Notice of Funding Opportunity (NOFO)

Federal Agency
United States Department of Transportation (U.S. DOT)
National Highway Traffic Safety Administration (NHTSA)

Funding Opportunity Title
Distracted Driving and Walking Among Hispanic Youth

Announcement Type
Initial Announcement

NHTSA NOFO Number
693JJ922R000058

Assistance Listing Program Number (formerly CFDA)
20.614 - National Highway Traffic Safety Administration (NHTSA) Discretionary Safety Grants

Key Dates

NOFO Posted Date:	**8 July 2022**
NOFO Questions Due Date:	**20 July 2022**
Application Due Date:	**9 August 2022**

TABLE OF CONTENTS

SECTION	TITLE
N/A	**PROGRAM SUMMARY INFORMATION**
	A. Federal Agency Name
	B. Funding Opportunity Title
	C. Announcement Type
	D. Funding Opportunity Number
	E. Assistance Listing Program Number (formerly CFDA)
	F. Key Dates
N/A	**MISSION**
A	Distracted Driving and Walking Among Hispanic Youth
A.1	Purpose
A.2	Program Authority
A.3	Assistance Listing Program Number
A.4	Background
B	**FEDERAL AWARD INFORMATION**
B.1	Awarding Agency
B.2	Funding and Type of Award
B.3	Type of Application
B.4	Period of Performance
B.5	Acronyms
B.6	Statement of Responsibilities
B.7	Deliverables (D) and Milestones (M)
B.8	Place of Delivery
C	**ELIGIBILITY INFORMATION**
C.1	Eligible Applicants
C.2	Cost Sharing or Matching
D	**APPLICATION AND SUBMISSION INFORMATION**
D.1	Address to Request Application Package
D.2	Content and Form of Application Submission
D.3	Unique Entity Identifier (UEI) and System for Award Management (SAM)
D.4	Submission Dates and Times
D.5	Funding Restrictions
D.6	Other Submission Requirements
E	**APPLICATION REVIEW INFORMATION**
E.1	Criteria
E.2	Review and Selection Process
E.3	System for Acquisition Management Review
E.4	Anticipated Announcement and Federal Award Dates
F	**FEDERAL AWARD ADMINISTRATION INFORMATION**
F.1	Federal Award Notices
F.2	Administrative and National Policy Requirements
F.3	Reporting
G	**FEDERAL AWARDING AGENCY CONTACTS**

SECTION	TITLE
H	**OTHER INFORMATION**
H.1	Disclosure of Information
H.2	Limited Use of Data
H.3	Payment for Unauthorized Work
H.4	Place of Performance
H.5	Seat Belt Use Policies and Programs
H.6	Protection of Human Subjects
H.7	Encouraging Policies to Ban Text Messages while Driving
H.8	NHTSA Review of Announcements or Publications
H.9	Conflict of Interest

PROGRAM SUMMARY INFORMATION

A. FEDERAL AGENCY NAME

U.S. Department of Transportation (DOT)
National Highway Traffic Safety Administration (NHTSA)

B. FUNDING OPPORTUNITY TITLE

Distracted Driving and Walking Among Hispanic Youth

C. ANNOUNCEMENT TYPE

Initial Announcement

D. FUNDING OPPORTUNITY NUMBER

693JJ922R000058

E. ASSISTANCE LISTING PROGRAM NUMBER (formerly CFDA)

20.614 - National Highway Traffic Safety Administration (NHTSA) Discretionary Safety Grants

F. KEY DATES

NOFO Posted Date:	**8 July 2022**
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MISSION

The mission of the National Highway Traffic Safety Administration (NHTSA), an operating administration of the Department of Transportation (DOT), is to save lives, prevent injuries and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity. To accomplish this, NHTSA awards grants to state and local governments, not-for-profit organizations, and other entities in support of motor vehicles and road traffic safety initiatives.

SECTION A - PROGRAM DESCRIPTION

A.1 PURPOSE

The purpose of this project is to demonstrate countermeasures to distracted driving and walking by Hispanic youth. The demonstration project seeks to develop a student led, community approach towards reducing distracted driving and walking by building awareness within the teen community to the harm of such risky traffic safety behaviors. The project seeks to develop and demonstrate effective countermeasures that, if successful, could be adopted by States and communities to reduce distracted driving and walking among Hispanic youth.

A.2 PROGRAM AUTHORITY

NHTSA may conduct research and development activities, including demonstration projects, training, education, and the collection and analysis of highway and motor vehicle safety data and related information needed to improve highway traffic safety, including safety countermeasures. 23 U.S.C. § 403(b)(1). To carry out these activities, NHTSA may enter into a Cooperative Agreement with a State or local agency, authority, association, institution, or person 23 U.S.C. § 403(b)(2).

A.3 ASSISTANCE LISTING PROGRAM NUMBER (formerly CFDA)

20.614 – National Highway Traffic Safety Administration (NHTSA) Discretionary Safety Grants

A.4 BACKGROUND

Distracted driving is a serious traffic safety problem in the United States. In 2019, there were 3,142 people killed and an estimated additional 424,000 people injured in motor vehicle crashes involving distracted drivers. Recent data shows that distracted driving also impacts pedestrians and other nonoccupants. In 2021, 566 pedestrians and nonoccupants (bicyclists and others) were killed by distracted drivers (NHTSA, April 2021). Distracted driving affects young people (15-20 years old) disproportionately. Young drivers accounted for 8.5 percent of all drivers involved in fatal crashes in 2020. However, young drivers were only 5.1 percent of all licensed drivers in 2020 (NHTSA, 2022).

Additionally, according to the National Safety Council (2017), pedestrian incidents are also increasing, with nearly 6,000 pedestrian fatalities in 2017. Distracted walking occurs when

someone travels on foot without paying attention to their surroundings (Burke, 2018). Additional research conducted by Safe Kids Worldwide, estimates that approximately 17% of middle school students and 27% of high school students cross the street while distracted by a technological device (Safe Kids Worldwide, 2016). This distracted walking problem is primarily caused by youth cell phone use, with 44% of youth wearing headphones, 31% texting, 18% talking on the phone, and 7% doing a combination of the three (Mackey, 2016). In 2020, NHTSA found that sixteen percent of the children 14 and younger killed in traffic crashes were pedestrians (NHTSA, 2022).

