

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

Cooperative Agreement for: DDACTS - Teen Seat Belt Use Initiative

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

ACTION: Announcement of a Request for Application for the effort entitled DDACTS - Teen Seat Belt use Initiative. Competition under this RFA is restricted to competition among the State Highway Safety Offices (SHSO) (including the District of Columbia) and law enforcement agencies only. It is anticipated that two (2) awards will be made under this agreement (not to exceed \$500,000 total).

SUMMARY: The purpose of this cooperative agreement is to assist States or local law enforcement agencies interested in utilizing DDACTS to enhance their law enforcement activities as it applies to teen seat belt use and teen crime.

DATES: Application(s) must be submitted to the National Highway Traffic Safety Administration, Office of Acquisition Management (NPO-320); Attention: Ms. Sherese Gray, 1200 New Jersey Avenue, S.E., W51-121, Washington, D.C. 20590. All application(s) submitted must include a reference to NHTSA's Request for Application Number **DTNH22-11-R-00492**. Only complete packages received on or before **2:00 P.M. Eastern Standard Time on Thursday, June 30, 2011** will be considered.

FOR FURTHER INFORMATION CONTACT: General administrative and programmatic questions may be directed to Ms. Sherese Gray, Contract Specialist, Office of Acquisition Management, by email at sherese.gray@dot.gov. To allow for sufficient time to address questions appropriately, all questions must be received no later than **2:00 P.M. Eastern Daylight Time, Tuesday, June 14, 2011 via e-mail, NHTSAOAM@DOT.GOV**

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ARTICLE I. STATEMENT OF AUTHORITY

Reserved.

ARTICLE II. STATEMENT OF BACKGROUND AND PURPOSE

A. Background

The safety of teen motor vehicle occupants is a priority issue at NHTSA. Teens have higher fatality and injury rates in motor vehicle crashes than any other age group. This is attributable to several factors, including driving inexperience, a greater propensity for risk taking, immaturity, and, at times, faulty judgment. One of the most effective safety measures a teen can take to prevent injury and death in a motor vehicle crash is to wear a seat belt; however, the majority of fatally injured teens are not buckled up (62 percent in 2009). Although more teens overall are buckling up, they still have lower observed seat belt use rates than adults. In 2009, observed use among teens and young adults (16-24 years old) was 81 percent, only a slight increase from 80 percent in 2008, and still lower than the national average of 84 percent (2009 NOPUS).

Data-Driven Approaches to Crime and Traffic Safety (DDACTS) is a law enforcement operational model that integrates location-based crime and traffic crash data to determine the most effective sites for deploying law enforcement and other resources. It is supported by a partnership among NHTSA and two agencies of the Department of Justice, the Bureau of Justice Assistance (BJA) and the National Institute of Justice (NIJ).

Drawing on the deterrent value of highly visible traffic enforcement and the knowledge that crimes often involve motor vehicles, the goal of DDACTS is to reduce crime, crashes, and traffic violations across the country. DDACTS positions highly visible traffic enforcement as a logical rationale for law enforcement presence in a community. Its focus on collaboration between law enforcement, community members, and organizations reinforces the crucial role that partnerships play in reducing social harm and improving quality of life.

Highly visible traffic enforcement is an effective strategy to increase teen seat belt use; however, in recent years, law enforcement agencies have seen declining resources both in terms of funding and staffing. This decline of resources often impacts traffic enforcement and lessens it as a priority for law enforcement agencies. The DDACTS model provides law enforcement agencies with the ability to efficiently use existing resources and to effectively use new interventions, strategies, and tactics designed to address crime, crashes, and traffic violations.

B. Purpose

As more States and law enforcement agencies across the country begin to embrace DDACTS, NHTSA has seen a need to support this burgeoning movement. In that light, the purpose of this Cooperative Agreement is to assist States or local law enforcement agencies interested in

utilizing DDACTS to enhance their law enforcement activities, specifically in the areas of teen seat belt use and teen crime.

The goal of this cooperative agreement is to assist the Grantee in increasing teen seat belt use through implementation of the DDACTS program. Ideally, proven countermeasures like high-visibility enforcement and community-oriented law enforcement, both of which are critical elements of DDACTS, will be utilized in this effort. For this project, teens are defined as 15 through 20 years old.

