available Federal Funding or the total Federal funding amount (See Subsection A of this Section). Upon receipt of the Grantee's letter and the approval of both the NHTSA COTR and CO, the NHTSA CO shall execute a ***unilateral*** modification revising the budget of this Cooperative Agreement.

2. Budget Reallocations *Affecting Federal Funding*

The Grantee may request, in writing to the NHTSA COTR, a budget reallocation to shift funds among budget items, at anytime during the performance of this Cooperative Agreement (See Section IV, Performance Period). However, if the requested budget reallocation attempts to increase/decrease the current available Federal Funding or the total Federal funding amount (See Subsection A of this Section), and is approved through the NHTSA procurement process, then the NHTSA CO shall issue a ***bilateral*** modification to revise the Section 6.a, Total NHTSA Funding, of the Face Page of this Agreement; Section V, Financial Administration, Subsections A, Band C; and Section III, Scope of Work, Subsection C, Specific Requirements and Tasks (if applicable) of this Cooperative Agreement. Upon signature of both parties, the ***bilateral*** modification shall become executed.

D. Payments:

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**, or any other format pre-approved by the NHTSA Contracting Officer (CO). The Grantee shall submit a claim for reimbursement on a Quarterly basis, accompanied by the Quarterly Progress Reports (See Section III, Scope of Work, Subsection C, Paragraph C.7, Reporting Requirements, and Subsection D,

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Performance Milestones and Deliverables). The information required for each reimbursement claim shall, at minimum, contain the following.

Specifically:

- a. All vouchers shall include a reference to NHTSA's Cooperative Agreement No. **DTNH22-09-R-00203**.
- b. The period of performance for the costs claimed;
- c. Current and cumulative amounts of the following item cost: 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.
- d. Grantee's Name
- e. Contracting Officer
- f. COTR's Name, Phone Number 202 366-XXXX
- g. Contract Specialist
- h. DUNS Number

The designated COTR will recommend payment for each invoice by certifying that the work has been accomplished in accordance with the terms and conditions of this assistance agreement.

2. **Where to send Reimbursement Claims**

**The Grantee shall submit one original invoice to:
DOT/NHTSA
Mike Monroney Aero Center
Accounts Payable Branch, AMZ-150
P.O. Box 26811
Oklahoma City, OK 73126**

3. **Payment Approval**

The NHTSA Contracting Officer or designee (Contract Specialist) shall approve all payments made under this Cooperative Agreement. Payments are subject to satisfactory progress and acceptance of the Quarterly Progress Reports and Final Report by the NHTSA COTR.

Article VII. NHTSA'S PROJECT OFFICER

The NHTSA designated Project Officer for this Cooperative Agreement, **DTNH22-09-R-00203** who is also referred to as the NHTSA COTR, is _____. While this list is not exhaustive, some of the major responsibilities of the NHTSA Project Officer or the NHTSA COTR are as follows. Specifically:

1. To provide information and technical assistance from available Government resources as determined appropriate by the NHTSA COTR.
2. To provide liaison with other Government/private agencies as appropriate; and,

3. To stimulate the exchange of ideas and information among recipients of related projects through periodic meetings.

business information is provided below:

DOT/NHTSA
1200 New Jersey Avenue, SE (NTI-112)
Washington, DC 20590
Telephone: (202) 366-
E-mail:

Designation of "Alternate" COTR. In the event that the NHTSA COTR of record is unavailable for a period of time that would jeopardize the timely certification of incoming invoices, then the person indicated below has been designated by the NHTSA Contracting Officer to perform the functions associated with the certification of invoices ordinarily performed by the NHTSA COTR. **The "Alternate" COTR shall have no other responsibility under this Cooperative Agreement than to certify invoices in the absence of the NHTSA COTR.**

The official(s) designated below shall be responsible for reviewing and certifying invoices **ONLY** in the absence of the designated NHTSA COTR:

Article VIII. GRANTEE'S PROJECT OFFICER

The Grantee's designated Project Officer for this Cooperative Agreement is _____ . The responsibility for the Grantee's Project Officer is as follows. Specifically:

To perform the activities as described in this Cooperative Agreement and do so in conjunction with the NHTSA COTR's technical direction.

Name: _____

Title: _____

Address: _____

Phone: _____

Mobile Phone: _____

FAX: _____

E-mail: _____

Article IX. SPECIAL PROVISIONS

Seat Belt Use Policies and Programs

In accordance with Executive Order 13043, the recipient of this award is encouraged to adopt and enforce on-the-job seat belt use policies and programs for its employees when operating company-owned, rented, or personally owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. Information on how to implement such a program or statistics on potential benefits and cost-savings to companies or organizations can be found in the Buckle Up America section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in Washington, DC dedicated to improving the traffic safety practices of employers and employees. NETS is prepared to help with technical assistance, a simple, user-friendly program kit and an award for achieving the goal of 85 percent seat belt use. NETS can be contacted at 1 (888) 221-0045, or visit its web site at www.trafficsafety.org.