According to an AT&T*, It Can Wait* research survey (2016), U.S. Hispanics are more likely to drive distracted while using a smartphone when compared to the general population. AT&T found that 83% of Hispanics admit to using their smartphones behind the wheel, as compared to 71% of all American drivers. Half of the Latinos surveyed admitted to using their smartphones to communicate through social media while driving. Survey results found that more than 28% of Latinos snap selfies or take photos while driving and nearly 7 in 10 text behind the wheel while driving. While data related to Hispanic youth distracted driving and walking is not currently available, the increased prevalence of these unsafe behaviors among Hispanics suggests NHTSA develop programs that focus on distracted driving and walking among Hispanics.

SECTION B - FEDERAL AWARD INFORMATION

B.1 AWARDING AGENCY:

Department of Transportation (DOT)
National Highway Traffic Safety Administration (NHTSA)

B.2 FUNDING AND TYPE OF AWARD

A total of **$320,983 for a period not to exceed twenty-four (24) months,** is available to fund one (1) discretionary Cooperative Agreement. NHTSA will only accept one (1) application from each eligible applicant (see Section C.1). Submission of an application is **not** a guarantee of award. The Government's obligations under this Cooperative Agreement are contingent upon the availability of appropriated funds from which payment for Cooperative Agreement purposes can be made. No legal liability on the part of the Government for any payment may arise until funds are made available.

Mr. Nanda Srinivasan, Associate Administrator, Research and Program Development, is the agency official responsible for award decisions for the Cooperative Agreement and COR (CA) Contracting Officer Representative Cooperative Agreement.

B.3 TYPE OF APPLICATION

This Notice of Funding Opportunity is competitive.

B.4 PERIOD OF PERFORMANCE

All work required hereunder including preparation, submission, review, and acceptance of the final reports shall be completed within ***twenty-four (24) months of the effective date of award.*** NHTSA currently anticipates the start date for new Federal awards to be in **TBD following A1 Approval**.

B.5 ACRONYMS

The acronyms listed below are used during the performance of this Cooperative Agreement. If the Recipient is currently using or has used any of the acronyms listed below differently, the Recipient shall use the acronyms listed below as defined under this Cooperative Agreement ***only***.

- Alternate Contracting Officer Representative Cooperative Agreement **(ACOR (CA))**
- Cooperative Agreement **(CA)**
- Contracting Officer **(CO)**
- Contract Specialist **(CS)**
- Contracting Officer Representative (Cooperative Agreement) **(COR (CA))**
- Cooperative Agreement **(CA)**

- National Highway Traffic Safety Administration **(NHTSA)**
- Recipient's Cooperative Agreement Manager **(RCAM)**
- Youth Safety Leader **(YSL)**

As used in this NOFO:

"**COR (CA)**" means "Contracting Officer's Representative (Cooperative Agreements.)" This individual is assigned by the Contracting Officer and designated in writing to serve as the government's liaison with the recipient for technical and administrative matters regarding the Cooperative Agreement.

"Contracting Officer (CO)" refers to that federal government employee who possesses a warrant authorizing him/her to obligate the government financially. The Contracting Officer is the only individual who is authorized, on behalf of the federal government, to execute the Cooperative Agreement.

"RCAM" means the "Recipient's Cooperative Agreement Manager." This individual is identified as the Recipient's liaison with the federal government for technical and administrative matters concerning this Cooperative Agreement.

B.6 STATEMENT OF RESPONSIBILITIES

B.6.1 Under this Cooperative Agreement, NHTSA will:

1. Assign a professionally qualified staff member, designated as the Contracting Officer's Representative, NHTSA COR (CA), Cooperative Agreement (CA), to provide coordination between the Recipient and NHTSA;
2. Provide all essential background information and technical assistance from government sources, available resources as determined appropriate by the NHTSA COR (CA);
3. Provide coordination with other government/private organizations (as appropriate);
4. Maintain ongoing contact with the Recipient regarding conduct of this CA;
5. Review and provide feedback for consideration by the Recipient on materials and planned activities produced under this NHTSA COR (CA);

B.6.2 Under this Cooperative Agreement Project, the Recipient shall conduct the following:

1. Carry out the project as described in the Recipient's project plan to meet the activities below;
2. Advise the COR (CA) of any problems or issues involved in the implementation or progress of the Cooperative Agreement;
3. Adhere to all procedures, requirements and activities or objectives specified in the Cooperative Agreement;
4. For the period of performance set forth in *B.4, "Period of Performance,"* furnish personnel, equipment, and facilities and otherwise perform all things necessary to complete the work identified in the Recipient's project plan that accomplish the Cooperative Agreement's objective.

B.6.3 Activities for the Cooperative Agreement

The Recipient agrees to perform the following activities:

Activity 1: Conduct a Kick-off Meeting

Within thirty (30) days of award, the Recipient agrees to meet with the Contracting Officer, Contract Specialist, NHTSA COR (CA), and other interested NHTSA personnel, either in person at NHTSA Headquarters in Washington, DC, or virtually to discuss the administration of the Cooperative Agreement, the project's purpose, planned course of action, schedule, milestones and deliverables, and any other issues the Recipient or Government identifies as critical to the performance of this Cooperative Agreement.

Activity 2: Partner Site Selection for Demonstration Program

Within seventy-five (75) days following the project kick-off meeting, the Recipient shall identify and suggest potential partners. The Recipient partner sites may include, but are not limited to, schools, clubs, coalitions, chapters, or local youth organizations. Sites must vary in geographical location, have an established existing relationship with middle school or high school students, and have experience working with the Latino community. Once determined, the Recipient shall brief each site partner on the project and secure written agreements regarding their role and responsibilities. The agreement will also include details associated with their funding to administer their local efforts. The Recipient may provide each of its partner sites with funds to implement the program locally. The agreement will describe the distribution of funds over a two (2)-year period, with total funds not exceeding $50,000 total per site, along with specific activities associated with eligible expenditures. NHTSA will review and provide feedback for consideration on the agreement prior to execution.

Activity 3: Submit Evaluation Plan

The Recipient shall develop an evaluation plan within ninety (90) days of the project kick-off meeting that describes how a process and outcome evaluation shall be conducted. The plan shall explain how and when data shall be collected from the participating partner sites. The process evaluation shall document the implementation of the program and assess how the program activities have been executed. It shall also focus on the number of projects developed by YSL's, how many events were held, and other metrics determined by the evaluation contractor. The outcome evaluation will be designed to determine if the program had a change on knowledge, attitudes and/or behavior related to distracted driving and walking. The evaluation shall not include youth research interviews or surveys for more than 9 entities.

