

Colorado Department of Transportation Office of Transportation Safety Highway Safety Office (HSO) Young Driver Education and Awareness Request for Application (RFA) for Guide and Instructions

Information on Applying for CDOT Highway Safety Office Funding

Below are instructions for what each section of the Project Narrative and Budget should include. Applicants may complete an application using the template below and then copy/paste to the E Grants System or insert responses directly into the E Grants System.

When applying you will select **ONLY** the Community Traffic Safety emphasis area in the E Grants System.

Community Traffic Safety

When applying for Community Traffic Safety funding, you may include as many strategies as you feel are a good fit for your agency or coalition. Strategies must follow the following core criteria. Applicants proposing to address multiple geographic areas and/or traffic safety problems should include descriptions of and information for each one included.

Community Traffic Safety programs typically focus on a local area such as a city, county, or region and may address a combination of traffic safety problems. They concentrate on increasing public awareness of traffic safety problems and best practice solutions, address systems and policies that need improvement, and educate about issues related to safe driving. Agencies applying for community traffic safety funding can include strategies related to one or more of the following emphasis areas: young driver safety, child passenger safety, seat belt usage, older driver safety, impaired driving prevention, motorcycle safety, and distracted driving prevention.

Core Criteria

- **Data Informed:** Strategies are consistent with crash, injury & fatality, and population survey data. Applicants may use existing data to apply for projects, AND include strategies such as conducting needs assessments to better

understand community needs, strengths, challenges, cultural considerations, and political climate that may impact the success of the project.

- **Evidence Based:** Strategies are supported by evidence and available data, which demonstrates their effectiveness in reducing motor vehicle injuries and fatalities. Applicant has capacity and is prepared to collect additional evidence base for this strategy at a regional or state level.
- **Equity Focused:** Strategies are focused on and/or implemented in a way to prevent inequitable harms for different populations. If the lead agency is not community based and representative of those being served, planning, implementation, and evaluation should be done in collaboration with the people and communities who will be impacted by the strategies. Decision making should be shared, and culturally appropriate messaging and materials used throughout the project.

Prioritized Strategies

Individual decisions and behaviors are shaped by diverse social, environmental, political, economic, interpersonal, and physical influences and the most effective interventions are those which combine multifaceted, multilevel strategies for sustainable change. Prevention strategies that address outer levels of the social ecology (societal, community, and organizational) are the most likely to impact the greatest number of people, and are not one size fits all approaches, but should include considerations on how to assess, understand, and prevent inequitable impacts, and have support from local community and cultural leaders before being implemented.

Social Ecological Model

Level	Definition
1. Strengthening individual knowledge and skills	Increasing an individual’s knowledge, attitudes, beliefs, and behaviors.
2. Engaging colleagues, peer, parents and others - relationship/interpersonal	Promoting an individual’s connection to and support by peers, family, health care providers, community health workers, colleagues, etc.
3. Changing organizational practices	Influencing or updating organizational systems, policies, and norms (i.e. hospitals, workplaces, local government agencies, schools).
4. Fostering community coalitions and networks	Leveraging resources and participation of community-level institutions to increase awareness and create change
5. Influencing societal policy and norms	Updating city and county-level ordinances and policies, including providing education on best practices, to impact social norms, driving and occupant behavior, and improve the health and safety of the community

Examples of strategies that are applicable::

- Implement traffic safety coalitions that use a multidisciplinary approach to address traffic safety as a comprehensive and collaborative system. Coalitions should include diverse membership including but not limited to: community members and leaders, city planners, policymakers, local public health agencies, law enforcement, schools, parks and recreation, and bicycle and pedestrian advocacy organizations. Coalitions should be prepared to collect and analyze data to understand and address primary causes of traffic injuries and fatalities, and the most dangerous intersections and geographic areas, particularly for vulnerable road users. Coalitions should develop and implement comprehensive and inclusive action plans and evaluate those activities to reduce injuries and fatalities. NHTSA funding cannot be used for engineering or technology activities. It can be used for activities such as needs assessments, community engagement, coalition facilitation, education and awareness, and behavior change.
- Develop and implement culturally responsive, strengths based outreach, education, programming, and systems change recommendations that promote safe driving and occupant behavior, particularly in communities who are disproportionately impacted by traffic safety fatalities. Work should be led by agencies representative of the communities they serve and have support from local community leaders.

