

6. demonstrated ability to implement the recommendations promulgated by the Blue Ribbon Panel To Increase Safety Belt Use Among African Americans within the selected sites;

7. capacity to identify effective strategies to increase safety belt use among high-risk populations, particularly African American youth ages 16–24;

8. demonstrated ability to network with local chapters of national organizations and create a broader partnership to maximize the impact and ensure sustainability of the projects;

9. demonstrated ability and/or willingness to attempt to secure in-kind or other contributions for the purposes of enhancing the program and building sustainability;

10. demonstrated capacity for program planning and analysis;

11. demonstrated adequate knowledge of injury prevention programs;

12. the ability to implement injury prevention programs at the grassroots level, or work with local coalitions or organizations at the grassroots levels to do so;

13. demonstrated experience and technical proficiency in program design, data collection and evaluation; and

14. the capability to outline strategies, successes, and challenges of programs, *i.e.*, identifying new initiatives that can be developed to achieve increased safety belt use in minority communities and serve as a model nationwide.

Application Procedures

The successful applicant shall submit on or before August 5, 2003, at 1 p.m. EDT, one original and two copies of the application package to: National Highway Traffic Safety Administration, Office of Contracts and Procurements, NPO–220, 400 Seventh Street, SW., Room 5301, Washington, DC 20590, Attention: (April Jennings).

An additional three copies will facilitate the review process, but are not required. Applications must be typed on one side of the page only. Only complete packages received on or before August 5, 2003 at 1 p.m. EDT will be considered.

Application Contents

A. The application package must be submitted with OMB Standard 424 (Rev 7–97), including SF 424A and 424B). The Application for Federal Assistance, with the required information filled in and certified assurances must be included. While the SF 424 addresses 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 the proposed costs. A Supplemental Budget Sheet must be submitted to detail the breakdown of the proposed costs (Direct Labor, including labor categories, level of effort, and rate; Materials including itemized equipment; Travel and Transportation, including projected trips and number of people traveling; Subcontractor/Sub-grantee, with similar detail; and Overhead) as well as any costs that the applicant proposes to contribute or obtain from any other sources in support of this effort.

B. The certifications required by 49 CFR part 20.

C. The certifications required by CFR part 29.

D. A technical proposal not to exceed 20 pages describing:

1. The successful applicant's proposed plan of action/approach for designing and implementing the Demonstration Programs, including a discussion of the applicant's infrastructure and/or proposed sub-grantees at the sites proposed for demonstration projects;

2. A timeline/schedule of activities that demonstrates that the successful applicant will comply with NHTSA requests and Cooperative Agreement requirements in a timely manner;

3. A brief biography of each proposed staff person and sub-contractor, if known, and their role on the Demonstration Projects and/or projects at individual sites;

4. Letters of support and commitment to the Metropolitan/Urban Demonstration Projects to Increase African American Safety Belt Use (*e.g.*, from members of the Blue Ribbon Panel to Increase Seat Belt Use in the African American Community, mayors or other elected officials, or local community-based service providers involved with issues specific to the African American Community);

5. A letter of support from the State Governor's Highway Safety Office in which the applicant resides; however, upon award, the successful applicant must submit letters of support from the State Governor's Highway Safety Offices in the States where the selected demonstration sites are located. Contact information for Governor's Highway Safety Offices can be found on the NHTSA Web site at: <http://www.nhtsa.dot.gov/nhtsa/whatis/regions/>

6. Work samples that demonstrate the required knowledge and skills necessary to implement this Demonstration Project; and

7. Documentation of the applicant's recordkeeping strategy, specifically, how information from the organization

and demonstration sites will be organized, maintained and disseminated.

Review Procedures, Criteria and Evaluation Factors

Upon receipt of the application package, each package will initially be reviewed to ensure eligibility and that the application contains all of the items specified in the Application Contents Section of this announcement. An Evaluation Committee using the criteria outlined below will then review all complete applications.

The application package must concisely address the following criteria:

1. *Organizational Capabilities*—The Applicant shall provide evidence of the existence of a viable organizational entity with sufficient demonstrated experience in performing the tasks required for successful implementation of this Cooperative Agreement; a full and complete description of existing capabilities, and established credibility within the African American community through similar initiatives; and, sufficient staff with demonstrated skill and relevant experience to perform the tasks required to support the Metropolitan/Urban Demonstrations. Applicants must have demonstrated research and evaluation capacity or be affiliated with an academic institution or other entity that possess these critical capabilities. (25 percent)

2. *Project Approach/Plan*—The Applicant shall provide a sound and feasible plan for the development and implementation of program activities. The approach shall demonstrate a clear and comprehensive understanding of the African American community, knowledge of effective strategies and interventions, and the potential to increase safety belt use. (25 percent)

3. *Partnerships/Collaboration*—The Applicant shall demonstrate its ability (through examples of current and prior activities) to form effective partnerships with other organizations, coalitions and with community leaders/officials, and to motivate and mobilize the community and community leaders to take action in furtherance of positive change. (25 percent)

4. *Project Management*—The soundness of the project management structure, budget and the delineation of responsibility for different parts of the project. NHTSA will assess the qualifications and experience of project personnel. The applicant's staffing plan should be adequate to manage and implement the project and identify estimated costs and rationale for the proposed budget. (25 percent)