Activity 4: Youth Safety Leader Demonstration Program

Within one hundred and fifty (150) days following the project kick-off meeting, the Recipient shall work with its participating partner sites to identify 25 YSL's. The Recipient shall demonstrate the Youth Safety Leader (YSL) program as a countermeasure to distracted driving

and walking by Hispanic youth. At a minimum the suggested Recipient demonstration responsibilities include:

1) Develop materials to educate and to train the selected youth for their role as YSLs including a list of responsibilities and expectations
2) Develop culturally appropriate toolkits in English and Spanish including materials and resources for teens to create an educational exhibit on distracted driving/walking. It may include the following sections: 1) how to develop a competition or event to support the distracted driving and walking message; 2) a PowerPoint presentation with statistics, the dangers of distracted walking and driving, and a call to action; 3) materials and resources for teens to create an educational exhibit on distracted driving/walking; 4) information about how to invite local victims to be guest speakers and provide testimonials.
3) Develop local messaging including, helping coordinate and engage YSL's to empower their peers in the development of messages on distracted driving/walking. YSL's can be encouraged to post distracted driving statistics and messaging on social media.
4) Develop and coordinate a distracted driving/walking program competition. The competition may be based on the creative arts projects and messaging developed by the peer groups. The projects may be judged by individuals designated by the Recipient.
5) Work with participating sites to prepare presentations about the overall program and its progress at teen conferences. NHTSA suggests at a minimum three (3) presentations to be delivered throughout the duration of the project.
6) Develop a newsletter and include articles and messages about distracted driving and walking to disseminate among the partner site local communities and the broader traffic safety community. Publish newsletter bimonthly.
7) Develop and maintain a page on the Recipient's website that disseminates information about this demonstration program, including but not limited to the highlights of program, participating sites, YSL's, messaging, and all associated activities.

B.7 DELIVERABLES (D) AND MILESTONES (M)

The deliverable schedule and descriptions are provided below. With final deliverables, the Recipient shall provide a table detailing how each Government comment was addressed. Deliverables shall be submitted in a replicable electronic format that is printable, unless specifically required for submission in hard copy form.

Item No.	***Activity No.***	***Milestone (M)/Deliverable (D)***	***Due Date***
1	1	Kick-Off Meeting (M)	Within 30 days of award
2	2	Partner Site Selection (D)	Within 75 days following the kick-off meeting
3	3	Submit Evaluation Plan (D)	Within 90 days following kick-off meeting

Item No.	*Activity No.*	*Milestone (M)/Deliverable (D)*	*Due Date*
4	4	Youth Safety Leader Demonstration Program (M)	Within in 150 days following the kick-off meeting
5	F.3.1	Submit Quarterly Reports (D)	No later than the 15th day of month after each closed quarter
6	F.3.2	Submit Draft Final Report (D)	No less than 90 days prior to project expiration
7	F.3.3	Submit Final Report (D)	No less than 30 days prior to the project expiration
8	F.3.4	Submit Federal Financial Report (SF-425) (D)	Annually by October 1 of each fiscal year

B.8 PLACE OF DELIVERY

All items shall be delivered electronically to the following addresses specified below:

Item no.	Address
2, 3, 5,6,7 & 8	**Department of Transportation** National Highway Traffic Safety Administration Occupant Protection Division (NPD-120) 1200 New Jersey Avenue, SE (W44-217) Washington, DC 20590 Attn: **TBD** Email: **TBD** Telephone: **TBD**
7 & 8	**Department of Transportation** National Highway Traffic Safety Administration Office of Acquisition Management (NFO-300) 1200 New Jersey Avenue, SE (W53-409) Washington, DC 20590 Attn: Thomas Vandell Email: thomas.vandell@dot.gov Telephone: 202-366-0626

SECTION C - ELIGIBILITY INFORMATION

C.1 ELIGIBLE APPLICANTS

To be eligible to participate in this Cooperative Agreement, Recipients shall meet the following requirements:

- Have personnel with the education, experience, and expertise required to successfully meet the activities of the Cooperative Agreement. Demonstrating familiarity and understanding of the topics identified in the Activities for the Cooperative Agreement;
- Can demonstrate that the organization has sufficient professional and/or corporate organizational experience, structures, and capacity to meet the Activities for the Cooperative Agreement.
- Describe how the Applicant shall contribute to the success of the project and articulate the organization or individual(s) who shall be responsible for each element of the activities outlined in the NOFO.
- Describe how the Recipient shall manage the business requirements of the NOFO to ensure the Applicant can accomplish the activities of the Cooperative Agreement, including budgeting and financial management.
- While not required, it is preferred that applicants have demonstrated experience working with predominantly Hispanic communities or organizations.

C.2 COST SHARING OR MATCHING

Cost-sharing or matching requirements are not required under this NOFO. While not mandatory, applicants are encouraged to seek funds from other Federal, State, local, and private sources to augment those Federal funds available under this NOFO. Preference may be given to applicants with cost sharing or in-kind contributions identified in their applications/proposals.

SECTION D - APPLICATION AND SUBMISSION INFORMATION

D.1 ADDRESS TO REQUEST APPLICATION PACKAGE

A copy of this NOFO, including all application forms, can be received by submitting an email request to NHTSAOAM@dot.gov and thomas.vandell@dot.gov using the following information:

- Keyword(s): **Distracted Driving and Walking Among Hispanic Youth**
- Opportunity Number: **693JJ922R000058**
- Assistance Listing Number: **20.614**

D.2 CONTENT AND FORM OF APPLICATION SUBMISSION

Each application package must include the following required documents:

- The application shall not exceed **twenty (20) pages** (not including resumes or appendices). The application must be in English.

- Format with a cover page that clearly identifies the Applicant's name, NOFO number **693JJ922R000058**, and **date.** Within, include the following sections:
  - Table of Contents including page number references and method identifying major sections
  - Technical Approach and Understanding
  - Qualifications of Project Personnel
  - Corporate Experience and Past Performance

- Resumes shall be limited to two (2) pages each and provides evidence of the knowledge, skill, experience, and overall qualifications of proposed personnel. Detailed information shall include each person's role and specific actions and responsibilities in a study or project; include dates for projects listed.

- No cost/price data shall be included in the Technical Application.

- Be written in electronic format (e.g., using MS Office) Use Times New Roman 12-point font, with pages that have at least one (1) inch margins.

- Adhere to the style detailed in the 7th edition, Publication Manual of the American Psychological Association (APA);

- Cost data shall be provided in Excel format;

- **NHTSA cannot receive email messages containing a ZIP attachment. The file will be removed, as all ZIP files are blocked. Other file types (e.g. Word, PowerPoint, PDF, etc.) can be received.**

- If submitting the application in hardcopy or digital storage media format: OMB Standard Form (SF) 424 (including 424 "Application for Federal Assistance," 424A "Budget Information for Non-Construction Programs," and 424B "Assurances for Non-Construction Programs"), with the required information filled in and certified assurances signed. These forms can be accessed by going to https://www.grants.gov/web/grants/forms/forms-repository.html.

