

materials. After the prepared briefing, the successful applicant and NHTSA personnel will discuss specific details of the project.

2. Personnel and Equipment

Provide necessary skilled personnel and equipment needed for performing the work under this agreement. Assign a principal manager as the point of contact for NHTSA's Contracting Officer's Technical Representative (COTR) for the purpose of ongoing coordination and review of work under this agreement.

3. Site Selection

Identify, jointly with NHTSA, the 3 to 4 communities/sites where the successful applicant and/or sub-grantees will administer demonstration projects. Based on NHTSA's preliminary identification of locations with large proportionate African American populations and low safety belt use rates, potential sites include, but are not limited to the cities listed in Appendix A.

4. Strategy Identification

Identify the behavior change strategies, including high visibility enforcement and media, to be implemented in the various sites as approved by NHTSA.

5. Program Oversight

Provide ongoing program oversight at the selected sites including oversight of any sub-grantee. Ideally, the successful applicant will engage sub-grantees at selected sites that already have the infrastructure and capacity to implement the demonstration project, as required by NHTSA and the successful applicant. If no such entities exist at some or all of the sites selected, the successful applicant may use project resources, as approved by NHTSA, to develop infrastructure necessary for the implementation of the demonstration project at those sites(s). Through coordinated discussions, NHTSA and the successful applicant together will determine whether the successful applicant or one or more sub-grantees will implement demonstration projects at the selected sites. In either case, the successful applicant will provide ongoing and close oversight and coordination over demonstration project personnel at the site(s) to ensure the quality of the programs.

6. Foster Community Support

Build community support and buy-in for the program. Engage and mobilize policy makers, law enforcement (e.g., chiefs of police), mayors and other

officials and community leaders at the selected sites. The successful applicant must ensure that efforts are coordinated with the Governor's Highway Safety Representative and the NHTSA Regional office in the related site locations.

7. Team Approach

Establish and maintain a highly credible internal and external team approach to prepare for and resolve any potential challenges presented by this Demonstration Project.

8. Evaluation

Work closely with an independent evaluator selected jointly by NHTSA and the successful applicant at the 3–4 selected sites to coordinate the design and execution of an evaluation model applicable to all demonstration projects conducted under this Cooperative Agreement. The successful applicant will be responsible for collecting information about program activities, resources, and outcomes, as well as engaging and paying the fees of the selected independent evaluator out of project funds. At a minimum, in partnership with NHTSA, the successful applicant will carry out a data collection and evaluation plan, and will conduct a process evaluation to document the activities, materials, education activity, enforcement activity, and media activities expended on the project.

9. Technical Assistance

Provide technical assistance to the personnel at the selected sites and in selected communities through conferences, annual meetings, journals, and established networks and affiliate organizations. Encourage personnel at the selected sites to coordinate their efforts under this Cooperative Agreement with existing highway safety programs, and facilitate an open exchange of information with other key players. Collaborate with other national organizations and local chapters of such organizations.

10. Results and Strategy Assessment

Identify remaining challenges to increasing safety belt use in the African American population. Identify what strategies can quickly be replicated, both locally, and nationally.

11. Report and Written Deliverables

Create a credible and culturally infused report of facts, safety education materials and examples of safety belt use. Distribute the materials and information through collaborative partnerships with community-based service and other organizations/groups including churches, civil rights and

volunteer organizations, schools, educators, parents and students. Coordinate and compile "best practices" guide for other metropolitan cities, especially targeted at community leadership and lawmakers.

12. Record Keeping

Maintain accurate records of all internal executive and management discussions on planning, performance and evaluation activities related to this project. Accurate project records will greatly assist in the replication of the successful approaches and processes identified as a result of this Cooperative Agreement.

Eligibility Requirements

To be considered for the Metropolitan/Urban Demonstration Projects to Increase African American Safety Belt Use, the applicant must be a non-profit, not-for-profit or for profit national organization dedicated to serving the needs and/or addressing issues specific to African American communities.

The successful applicant must demonstrate that it has the infrastructure and staff sufficient to carry out the development, administration, coordination and implementation of activities required by this Agreement.

Specifically, successful applicants must have:

1. Demonstrated expertise in the development and implementation of traffic safety programs and have substantial knowledge of safety belt issues specific to the African American community;

2. an organizational infrastructure with adequate staff time necessary to handle the day-to-day logistical needs of the Metropolitan/Urban Demonstration Project to Increase African American Safety Belt Use;

3. a communications and office infrastructure sufficient to handle phone calls, conference calls, computer conferencing, faxes, emails, mailings, and other necessary group communications;

4. staff experienced in and/or with adequate writing skills to prepare press releases, reports, articles and other methods of promotion and communication;

5. demonstrated ability to work with the media (e.g., develop media buy plans, place media buys, etc.) or coordinate this effort with an appropriate firm, as well as with law enforcement to develop a high visibility enforcement campaign in a selected site(s);