



**Walker and/or Roller
Safety Enhancement Projects
Washington Traffic Safety Commission**

Request for Proposal (RFP) 2021-01

Application Due Date: March 19, 2021

Project Start Date: October 1, 2021

Applications submitted through this link, [2021 Application for Walker and Bicyclist Safety Enhancement Projects](#), will be accepted. Faxed or mailed applications will not be accepted.

TIME PERIOD FOR CONTRACTS:

Walker and/or Roller Safety Enhancement Projects

\$1,500,000.00 in federal funding is available to support projects described in this RFP.

October 1, 2021 –
September 30, 2023

(Applicants may choose to apply for 12-month or 24-month project timelines.)

APPLICANT ELIGIBILITY: This procurement is open to those Applicants that satisfy the minimum qualifications stated herein and that are available for work in Washington State.

- Washington State agencies
- Federally recognized tribal governments
- Cities, counties, and their sub-agencies
- Non-profit organizations with existing IRS 501(c)(3) status
- Public schools (and private schools with non-profit status)

Prior recipients of these funds are eligible to apply for new funding.

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I. GENERAL INFORMATION FOR APPLICANTS

Introduction

The Washington Traffic Safety Commission (WTSC) administers funds from Chapter 405 H of the federal highway safety block grant earmarked for increasing safety for walkers and/or rollers (23 CFR § 1300.27).

Funding Opportunity

There is \$1,500,000.00 in federal funds available for Walker and/or Roller Safety Enhancement Projects. These funds are provided to the state of Washington through the National Priority Safety Program (Section 405) of the Fixing America's Surface Transportation Act (FAST Act) (23 CFR § 1300.27).

Applicants may apply for either 12-month projects (October 1, 2021 – September 30, 2022) or 24-month projects (October 1, 2021 - September 30, 2023.) (Note: There is a possibility that these projects may be extended depending on project performance and availability of funding).

These funds can be used to support the following types of projects:

- Training of law enforcement officials on state laws applicable to pedestrian and bicycle safety
- Enforcement mobilizations and campaigns designed to enforce state traffic laws applicable to pedestrian and bicycle safety
- Public education and awareness programs designed to inform motorists, pedestrians, and bicyclists of state traffic laws applicable to pedestrian and bicycle safety

Details regarding these projects are provided in Exhibit 2, beginning on Page 36.

Maximum and Minimum Grants Available

Maximum grant amounts

12-month projects (operating between October 1, 2021 – September 30, 2022) - \$125,000.00

24-month projects (operating between October 1, 2021 - September 30, 2023) - \$250,000.00

Minimum grant amounts:

12-month projects (operating between October 1, 2021 – September 30, 2022) - \$30,000.00

24-month projects (operating between October 1, 2021 – September 30, 2023) - \$60,000.00

Who is Eligible to Receive WTSC Grant Funds?

- Washington State agencies
- Federally recognized tribal governments
- Cities, counties, and their sub-agencies
- Non-profit organizations with existing IRS 501(c)(3) status

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- Public schools (and private schools with non-profit status)

Prior recipients of these funds are eligible to apply for new funding.

Note: Groups that do not fit one of these categories may still be able to receive these funds if they can get an eligible organization to apply on their behalf. [The Non-Profit Assistance Center](#), (206) 324-5850, info@nacseattle.org, or a United Way agency in the area may be able to help find an eligible organization to submit an application.

Match Requirements

There is a requirement for a minimum of 10 percent cash match on these projects. Maximum points for this item come with match amounts that are greater than 10 percent of the award amount. Match requirements are detailed in Exhibit 1E.

Request for Proposal (RFP) Coordinator

The RFP Coordinator is the sole point of contact in the agency for this procurement. All communication between the Applicant and the agency upon release of this RFP shall be with the RFP Coordinator, as follows:

Name: Scott Waller

E-Mail Address: swaller@wtsc.wa.gov

Phone Number: (360) 522-0610

Any other communication will be considered unofficial and non-binding. Applicants are to rely on written statements issued by the RFP Coordinator. Communication directed to parties other than the RFP Coordinator may result in disqualification of the Applicant.

RFP Timeline

ID	Task Name	End date
a.	RFP release date	January 18, 2021
b.	Pre-proposal Conferences <i>(Optional)</i>	
	Conference #1, Distance participation only	February 9, 2021
	Conference #2, Distance participation only	February 23, 2021
c.	Application link opens	February 19, 2021
d.	Applications due	March 19, 2021
e.	Application evaluation completed	April 2, 2021
f.	Send recommendations for funding to WTSC Director	April 23, 2021
g.	Make funding offers to successful Applicants and notify unsuccessful Applicants	April 26, 2021

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h.	Protests to be submitted	April 30, 2021
i.	Protests to be decided	May 7, 2021
j.	Contracts executed with successful Applicants	June 30, 2021
k.	Project start dates for one- and two-year projects:	July 1, 2021
l.	Project end dates:	
	1-year projects	September 30, 2022
	2-year projects	September 30, 2023

WTSC reserves the right in its sole discretion to revise the above schedule.

Pre-proposal Conference (Optional)

There will be two opportunities to participate in an overview regarding this funding opportunity.

- **February 9, 2021, 9–10 a.m.**

- **Microsoft Teams Meeting**

- [Click here to join the meeting](#)

- [\(360\) 726-3322](#) (If using telephone for audio)

- Phone Conference ID: 366 697 793#

- **February 23, 2021, 3 – 4 p.m.**

- **Microsoft Teams Meeting**

- [Click here to join the meeting](#)

- [\(360\) 726-3322](#) (If using telephone for audio)

- Phone Conference ID: 497 729 217#

Eligible Expenses

Examples of expenses that can be covered by this project include:

- **Salaries and Benefits** – Staff needed to coordinate, plan, or implement the activities. Salaries and benefits must be correlated to specific work or activities.