This cooperative agreement will assist the Grantee in identifying where teen traffic safety problems (e.g., teen seat belt non-use, teen unrestrained fatalities, teen-involved motor vehicle crashes) and teen crime problems are occurring in a community or communities, determining where they most intersect, and working to counter both problems at the same time in the designated area(s).

The following outcomes are anticipated through participation in this Cooperative Agreement effort:

- An increase in observed seat belt use among the teen population in the program area(s);
- An increase in law enforcement engagement and sustained enforcement through application of the DDACTS model as evidenced by the number of enforcement contacts made with teen drivers and occupants;
- An increase in the awareness of the perceived risk of receiving a ticket and the importance of being restrained;
- A decrease in the incidence of teen criminal activity in the program area(s)

<u>ARTICLE III. STATEMENT OF RESPONSIBILITIES</u>
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Under this Cooperative Agreement, NHTSA will:

1. Assign a qualified individual, designated as the Contracting Officer's Technical Representative, Assistance Agreement (COTR, AA) to provide liaison and coordination between the NHTSA and the Grantee;
2. Provide information and technical assistance from government sources, available resources as determined appropriate by the COTR, AA.
3. Provide liaison with other government/private agencies as appropriate.
4. Maintain on-going contact with the Grantee regarding conduct of this agreement.
5. Provide technical assistance to the Grantee in selecting the local community program and control demonstration sites and implementation of planned activities.
6. Provide existing communication and outreach materials or support the development of new materials, by working with NHTSA's Office of Communications and Consumer Information (OCCI) and the Grantee on creative material concepts and media and

outreach plans (as appropriate).

7. Review and provide feedback on materials produced under this Agreement.
8. Reserve the right to terminate this agreement or any task, at any time, prior to its conclusion, for reason(s) that are in the best interest of either party.

As a condition of this Cooperative Agreement, the Grantee agrees to:

1. Designate a Project Manager to oversee and coordinate all aspects of the project and keep the NHTSA COTR, AA apprised of the progress of the project.
2. Carry out the project as described in its technical proposal and detailed work plan.
3. Arrange for a comprehensive independent evaluation of the project.
4. Have the appropriate connections and channels in place to promote participation and support of the project to management, membership, and constituencies (as appropriate).
5. Review and become familiar with the DDACTS Operational Guidelines (available at: <http://www.nhtsa.gov/DOT/NHTSA/Traffic%20Injury%20Control/Articles/Associated%20Files/811185.pdf>)
6. Have access to State data and statistics related to teen seat belt use, teen unrestrained fatalities, teen motor vehicle crashes, and teen crime available for analysis.
7. Advise NHTSA's COTR, AA of any problems in implementing or making progress under this Cooperative Agreement, as well as strategy recommendations or revisions to the project description to allow for successful performance.
8. Present to and receive approval from the NHTSA Contracting Officer (CO) for any deviations from the procedures or objectives stated in this statement of responsibilities before such deviations are implemented. Deviations to the agreement should be presented in writing.
9. Participate in a kick-off meeting within thirty (30) days of the Cooperative Agreement award. Key project team members and NHTSA staff will meet in an initial kick-off meeting to review the project's objectives, planned course of action, responsibilities, milestones and deliverables, and to begin finalizing the work plan for the project which was submitted as a part of the application. The meeting will also serve as a forum to resolve any differences between NHTSA and the Grantee's approach.
10. Arrange for an independent evaluation of this project by contracting with an independent project evaluator within two (2) months of the Cooperative Agreement award. The independent evaluator should be experienced in collecting and analyzing seat belt and motor vehicle enforcement data and shall develop the project evaluation

design; create a schedule for pre- and post-intervention data; collect certain observation, public awareness, citation, and crime data; analyze the data; provide technical support; and prepare the final report for the project. The evaluation design shall be submitted to the NHTSA COTR, AA for review.

The Grantee shall review and discuss evaluation results with the evaluator. In the event a paid media plan is incorporated into the project and the Grantee chooses to have NHTSA's media contractor assist in its implementation, NHTSA's media contractor will share its media buy reports so the information may be included in the final report.