- The Applicant shall submit a statement and certify that it agrees to comply with the requirements in 49 CFR Part 32, subpart B.

- SFLLL: Disclosure of Lobbying Activities. The Applicant shall provide with its application signed certification forms covering the requirements in 49 CFR Part 20, U.S. Department of Transportation New Restrictions on Lobbying. This form can be accessed by going to https://www.gsa.gov/forms-library/disclosure-lobbying-activities.

- The Applicant must provide a detailed breakdown of the proposed costs, as well as any in-kind costs, by year. This cost breakdown shall not only identify cost categories but shall also identify specific sub-categories (and associated costs). For example, Labor Costs should include labor categories, associated levels of effort, and rates; Direct Materials costs including itemized equipment and supplies costs; Travel and transportation costs, including projected trips and number of people traveling; Subcontractor/ Sub-recipient costs with similar detail, if known; and overhead. The Applicant must also justify each proposed cost by explaining how each cost was calculated and determined to be fair and reasonable. Finally, the Applicant should also include copies of any supporting documentation it may have (i.e. indirect cost rate agreements, etc.) as part of the budget package.

- Non-Federal funding sources 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 shall be met. All other factors being equal, preference will be given to those that have proposed cost-sharing strategies and/or other proposed funding sources in addition to those in this announcement.

- Consistent with the Department's R.O.U.T.E.S. Initiative (https://www.transportation.gov/rural), the Department encourages applicants to describe how activities proposed in their application would address the unique challenges facing rural transportation networks, regardless of the geographic location of those activities.

- Consistent with NHTSA's commitment to addressing equity in traffic safety, with respect to development and implementation of programs and consistent with Executive Order 13985: *Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*, applicants shall describe how activities in their application would address equity and reduce barriers to opportunities.

- Technical Application: The application/proposal shall fully describe the scope of the project, providing a project plan detailing the activities and costs for which funding is being requested. ***The technical application shall be separated from the cost application – no cost information shall be included or referenced in the technical application***.

  The technical approach must be clearly written, complete, reasonable, and include a realistic timeframe for completing each activity.

  Applications for this program must include the following information in the program narrative statement:

  D.2.1 Factor 1: Technical Approach and Understanding

  The Applicant shall demonstrate its understanding of the project's overall objectives and scope of work. Within the technical proposal, the Applicant shall indicate any assumptions made in conducting the effort. This section allows the Applicant to demonstrate familiarity and expertise with the area, including issues faced when work requires the Applicant to work jointly and cooperatively with other agencies to complete the Applicant work.

  Acceptable submissions will address:

  - Background –
  - Objective – Clearly identify how the strategy advances the goals and objectives of the project;
  - Project Plan – that includes a detailed work plan that is aligned to the project's goals and objectives; a detailed, step-by-step approach for achieving the specific Activities described. The strategy should be comprehensive, logical, and include a clear description of how:
    - each Activity shall be implemented and completed,
    - a plan for monitoring/managing quality control processes,
    - where appropriate a clear marketing plan for dissemination of product(s) to appropriate target audience(s),
    - a risk mitigation strategy to identify risks and methods for addressing, mitigate or eliminate problems, and
    - identifying necessary travel to complete the activities.
    - A plan to evaluate the effectiveness of the demonstration program.
  - Racial Equity and Barriers to Opportunity—detail how the Recipient shall address racial equity and barriers to opportunity in the implementation and delivery of the project.

  D.2.2 Factor 2: Qualifications of Project Personnel

  The Applicant shall demonstrate experience and capacity to carry out the activities described in Section B.6.

- Identify a Project Manager (PM) to serve as a liaison to coordinate and manage all aspects of the project;
- Provide a detailed breakdown linking key personnel to clearly defined roles, activities, deliverables, and time commitments necessary to complete the project; it is not sufficient to merely state the person's title and describe the project in general terms;
- Demonstrate that staff and/or sub-contractors possess the experience and subject matter expertise, knowledge, and skills necessary to successfully perform and complete the work outlined in Section B.6. Examples of qualifications that Applicants may use to demonstrate expertise include, but are not limited to, educational background, relevant experience on similar projects, published materials, and peer-reviewed publications;
- Identify partnerships or stakeholders, contractors or consultants who shall play a role in the implementation of the project the specific subject matter expertise they bring and their responsibilities;
- Include resumes or curricula vitae that highlight qualifications, areas of expertise, and cites work-related experience for key personnel;
- Highlights qualifications and expertise with cited work-related experience in the following areas: project management, organizing and facilitating teams of SME's, ability to synthesize results and come to team consensus, and supporting communication/outreach efforts.

- Commitment and Support: When other sources and organizations are required to complete the proposed effort, the Applicant shall provide proof of their commitment to the Cooperative Agreement. Such proof can be a letter of acceptance to participate as a sub-contractor supporting the Recipient (Applicant).

- Additional Cost Information

  - The Government reserves the right to request, at any time after the receipt of applications and before award, additional cost or price information necessary to perform an analysis.

  - The Government may issue an award without negotiations and without any discussion. The Government is under no obligation to seek additional cost or price information from the applicant. Each applicant shall prepare and submit its proposed costs including complete documentation and support as if the Government will not seek any further information.

  - Applicants shall ensure that all proposed costs, including non-federal contributions and contributions from other federal sources, are reasonable, allowable, and allocable according to the cost principles stated in 2 CFR Parts 200 and 1201.

D.2.3 Factor 3: Corporate Experience and Past Performance

The Applicant will provide descriptions of prior experience related to similar projects (grants, cooperative agreements, or contracts) to demonstrate capacity to meet the activities described in the NOFO. Information should contain a point of contact at the funding agency to demonstrate satisfactory efforts to complete the project, timeliness of deliverables, and financial accountability. The applicant shall describe its corporate experience, past performance, and any other relevant activities similar to the effort described in this notice, including, but not limited to:

- The Applicant and/or sub-contractors have sufficient professional and/or corporate organizational experience and a background in the field of human behavioral factors, their effect on highway and traffic safety and State laws.
- Is capable of exercising organization influence in managing relationships with aligned professional organizations in traffic safety to meet the objectives of the project;
- Identify key staff/personnel, partnerships, stakeholders, contractors, or consultants who will play a role in the implementation of the project; the specific subject matter expertise they will bring and their responsibilities; their education and experience in similar projects, and their understanding of traffic safety, traffic laws, and countermeasures;
- Experience organizing and facilitating productive meetings; coordinating communication among all project members (staff/personnel, key partners, stakeholders, contractors, consultants or others) using a variety of means including in-person and electronic communication networked meetings/discussions; facilitating processes to come to consensus; and summarizing and synthesizing the results of discussions; and
- Ability to support the development and deployment of plans designed to support communications, material concepts and outreach efforts to update and/or develop new materials to improve traffic safety, traffic laws, and countermeasures.