Examples:

- A coordinator for a pedestrian/bicyclist education program who sets up schedules of instruction with the school(s).
 - Law enforcement patrols in areas where walkers and/or rollers have an elevated likelihood of being involved in a crash with a vehicle.

- **Travel** – The budget justification should describe project-related travel. Travel costs will be limited to state lodging and per diem costs for the location of the travel. Only travel authorized through the final negotiated budget will be eligible for reimbursement.

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Example:

- Travel to participate in a training that is necessary to implement the project.

- **Contractual Services** - Services associated with coordinating/implementing the activities.

Example:

- A contractor to develop instructional videos for use in increasing elementary and middle school students' knowledge about walking and/or rolling safety.
- A contractor to develop media messaging focused on drivers who travel through areas where there is an elevated risk of crashes for walkers and/or rollers.

- **Goods and Services** – Office supplies, printing, postage, registrations, necessary subscriptions, and other expenses specifically related to project delivery.

Examples:

- Development of training materials for law enforcement.
- Printing of public education and outreach materials like rack cards and posters.
- Purchase of advertising directed to drivers about safety for walkers and/or rollers.

- **Equipment** – Like travel, only equipment included in the final negotiated budget will be eligible for reimbursement. Equipment purchases will be subject to the Buy American Act (BAA). Under the BAA, purchase of single pieces of equipment costing more than \$5,000 cannot occur unless the equipment passes a two-part test: (1) the end product must be manufactured in the United States; and (2) at least 50 percent of the cost of the components must also be of U.S. origin. FAR 25.003. Equipment costing more than \$5,000 will require an approval letter before purchase.

- **Indirect** – These are costs for the organization to administer the grant and include such items as percentages of administrator and supervisor time, fiscal and accounting services, heat, electricity, telephone, internet, furniture, and office space. According to WTSC policy, these “shared costs” incurred by an organization as a result of an activity that benefits more than one project, grant award, or cost objective are considered indirect costs. General costs of government are unallowable. An agency can request payment of a fixed percent of these costs. Costs may not be reported as both indirect and direct. If the Applicant has a question about whether an expense can be included, please contact the RFP coordinator.

Indirect costs will not be automatically authorized for these projects. If indirect costs are requested and approved for the project, the maximum indirect for Applicants without an approved federal indirect rate shall be 10 percent of the total costs for items A through D in the Project Budget unless the Applicant can produce a current letter from a cognizant federal agency authorizing a higher rate of indirect. The maximum indirect for Applicants with an approved federal indirect rate will be that rate as a percentage of items A through D in the project budget. In the event of a tie score between two or more applications, preference shall be given to applications with the lowest levels of indirect costs.

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Expenses Not Eligible for Walker and/or Roller Safety Enhancement Projects

Examples of expenses that are not covered by this project include:

- Automated Traffic Enforcement Systems (ATES) equipment and/or software.
- Construction of hardscape or permanent structures such as construction of sidewalks, ramps, or barricades.
- Construction of trails between buildings. Grading and building a start for a walkway would not be eligible expenses because these funds cannot be used for construction purposes.
- Flashing yellow lights and other signage.
- Incentives for participating in activities.
- Prizes for competitions.
- Purchase of promotional items for use in messaging such as toys, office supplies, etc.

Focus Populations for Services Supported by These Funds

There will be up to 25 points available for applications that can demonstrate that services will be delivered in areas where there has been historically low investment in infrastructure that would make roadways safer for walkers and/or rollers and other programs to increase traffic safety. Areas with historically low investment are almost always areas with high levels of poverty and economic distress. The free and reduced lunch rate enrollment for the local school district will serve in this application as an indicator of high poverty levels.

Points for Free and Reduced Lunch Eligibility Rates – 2019 State Average was 53.9 percent.

- Lower than state rate = 0 points
- State rate to 5 percent higher than state rate = 15 points
- 5.1 percent to 10 percent higher than state rate = 20 points
- 10.1 percent higher than state rate or higher = 25 points

Minimum Expectations for Sub-Recipients

- Implement the approved plan as proposed through the application and refined through the contracting process.
- Funds must be used to support program costs as described in the approved budget and budget justification.
- Submit quarterly reports regarding program activities.
- Submit a final report that “rolls up” all of the information from the four quarterly reports.
- Participate in meetings with WTSC Contract Manager as described in the contract.

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Coordination with Local Jurisdictions

These kinds of projects generally need communication between a number of agencies and entities. For instance, projects involving enforcement efforts to increase the safety of walkers and/or rollers can involve lots of agencies and other entities like local businesses. Enforcing traffic laws near a mall, for instance, where there are lots of walkers, will require communication and coordination not just in the law enforcement agency but also with the mall itself and city government so they know what is happening and what to do if they get a citizen complaint or comments.

Applicants should demonstrate how coordination of efforts will occur. That information can be written into the Project Narrative. You can also consider obtaining Letters of Support from affected agencies and entities. Letters of Support are not required for this application, but they can be part of the Application. Include any Letters of Support at the end of the Application document that will be submitted through SurveyMonkey. Letters of Support will not count against the 12-page limit for the Project Narrative.

Effective Letters of Support should feature the following:

- Signed by an authorized representative of the organization
- Individualized to the project
- Specifically name the project
- Demonstrate knowledge about the project
- Express support for the project
- Describe any match being provided for the project by the letter writer and whether the match is cash or in-kind

Americans with Disabilities Act Compliance

The WTSC complies with the Americans with Disabilities Act (ADA). Applicants may contact the RFP Coordinator to receive this RFP in an alternate format

Commitment of Funds

The Director of WTSC or their delegate is the only individual who may legally commit WTSC to the expenditures of funds for a contract resulting from this RFP. No cost chargeable to the proposed contract may be incurred before receipt of a fully executed contract.