Young Driver Safety

Applications must utilize Positive Youth Development (PYD) approaches and best-practices in their projects in order to engage with youth authentically and equitably. In the Project Description and Rationale section, young applicants should describe how they will use a positive youth development approach when working, engaging and/or partnering with youth, sharing examples of how the [five key principles of PYD](#) (strengths-based, inclusive, engage youth as partners, collaborative, and sustainable) will be incorporated in their project and where they are on [Colorado's Youth Engagement Continuum](#). Examples of best practices in this include, but are not limited to: hiring youth advisors, working with youth coalitions, having youth lead projects, and providing opportunities for youth to learn and develop skills.

Examples of strategies meeting the above young driver safety criteria:

- Youth-led traffic safety promotion strategies. Youth coalitions or youth leadership councils identify traffic issues to address in their communities, and implement strategies to address the identified issues/topics, with support from adults trained to support youth leaders. Examples of these types of implementation activities may include but are not limited to youth-led safe driving campaigns, peer-to-peer education, participation in vision zero initiatives, and educating stakeholders about recommended policy changes.
- Collaborate with multiple sectors to build protective factors and increase awareness, understanding, and support of safe driving practices among youth and young adults through community-wide implementation of the Colorado Young Drivers Alliance’s [Colorado GDL Toolkit](#). The goal of the Graduated Driver Licensing (GDL) Toolkit is to provide equitable access to resources for young drivers, parents, law enforcement, schools, and community leaders to support youth as they learn to drive while following Colorado’s laws for young drivers, designed to keep them safe. Lead agencies implementing this strategy will be responsible for continued development of the toolkit, collaboration on design and implementation of a consistent evaluation plan, and making recommendations for improvement of the toolkit and associated practices in the future.

Project Narrative Instructions

Below are instructions for what each section of the Project Narrative and Budget should include. Applicants may complete the application using the template below and then transfer to the E Grants System or insert responses directly into the E Grants System.

Emphasis Areas

- In the E Grants System, you will select the [Community Traffic Safety](#) emphasis area.

Problem Identification and Population Profile

Problem Identification: Describe the specific problem(s) and population within your chosen emphasis area to be addressed by your project by using current and relevant data. The identified problem(s) must be related to the following CDOT performance measure below:

C-9. Reduce the number of drivers age 20 or younger involved in fatal crashes.

- . Types of data you can provide include but are not limited to:
- Link to [Colorado Problem Identification Dashboard and Reports](#)
 - Local law enforcement and/or Colorado State Patrol data
 - Local public health community health assessment data
 - Local needs assessment and/or Communities That Care data
 - Link to [Emergency department and hospital admissions data](#)
 - Juvenile or adult court data
 - Link to [Healthy Kids Colorado Survey Data](#)
 - Link to [Behavioral Risk Factor Surveillance System Data](#)

***Note:** You may find this link to [Traffic Safety Data Guide](#) helpful in understanding some of the data sources and terminology.

Community/Population Profile:

- A. Describe the populations that will be served including target ages, service area(s), influencing socioeconomic factors, and other relevant community demographics.
- B. Describe the behavior as it relates to the population you intend to serve; including information about contributing factors, community attitudes and social norms and cultural considerations related to these behaviors. Describe what community characteristics influence this behavior positively or negatively.

Problem Identification and Community/Population Profile Section Evaluation Criteria (20 points)

- Clearly specify one or more problems that the proposed project will address? (0- 2 points)
- Clear description of the geographic area(s) to be served? (0-2 points)
- Identify the performance measure(s) the project will address? (0-2 points)
- Use comprehensive data specific to the local geographic area and target population to describe the problem to be addressed? (If local data are not available, did the applicant use data from another geographic location and make a compelling case for why and how this also applies to the population identified?) (0-2 points)
- Clear description of the specific population be served including ages? (0- 2 points)
- Provide a clear description of community factors that impact the individual behavior? (0-5 points)
- Adequately establish the need for the project in this geographic area and specific population? (0-5 points)

Project Description and Rationale

*See additional narrative requirements for applicants including young driver safety strategies above.