11. Submit a final work plan to the NHTSA COTR, AA no later than three (3) months after the Cooperative Agreement award. Once the Grantee has completed its data analysis and enforcement strategizing, the Grantee shall finalize the project timeline; incorporate the data analysis findings, enforcement plans, communications/outreach plans, and evaluation plans; as well as any remaining items necessary to carry out the project into its work plan. The final work plan will serve to guide the Grantee's project implementation and assist in gauging the Grantee's performance for the duration of the project.
12. Prepare and submit quarterly reports beginning three (3) months after the Cooperative Agreement award describing the status and progress of activities outlined in the project work plan and include any products developed and deliverables completed during the quarter. The reports will include an up-to-date summary of accomplishments by the Grantee; status of activity on communication and outreach, enforcement, and evaluation plans; obstacles and problems encountered and proposed solutions; noteworthy activities, events, or successes; copies of communication and outreach materials, articles, ads, media, enforcement, and evaluation plans, etc.; and a Financial Statement of funds and in-kind contributions (if any) expended to date.
13. Submit a final report to the NHTSA COTR, AA no later than eighteen (18) months after the Cooperative Agreement Award.
14. Participate in a final briefing at NHTSA Headquarters in Washington, DC upon completion of the project and prior to the end of the period of performance (18 months after the Cooperative Agreement award). The Grantee should be prepared to discuss the final report and the project's major findings.

ARTICLE IV. DELIVERABLES (D) AND MILESTONES (M)

The deliverable schedule and descriptions are provided below. With final deliverables, the Grantee shall provide a table detailing how each Government comment was addressed. Deliverables must be in electronic format and printable.

Note, several items may take place concurrently and do not need to be completed in the exact order listed below provided due dates are still met.

*REQUEST FOR APPLICATION
DDACTS - TEEN SEAT BELT USE INITIATIVE
SOLICITATION # DTNH22-11-R-00492*

Item No.	Condition No.	Milestone (M)/Deliverable (D)	Due Date	No. of Copies
1	9	Participate in Kick-off Meeting (M)	Within 30 days of award	N/A
2	10	Designate Independent Project Evaluator (M)	Within 2 months of award	N/A
3	11	Finalize and Submit Work Plan (M/D)	Within 3 months of award	1
4	12	Submit Quarterly Report (M/D)	Quarterly (3 month periods from the award date)	1
5	13	Submit Final Report (D)	No later than 18 months after award	1
6	14	Participate in Final Briefing at NHTSA Headquarters (M)	No later than 18 months after award	N/A

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, 4, 5	1 Hard Copy 1 Electronic Copy	Department of Transportation National Highway Traffic Safety Administration 1200 New Jersey Avenue, SE, NTI-XXX Washington, DC 20590 Room Attn: TBD E-mail Address: Telephone Number: (202) 366-
4, 5	1	Department of Transportation National Highway Traffic Safety Administration Office of Acquisition Management NPO-320, W51-121 1200 New Jersey Avenue, SE Washington, DC 20590 Attn: Sherese A. Gray, NHTSA Contract Specialist E-mail Address; sherese.gray@dot.gov Telephone Number: (202) 366-3998

ARTICLE V. PERFORMANCE PERIOD

All work required herein including preparation, submission, and acceptance of all deliverable items shall be completed within eighteen (18) months from the award date shown on the Face Page of the Cooperative Agreement.

ARTICLE VI. FINANCIAL ADMINISTRATION

- A. The total not-to-exceed estimated amount of the Federal funding to be provided under this Cooperative Agreement is **\$500,000.00**. Two awards will be made to States or Law enforcement agencies under this agreement with up to **\$250,000.00** going to each Grantee.
- B. State the amount of the Grantee’s In-Kind contribution, if any: \$_____
- C. **Approved Project Budget:** The Project Budget on **SF 424** will be incorporated herein and made a part of this Cooperative Agreement.
- D. **Revisions to Budget and Program Plan (use only with State and Local Governments)**

Any revisions to the budget or program plans shall be required and approved in accordance with 49 CFR Part 18 “Uniform Administrative requirements for Grants and Cooperative Agreements to State and Local Governments.”

E. 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, Statement of Responsibilities). The information required for each reimbursement claim shall, at minimum, contain the following.

Specifically:

- a. Grantee’s Name
- b. Cooperative Agreement No.

- c. Invoice Number
- d. Invoice Date
- e. Contracting Officer
- f. COTR's Name, TBD (, ph 202.366-XXXX E-mail: @dot.gov)
- g. DUNS Number
- h. Contract Specialist (Sherese Gray, 202-366-3998)
- i. Direct Labor Cost, including hours and hourly rates
- j. The period of performance for the costs claimed
- k. Current and cumulative amounts of the following item costs: direct labor; fringe benefits; material costs; consultant costs; sub Grantee costs; travel costs itemized including origin and destination; and any other supporting data for unusual expenditures.