This Special Provision shall be included in all contracts, subcontracts, and assistance agreements entered into by the recipient under this award.

Article X. GENERAL PROVISIONS

The NHTSA General Provisions for Assistance Agreements dated 7/95, as provided in Attachment 1, or the then-current NHTSA General Provisions, shall be applicable to this Cooperative Agreement. (See Section XI, Government Furnished Information).

Article XI. ACRONYMS

The acronyms listed below are used during the performance of this Cooperative Agreement. If the Grantee is currently using, or has used any of the acronyms listed below differently, the Grantee shall use the acronyms listed below as defined under this Cooperative Agreement **only**.

- National Highway Traffic Safety Administration (**NHTSA**)
- Contracting Officer's Technical Representative (**COTR**)
- Draft Final Report (**DFR**)
- Government Printing Office (**GPO**)
- Contracting Officer (**CO**)
- Contract Specialist (**CS**)
- Public Law (**PL**)
- Office of Management and Budget (**OMB**)
- Institutional Review Board (**IRB**)

Article XII. GOVERNMENT FURNISHED INFORMATION

The Government Furnished Information listed below shall be provided to the Grantee as outlined under Section III, Scope of Work, Subsection D, Performance Milestones and Deliverables or at time of award.

1. NHTSA's comments from draft final report.
2. The NHTSA General Provisions for Assistance Agreements dated 7/95.

Article XIII. MODIFICATIONS

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's Technical Representative; and,
- Make other administrative changes that do not affect the legal obligations of the Grantee.

Bilateral

Bilateral modifications to this Cooperative Agreement may be proposed by either party, at any time during the period of performance of this 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.

Article XIV. ELIGIBILITY REQUIREMENTS

The successful organization(s) must demonstrate that they have the infrastructure in place, as well as the necessary staff and support to carry out the responsibilities in developing, administering/coordinating and implementing this agreement. Only organizations capable of fulfilling the criteria listed below will be considered. The criteria require that:

Applicant must have the existence of an organizational infra-structure that will allow staff time necessary to handle the day-to-day logistical needs for this project.

Applicant must demonstrate the ability to work with the established law enforcement agencies to increase seat belt usage through a high visibility enforcement program.

Applicant must have experience in technical proficiency in traffic safety program design, data collection and evaluation and be willing to work with NHTSA's Research Office.

Applicant must demonstrate the ability to work with media (e.g. develop media buy plans, place media buys, etc. or coordinate effort with appropriate firm) as well as law enforcement to develop a high visibility enforcement campaign.

Applicant must demonstrate the ability to network with local organizations to create a broader partnership to maximize impact and ensure sustainability.

Applicant must demonstrate the capability to outline strategies, successes and challenges of programs to achieve increased seat belt use and serve as a model nationwide.

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Interested applicants are advised that no fee or profit will be allowed under this Cooperative Agreement.

Article XV. 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 cooperative agreement 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,

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however, terminate the Cooperative Agreement for convenience if he or she deems that termination is in the best interest of the Government.

Article XVI. APPLICATION PROCEDURES

Each applicant shall submit:

One original hard copy Office of Management and Budget Standard Form 424 (Rev 9-2003 including 424A and 424B), Application for Federal Assistance, including 424A, Budget Information Non Construction Program and 424B, Assurances Non-Construction Programs, with the required information provided and the certified assurances included. These forms are available at www.whitehouse.gov/omb/grants/index.html

One original hard copy of the Work Plan and Cost proposal. A copy of the work plan and cost proposal must be submitted via email to Wendell V. Crowder. While Form 424A deals with budget information and Section B identifies budget categories, the available space does not permit a level of detail that is sufficient to provide for a meaningful evaluation of proposed costs. Therefore, supplemental information must be provided which presents a detailed breakout of the proposed costs (detailed labor, including labor category, level of effort and rate, direct materials, including itemized equipment, travel and transportation, including projected trips and number of people traveling; subcontracts with similar detail if known and overhead) as well as any In-Kind contributions the Applicant proposed to contribute.

All estimated costs must be separated each of the 2 years of performance.

All the material specified in the Application Procedures must be submitted to Contract Specialist Wendell V. Crowder at: Wendell.crowder@dot.gov no later than May 18, 2009 5:00 p.m. Eastern Time at the following address:

National Highway Traffic Safety Administration
Office of Acquisition Management
NPO-320, W53-419
1200 New Jersey Avenue, SE
Washington, DC 20590

Only complete packages received on or before the specified due date will be considered. No facsimile transmissions will be accepted. Applications must reference NHTSA Cooperative Agreement DTNH22-09-R-0020. Unnecessarily elaborate applications beyond what is sufficient to present a complete and effective response to this Request for Application may not be considered.