The link to [NHTSA Countermeasures That Work](#) document rates the effectiveness of standard traffic safety strategies. If including NHTSA countermeasures as strategies, proposals should use strategies rated with three, four, or five stars. Projects that use “one star” NHTSA strategies will not be funded.

Priority will be given to strategies that involve improving policies or systems that promote safe driving or supporting the enforcement of existing laws. Activities related to policy, systems, or environmental (PSE) changes may include: identifying and building partnerships with key stakeholders to assess support of any PSE changes, presenting data to inform PSE decisions, and educating decision-makers on best practice policy countermeasures.

Please keep in mind that community education efforts must include appropriate dosing and must be targeted at the appropriate populations to influence behaviors. One-time events and presentations are not as effective and will receive lower scores unless accompanied by additional, long-term recurring activities to impact the same target population.

- A. Describe each strategy or approach you will use to address the traffic safety problem(s) you identified in the Problem Identification section. The proposed strategies can be adapted from other fields but must be data informed, evidence based or emerging practices with demonstrated success, and equity focused.
- B. Provide information on the rationale for selecting each strategy to address the identified problem(s), the evidence and/or theory of change behind the approach, and why this/these strategies are the best approach for the characteristics and traffic safety issues within your community.
- C. Describe the agency or community’s past efforts to address the problem(s), including successes and nonsuccesses, and how this project will build on those. Explain any challenges to the work going forward and your ideas to address them. Describe the readiness of the agency and the community for traffic safety systems and behavior change.

Project Description and Rationale Section Evaluation Criteria (20 points)

Does the application:

- Choose an evidence based strategy/strategies that is/are relevant for the population and provide information on the evidence basis? (0-5 points)
- Clearly explain the rationale for selecting the proposed program, strategy,

- or approach? (0-5 points)
- Specify an appropriate dosage for the program selected? (0-5 points)
 - Describe past efforts, including challenges and successes, to address the problem? (0-5 points)

Project Goal(s), Objectives, and Activities

Identify the overall goal or goals your project aims to achieve. For each goal outline at least one annual project objective that describes how you will make progress toward your goal in the first 12-month budget period (October 1, 2024 - September 30, 2025). Under each objective, list Year 1 activities that you will perform in order to help you meet your objective. Below is a brief description of Goals, Objectives, and Activities.

Goals - A broad statement about what the program expects to achieve. The goal is the description of the final outcome or result you are working to accomplish between October 1, 2024 and September 30, 2026. Goals need to be related to your performance measure(s). These can be, but are not limited to: reductions in risk factors related to risky driving and/or passenger behaviors (such as binge drinking), increases in protective factors for safe driving and passenger behaviors (such as perceptions of harm associated with youth substance use), reductions in risky driving or passenger behavior or increases in safe driving or passenger behavior (such as self-reports of seat belt use, driving after consuming substances, or texting while driving), or changes in environments, systems, and/or policies.

Strong goals have the following characteristics:

- Specify expected program effect
- Identify a target population
- No jargon
- Short
- Easy to understand

Example: Reduce youth self-report of binge drinking, as a risk factor of impaired driving, in Montezuma County from 20% in 2021 to 18% in 2025. (Healthy Kids Colorado Survey)

Example: Improve student self-reported skills important for safe driving, including decision making from 70% to 80% and communication from 65% to 75% by September 30, 2026. (Program Survey)

Objectives - Objectives are **one year** measurements that tell how a goal will be met, or how you will make progress toward your goal each year. Objectives need to be closely related to the program or project you are using in order to meet your goal. These can be changes in knowledge, attitudes, or behaviors that demonstrate progress toward your anticipated three year goal outcome. They may be a direct result of an individual activity, or a cumulative result of several activities.

Objectives should include:

- The target population whose knowledge, attitudes, or behavior you expect to change.
- The specific change expected.
- The time frame - by when you expect to achieve the result.

Example: Increase knowledge among youth and parents about graduated driver licensing laws from average of 70% pre-class to 85% after-class, as measured by post-GDL class surveys, by September 30, 2025.

Example: Increased collaboration between community partners toward safe driving efforts as measured by shared program agreements and commitments to co-host shared events and social norming campaigns by September 30, 2025.