The designated COTR, AA will recommend payment for each invoice by certifying that 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 (1) original invoice to:
DOT/NHTSA
Mike Monroney Aero Center
Accounts Payable Branch, AMZ-150
P.O. Box 268911
Oklahoma City, OK 73126**

Or

The Grantee may scan its invoice into PDF format and transmit it electronically via e-mail to the following address:

9-AMC-AMZ-NHTSA-Invoices@faa.gov

The grantee is responsible for ensuring the legibility of the PDF image. Illegible copies may be returned to the contractor for re-scanning and may result in payment delays.

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 COTR, AA

The NHTSA designated COTR, AA for this Cooperative Agreement, is (Name) TBD. While this list is not exhaustive, some of the major responsibilities of the NHTSA COTR, AA are as follows. Specifically:

- 1 To provide information and technical assistance from available Government resources as determined appropriate.
- 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.

COTR's business information is provided below: (TBD)

(COTR Name)
DOT/NHTSA, NTI-XXX
1200 New Jersey Avenue, SE
Washington, DC 20590
Telephone: 202-366-XXXX
E-mail: @dot.gov

Designation of "Alternate" COTR.

Designation of "Alternate" ACOTR (AA). In the event that the NHTSA COTR, AA of record (identified above) is unavailable for a period of time during which the grantee requires technical guidance or during which other COTR, AA duties must be fulfilled, then the person identified below has been designated by the NHTSA Contract Specialist to perform those duties as the Alternate COTR (AA).

TBD

DOT/NHTSA, NTI-XX
1200 New Jersey Ave SE, WXX-XXX
Washington, DC 20590
(202) 366-XXXX
E-mail: TBD@dot.gov

The Contract Specialist is the only individual who can legally commit or obligate the Government for the expenditure of public funds. The technical administration of the resultant Cooperative Agreement shall not be construed to authorize the revision of the terms and conditions of this Cooperative Agreement. Any such revision shall be authorized only in writing by the Contracting Specialist.

ARTICLE VIII. GRANTEE'S PROJECT MANAGER

The Grantee's designated Project Manager for this Cooperative Agreement is Insert Name. The responsibility for the *Grantee's* Project Manager is as follows. Specifically:

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

Insert Name business information is provided below:

Mr./Mrs. _____
Title: _____
Address: _____
Telephone: _____
E-mail: _____

ARTICLE IX. SPECIAL PROVISIONS

Seat Belt Use Policies and Programs

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the contractor 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. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit 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 the Washington, D.C. metropolitan area, and 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 President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website 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 as an Attachment, or the then-current NHTSA General Provisions, shall be applicable to this Cooperative Agreement. (See Section XII, 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, Assistant Agreement (**COTR, AA**)
- Draft Final Report (**DFR**)
- Government Printing Office (**GPO**)
- Contracting Officer (**CO**)
- Contract Specialist (**CS**)
- Data-Driven Approaches to Crime and Traffic Safety (**DDACTS**)
- International Association of Directors of Law Enforcement Standards and Training (**IADLEST**)
- Bureau of Justice Assistance (**BJA**)
- National Institute of Justice (**NIJ**)
- Enforcement and Justice Services (**EJS**)
- Office of Communications and Consumer Information (**OCCI**)

ARTICLE XII. GOVERNMENT FURNISHED INFORMATION

The Government Furnished Information listed below shall be provided to the Grantee at time of award.

1. 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 Manager/Contracting Officer's Technical Representative, AA; and,
- Make other administrative changes which 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. 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, however, terminate the Cooperative Agreement for convenience if he or she deems that termination is in the best interest of the Government.

ARTICLE XV. APPLICATION PROCEDURES

Each applicant shall submit:

A signed electronic 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.grants.gov.

While the Form 424A deals with budget information, 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 the material specified in the Application Procedures must be submitted to Contract Specialist Sherese Gray at: NHTSAOAM@dot.gov no later than Thursday, June 30, 2011 2:00p.m. Eastern Standard Time, or at the following address:

National Highway Traffic Safety Administration
Office of Acquisition Management
NPO-320, W51-121
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 RFA #DTNH22-11-R-0492. Unnecessarily elaborate applications beyond what is sufficient to present a complete and effective response to this Request for Application may not be considered.

