

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 (if applicable to effort proposed by grantee) in which the grantee proposes to implement a motorcycle safety program effort in support of the selected approach identified in Drinking, Riding, and Prevention: A Focus Group Study or the National Agenda for Motorcycle Safety that support the approaches identified in the focus group study. 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. It should be large enough so that the program can have a demonstrable effect on motorcycling and motorcycle safety. The description of the community should include, at a minimum, community demographics including motorcycle population, the community's motorcycle impaired riding problems, data sources available, existing traffic safety programs, motorcycle education programs and community resources.

3. A description of the project or program's goal and how the grantee plans to meet the goal. The grantee must be *specific* with respect to the particular approach being addressed and how the grantee will successfully address the issues addressed in the approach. For example, if the grantee is proposing to develop training for law enforcement personnel and prosecutors in the detection of impaired motorcyclists, how will the training program be selected? How will specialized enforcement be conducted? What partnerships may be necessary? What criteria will be used to evaluate the training? How will the results be reported?

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 reducing impaired motorcycle riding? What is "success" and how will it be determined?

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

6. A description of how the proposed projects 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 monthly 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 said organization's willingness to cooperate on the effort. Such proof can be a letter of support or buy-in indicating what the organization will supply to the grantee.

Application Review Process and Criteria

Each application package will be reviewed initially to confirm that the applicant is an eligible recipient, meets applicant competency factors listed in the Eligibility Requirements section, and has included all of the items specified in the Application Procedures section of this announcement. An Evaluation Committee will then evaluate each complete application from an eligible recipient. Non-federal employees under contract to NHTSA may serve on this Evaluation Committee.

The applications will be evaluated using the following criteria:

A. Project Management and Staffing (30 percent)

The extent to which the proposed staff are clearly described, appropriately assigned, and have adequate skills and experiences; the extent to which the applicant has the capacity and facilities to administer and execute the proposed project; the extent to which the applicant has the expertise in program development and evaluation and meets the special competency requirements; and to the extent to which the applicant has provided details regarding the level of effort and allocation of time for each staff position. The applicant must

furnish an organizational chart and résumés of each proposed staff member. Is the applicant's staffing plan reasonable for accomplishing the objectives of the project within the time frame set forth in the announcement? Is the timeline submitted by the grantee reasonable? Has the applicant's financial budget provided sufficient detail to allow NHTSA to determine that the estimated costs are reasonable and necessary to perform the proposed effort? Has financial or in-kind commitment of resources by the applicant's organization or other supporting organizations been clearly identified? Documented experience in developing, implementing and evaluating motorcycle safety or impaired driving programs.

B. Goals, Objectives, and Work Plan (25 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 the incidence of impaired motorcycle riding. The work plan must address what the applicant proposes to develop and implement; how this will be accomplished; and must include the major tasks/milestones 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 plan will be evaluated with respect to its feasibility, realism, and ability to achieve desired outcomes.

C. Evaluation Plan (20 percent)

The extent to which the evaluation plan clearly articulates the project's potential to make a significant impact on reducing impaired motorcycle riding and the associated crashes, injuries and fatalities. This should be more than a process evaluation. The extent, to which the evaluation plan indicates how the information/data collected in the project will be compiled, analyzed, interpreted and reported. When information is qualitative, what criteria will be used to analyze it? Are there sufficient data/information sources and is access ensured from appropriate owners or collectors of data to obtain and appropriately analyze the quantitative and qualitative information needed on the proposed project?

D. Program Approach (15 percent)

The extent to which the applicant is knowledgeable about impaired