

evaluation of the proposed costs. A supplemental sheet should be provided which presents a detailed breakout of the proposed costs (detail 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; subcontractors/subgrantees, with similar detail, if known; and overhead), as well as any costs the applicant proposes to contribute or obtain from other sources in support of the projects in the project plan. The estimated costs should be separated and proposed on the basis of individual Federal fiscal years, *i.e.* beginning October 1, 2003 through September 30, 2004; October 1, 2004 through September 30, 2005; etc. No more than 10% of the funds from the NHTSA award may be used for overtime pay of officers. No more than 10% of the funds from the NHTSA award may be used for travel.

B. Funding sources other than the funds being provided through this cooperative agreement are encouraged. Since activities may be performed with a variety of financial resources, applicants need to fully identify all project costs and their funding sources in the proposed budget. The proposed budget must identify all funding sources in sufficient detail to demonstrate that the overall objectives of the project will be met.

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

1. A table of contents including page number references.
2. A description of the community in which the grantee proposes to implement or pilot test a pedestrian safety program effort. For the purpose of this program a community includes a city, town, or county, small metropolitan area or a group of cities, towns, or counties in particular region that is covered by one or more law enforcement agencies that will be actively involved in this cooperative agreement. It should be large enough so that the program can have a demonstrable effect on walking and pedestrian safety. The description of the community should include, at a minimum, community demographics including population, the community's pedestrian safety problems, data sources available, existing traffic safety programs, pedestrian crossing laws,

pedestrian education programs, and community resources.

3. A description of the project's or program's goal and how the grantee plans to meet the goal. The grantee must be specific with respect to the particular problem being addressed and how the grantee will successfully address the issues. For example, if the grantee is proposing to review and evaluate existing materials, how will the materials be identified? What partnerships may be necessary? What criteria will be used to evaluate the materials? How will the results be reported? Include letters of agreement and support, as appropriate.

4. A description of the specific activity proposed by the grantee. What actions will be undertaken to support the proposed project? What partners need to be involved in the effort to ensure success? To what degree has the buy-in of these groups been secured? How does the proposed project contribute to improving pedestrian safety? What is "success" and how will it be determined?

5. A description of the analytic plan, including how information (data) will be obtained, compiled, analyzed, and reported.

6. A description of how the proposed project will be managed. The application shall identify the proposed project manager and other personnel considered critical to the successful accomplishment of the project, including a brief description of their qualifications and respective organizational responsibilities. The role and responsibilities of the grantee and any others included in the application package shall be specified. The proposed level of effort in performing the various activities shall also be identified.

7. A detailed explanation of time schedules, milestones, and product deliverables, including quarterly reports and draft and final reports. (*See Terms and Conditions of Award.*)

8. A separately-labeled section with information demonstrating that the applicant meets all of the special requirements outlined in the Eligibility Requirements section of this announcement.

D. Commitment and Support: When other sources and organizations are required to complete the proposed effort, the grantee shall provide proof of such organizations' willingness to cooperate on the effort. In this cooperative agreement, the official in charge of the participating law enforcement agency must provide proof of willingness to cooperate. Such proof can be a letter of support or buy-in

indicating what the organization will supply to the grantee. All critical partners shall provide letters of support, detailing what work the partner will do or what resources the partner will provide.

### **Application Review Process and Criteria**

Each application package will be reviewed initially to confirm that the applicant is an eligible recipient, and has included all of the items specified in the Application Procedures section of this announcement. Each complete application from an eligible recipient will then be evaluated by an Evaluation Committee. The applications will be evaluated using the following criteria:

#### *A. Program Approach (25 percent)*

The extent to which the applicant is knowledgeable about law enforcement and other pedestrian safety efforts and programs. The extent to which the applicant clearly identifies and explains creative approaches to address pedestrian-related injuries and fatalities. If building on an existing approach or program, what are the innovative, new, or creative features that make this project different from what has been tried in the past? Has the applicant identified potential barriers associated with developing and implementing the new, creative approach? Has the applicant offered solutions for addressing the barriers? Has the applicant demonstrated how the project may be adaptable to other jurisdictions at a reasonable cost? Has the applicant identified partners and groups to work on the proposed project? Has the applicant specified who will be involved and what each will contribute to the project? What new or non-traditional partners has the applicant involved in the project?

#### *B. Goals, Objectives, and Work Plan (20 percent)*

The extent to which the applicant's goals are clearly articulated and the objectives are time-phased, specific, action-oriented, measurable, and achievable. The extent to which the work plan will achieve an outcome-oriented result that ultimately will reduce pedestrian-related crashes, injuries, and fatalities. The work plan must address what the applicant proposes to develop and implement; how this will be accomplished; and what major tasks/milestones are necessary to complete the project. This involves identification of, and solutions to, potential technical problems and critical issues related to successful completion of the project. The work