Instructions to Applicants

A. FUNDING and NUMBER OF AWARDS ANTICIPATED

NHTSA anticipates making two (2) awards in the not to exceed amount of **\$500,000.00** (or \$250,000.00 per award) resulting from this RFA.

B. APPLICATION FORMS

Application forms are available online at www.whitehouse.gov/omb/agreements/agreements_forms.html. Applicants shall complete all forms included in the Application Package for this RFA as contained at www.grants.gov. Applicants may also submit the Application Package online at www.grants.gov.

C. CONTENT AND FORM OF APPLICATION SUBMISSION

1. The application package shall consist of the following:

- SF424
- SF424A
- SF424B
- SFLLL
- Agreements.gov Lobbying Form
- Attachments Form
 - Technical Application
 - Budget Application Detail

2. If selected for award, the applicant may be required to provide the following forms directly to NHTSA. Note these forms are not required as part of the applicant's submittal on www.grants.gov.

- Certification Regarding Debarment, Suspension, And Other Responsibility Matters--primary Covered Transactions (49 CFR Part 29 - Appendix A);
- Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion--Lower Tier Covered Transactions (49 CFR Part 29 - Appendix B);
- Certification Regarding Drug-free Workplace Requirements (49 CFR Part 29 - Appendix C)

D. TECHNICAL APPLICATION

1. *Applications shall be submitted preferably via grants.gov or sent directly to NHTSA, Contract Specialist, Ms. Sherese Gray at the following email address: NHTSAOAM@dot.gov. In any event, the applicant is solely responsible for the timely submission of its complete application.*
2. *Technical Applications shall not exceed thirty-five (35) pages.*
3. *No cost/price data shall be included in the Technical Application.*
4. *The Technical application shall be organized as follows:*
 - a. Technical Approach
 - o The application shall include a narrative statement that describes the technical approach. Describe in detail how you would proceed if awarded this agreement and how you propose to meet the program objectives. The applicant shall submit a work plan which identifies the various steps in performing this agreement and how those steps will be fulfilled. The required elements of the work plan are:
 - I. Comprehensive Timeline: A comprehensive project timeline outlining the project's data analysis, communications and outreach, enforcement, project implementation strategies, and milestones and deliverables. Applicants may want to review the seven guiding principles of DDACTS as they lay out their project. Preference *may* be given to applicants who are prepared to begin enforcement no later than three (3) months after the Cooperative Agreement award.
 - II. Data Analysis Plan: A detailed data analysis plan will assist the applicant in developing the project. The applicant should assemble and analyze its crime and traffic safety data to identify locations with high teen crime, high teen crash incidence/unrestrained fatalities, and high teen seat belt non-use. (The applicant may consult the DDACTS Operational Guidelines for further information and guidance.) Ideally, applicants will review *at least* two to three years of the most recent teen-related data that is available to designate the potential project implementation site(s) that will benefit most from the DDACTS approach. It will be permissible under this agreement to bring in a data analyst to assist in completing the data analysis.

The eventual Grantee is strongly encouraged, to participate in a three day (16 hour) DDACTS Implementation Workshop delivered by representatives from the International Association of Directors of Law Enforcement Standards and

Training (IADLEST) to assist in development of the data analysis plan as well as the enforcement plan (see next item), and overall project management support. If the eventual Grantee and any of its potential sub-grantees have not already participated in the workshop, the applicant may build participation in a workshop into the work plan; however, the period of performance will still remain the same. Travel and per diem to attend the workshop may be covered under the cooperative agreement. Preference *may* be given to applicants who have already completed the Workshop and have completed data analysis and developed enforcement strategies as they relate to teen seat belt use and teen crime.

- III.** Enforcement Plan: The applicant should detail the proposed enforcement strategies, tactics, and operational plans that be implemented during this project. Applicants should submit an enforcement plan that best suits their law enforcement agencies and communities. The plan may be based on the outcome of the applicant's data analysis and the DDACTS Implementation Workshop (if applicable), or on what the applicant estimates will be compatible with the DDACTS model. Applicants may consult the DDACTS Operational Guidelines for further information and guidance.

Ideally, the enforcement period will last 12 months, but the applicant should propose the enforcement time period that will work best with the applicant's proposed enforcement plan and can be completed within the period of performance of this agreement. The applicant should also be sure to obtain buy-in and commitment from all participating law enforcement agencies. The applicant may consider any enforcement strategies and options it prefers to sustain consistent enforcement of teen seat belt use during the project.