For Past Performance, the Applicant shall provide descriptions of at least two (2) recent projects conducted within the past three (3) years that includes:

- Project title;
- Dates on which the project began and was completed;
- Total dollar value of the contract (if applicable);
- Sponsor;
- Project manager's contact information (name and phone number);
- Brief synopsis of the project;
- Key deliverables, such as data collection plans, reports, along with the original scheduled due dates and submission date of the version of the deliverable that was approved by the sponsor; and
- The project's relevance to the current project.

If the Applicant has previous Awards, Contracts or Task Orders with NHTSA, this list shall include the Applicant's most recent projects with NHTSA. The Applicant also shall

provide information regarding any contracts that were terminated for default or convenience of the Government within the past three (3) years, including an explanation of the circumstances.

- Commitment and Support: When other sources and organizations are required to complete the proposed effort, the Applicant shall provide proof of their commitment to the Cooperative Agreement. Such proof can be a letter of acceptance to participate as a sub-contractor supporting the Recipient (Applicant).

- Additional Cost Information

    - The Government reserves the right to request, at any time after the receipt of applications and before award, additional cost or price information necessary to perform an analysis.

    - The Government may issue an award without negotiations and without any discussion. The Government is under no obligation to seek additional cost or price information from the applicant. Each applicant shall prepare and submit its proposed costs including complete documentation and support as if the Government will not seek any further information.

    - Applicants shall ensure that all proposed costs, including non-federal contributions and contributions from other federal sources, are reasonable, allowable, and allocable according to the cost principles stated in 2 CFR Parts 200 and 1201.

D.3 UNIQUE ENTITY IDENTIFIER (UEI) AND SYSTEM FOR AWARD MANAGEMENT (SAM)

Each Applicant is required to:

- Be registered in SAM before submitting its application;

- Provide their valid, and UEI in its application; and

- Continue to maintain an active SAM registration with current information at all times during which it has an active Federal award or an application or plan under consideration by NHTSA.

NHTSA may not make a grant award to an Applicant until the Applicant has complied with all applicable DUNS and SAM requirements. If an Applicant has not fully complied with the requirements by the time NHTSA is ready to make an award, NHTSA may determine that the Applicant is not qualified to receive an award and use that determination as a basis for making a grant award to another Applicant. **NHTSA will review an Applicant's registration status to make a responsibility determination and to ensure that the Applicant is responsible, current on all federal taxes, and is not on the list of parties excluded from federal awards.**

D.4 SUBMISSION DATES AND TIMES

Application Due Date and Time:

Applications must be submitted no later than **2:00 PM Eastern Daylight Time, on 9 August 2022.**

Only complete packages received on or before the published due date will be considered. Applications received after the due date will not be evaluated for consideration. Facsimile submission of proposals will not be accepted. **NHTSA will only accept one (1) application from each Applicant.** NHTSA will provide acknowledgments of receipt of applications via email.

Questions Due Date and Time:

General administrative and programmatic questions must be directed to Thomas Vandell, Contract Specialist, at NHTSAOAM@dot.gov with a copy to thomas.vandell@dot.gov. To allow for sufficient time to address questions appropriately, all questions must be submitted via email no later than **2:00 PM Eastern Daylight Time on 20 July 2022**.

D.5 FUNDING RESTRICTIONS

- Funds awarded under the Cooperative Agreement cannot be used for any activity intended to or designed to lobby Congress or a State legislative body, or to urge a U.S., State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body.

- All NHTSA awards are subject to the terms and requirements in the Cooperative Agreement and cost principles in 2 CFR Parts 200 and 1201.

- NHTSA will not reimburse Applicants for pre-award costs.

- The Government's obligation under the Cooperative Agreement is contingent upon the availability of appropriated funds from which payment for the Agreement purposes can be made. No legal liability on the part of the Government for any payment may arise until funds are made available to the Contracting Officer for the Cooperative Agreement and until the Contractor receives notice of such availability, to be confirmed in writing by the Contracting Officer.

- Funds awarded under the Cooperative Agreement are subject to 23 U.S.C. § 313, Buy America, which prohibits the use of the Government's funds to purchase steel, iron, and manufactured products, unless they are produced in the United States. The Recipient shall include the requirements of 23 U.S.C. § 313 in all sub-awards including all contracts and purchase orders for work or products under the award.

D.6 OTHER SUBMISSION REQUIREMENTS

Each application must include:

- The NHTSA NOFO Number: 693JJ922R000058.

Application Submission:

Applications must be submitted to the attention of Thomas Vandell, Contract Specialist, via email at NHTSAOAM@dot.gov with a copy to thomas.vandell@dot.gov, no later than **2:00 PM Eastern Daylight Time on 9 August 2022.**

Important: The timely submission of application packages is the **sole responsibility of the applicant**.

SECTION E - APPLICATION REVIEW INFORMATION

E.1 CRITERIA

NHTSA will evaluate the applications using the evaluation criteria below to rate and select applications. Evaluation Factors will be weighted, with Factor 1 being greater than both Factors 2 and 3 combined. Individually both Factors 2 and 3 are equal weight.

Submission of an application is not a guarantee of award. NHTSA may, at its discretion, award a cooperative agreement t based on an application in its entirety, award only portions of an application, or not make an award.

For each factor, the agency will determine whether the Applicant has provided an acceptable explanation of its qualifications.

A. EVALUATION FACTOR 1: Technical Approach and Understanding

The Applicant will be evaluated on its technical approach to meeting the requirements and the deliverable schedule associated with the requirements. The Applicant's technical approach will be evaluated for the following:

- Objective – How the Applicant clearly identifies how the strategy advances the goals and objectives of the project;
- Project Plan – How the Applicant's application is comprehensive, logical, and includes:
  - The extent to which the applicant's goals are clearly articulated and the objectives are time-phased, specific, action-oriented and achievable.
  - The extent to which the applicant clearly identifies and explains creative approaches to improve meet the objectives of the project.
  - The extent the applicant clearly and directly addresses performance measures during and post implementation.
  - The degree to which the project could be maintained beyond the period of performance of this cooperative agreement.
  - The degree to which the applicant has identified potential barriers to the project and the provided plans for mitigating or eradicating those barriers.