Contract and General Terms and Conditions

The Apparent Successful Applicant (ASA) will be expected to enter into a Contract drafted by WTSC. WTSC will not accept any draft contracts prepared by any Applicant. If the Applicant would like to review the WTSC Contract template, the Applicant may request a copy via email sent to the RFP Coordinator. The Applicant may submit exceptions as allowed in the Certifications and Assurances form, Exhibit 1B to this RFP. All requested exceptions must be submitted as an attachment to Exhibit 1B. WTSC will review requested exceptions and accept or reject the same at its sole discretion.

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If, after the announcement of the ASA and within the Acceptance Period, the ASA and WTSC cannot reach agreement on acceptable terms for the Contract, the WTSC may cancel the selection and award the Contract to the next most qualified Applicant.

Costs to Apply

WTSC will not be liable for any costs incurred by the Applicant in preparation of an Application submitted in response to this RFP, in conduct of a presentation, or any other activities related in any way to this RFP.

Debriefing of Unsuccessful Applicants

Any Applicant who has applied and been notified they were not awarded a Contract may request a debriefing. The request for a debriefing conference must be received by the RFP Coordinator via email no later than 5 p.m., Pacific Time, within three business days after the Unsuccessful Applicant Notification is emailed to the Applicant. The debriefing will be held within three business days of the request, or as schedules allow.

Discussion at the debriefing conference will be limited to the following:

- Evaluation and scoring of the Applicant's Application
- Critique of the Application based on the evaluation
- Review of the Applicant's final score in comparison with other final scores without identifying the other Applicants

Topics an Applicant could have raised as part of the complaint process cannot be discussed as part of the debriefing conference, even if the Applicant did not submit a complaint.

Aside from final scores, comparisons between applications or evaluations of the other applications will not be allowed. Debriefing conferences may be conducted via video or telephone conference and will be scheduled for a maximum of 30 minutes.

Definitions

This RFP will use the following terms and definitions:

Agency	The Washington Traffic Safety Commission is the agency of the State of Washington that is issuing this RFP.
Apparent Successful Applicant (ASA)	The Applicants selected as the entities to perform the anticipated services, subject to completion of contract negotiations and execution of a written contract.
Applicant	Individual or organization that submits a proposal in order to attain a contract with the Agency.
Application	A formal offer submitted in response to this solicitation in the manner described in this packet.
Authorizing Official	Someone in the organization of the Applicant who is authorized to bind the organization in contract

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Community	Geographic area within municipal boundaries, or within specific catchment areas such as High School Attendance Areas (HSAA) and their feeder schools, recognized neighborhoods, or other geography that can be described in writing or shown on a map.
Contract	A legally binding written agreement signed by WTSC and another entity. Contracts describe the scope of work, terms and conditions, and budget of the work to be performed.
Contractor	The individual or organization whose application has been accepted by the Agency and is awarded a fully executed, written contract.
Deliverable	The quantifiable goods or services that must be provided by a specific date. Deliverables can be tangible or intangible in nature.
Direct Costs	The costs associated with Items A through D in the budget overview.
Equipment	Durable items that cost more than \$5,000 each.
Focus Population	The specific population or sub-population the program is designed to affect.
Grant	A financial award issued by a federal, state, or local government authority or private entity. WTSC uses grants to advance traffic safety in the state of Washington.
Indirect Costs	These are costs for the organization to administer the grant and include such items as percentages of administrator and supervisor time, fiscal and accounting services, heat, electricity, telephone, internet, furniture, and office space. According to WTSC policy, these “shared costs” incurred by an organization as a result of an activity that benefits more than one project, grant award, or cost objective are considered indirect costs. General costs of government are unallowable. An agency can request payment of a fixed percent of these costs. Costs may not be reported as both indirect and direct. If the Applicant has a question about whether an expense can be included, please contact the RFP Coordinator.
Indirect Letter, Federal	Agencies can apply to federal agencies they do business with to establish an indirect rate. The federal agency then provides a letter that identifies the authorized indirect rate. The agency issuing the letter is called a “cognizant federal agency.”
Milestone	Used to mark significant dates along a project timeline. Milestones should include the completion of key tasks in order for the project to be successful like hiring of key staff or contractors, need for external review or input, or delivery of a document.
Performance Measures	Qualitative or quantitative measure(s) of the success of a project. A description of what you will measure. Ideally, they would reflect the changes you are trying to make. When it makes sense, you should include a target.

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Problem Statement	A brief description of the traffic safety problem the project is intended to address. What makes this project important or needed? Include relevant data that provides context for this project.
Project	A distinct body of work with a specific sub-recipient, that includes a statement of work in a legal agreement and is generally assigned a unique identifier in WEMS. The term Project is used to refer to all the different types of projects which include but are not limited to grants.
Project Goals	Broad action statements about the purpose(s) of the project and what it is intended to accomplish.
Project Narrative	Applicant shall provide written answers to the questions included in Exhibit 1, Application Forms Section.
Project Objectives	“WHAT” will be done to implement the strategies of the project. In most circumstances, objectives should be specific, measurable, and time bound. In some situations, objectives may not be time bound. For example, if a grantee is providing on-call support. This can be measured but we cannot assign a deadline. In some situations, objectives may be very difficult to measure.
Project Strategy/Strategies	A description of how the Sub-Recipient/Contractor will accomplish the goal. Many strategies are identified in the Target Zero plan, but we are not limited to only those strategies. Innovative strategies are those without supporting data or research.
Request for Proposals	Formal procurement process for which the purpose is to invite Applicants to submit applications for funding products or services.
Scope of Work (SOW)	The part of the contract that describes the work to be done. It should establish a clear understanding of what is required by the sub-recipient/vendor. Scopes of work include the following items (which are defined in this section): problem statement, goals, strategies, objectives, performance measures, milestones, deliverables, and budget.
Sub-Recipient	Means a contractor operating a federal or state assistance program receiving federal funds and having the authority to determine both the services rendered and disposition of program. See OMB Super Circular 2 CFR 200.501 and 45 CFR 75.501, “Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards” for additional detail.
WEMS (WTSC Enterprise Management System) Project Tracking Number	A WEMS assigned number for a specific proposal or project. Tracking numbers follow the formula: federal fiscal year-project type code-unique identifier-grant name.