- IV.** Communications and Outreach Plan: The applicant should lay out a projected plan for communications and outreach. Enforcement efforts should be accompanied by appropriate communications and outreach to inform the public of the efforts. The applicant may develop new materials or may use any of NHTSA's existing outreach material targeting teen seat belt use and enforcement. Any materials the applicant chooses to develop as a part of this project will be reviewed by NHTSA.

Depending on the enforcement strategies selected for this project, NHTSA may provide separate support for a paid media component. In that case, the applicant will work with NHTSA's Office of Communications and Consumer Information (OCCI) and their media contractor to develop and implement a paid media plan to accompany enforcement efforts.

- V.** Evaluation Plan: The applicant should describe its plans to arrange for an objective and independent evaluation of the project. Evaluation costs will be covered under this agreement. The eventual Grantee should be prepared to bring on the independent evaluator soon after the Agreement award date in

order to complete all pre-intervention data collection. The ideal independent evaluator will have prior experience in conducting and analyzing seat belt and enforcement data as well as crime data.

Evaluation of this project will be driven by the program and enforcement strategies that are implemented. At a minimum, changes in teen seat belt use (through pre- and post-intervention observational teen seat belt use surveys) and teen crime should be measured in the project implementation areas. Public awareness data, injury and fatality data, law enforcement data (e.g., citation and crash information), and program activity information should be collected and included in the final report which may be prepared by the evaluator. Process data should also be collected documenting relevant program details, including obstacles, challenges, and adjustments.

- VI.** Project Site(s): The applicant should identify the proposed community or communities where the project will take place [hereinafter referred to as the project site(s)]. Applicants that have identified potential project site(s) that have a significant teen population as well as a local problem with teen driving/crashes, unbelted teen fatalities, and teen crime will be selected. A description of the proposed project site(s), relevant data, and the rationale for the selection(s) should be included. The rationale must demonstrate that the site(s) have a problem with teen crime and teen seat belt use, and law enforcement agencies that are interested in employing DDACTS to address both issues. The final selection of the project implementation sites will be made after consultation with NHTSA Headquarters and Regional staff, and the Grantee's evaluation contractor.

b. Staffing Approach

- Provide a program organizational chart identifying proposed staff members assigned to the project. Include the title and a brief description of each position's responsibilities, as well as the proposed level of effort and allocation of time for each position. Provide the level of effort for each position.
- Provide brief resumes for the proposed Program Manager and other key personnel to include name, experience, education, and proposed role in project. (Note: Resumes do not count against the designated page limitations.)

c. Experience:

- Provide a summary of the applicant's experience relevant to this project.

d. Past Performance:

- Provide a minimum of three current (within the last five years) customers (commercial and/or Government) for projects involving similar or related services. Provide customer name, point of contact, title, contact information (Email or phone number), project title, project duration, project value, and how it relates to the program objectives of this RFA. The Government may contact the customer point of contact for verification and to obtain past performance information. Contact information must be accurate and current.

E. BUDGET APPLICATION

1. Budget applications must contain: A Detailed spreadsheet and supporting information clearly delineating and supporting all estimated costs. In doing so:

- a. Provide labor categories, labor hours and labor rates as well as justification for the labor rates.
- b. Provide indirect rates and bases; include any audit information to support rates.
- c. Provide supporting information to justify estimates for Other Direct Costs such as equipment, travel, etc.

Note: Travel will be reimbursed at cost in accordance with Federal Travel Regulations in effect at the time of travel.

2. If sub-recipients (lower-tiered organizations and/or individual consultants) will be used in carrying out this project, the following minimum information concerning such should be furnished:

- a. Name and address of the organization or consultant.
- b. Description of the portion of work to be conducted by the organization or consultant.
 - Cost details for that portion of work.
 - Letter of commitment from sub-recipient.

3. The use of a Dun and Bradstreet (D&B) Data Universal Numbering System (DUNS) number is required on all applications for Federal agreements or cooperative agreements. Please provide your organization's DUNS number in your budget application.

4. Given that the DDACTS approach is designed to optimize existing law enforcement resources, it is not expected that a significant portion of project costs will go towards covering enforcement costs. Ample justification should be included if enforcement costs will be covered under this agreement.

ARTICLE XVI. 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 (Article XV) section of this Notice. A NHTSA Evaluation Committee will evaluate applications submitted by eligible candidates. It is anticipated that an award will be made in September 2011.