B. EVALUATION FACTOR 2: Qualifications of Project Personnel

The Applicant will be evaluated on the suitability and quality of its proposed staff. The Applicant's staffing plan is clearly described in the written proposal through the Project Management Plan and work breakdown structure. Include staff resumes or curricula vitae (CV)'s that highlight qualifications, areas of expertise, and prior work-related experience that will assist with program delivery.

The Applicant will be evaluated on the following:

- The extent to which the proposed personnel have clearly described roles and

appropriately assigned positions, and the proper level of education and experience to carry out the project.

- Propose key staff who will Develop Training for Youth Safety Leaders
- Demonstrate that staff in key positions have a level of experience, knowledge and skills that ensures the ability to successfully complete the work outlined in the Activities Section.
- Highlight qualifications and expertise in leadership, technical assistance and the resources to accomplish the milestones and deliverables of this project.
- The extent the applicant demonstrates the ability to provide technical support for information posted on website, technical expertise to ensure minimal interruption of service, and provide expertise to analyze critical information and update the monthly newsletter and website.

C. EVALUATION FACTOR 3: Corporate Experience and Past Performance

The Applicant will be evaluated on its ability to conduct the work required in this NOFO and its performance with similar efforts, including its corporate experience and past performance with other work similarly described in this solicitation and that requires, at a minimum, the following:

- The extent the applicant has adequate experience in education and outreach, and program development and implementation among the Hispanic community and stakeholders.
- The extent the applicant has experience developing and closely working with local partners as they relate to the program.
- The applicant's satisfactory history of grantor/recipient relationships, as demonstrated by on-time completion of past efforts, and reports indicating a high level of satisfaction from government agencies and other organizations.
- The extent to which the applicant has a good record of financial responsibility and accountability as it relates to the use of State or federal funding, and a demonstrated history of compliance with regulations that apply to State or federal assistance
- agreements or other grant program experience. Has the capacity to developing a network of trained Youth Safety Leaders, young people would influence and empower their peers to drive and walk undistracted.
- Has experience in developing and delivering bilingual (English and Spanish) for both in-person and web-based teen education courses. These culturally appropriate kits shall include materials and resources for teens to create an educational exhibit on distracted driving/walking.
- Can demonstrate the effectiveness of peer-to-peer education to increase awareness of the dangers of distracted driving and distracted walking specifically targeting middle and high school Hispanic youth.

E.2 REVIEW AND SELECTION PROCESS

The applicant's application, the Technical Review Committee (TEC) will rate the application using the following rating definitions:

Rating Definitions
Outstanding – The application demonstrates a highly detailed, superior approach for accomplishing program objectives. The application is fully responsive to every aspect of the NOFO, within most or all areas covered by the announcement. The application demonstrated a large capability for excellent or highly productive results.
Good – The application demonstrates a comprehensive and fully acceptable approach for accomplishing program objectives. The application is fully responsive to every aspect of the NOFO, with capability for highly productive results for the Activities described in the announcement.
Acceptable – The application meets minimum requirements of the NOFO; is responsive to all major aspects of NOFO; and is capable of achieving desired program objectives.
Unacceptable – The application demonstrates an incomprehensible or unacceptable approach, methods, organization, or capabilities; provided little to no detail as to how the program would be accomplished. The application is not capable of being evaluated.

E.3 SYSTEM FOR ACQUISITION MANAGEMENT REVIEW

NHTSA will review and consider any information about the applicant that is in the designated integrity and performance system accessible through the System for Acquisition Management (SAM), currently FAPIIS.

Each applicant may review information in the SAM and provide comment in its application about itself that a Federal awarding agency previously entered and is currently in SAM.

NHTSA will consider any comment submitted by the applicant, in addition to the other information in SAM when determining the applicant's integrity, business ethics, and record of performance under Federal awards when completing the review under section D.3, Unique Entity Identifier (UEI) and System for Award Management (SAM).

E.4 ANTICIPATED ANNOUNCEMENT AND FEDERAL AWARD DATES

It is anticipated that an award will be made on or before September 2022. HOWEVER, SUBMISSION OF AN APPLICATION DOES NOT GUARANTEE AN AWARD WILL BE MADE.

SECTION F - FEDERAL AWARD ADMINISTRATION INFORMATION

F.1 FEDERAL AWARD NOTICES

The NHTSA Contracting Officer will award a Cooperative Agreement to the responsible and eligible applicant whose application is judged most meritorious under the procedures set forth in this NOFO. All funds provided by NHTSA must be expended solely for the purpose for which the funds are awarded in accordance with the approved application and budget, the Uniform Administration Requirements, Cost Principles and Audit Requirements for Federal Awards (2 CFR Parts 1200 and 1201).

The Cooperative Agreement award will provide pertinent instructions and information including, at a minimum, the following:

- General Federal Award Information:
  - Recipient name;
  - Recipient's unique entity identifier;
  - Unique Federal Award Identification Number (FAIN) assigned by NHTSA;
  - Federal Award Date;
  - Period of Performance Start and End Date;
  - Amount of Federal Funds Obligated by this action;
  - Total Amount of Federal Funds Obligated;
  - Total Amount of the Grant Award;
  - Budget Approved by NHTSA;
  - Total Approved Cost Sharing or Matching, where applicable;
  - Grant project description;
  - Agency name and contact information for awarding official;
  - Assistance Listing Program Number (formerly CFDA) and Name;
  - Identification of whether the award is R&D; and
  - Indirect cost rate for the grant.

- General Terms and Activities as applicable including:
  - Administrative Requirements;
  - National Policy Requirements; and
  - Recipient integrity and performance matters.

- Cooperative Agreement Performance Goals

F.2 ADMINISTRATIVE AND NATIONAL POLICY REQUIREMENTS

1. The Cooperative Agreement shall be subject, as applicable, to the administrative requirements contained in the following regulations, which are incorporated by reference with the same force and effect as if they were given in full text:

   a. Uniform Administration Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 C.F.R. Part s 1200 and 1201); and

b. 49 C.F.R. Part 20 – Department of Transportation New Restrictions on Lobbying.

c. 49 C.F.R. Part 21 – Nondiscrimination in Federally-Assisted Programs of the Department of Transportation - Effectuation of Title VI of The Civil Rights Act of 1964.

d. 49 C.F.R. Part 25 - Nondiscrimination on the Basis of Sex in Education Programs or Activities Receiving Federal Financial Assistance.

e. 49 C.F.R. Part 27 - Nondiscrimination on the Basis of Disability in Programs or Activities Receiving Federal Financial Assistance.

f. 49 C.F.R. Part 32 - Governmentwide Requirements for Drug-Free Workplace (Financial Assistance).