Electronic Applications

Applications must be submitted using this link, [2021 Application for Walker and Bicyclist Safety Enhancement Projects](#), prior to the submission deadline of March 19, 2021, 5 p.m., Pacific Time. Late applications will not be accepted and will be automatically disqualified from further

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consideration, unless the WTSC SurveyMonkey account is found to be at fault for delays in submission.

Applications may not be transmitted using facsimile transmission and mailed applications will not be processed.

Applicants should allow sufficient time to ensure timely receipt of the application by the RFP Coordinator. WTSC is not responsible for, and will not grant allowances for, power outages or equipment failures that prevent an Applicant from applying on time. All applications and any accompanying documentation become the property of WTSC and will not be returned.

Electronic Payment

The state of Washington prefers to utilize electronic payment in its transactions. The ASA will be provided a form to complete with the contract to authorize such payment method.

Insurance Coverage

As a requirement of the resultant Contract, the ASA is to furnish WTSC with a certificate(s) of insurance executed by a duly authorized representative of each insurer, showing compliance with the insurance requirements set forth below. Details of those requirements will be discussed during the contracting phase.

Most Favorable Terms

WTSC reserves the right to make an award without further discussion of the application submitted. Therefore, the application should be submitted initially on the most favorable terms which the Applicant can propose. WTSC reserves the right to contact an Applicant for clarification of its application.

WTSC also reserves the right to use a Best and Final Offer (BAFO) before awarding any Contract to further assist in determining the ASA(s).

The ASA should be prepared to accept this RFP for incorporation into a Contract resulting from this RFP. The Contract resulting from this RFP will incorporate some, or all, of the Applicant's application. The application will become a part of the official procurement file on this matter without obligation to WTSC.

Multiple Applications for Funding

Applicants can submit multiple applications as long as they are for different activities. A complete application packet is required for each separate project. Applicants must prepare a separate and complete Application for each separate project they apply for.

No Obligation to Contract

This RFP does not obligate WTSC to enter into any contract for services specified herein.

Notification to Applicants

WTSC will notify the ASA(s) of its/their selection by email and by telephone upon completion of the evaluation process. Applicants not selected for further negotiation or award will similarly be notified by email and telephone.

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Pre-Award Negotiation

WTSC reserves the right to negotiate with the ASA for project scope, geography to be served, number of individuals served, and funding amounts. Special consideration during selection may include community geographic location(s), to ensure distribution of projects statewide, and past performance of WTSC contracts.

Liability insurance may be required. Determinations about liability insurance will be made as part of the Pre-Award Negotiation. If required, the liability insurance must be in place before a contract is offered.

Proprietary Information/Public Disclosure

Applications submitted in response to this RFP will become the property of WTSC. All Applications received will remain confidential until the ASA(s) is/are announced; thereafter, the applications will be deemed public records as defined in chapter 42.56 of the Revised Code of Washington (RCW).

Any information in the application that the Applicant desires to claim as proprietary and exempt from disclosure under chapter 42.56 RCW, or other state or federal law that provides for the nondisclosure of a document, must be clearly designated. The information must be clearly identified and the particular exemption from disclosure upon which the Applicant is making the claim must be cited. Each page containing the information claimed to be exempt from disclosure must be clearly identified by the words "Proprietary Information" printed on the lower right-hand corner of the page. Marking the entire application exempt from disclosure or as "Proprietary Information" will not be honored.

If a public records request is made for the information that the Applicant has marked as "Proprietary Information," WTSC will notify the Applicant of the request and of the date that the records will be released to the requester unless the Applicant obtains a court order enjoining that disclosure. If the Applicant fails to obtain the court order enjoining disclosure, WTSC will release the requested information on the date specified. If an Applicant obtains a court order from a court of competent jurisdiction enjoining disclosure pursuant to chapter 42.56 RCW, or other state or federal law that provides for nondisclosure, WTSC will maintain the confidentiality of the Applicant's information per the court order.

A charge will be made for copying and shipping, as outlined in RCW 42.56. No fee will be charged for inspection of Contract files, but 24 hours' notice to the RFP Coordinator is required. All requests for information should be directed to the [WTSC Public Disclosure Officer](#).

The submission of any public records request to WTSC pertaining in any way to this RFP will not affect the procurement schedule, as outlined in the RFP Timeline unless WTSC, in its sole discretion, determines that altering the schedule would be in WTSC's best interests.

Protest Procedure

Application protest may be made only by Applicants who submitted a response to this RFP and who have participated in a debriefing conference. Upon completing the debriefing conference, the Applicant is allowed five business days to file a protest with the RFP Coordinator. Protests must be received by the RFP Coordinator no later than 5 p.m., Pacific Time, on the fifth business day following the debriefing. Protests must be submitted by email or by mail.

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Applicants protesting this RFP must follow the procedures described below. Protests that do not follow these procedures will not be considered. This protest procedure constitutes the sole administrative remedy available to Applicants under this RFP.

All protests must be in writing, addressed to the RFP Coordinators, and signed by the protesting party or an authorized agent. The protest must state: (1) the RFP number, (2) the grounds for the protest with specific facts, (3) complete statements of the action(s) being protested, and (4) the relief or corrective action being requested.

Only protests alleging an issue of fact concerning the following subjects will be considered:

- A matter of bias, discrimination, or conflict of interest on the part of an evaluator
- Errors in computing the score
- Non-compliance with procedures described in the RFP or WTSC requirements

Protests based on anything other than those items listed above will not be considered.

Protests will be rejected as without merit to the extent they address issues such as: (1) an evaluator's professional judgment on the quality of an application; or (2) WTSC's assessment of its own needs or requirements.