1. Technical Evaluation

Applications will be evaluated using the following criteria:

Factor	Weight
Factor 1. Work Plan/Technical Approach	30%
Factor 2. Experience/Past Performance	30%
Factor 3. Project Description	20%
Factor 4. Personnel Qualifications/Organization	20%

A. Work Plan/Technical Approach (30 percent)

The applicant will be evaluated based upon:

- The degree to which the planned approach is well-conceived, logical, realistic, and based upon sound goals and objectives.
- The degree to which the applicant expresses its willingness to embrace the DDACTS model to enforce teen seat belt use.
- The extent to which the applicant clearly identifies and explains its approach to enforcing teen occupant protection issues and teen crime using its existing resources and the DDACTS model.
- The extent to which the applicant provides potential enforcement strategies based on its current understanding of its teen seat belt use and teen crime problems.
- The degree to which the applicant has considered the tight timeframe for the 18-month long project.
- The degree of detail provided in the work plan that indicates how the applicant will complete the tasks for this requirement.

B. Experience/Past Performance (30 percent)

The applicant will be evaluated based upon:

- The extent to which the applicant has proven credentials and expertise in coordinating law enforcement activity and program planning and implementation.
- The extent to which the applicant has adequate experience in coordinating programs relating to traffic safety issues, teen occupant protection, and/or law enforcement.
- The degree to which the applicant describes its technical capability and experience with teen seat belt and teen crime enforcement efforts.
- The extent to which the applicant has experience collaborating with other local organizations in teen seat belt use and teen crime enforcement and related efforts.

- The extent to which the applicant has a satisfactory history of grantor/grantee relationships, as demonstrated by on-time completion of past efforts, and reports indicating a high level of satisfaction from government agencies and other organizations.
- The extent to which the applicant has a good record of financial responsibility and accountability as it relates to the use of Federal funding, and a demonstrated history of compliance with regulations that apply to Federal assistance agreements.

C. Project Description (20 percent)

The applicant will be evaluated based upon:

- The extent to which the applicant identifies a problem with teen seat belt use and teen crime in its State.
- The degree to which the applicant displays an understanding of the DDACTS model and how its application can improve teen seat belt use.
- The extent to which the applicant clearly and directly addresses all of the objectives outlined in the request for application.
- The degree to which the applicant has identified potential barriers to the project and provided plans for mitigating or eradicating those barriers.
- The extent to which the applicant's goals are clearly articulated and the objectives are time-phased, specific, action-oriented and achievable.
- The degree to which the project could be maintained beyond the period of performance of this cooperative agreement.

D. Personnel Qualifications/Organization (20 percent)

The applicant will be evaluated based upon:

- The extent to which all the proposed personnel have clearly described roles and appropriately assigned positions, and the proper level of education and/or experience to carry out the project.
- The extent to which the applicant has demonstrated the support and commitment of any proposed partner(s) in the local law enforcement community and (if applicable) potential project sites.
- The extent to which the applicant has demonstrated support from internal leadership and those that are positioned to make significant accomplishments in increasing teen seat belt use.
- The degree of the applicant's credibility and technical and organizational ability to support this project.
- The extent to which the applicant has appropriate and available partnerships, networks, channels, etc. to carry out the project.

2. Cost Evaluation

The Applicant's prepared budget will be evaluated for fairness, reasonableness of costs and whether the budget represents a prudent effort to spend federal funding wisely. The total financial value of the project (as determined by adding the requested federal funding to the non-federal funding being proposed by the applicant) will be reviewed to determine "best value" to the government. Cost applications will not be provided any specific numerical

rating. If there are no significant technical application differences, costs may be used as a determining factor for making awards. The Applicant will be evaluated on total costs, cost reasonableness of detail, itemized financial resources and financial stability (see: XV. APPLICATION PROCEDURES).

3. Application Questions

NHTSA reserves the right to ask one or all of the applicant grantees to clarify their respective application. NHTSA will ask specific questions relating to the application and expect clear answers in an expedited manner.

4. Negotiations

NHTSA reserves the right to make an award without discussion, i.e., an award of a Cooperative Agreement without conducting any negotiations or discussions with any Applicant. As an alternative to making an award without discussion, NHTSA is also reserving the right to negotiate with competing Applicants, prior to making any award. Negotiations will be conducted if NHTSA concludes that, after studying the initial applications, negotiations are in fact necessary or are in the Government's best interests

ARTICLE XVII. 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