Activities - Activities are the plan of operation for the project. In a detailed and concise way, the activities describe what you will do to achieve your program objective. For this application you will write activities that you plan to accomplish between October 1, 2024 and September 30, 2025. When possible, include indicators such as numbers of events or numbers of students to be reached, in your activity. You will also need to include what measurements you will use in your quarterly reports to demonstrate progress on this activity under “Evaluation/Desired Outcome”. This could include measures such as: numbers of people participating in a program, number and description of planning or coalition meetings held, updates on decision items, number of schools onboarded to the program, progress made toward hiring program staff, and/or number of social media impressions for a campaign.

Example: Between October 1, 2024 and September 30, 2025, the Grand Junction Traffic Safety Coalition will meet with five city decision makers to present data on best practices to improve graduated driver licensing (GDL) policy, education and enforcement.

Example: Between October 1, 2024 and May 30, 2025, students in participating Grand Junction High Schools will provide monthly traffic safety messaging outreach to peers through classroom presentations, social media competitions, social norming campaigns, policy discussions with school administrators, surveys, and other activities.

REQUIREMENT: Additionally, include a paragraph that provides a high-level overview of your planned objectives and activities for Year 2..

Year 2 Example: Planned objectives for Year 2 will continue to focus on increasing seat belt usage among teen drivers in Grand Junction and updated objectives will reflect progress made in Year 1. Activities of year two of the grant cycle will include continuing to engage with city decision makers to enhance GDL efforts and to

continue to provide monthly traffic safety messaging outreach through classroom presentations, social media competitions, social norming campaigns, policy discussions with school administrators, surveys, and other activities related to young driver education.

***Note:** This link to [Action Plan Template](#) may help you plan as you develop your goals, objectives, and activities which you can then transfer to the e-grants system. It may also be helpful in keeping track of your quarterly reporting, if you are awarded funding.

Please make a copy for your own use before entering information so others can use this template as well.

Project Goal(s), Objectives and Activities Section Evaluation Criteria (15 points)

Does the application:

- Project goal(s) impact one or more of the core performance measures? (0-2 points)
- Goal(s) describe the final anticipated outcome or result (0-4 points)
- Year 1 objectives clearly align with the project goal(s)? Will the objectives help the applicant achieve the stated goal(s)? (0-3 points)
- Year 1 activities logically describe how each objective will be achieved in a detailed, but concise way? (0-4 points)
- Year 1 activities include process indicators appropriate for measuring progress on completing each activity, as well as deadlines? (0-2 points)
- Year 1 activities

Project Evaluation

Applicants should provide an overview of the types of evaluation strategies they would like to use to show the effectiveness of their project and document successful activities. Describe how project results and data will be shared with partners, stakeholders, and communities involved in and impacted by the project.

Consider two types of evaluation:

- **Process evaluation** is a way to monitor project implementation by addressing program activities (who, what, when, how many)
 - Examples of process evaluation include numbers of people attending presentations, lists of sectors represented and participating in meetings, and descriptions of activities completed or modifications made to planned activities due to unforeseen circumstances.
- **Outcome evaluation** measures changes in knowledge, attitudes, skills, and/or behaviors.
 - Examples of outcome evaluation measures include state or local surveys, law enforcement, crash, and/or hospitalization data, assessments, and descriptions in changes to policies, systems, or practices.

Project Evaluation Section Evaluation Criteria (10 points)

Does the application include:

- Clearly articulated, appropriate, and realistic outcome evaluation measures (changes in numbers attitudes knowledge, and/or behavior change) for each project objective? (0-5 points)
- Clear and reasonable timelines and methods for collecting and analyzing data? (0-5 points)

Agency Qualification/Past Performance

Describe the applicant agency's resources and skills to adequately manage the project. Briefly describe qualifications of staff or plans to train the staff who will work on the proposed project, including fiscal staff. If your project involves direct contact with youth, provide information on how criminal background checks are conducted for paid and volunteer staff.

Has this project previously been funded by CDOT? If yes, provide details on past performance and how this project met goals and objectives in previous years.