2. The Recipient shall comply with subpart C of 2 C.F.R. Part 180, which restricts awards, sub-awards, and contracts with certain parties that are debarred, suspended, or otherwise excluded from or ineligible for participation in Federal assistance programs or activities.

3. The Recipient shall acknowledge in writing that no funds provided under the Cooperative Agreement will used for lobbying activities as defined in 2 C.F.R. §200.450.

4. The Recipient shall have procedures in place to respond to an unauthorized disclosure or breach of an individual's personally identifying information (PII). The Cooperative Agreement Recipient shall notify NHTSA within seven days of an incident involving the unauthorized disclosure or breach of PII. In the event of an unauthorized disclosure or breach, the Cooperative Agreement Recipient shall cooperate and exchange information with NHTSA, as needed, to properly escalate, refer, and respond to the incident.

5. The Recipient shall ensure access to Limited English Proficiency (LEP) persons in accordance with the U.S. Department of Transportation (DOT) LEP guidance, dated December 7, 2005 (74 Fed Reg, 74087), which will assist the Recipient in fulfilling its responsibilities pursuant to Title VI of the Civil Rights Act of 1964 and DOT's implementing regulations at 49 C.F.R. Part 21 (incorporated by reference above).

6. Pursuant to Executive Order 13985: *Advancing Racial Equity and Support for Underserved Communities Through the Federal Government*, dated January 20, 2021, the Recipient shall comply with all guidance during the performance of this Cooperative Agreement.

F.3 REPORTING

The following reporting requirements will be required under this program. All reports will be submitted electronically, unless otherwise requested by NHTSA.

F.3.1 Submit Quarterly Reports

The Recipient shall submit quarterly reports to the NHTSA COR (CA) no later than the 15th day of month after each closed quarter after Agreement award. The report shall include an up-to-date summary of accomplishments by the Recipient; obstacles and problems encountered and proposed solutions; noteworthy activities, events, or successes; and a Financial Statement of funds expended to date.

Quarterly Reports shall include the following details about the relevant Milestones and Deliverables:

- A detailed accounting of the activities from the previous quarter so that the COR (CA) can determine whether invoices should be approved or revised based upon the accomplishment(s) for which payment is sought;
- Specifics regarding the development of any component of the DEC Program.
- Information about any new topics identified during the quarter, so the Recipient may be better able to identify emerging issues;
- The number of website views or other indicator of interest in the materials and information provided by the Recipient electronically on its public website(s).
- Plans for accomplishments in the next reporting period;
- A count of current certified DREs in the U.S.
- Problems or delays that the Recipient has experienced in the conduct of the Cooperative Agreement and suggestions to overcome the problems or delays;
- Specific action the Recipient would like NHTSA to undertake to alleviate a problem; and
- Planned travel for the upcoming quarter. All travel costs will be in accordance with 2 CFR § 200.475 Travel costs.

Note: The Recipient shall be permitted to submit an invoice for reimbursement each month, provided that the invoice includes the justification for each invoiced item for the period of time.

F.3.2 Submit Draft Final Report

No less than ninety (90) days prior to the expiration of this Cooperative Agreement, the Recipient shall submit a draft Final Report (FR) to the NHTSA COR (CA) for consideration. The draft final report shall provide a detailed explanation of the project processes, results and outcomes accomplished for every project task, including lessons learned, the Recipient's evaluation of the project (including data relied upon to complete the evaluation) consistent with its evaluation plan, and an addendum that includes the How-to-Guide/Toolkit to serve as a resource for future replication, all project materials such as training materials, media resources, and sample education and outreach materials.

Within thirty (30) days after receipt, the NHTSA COR (CA) and appropriate NHTSA staff will review the draft final report for accuracy and provide consolidated comments to the Recipient for consideration.

F.3.3 Submit Final Report

No less than thirty (30) days prior to the expiration of this Cooperative Agreement, the Recipient shall provide a Final Report. The Recipient shall provide the Final Report electronically to the NHTSA COR (CA).

F.3.4 Submit Financial Status Report

The Recipient shall prepare and submit federal financial reports (SF-425) to the NHTSA COR (CA) and the Contracting Officer (CO), annually, by October 1 of each year, to document the status of funds.

SECTION G – FEDERAL AWARDING AGENCY CONTACTS

Primary NOFO Point of Contact

Thomas Vandell, Contract Specialist
Phone: (202) 366-0626
Email: NHTSAOAM@dot.gov with a copy to thomas.vandell@dot.gov

Secondary NOFO Point of Contact

Sherese Gray, Contracting Officer
Email: Sherese.Gray@dot.gov

SECTION H – OTHER INFORMATION

H.1 DISCLOSURE OF INFORMATION

Information made available to the Recipient or employee(s) of the Recipient by the Government for the performance or administration of this effort shall be used only for those purposes and shall not be used in any other way without NHTSA's express written approval.

The Recipient shall assume responsibility for protecting the confidentiality of Government records, which are not public information. Each contractor or employee of the Recipient to whom information may be made available or disclosed shall be notified in writing by the Recipient that such information may be disclosed only for a purpose and to the extent authorized herein.

H.2 LIMITED USE OF DATA

Performance of this effort may require the Recipient to access and use data and information proprietary to a Government agency or Government contractor that is of such a nature that its dissemination or use, other than in performance of this effort, would be averse to the interests of the Government or others.

The Recipient and employee(s) of the Recipient shall not divulge, or release data or information developed or obtained in performance of this effort, until made public by the Government, except to authorize Government personnel or upon the written approval of NHTSA. The Recipient shall not use, disclose, or reproduce proprietary data that bears a restrictive legend, other than as required in the performance of this effort. Nothing herein shall preclude the use of any data independently acquired by the Recipient without such limitations or prohibit an agreement at no cost to the Government between the Recipient and the data owner which provides for greater rights to the Recipient.

H.3 PAYMENT FOR UNAUTHORIZED WORK

No payments will be made for any unauthorized supplies or services or for any unauthorized changes to the work specified herein. This includes any services performed by the Recipient of their own volition or at the request of an individual other than a duly appointed Contracting Officer. Only a duly appointed Contracting Officer is authorized to change the specifications, terms, and activities under this effort.