Upon receipt of a protest, WTSC will undertake a protest review. The WTSC Director, or WTSC delegate who was not involved in the RFP, will consider the record and all available facts. If the WTSC Director delegates the protest review to an WTSC employee, the Director nonetheless reserves the right to make the final agency decision on the protest. The WTSC Director or designee will have the right to seek additional information in order to fully consider the protest.

If WTSC determines in its sole discretion that a protest from one Applicant may affect the interests of another Applicant, then WTSC may invite such Applicant to submit its views and any relevant information on the protest to the RFP Coordinator. In such a situation, the protest materials submitted by each Applicant will be made available to all other Applicants upon request.

The final determination of the protest will:

- Find the protest lacking in merit and uphold WTSC's action.
- Find only technical or harmless errors in WTSC's acquisition process and determine WTSC to be in substantial compliance and reject the protest.
- Find merit in the protest and provide options to the WTSC Director, which may include:
 - Correcting the errors and re-evaluating all applications.
 - Issuing a new solicitation document and beginning a new process.
 - Making other findings and determining other courses of action as appropriate.

If the protest is not successful, WTSC will enter into a Contract with the ASA(s), assuming the parties reach agreement on the Contract terms.

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Questions and Updates

Beginning February 10, 2021, and then weekly thereafter, questions received about this Request for Application will be posted to the WTSC webpage: [www.wtsc.wa.gov/Grants/School Zone Grants](http://www.wtsc.wa.gov/Grants/SchoolZoneGrants).

Receipt of Insufficient Number of Applications

If WTSC receives only one responsive application as a result of this RFP, WTSC reserves the right to either: (1) directly negotiate and contract with the Applicant; or (2) not award any Contract at all. WTSC may request that the Applicant complete the entire RFP. WTSC is under no obligation to tell the Applicant if they are the only Applicant.

Reimbursement-based Contracts

All grants awarded from this Request for Proposal are reimbursement-based, meaning the organizations awarded the funds will need to first pay for authorized costs and then submit an invoice to the WTSC for reimbursement of those expenses.

WTSC prefers contractors to submit billing invoices monthly. However, contractors may submit invoices quarterly, or semi-annually, or can choose to receive a single reimbursement at the conclusion of the grant.

Rejection of Applications

WTSC reserves the right, at its sole discretion, to reject any and all applications received without penalty and not to issue any Contract as a result of this RFP.

Reporting Requirements

The projects will have quarterly reports due every three calendar months as well as a final report that “rolls up” all of the information from the four quarterly reports. Exceptions to the reporting requirement can be made on a case-by-case basis. For a project starting October 1, 2021, the first quarterly report is due on January 15, 2022, 15 days after the completion of the first three-month period. Contractors will use reporting templates provided by WTSC.

Responsiveness

The RFP Coordinator will review all applications to determine compliance with administrative requirements and instructions specified in this RFP. An Applicant’s failure to comply with any part of the RFP may result in rejection of the application as non-responsive.

WTSC also reserves the right at its sole discretion to waive minor administrative irregularities.

Revisions to the RFP

WTSC can determine that it is necessary to change any part of this RFP. If that occurs, then WTSC will publish addenda on WEBS, at <https://fortress.wa.gov/ga/webs/>. Addenda will also be posted to the WTSC internet page at <https://wtsc.wa.gov/grants>. Responses to questions received will be posted at the same location. WTSC also reserves the right to cancel or to reissue the RFP in whole or in part, prior to execution of a Contract.

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Selection and Contracting

A panel will review project applications. There is a maximum of 300 points available for these applications. The highest scoring applications will be recommended to the WTSC for funding.

All Applicants must demonstrate the ability to accept an award and have a contract signed by June 30, 2021. The selection process will conclude by early April 2021. The ASA(s) will be notified by April 16, 2021, and negotiation of work plans, budgets, and development and acceptance of Contract will be completed by the end of July 2021. All projects are expected to be ready to start on October 1, 2021. Projects may start before that time, but no funds from this funding source can be used for support of project expenses until October 1, 2021.

Substantially Equivalent Scores

Substantially Equivalent Scores are scores separated by two points or less following completion of the application evaluation process. If multiple applications receive a Substantially Equivalent Score, WTSC may select as the ASAs the applications that are deemed by WTSC, in its sole discretion, to be in WTSC's best interest relative to the overall purpose and objective of this RFP. If applicable, WTSC's best interest will be determined by WTSC managers and executive officers, who have sole discretion over this determination. The basis for such determination will be communicated in writing to all Applicants with equivalent scores.

II. Application Evaluation and Contract Awards

Application Scoring Procedure

Applications submitted on time through this link, [2021 Application for Walker and/or Roller Safety Enhancement Projects](#), will be evaluated in accordance with the requirements stated in this RFP and any addenda issued. The evaluation of applications will be accomplished by an evaluation team organized by WTSC. The evaluation team will determine the preliminary ranking of the applications. Evaluations will only be based upon information provided in the applications. The preliminary list will be presented to the WTSC Director for approval.

All applications received by the submission deadline of March 19, 2021, 5 p.m. Pacific Time, will be reviewed by the RFP Coordinator to ensure that the applications contain all of the required information. Applications that contain all required elements from the RFP shall be considered responsive. Only responsive applications will be forwarded for review and scoring by the evaluation team.

The RFP Coordinator may, at their sole discretion, contact the Applicant for clarification of any portion of the Applicant's application. Applicants should make sure that all answers are clear, complete, and directly address the specific requirement.

Responsive applications will be reviewed and scored by an evaluation team according to the following scale. Applications will be evaluated strictly in accordance with the requirements set forth in this RFP and any addenda issued.

In the case of multiple successful Applicants proposing to serve the same geographic population or segments of the same geographic population, the higher score determined by the criteria below may determine the successful Applicant. Exceptions may be made in the case of tribal Applicants proposing to serve similar geographic populations as other Applicants.