Agency Qualifications/Past Performance Section Evaluation Criteria (10 points)

Did the applicant:

- Specify staff qualifications, including fiscal and project management experience and staff experience provided is relevant and adequate to administer the project? (0-5 points)
- Clearly demonstrate that the agency's resources and skills are adequate to manage the proposed project? If relevant, are background checks conducted?
If

the applicant received previous funding from CDOT, was past performance adequate? (0-5 points)

Equity, Community Collaboration, and Support

Community engagement should offer opportunities for communities to share knowledge and decision-making as well as respect community expertise and lived-experiences.

Community engagement should also consider the diversity, values and cultural beliefs within a community and work with community members to assess needs, address issues, and seek solutions in order to avoid unintentionally perpetuating inequities.

Describe the partners, coalitions, and other groups who will be involved in the planning, implementation, and evaluation of this project. Outline which communities will be impacted by the chosen strategies, and provide examples of how they will be engaged as partners in the project using the link to [Colorado's Community Engagement Spectrum](#). Discuss how the lead agency will share knowledge and decision making with these community members and project partners, and how they will be fairly compensated for their time and work, if not covered by their workplace's involvement in the project. The project budget should reflect these plans.

Equity, Community Collaboration and Support Section Evaluation Criteria (10 points)

Does the applicant:

- ★ Have established relationships with appropriate internal and external partners to execute and evaluate the proposed project? (0-5 points)
- ★ Participate, lead, or plan to establish a coalition that will support the goals and objectives of the proposed project (0-5 points)

Long-Term Sustainability

Describe the plan for reducing reliance on federal funding in the future, including the long-term plan for the programmatic development and ongoing financial support of the project.

BUDGET REQUIREMENT: Additionally, include a high-level overview of your anticipated Year 2 budget request, projects are generally funded at similar levels in Year 2. Any proposed increase to rates on any line shall not exceed 5% over the previous year and require approval from the HSO.

If this project is being funded using funds in addition to those provided from this grant list the type and approximate amount of other funding. Has this project previously been funded by CDOT? If yes, list the years funded, approximate dollar amounts and progress to date in addressing the identified problem.

Long-Term Sustainability Section Evaluation Criteria (10 points)

Did the applicant:

- Include a logical and feasible plan to reduce reliance on federal funding and for the programmatic development and ongoing financial support for the project? (0- 10 points)

Budget

Complete a budget in the E Grants System and include narrative that justifies and explains each budget item and figure. For example, for each position include a brief summary of their role and responsibilities.

Grant funds can only be used for eligible costs identified in the Budget. Grantees may adjust budgeted line item amounts up to 10% between activities of said Budget without a contract amendment, however prior approval from the HSO is required and a budget revision within the E Grants System will be required. Budget adjustments to activities exceeding 10% but less than 24.99% must be submitted in advance of actual cost and receive written HSO and State approval.

Successful applicants will be awarded a grant agreement with a one-year initial term. The State will have the option to extend the grant agreement for up to one additional term of one year or less.

Grant funds can only be used for eligible costs identified in the Budget. Grantees may adjust budgeted line item amounts up to 10% between activities of said Budget without a contract amendment, however prior approval from the HSO is required and a budget revision within the E Grants System will be required. Budget adjustments to activities exceeding 10% but less than 24.99% must be submitted in advance of actual cost and receive written HSO and State approval.

Budget Section Evaluation Criteria (5 points)

Did the applicant:

- Submit a budget amount that is reasonable, necessary and supports the year 1 project activities. (0-3 points)
- Provide a budget narrative that clearly explains and justifies the requested funds and demonstrates agency support, including any required agency match. (0-2 points)

Template for Application

Problem Identification and Population Profile (You must identify and include at least one of the performance measures from Page 1)

Project Description and Rationale

Project Goal(s), Objectives, and Activities

Project Evaluation

Agency Qualifications/Past Performance

Equity, Community Collaboration, and Support

Long-Term Sustainability

Required Application Elements: These documents can be uploaded at the time of the application (if available) or after approval (if application is approved for funding).

Proof of Good Standing _____
(Upload in E Grants System) link to website [Colorado Secretary of State](#)

Certificate of Insurance _____
(Upload in E Grants System)

Proof of Active Status in SAM.gov _____
(Upload in E Grants System)
Obtain from link to www.sam.gov

Cognizant Agency Indirect Cost Rate Agreement, if Applicable _____
(Upload in E Grants System, if applicable)

Timeline

April 15, 2024 by 5:00 PM	Applications Due
By May 6, 2024	Notification of Funding Decisions Sent
May 15, 2024	Reconsideration Requests Due
May 22, 2024	Notification of Final Reconsideration Decisions
Project Start Date	On or after October 1, 2024

Submission Requirements

Application Submittal

The HSO must receive applications by 5:00 p.m. on April 15, 2024. Applications must be submitted electronically through the E Grants System.