H.4 PLACE OF PERFORMANCE

TBD

H.5 SEAT BELT USE POLICIES AND PROGRAMS

In accordance with Executive Order 13043, Increasing Seat Belt Use in the United States, dated April 16, 1997, the contractor is encouraged to adopt and enforce on-the-job seat belt use

policies and programs for its employees when operating company-owned, rented, or personally owned vehicles. The National Highway Traffic Safety Administration (NHTSA) is responsible for providing leadership and guidance in support of this Presidential initiative. For information on how to implement such a program, or statistics on the potential benefits and cost-savings to your company or organization, please visit the *Buckle Up America* section on NHTSA's website at www.nhtsa.dot.gov. Additional resources are available from the Network of Employers for Traffic Safety (NETS), a public-private partnership headquartered in the Washington, D.C. metropolitan area, and dedicated to improving the traffic safety practices of employers and employees. NETS are prepared to help with technical assistance, a simple, user-friendly program kit, and an award for achieving the President's goal of 90 percent seat belt use. NETS can be contacted at 1 (888) 221-0045 or visit its website at www.trafficsafety.org Protection of Human Subjects

H.6 PROTECTION OF HUMAN SUBJECTS

The Recipient shall comply fully with 49 C.F.R. Part 11, DOT's regulation governing Protection of Human Subjects, and with NHTSA Order 700-5, which sets forth the Agency's policies and procedures for the protection of human subjects participating in research supported directly or indirectly by NHTSA, including through contracts, grants and cooperative agreements.

The Recipient shall obtain prior written authorization from NHTSA for all consent and release forms to be presented to human subjects participating in NHTSA conducted or funded research, including but not limited to informed consent and media releases.

H.7 ENCOURAGING POLICIES TO BAN TEXT MESSAGING WHILE DRIVING

1. As used in this Cooperative Agreement; "Driving" –

   a. Means operating a motor vehicle on an active roadway with the motor running, including while temporarily stationary because of traffic, a traffic light, stop sign or otherwise

   b. Does not include operating a motor vehicle with or without the motor running when one has pulled over to the side of, or off, an active roadway and has halted in a location where one can safely remain stationary.

   "Text messaging" means reading from or entering data into any handheld or other electronic device, including for the purpose of short message service texting, emailing, instant messaging, obtaining navigational information, or engaging in any other form of electronic data retrieval or electronic data communication. The term does not include glancing at or listening to a navigational device that is secured in a commercially designed holder affixed to the vehicle, provided that the destination and route are programmed into the device either before driving or while stopped in a location off the roadway where it is safe and legal to park.

2. The Recipient is encouraged to –

a. Adopt and enforce policies that ban text messaging while driving –
    1) Recipient-owned or rented vehicles or government-owned vehicles; or

    2) Privately-owned vehicles when on performing under the cooperative agreement.

b. Conduct initiatives in a manner commensurate with size of the Recipient, such as–
    1) Establishment of new rules and programs or re-evaluation of existing programs to prohibit text messaging while driving; and

    2) Education, awareness, and other outreach to employees about the safety risks associated while texting while driving.

H.8 NHTSA REVIEW OF ANNOUNCEMENTS OR PUBLICATIONS

The Recipient agrees that neither the Recipient, nor any Sub-Recipient, shall make public releases of information or any matter pertaining to this NOFO and the Cooperative Agreement, including, but not limited to, advertising in any medium, or presentation before technical, scientific, or industry groups, without the prior written approval of the Contracting Officer. The provisions of this clause shall survive the expiration of the NOFO and Cooperative Agreement. The provisions of this clause shall be included in all sub-grants at any tier.

H.9 CONFLICT OF INTEREST

It is U.S. DOT policy to award Cooperative Agreements only to those Applicants whose objectivity is not impaired because of any related past, present, or planned interest, financial or otherwise, in organizations regulated by U.S. DOT, or in organizations whose interests may be substantially affected by Departmental activities and which is related to work specified in this Notice of Funding Opportunity (NOFO). Based on this policy, if, after award, the Recipient discovers a conflict of interest with respect to the Cooperative Agreement that could reasonably have been known prior to the award, an immediate and full disclosure shall be made in writing to the Contracting Officer. The disclosure shall include a full description of the conflict along with a description of the action the recipient has taken, or proposes to take, to avoid or mitigate such conflict.

(A) The Applicant shall provide a statement in its proposal which describes in a concise manner all past, present or planned organizational, financial, contractual or other interest(s) with an organization regulated by U.S. DOT, or with an organization whose interests may be affected substantially by Departmental activities, and which is related to the work under this Notice of Funding Opportunity (NOFO). The interest(s) described shall include those of the Applicant, its affiliates, proposed consultants, proposed subcontractors and key personnel of any of the above. Past interest shall be limited to within one year of the date of the Applicant's technical proposal. Key personnel shall include any person owning more than 20% interest in the Applicant, and the Applicant's corporate officers, its senior managers and any employee who is responsible for making a

decision or taking an action under this Cooperative Agreement where the decision or action can have an economic or other impact on the interests of a regulated or affected organization.

(B) The Applicant shall describe in detail why it believes, in light of the interest(s) identified in (a) above, that performance of the proposed Cooperative Agreement can be accomplished in an impartial and objective manner.

(C) In the absence of any relevant interest identified in (a) above, the Applicant shall submit in its proposal a statement certifying that to its best knowledge and belief no affiliation exists relevant to possible conflicts of interest. The Applicant must obtain the same information from potential subcontractors prior to award of a subcontract under the resultant Cooperative Agreement.

(D) The NHTSA Contracting Officer will review the statement submitted and may require additional relevant information from the Applicant. All such information, and any other relevant information known to U.S. DOT, will be used to determine whether an award to the Applicant may create a conflict of interest. If any such conflict of interest is found to exist, the NHTSA Contracting Officer may (1) disqualify the Applicant, or (2) determine that it is otherwise in the best interest of the agency to contract with the Applicant and include appropriate provisions to mitigate or avoid such conflict in the Cooperative Agreement awarded.

(E) The refusal to provide the disclosure or representation, or any additional information required, may result in disqualification of the Applicant for award. If nondisclosure or misrepresentation is discovered after award, the resulting Cooperative Agreement may be terminated. If after award, the Recipient discovers a conflict of interest with respect to the Cooperative Agreement awarded as a result of this Cooperative Agreement Announcement, which could not reasonably have been known prior to award, an immediate and full disclosure shall be made in writing to the NHTSA Contracting Officer. The disclosure shall include a full description of the conflict, a description of the action the Recipient has taken, or proposes to take, to avoid, or mitigate such conflict. The NHTSA Contracting Officer may, however, terminate the Cooperative Agreement for convenience if he or she deems that termination is in the best interest of the Government.

[END OF NOTICE OF FUNDING OPPORTUNITY (NOFO)]