Final awards will be based on the funding available, the risk and needs of the communities being served, population density, and proposed numbers served. Multiple Contracts may be awarded to one geographical area at WTSC's sole discretion if it is deemed to be in the best interest of WTSC and the state of Washington.

Application Weighting and Scoring

Responses that meet the criteria of submitting all mandatory documents, with responses to all required questions, will be transmitted to evaluators. Evaluators will review the applications and assign a score for each scorable section of each application based on how well the Applicant's response addresses each scorable section.

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The following points will be assigned to the Application for evaluation purposes:

Total Available Points = 300

Application Evaluation Item	Maximum Points Available
1A. Applicant Intake Form	0 (Mandatory)
1B. Certifications and Assurances	0 (Mandatory)
1C. Executive Order 18-03	5 (Mandatory)
1D. Project Narrative	250 total (Mandatory)
Project Summary	30
Problem Identification	30
Geographic Area for the Project	15
Goals	20
Target Zero Strategies	10
Free and Reduced Lunches Points for Free and Reduced Lunch Eligibility Rates – 2019 State average is 53.9 percent <ul style="list-style-type: none"> • At State Rate or Lower = 0 points • 1 percent to 5 percent higher than state rate = 15 points • 5.1 percent to 10 percent higher than state rate = 20 points • 10.1 percent higher than state rate or higher = 25 points 	Up to 25
Majority of Impact from Project	30
Addressing Diversity of Population	40
Start Ready	20
Project Evaluation	15
Match <ul style="list-style-type: none"> • Match at required percentage = 10 points • Match at higher percentage than requirement = 15 points 	Up to 15
1E. Project Timeline and Process	10
1F. Budget, Budget Justification, and Indirect Costs	35
Total Points Available for Application	300

WTSC reserves the right to award the Contract to the Applicant whose application is deemed to be in the best interest of WTSC and the state of Washington.

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Application Submission Instructions

1. Assemble the completed application documents in the following order:
 - 1A - Applicant Intake Form (Mandatory Document)
 - 1B - Certifications and Assurances (Mandatory Document)
 - 1C - Executive Order 18-03 Form (Mandatory Document)
 - 1D - Project Narrative (Mandatory Document)
 - 1E - Project Timeline (Mandatory Document)
 - 1F - Budget and Justification (Mandatory Documents)
 - 1G - Application Checklist (Mandatory Document)
2. Convert the assembled documents into one PDF document.
3. Upload the single PDF document into the submission link following instructions on the screen.
4. Submit the application through this link:

[2021 Application for Walker and/or Roller Safety Enhancement Projects](#)

All applications are due by 5 p.m. Pacific Time, March 19, 2021. The time stamp from the application link will determine whether the application was submitted on time. Applications submitted after the deadline will not be considered for funding.

The submission link will be opened on February 19, 2021.

Please note that the Applicant must answer all of the questions in the application link, attach the PDF document, and submit the response in one session. Application cannot be saved until it is submitted through the application link. If the Applicant leaves the application before it is finished, they will need to start over.

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Exhibit 1 - Walker and/or Roller Safety Enhancement Projects Application Forms

Overview of Proposal Contents

Application Contents

Applications will be submitted through this link, [2021 Application for Walker and Bicyclist Safety Enhancement Projects](#). Applicants will need to answer a few questions and then will need to upload a single PDF document that contains completed versions of each of the application materials described in this section. Please number the individual pages in the PDF document. The application can be submitted once the PDF document is attached to the link.

1A. Applicant Intake Form (Mandatory Document, Pages 23-24)

The Applicant Intake Form must be completed, then signed and dated by a person authorized to legally bind the Applicant to a contractual relationship, e.g., the director of an agency, president or executive director of a corporation, managing partner of a partnership, or the proprietor of a sole proprietorship.

The Application Intake Form is used for tracking incoming applications, contractor information, and proposed service areas. The Application Intake Form will also include the following information about the Applicant and any proposed subcontractors:

1B. Certifications and Assurances (Mandatory Document, Pages 25-26)

The Certifications and Assurances form must be signed and dated by a person authorized to legally bind the Applicant to a contractual relationship, e.g., the director of an agency, president or executive director of a corporation, managing partner of a partnership, or the proprietor of a sole proprietorship.

1C. Executive Order 18-03 Form (Mandatory Document, Page 27)

Pursuant to RCW 39.26.160(3) and consistent with Executive Order 18-03 - Supporting Workers' Rights to Effectively Address Workplace Violations (dated June 12, 2018), WTSC will evaluate applications for best value and provide an application preference in the amount of five (5) points to any Applicant who certifies, pursuant to the certification attached as Contractor Certification for Executive Order 18-03 - Workers' Rights, that their organization does not require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waiver. If Applicant's organization does require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waiver, the organization will receive zero points for this section.

1D. Project Narrative (Mandatory Document, Pages 28-31)

Each Application will be scored according to how well the requirements in each section of the Project Narrative have been addressed. The Project Narrative must be completed in order. There is a 12-

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page limit for Project Narrative documents. Project Narrative documents must use Arial 12-point font except for section headlines. Each page must have one-inch margins. Applicants must prepare a separate and complete Application for each separate project they apply for.

Please address whether this is a 12-month project (October 1, 2021–September 30, 2022) or a 24-month project (October 1, 2021 -September 30, 2023). Please address each question in the Project Narrative separately and completely. Please do not combine two or more questions into one response in the Project Narrative as this will likely cost points when the Application is reviewed. Please do not refer to other responses in previous Project Narrative questions. Instead, make sure to include the referenced information in the response to the new question.

Each response must begin with a restatement or paraphrasing of the question being addressed. If the Applicant cannot answer a specific question, they must provide the reason(s) within the answer to the question.

1E. Project Timeline (Mandatory Document, Page 32)

Please describe the key developmental milestones for this project. For example, if the project supported is an educational curriculum, you would identify the date when you think a contract for a curriculum consultant could be executed, when curriculum development would begin, when the draft curriculum would be submitted for review and approval, when teachers would be trained to use the curriculum, and when the curriculum would be piloted/taught.