Selection and Scoring Process

Applications will be reviewed against identified statewide problem areas as detailed in the Colorado Problem Identification Report and as supported by local, relevant data. Applications that do not demonstrate a clear need for the proposed project based on information outlined in the Colorado Problem Identification Report or reputable local data sources will be screened out.

Funding recommendations will be reviewed and HSO Management staff will make final funding decisions. The HSO reserves the right to award funds based on funding availability and other variables at its discretion.

Specific reasons for denial of funding will be sent to applicants by May 6, 2024. If you wish to submit a request for reconsideration of a funding denial, you must do so through email to Darrell Lingk at Darrell.lingk@state.co.us

Reconsideration requests must be received May 15, 2024. Requests must include the application number and a statement of the reasons for the reconsideration request. Reconsideration decisions of the Director of the Office of Transportation Safety will be final and will be sent to those requesting reconsideration by May 22, 2024.

Reporting Frequency

Reporting Frequency: The Office of Transportation Safety requires three types of reports in conjunction with highway safety projects:

1. Quarterly reports during the life of a project;
2. A final report at the conclusion of a project. This is to include training

- and consultant reports, if applicable;
3. Annual Report (Template to be provided by CDOT)

These reports keep OTS informed of a project's progress, explain any difficulties encountered, provide a background of information that can be passed on to others, suggest ways in which CDOT can assist with the project and aid in distribution of funds.

Quarterly Reports: These are to be submitted quarterly and are due within twenty (20) calendar days after the end of the reporting calendar quarter as follows:

First Quarter:	1 October - 31 December	Report due January 20
Second Quarter:	1 January - 31 March	Report due April 20
Third Quarter:	1 April - 30 June	Report due July 20

If there is no activity during the reporting period, submit a report indicating so. Any original or innovative ideas or methods employed in your project should be incorporated into your reports.

Fourth and Final Report: The fourth quarter and final report can be combined. These are to be submitted within 45 days of Grant Agreement completion, which is no later than November 15. Final reports are to be detailed and must describe whether the project objectives were accomplished, if technical and fiscal problems were encountered, and what improvements in traffic safety have resulted or probably will result. Included in final reports will be copies of publications, training reports and any statistical data generated in project execution. These final reports should discuss the following:

1. Accomplishments compared to the original project objectives;
2. Were all activities of the project completed as scheduled? Include dates and milestones when studies were completed; equipment acquired, installed and operated;
3. Any unanticipated proceedings that affected the project;
4. Funding and costs for completion of the project in relationship to original estimates; and
5. Third party performance if applicable. A copy of any consultant reports should be included with the final report.

Annual Report Template: An Annual Report template will be provided to the grantee in late October. The contractor is responsible for providing the requested information and submitting back to OTS. The templates are then used to form the basis of the Office of Transportation Safety's Annual Report.

Reimbursement Requirements

CDOT funds grants on a “cost reimbursement” basis only. CDOT will not make payments in advance or in anticipation of goods or services.

Claims for reimbursement will be submitted to the OTS on a monthly basis, even if there are no costs incurred (note zero expenditure). Claims are due no later than 30 days after the end of each month.

Final claims for reimbursement must be received by OTS no later than November 15 (for costs incurred through the final Grant Agreement month of September).

Claims for reimbursement received after the above cutoff dates will not be reimbursed.

Unallowable Project Costs: All projects must follow appropriate state and federal funding regulations. Examples of unallowable project costs include, but are not limited to, the following:

- Office furniture and fixtures;
- Routine roadway construction or maintenance; and
- Funds that supplant existing budgets*

* Federal regulations prohibit supplanting of funds. Examples of supplanting include: replacing routine and/or existing State or local expenditures with the use of Federal grant funds and/or using Federal grant funds for cost of activities that constitute general expenses required to carry out the overall responsibilities of state, local or Federally recognized Indian tribal government.

