

Office of Traffic Safety/ Minnesota Department of Public Safety

Informal Idea Solicitation for Federal 2020 Behavioral Traffic Safety Projects

Background:

The Office of Traffic Safety (OTS) in the Minnesota Department of Public Safety receives funding from the National Highway Traffic Safety Administration (NHTSA) to develop, implement, and coordinate projects likely to decrease the number of traffic deaths and serious injuries on Minnesota roads by changing behavior -- increasing seat belt use; decreasing impaired driving, speeding or distracted driving; and improving the safety of motorcyclists and pedestrians.

Please use the attached form and complete as many of the questions as applicable.

Each year the OTS submits to the NHTSA a Highway Safety Plan covering the work to be conducted with the funds received. The plan covers the federal fiscal year which begins on October 1 and ends on September 30.

Projects included in the plan must be data driven -- sizeable problems are identified and proven strategies used to address them.

The strategies to address the identified problems must have either been

- 1) evaluated and found effective (from five to three stars in the *Countermeasures That Work* publication from the NHTSA which can be found at [Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices](#) or
- 2) well-thought-out, creative, and new strategies likely to work.

This informal solicitation process is being undertaken to provide OTS with ideas for behavioral traffic safety projects from outside the office and the NHTSA. *OTS is not able to fund engineering solutions.*

This process is repeated annually; If an idea received passes the OTS review, the process **does not guarantee** that the idea originator would receive a grant or contract to implement it if doing so would be in conflict with the state's open and competitive process for awarding grants and contracts.

Projects are to begin October 1, 2019 and end September 30, 2020 and new projects are usually one year in length; although longer or shorter projects may be considered.

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Any grants or contracts written as a result of the ideas received will require negotiations between the OTS and the contractor or grantee related to the target audience, budget and strategies, as well as two additional sections: the objectives of the program and an evaluation plan to measure its success.

Projects are generally expected to be for less than \$150,000; however, consideration will be given to projects with a higher budget if justified by the scope of the problem and of the project and the potential impact on the number of deaths and serious injuries.

DUE DATE: by e-mail 4:00 PM, Friday, March 22, 2019 to shannon.ryder@state.mn.us.