1F. Budget and Justification (Mandatory Documents, Pages 33-24)

The budget documents must be presented in the order shown here. The Applicant must prepare a separate budget for each application. The budget(s) will be scored based on the reasonableness of the budget request and how well the requested funds match the work described in the remainder of the application.

There are three elements in the Budget and Justification section, and each must be completed and submitted for a 12-month project. For 24-month projects, a first- and second-year budget, budget justification, and indirect cost request will be necessary:

- Budget – The Applicant will provide estimated costs for the project for each line item.
- Budget Justification – The Applicant will explain the details of each budget line item and how the expenses are tied to the work proposed in the application. For instance, under personnel, the Applicant will explain how the amount of money in the Budget section was calculated and how the identified personnel expenses are tied to the work described in the application.
- Indirect Cost Request – The Applicant needs to indicate whether they are seeking indirect cost support. If indirect costs are being requested, the Applicant needs to indicate whether they are seeking the default 10 percent indirect rate or whether they have a letter from a federal cognizant agency that authorizes a higher rate. The cognizant agency letter must be included as part of the Budget and Justification section.

1G. Application Checklist (Mandatory, Page 35)

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1A – Applicant Intake Form (Mandatory Document)

Summary	
Project Title:	
Project Period – How long a period are you asking for project support? <i>Please check one box</i>	<input type="checkbox"/> 12-month project period (October 1, 2021 – September 30, 2022) <input type="checkbox"/> 24-month project period (October 1, 2021 – September 30, 2023)
Project Manager	
First Name:	
Last Name:	
Title:	
Organization:	
Address:	
City:	
Zip Code:	
Telephone:	
Email:	
Authorizing Official (Person with contracting authority)	
First Name:	
Last Name:	
Title:	
Organization:	

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Address:		
City:		
Nine-digit Zip Code:		
Telephone:		
Email:		
Federal Employer Tax Identification number:		
State of Washington Vendor (SWV) number for applicant organization: ¹ <i>Provide either the SWV number or the date the SWV application was submitted.</i>		
Federal DUNS number for applicant organization:		

Signature

Date

Printed Name

Title

¹ If the Applicant does not currently have an SWV number, they will need to apply for one using the forms found at <https://ofm.wa.gov/it-systems/accounting-systems/statewide-vendorpayee-services>, Vendor/Payee Registration Form.

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1B – Certifications and Assurances (Mandatory Document)

I/we make the following certifications and assurances as a required element of the application to which it is attached, understanding that the truthfulness of the facts affirmed here and the continuing compliance with these requirements are conditions precedent to the award or continuation of the related contract:

I/we declare that all answers and statements made in the application are true and correct.

1. The prices and/or cost data have been determined independently, without consultation, communication, or agreement with others for the purpose of restricting competition. However, I/we may freely join with other persons or organizations for the purpose of presenting a single application.
2. The attached Application is a firm offer for a period of 120 days following receipt, and it may be accepted by WTSC without further negotiation (except where obviously required by lack of certainty in key terms) at any time within the 120-day period.
3. In preparing this application, I/we have not been assisted by any current or former employee of the state of Washington whose duties relate (or did relate) to this application or prospective contract, and who was assisting in other than his or her official, public capacity. If there are exceptions to these assurances, I/we have described them in full detail on a separate page attached to this document.
4. I/we understand that WTSC will not reimburse me/us for any costs incurred in the preparation of this application. All applications become the property of WTSC, and I/we claim no proprietary right to the ideas, writings, items, or samples, unless so stated in this Application.
5. Unless otherwise required by law, the prices and/or cost data which have been submitted have not been knowingly disclosed by the Applicant and will not knowingly be disclosed by him/her prior to opening, directly or indirectly, to any other Applicant or to any competitor.
6. I/we agree that submission of the attached application constitutes acceptance of the solicitation contents and the attached sample contract and general terms and conditions. If there are any exceptions to these terms, I/we have described those exceptions in detail on a page attached to this document.
7. No attempt has been made or will be made by the Applicant to induce any other person or organization to submit or not to apply for the purpose of restricting competition.

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8. I/we grant WTSC the right to contact references and others who may have pertinent information regarding the ability of the Applicant and the lead staff person to perform the services contemplated by this RFP.
9. If any staff member(s) who will perform work on this contract has retired from the state of Washington under the provisions of the 2008 Early Retirement Factors legislation, his/her name(s) is noted on a separately attached page.

On behalf of the Applicant submitting this application, my name below attests to the accuracy of the above statement. We are submitting a scanned signature of this form with our Application.

Signature

Printed Name

Date

Title

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1C – Contractor Certification for Executive Order 18-03 (Mandatory Document)

WORKERS' RIGHTS - WASHINGTON STATE GOODS & SERVICES CONTRACTS

Pursuant to the Washington State Governor's Executive Order 18-03 (dated June 12, 2018), the Washington Traffic Safety Commission is seeking to contract with qualified entities and business owners who certify that their employees are not, as a condition of employment, subject to mandatory individual arbitration clauses and class or collective action waivers.

SOLICITATION: Prevention Community-Based Enhancement Grants RFP #: 3882

I hereby certify, on behalf of the organization identified below, as follows (check one):

- ☐ **No Mandatory Individual Arbitration Clauses and Class or Collective Action Waivers for Employees.** This organization does NOT require its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or collective action waivers.

OR

- ☐ **Mandatory Individual Arbitration Clauses and Class or Collective Action Waivers for Employees.** This organization requires its employees, as a condition of employment, to sign or agree to mandatory individual arbitration clauses or class or

I hereby certify, under penalty of perjury under the laws of the state of Washington, that the certifications herein are true and correct and that I am authorized to make these certifications on behalf of the organization listed herein.

