

While Form 424-A details budget information and section B identifies Budget Categories, the available space does not permit a description of adequate detail to provide for a meaningful evaluation of the proposed costs. Accordingly, applicants must also submit a supplemental Detailed Budget Sheet and Narrative Explanation of Costs, itemizing the proposed budget by cost category for each year of the project. For example, for *Personnel/Labor*, the Detailed Budget Sheet should break down: personnel positions, number of hours and hourly rates, and benefits; for *Products/Materials/Supplies*: item, amount, and unit cost; for *Subcontracts*: specific services to be provided and estimated costs; for *Overhead Rate*: identify what is included in the rate and provide documentation of any previous governmental approval of this rate; and for *Indirect Costs*: provide breakdown of what is included. The budget also should identify any additional resources/contributions from the applicant or other sources to support this effort, including in-kind services. The Narrative Explanation of Costs should reference the Detailed Budget Sheet items and explain why and how these costs are necessary to implement the project.

2. Applications shall include a Program Narrative Statement which:

a. *Organization*: identifies the organization's membership, purpose and structure; defines the constituency represented and serviced by the organization; demonstrates the organization's commitment to supporting the initiatives of the Buckle Up America Campaign; provides examples of the organization's involvement in community outreach activities; and states specifically how NHTSA funding will enable the organization to augment its rural community involvement in increasing safety belt use among the target population, and to institutionalize the demonstration program both in the community and within the applicant organization. Supporting documentation from concerned interests, partner organizations, and/or affiliates may be submitted to substantiate the applicant's level of commitment and interest.

b. *Proposed Demonstration Sites*: for each such site, identifies the community demographics, how the applicant and/or the applicant's local affiliate will design and implement this program, and serve as a sustained focal point for traffic safety in the community.

c. *Plan of Action/Strategies*: outlines a plan of action detailing the proposed work, including how activities will be

coordinated with national and State mobilizations and other coordinated efforts to increase safety belt use. For calendar year 2004, the Click It or Ticket mobilization will begin on May 24 and end on June 6, 2004. States and communities are also encouraged to conduct summer-long campaigns, from July 4 to Labor Day, focusing on either safety belts, impaired driving, or both. The Action Plan should include an estimated time line of projected activity and approximate milestones. NHTSA will require successful applicants to submit a revised and more detailed Action Plan 60 days after award, including schedules for: dissemination of information; product development; targeted events; belt use observational survey dates; reporting dates; and/or other major tasks associated with the project.

d. *Deliverables*: identifies required deliverables and due dates including products and reports. The organization also should identify any NHTSA publications or other materials proposed to support the project, including quantities and describing use and distribution. Successful applicants will be required to submit to NHTSA quarterly progress reports and a comprehensive final report with a complete evaluation report, in accordance with the evaluation plan.

3. As discussed in the "Project Evaluation" section of this announcement, applications must include a detailed Evaluation Plan describing the applicant's proposed evaluation methodology for determining and documenting process, activity, outcomes and results.

4. As noted in the "Eligibility" section of this announcement, for each proposed project site, applications must include a support letter from the appropriate State Governor's Highway Safety Office and or BIA Indian Highway Safety Program Office for Tribal applications. Additional letters of support may be included.

Project Review Procedures and Criteria

Upon receipt, NHTSA will screen applications to ensure that applicant organizations meet the eligibility requirements identified herein. An evaluation committee then will review eligible applications using the criteria outlined below.

Application Review Process and Evaluation Factors

Each application package initially will be reviewed to confirm that the applicant is an eligible recipient and that the application contains all of the items specified in the Application

Contents section of this announcement. Applicants should use the following outline of selection criteria as a basis for organizing their application packages:

1. *Ability and commitment of the organization in taking a leadership role to coordinate program efforts to increase safety belt use in rural area(s) (30%)*.

The degree to which the applicant has demonstrated an understanding of the Buckle Up America campaign and detailed its role as a partner in the campaign; the organization's capacity to organize and manage a communitywide program, and its interest in and capacity to institutionalize the program and sustain its effort beyond the grant period.

2. *Commitment to encourage and support law enforcement efforts to increase safety belt use (30%)*.

The degree to which the proposal incorporates coordinated activity with the law enforcement community and participation, with law enforcement, in national and State safety belt mobilization campaigns. The national mobilization schedule is noted in the "Application Contents" section of this announcement.

3. *Action and Evaluation Plans (20%)*.

The quality and substance of the proposed action and evaluation plans, components of these plans, and data instruments utilized to measure outcomes and results. At a minimum, plans detailing all community projects must document: the process; activities; conduct of key participants; baseline; periodic safety belt observational surveys; and, as appropriate, public awareness surveys representative of the demonstration project site(s). In drafting plans, applicants should note that surveys should be scheduled in conjunction with mobilization or other "waves" of heightened activity periods. Additionally, community data, such as changes in: attitudes, knowledge and awareness, crashes, injuries, and fatalities, hospital admissions, enforcement citations, etc. should be specified.

4. *Budget (20%)*.

The degree to which the application clearly identifies, itemizes, and explains project costs. Identification of project support cost sharing, particularly in second and third year performance period, is required. Cost-sharing may include in-kind services, the applicant's or other funding resources. NHTSA will give a preference to applicants who identify resources from within or outside their organization to support continuation of the program beyond the grant period.