END OF ARTICLE XVI PROVISION

Article XVII. APPLICATION REVIEW PROCESS AND EVALUATION FACTORS

Each application package will be reviewed initially to confirm that the Applicant is an eligible candidate and has included all of the items specified in the Application Procedure section of this Notice. The NHTSA Evaluation Committee will evaluate applications submitted by eligible candidates. It is anticipated that awards will be made in 60-90 days after the closing date of this announcement. Applications will be evaluated using the following criteria in order of precedence:

FACTORS:

1. Technical Approach, Work Plan and Technical Capability and Understanding

Technical Approach : The applicant shall provide a sound and feasible plan for the development of project activities. The approach shall demonstrate a clear and comprehensive understanding of:

- Teen traffic safety issues, particularly in the areas of impaired driving/access to alcohol, graduated driver licensing and seat belt use;
- Effective public health and injury prevention approaches and programs;
- Effective law enforcement strategies;
- Community outreach and effective strategies to reach the parents of teens;
- Marketing and media strategies (including earned and paid media planning and media buys); and
- Program evaluation.

Proposals must include the applicant's approach to achieving the overall objectives of the project with justification for the proposed approach, as well as the approach to each of the tasks in the statement of work. The applicant's understanding of the issues must be evidenced both in a background section of the proposal, and then in a task-by-task description of the proposed approach for completing the project as described in the statement of work.

Proposals must include the applicant's strategy to ensure that all work is satisfactory to the NHTSA COTR and on schedule, including submission of all deliverables. The proposal must include a discussion of potential barriers and strategies the applicant will employ to overcome those barriers.

2. Organizational Capabilities:

The applicant shall provide evidence of a viable organizational entity with sufficient demonstrated commitment and experience in performing the tasks required for successful implementation of this Cooperative Agreement. The applicant shall identify a project coordinator. The project coordinator will serve as the liaison with NHTSA's Occupant Protection, Impaired Driving and Enforcement and Justice Services Divisions. The coordinator will be responsible for developing the Action Plan and strategies that will support the program objectives as well as provide the required reports and deliverables. If the Grantee will secure the services of contractors to perform certain tasks under this Agreement, evidence must be provided that the contracted firm or individual has the capacity to carry-out these tasks effectively and efficiently. The applicant shall demonstrate a sound program management structure and delineation of responsibility for different parts of the project. This includes a sufficient staff with demonstrated skills and experience to perform the tasks required. Specifically, the applicant must demonstrate: an understanding and knowledge of traffic safety issues particularly those related to teen traffic safety issues in the areas of impaired driving/access to alcohol, graduated driver licensing and seat belt use; effective public health and injury prevention approaches and programs; community outreach and effective strategies to reach the parents of teens; marketing and media strategies (including earned and paid media planning and media buys); and an understanding of the importance of project evaluation and willingness to share information and data with the project team.

3. Partnerships/Collaboration:

The applicant shall demonstrate the ability (through examples of current and prior activities) to form meaningful partnerships with credible organizations and individuals to promote and advance the program goals and objectives. Partners should include law enforcement agencies, parent and community-based organizations, safety coalitions, schools, parent-teacher organizations, faith based organizations, youth serving organizations with access to the parents or caregivers of teens, businesses/employers, member organizations (such as insurance companies and automobile associations), sports leagues, etc. Preference will be given to applicants who have secured the assistance of credible partner organizations for this project, as demonstrated through letters of support or commitment.

5. Evaluation Plan:

The applicant shall provide a sound and feasible plan for how their project will be evaluated and what measures will be used to determine the effectiveness of the project. *It is anticipated that for the applicant's portion of this project, the majority of the evaluation will focus on **process data** while the NHTSA evaluators will conduct the overall project evaluation.* The applicant shall demonstrate a willingness to work with NHTSA evaluators to share data and information, ensuring a thorough evaluation.

END OF ARTICLE XVII PROVISION

Article XVIII. TERMS AND CONDITIONS OF AWARD

Prior to award, each Applicant shall comply with the certification requirements of 49CFR Part 20, U.S. Department of Transportation New Restrictions on Lobbying and 49 CFR, Part 29, U.S. DOT Government-wide Requirement for Drug Free Work Place (Grants). Certification requirements are electronically available for download at www.whitehouse.gov/omb/grants/index.html

In addition, prior to award, each Applicant shall comply with the NHTSA General Provisions for Assistance Agreements, dated July 1995.

END OF ARTICLE XVIII PROVISION