AGENCY/SCHOOL/ORGANIZATION NAME:

Print or type full legal name of Agency/School/Organization

Signature

Date

Printed Name

Title

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1D – Project Narrative (Mandatory Document and Response Required for Each Section)

Prepare – and submit - responses to each of the following questions. There is a 12-page limit to this section of the application.

1. Project Title: _____

2. Project Summary – 30 points maximum

Summarize the project in 1,000 words or less. Please identify the activity the Applicant wants funding for, who will be involved in the implementation of the activity, when you expect the activity to be implemented, the overall timeline for implementation, and what the timeline will be for implementation. (A detailed implementation plan will be required later in this application.) If this is an application for a 24-month project period, please indicate what will happen in the first year of the project and what will happen in the second year of the project.

3. Problems the Project will Address – 30 points maximum

What problem(s) does the project aim to address? Be specific. How does the Applicant know it is a problem? What does the Applicant want to change? Provide data about how the problem(s) affects the community(ies) served by the project. Where possible, provide data about fatality or serious injury crashes that have occurred in the areas.

You can find obtain data from state agencies like the Washington Traffic Safety Commission (visit <https://wtsc.wa.gov/> and choose “Research & Data”) and the Washington State Department of Transportation, (visit <https://www.wsdot.wa.gov/mapsdata/crash/crashdata.htm>), or the Washington State Patrol, (visit <https://www.wsp.wa.gov/driver/collision-records/>) to help provide the Applicant with information for the application. Your local police department or city/county/tribal traffic planners or engineers will likely have data for the Applicant to use. If there is not much hard data available, please provide some anecdotes/stories that illustrate that there is a problem. For example, can the school principal or school nurse tell stories about students who have experienced “near misses” or “close calls” for crashes?

4. Geographic Area for the Project – 15 points maximum

What is the planned geographic impact of the project? Please be specific. It would be helpful to include a map that shows the location(s) for service delivery for this project.

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5. Goals – 20 points maximum

What are the specific goals of the project? Clearly and briefly, describe the specific intended changes the Applicant wants to make happen by implementing this project. Goals need to be specific, measurable, and time bound. An example of an acceptable goal is, “Decrease incidence of *Behavior X* by 10 percent during the project period.”

6. Target Zero Strategies – 10 points maximum

Which Target Zero strategies are available to use with the project? From that list, which Target Zero strategies will the Applicant use and why? (Refer to Exhibit 3 of the Application packet or [Washington State Strategic Highway Safety Plan 2019: Target Zero](#) to identify specific TargetZero strategies that apply to the project).

If the Applicant is not using Target Zero strategies, provide a detailed explanation about why alternative strategies are being selected and what evidence the Applicant has that those strategies will be successful.

7. Free and Reduced Lunch Rates – 25 points maximum

To determine an individual school’s free and reduced lunch rate, please follow these instructions:

- a. Go to the webpage for [OSPI’s School Report Cards](#).
- b. Scroll down the page and then type the name of the school district you are working with in the box beneath the title “I want to see data for a school or school district” and then click “Go.”
- c. A list of schools should appear as a drop-down. Find the name of a school that is in the area that this project will serve. Then click “Go.” Repeat for additional schools in the service area.

If your project will provide services across the entire school district, please find your district and then choose “All Schools” from the drop-down list.

- d. A report specific to that school should appear. Click on the “Diversity Report” tab.
- e. In the left menu, under the header “Enrollment,” click on the second choice in the list, “Enrollment by student program or characteristic.”
- f. In the charts that appear next, go to the “Low Income” report. This is also the free and reduced lunch rate for the individual school or district. The yellow bar is the percentage for the school; the green bar is the overall percentage for the state.

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If the school district does not participate in the free and reduced lunch program, the Applicant may still be able to qualify for the bonus points if the student demographics of the district are similar to another school district within 30 miles of their school. If that is the case, the Applicant can use the free and reduced lunch percentage for the other district if it offers a free and reduced lunch program to its students.

Bonus Points for Free and Reduced Lunch Eligibility Rates – 2019 state Average is 53.9 percent.

- Lower than the state rate of 53.9 percent = 0 points
- State rate to 5 percent higher than state rate = 15 points
- 5.1 percent to 10 percent higher than state rate = 20 points
- 10.1 percent higher than state rate or higher = 25 points

8. Majority of Impact from Project – 30 points maximum

How will the Applicant ensure that the majority of benefit from the activities benefit people living in areas where there has been historically low investment in infrastructure that would make roadways safer for walkers and/or rollers?

In most cases, areas with low infrastructure investment are also areas with high poverty and economic distress. The percentage of students enrolled in free and reduced lunches is the indicator used in this Application to measure high poverty levels.

9. Addressing Diversity of Population – 40 points maximum

What is the diversity of the population this grant will serve? What will the Applicant do to ensure that the activities can address the diversity of the populations in the community(ies) the Applicant wants to serve?

To address this question, please respond to each of the following:

- Are there multiple literacy levels in the service area? (This means differences in abilities for people who speak English to understand information written in English.)
- What will the Applicant do to ensure that language used in meetings and in materials is appropriate to the community's literacy levels?
- Are there multiple languages spoken in the service area?
- What will the Applicant do to ensure that educational materials for this activity and information about the activity presented at public meetings are understandable to people who speak languages other than English?

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10. **Start Ready** – 20 points maximum

How will the Applicant ensure that this project can be in ready for a start date of September 1, 2021?

11. **Evaluation** – 15 points maximum

Describe the timeline and process for evaluating the project. In responding to this question, please describe the following:

- What measures will let the Applicant know that the process for determining what needs to be done with the project was effective?
- What will be the key benchmarks/milestones that will let the Applicant know that the project is being implemented as the Applicant planned and on target to meet the goal?
- How will the Applicant determine if the project goals (see #5, above) were met?

12. **Match** – 15 points maximum

How much cash match is available for this project? In addition to describing the amount of match, please identify the source(s) for the cash match? (Note: Applications will receive 10 points for meeting the 10 percent cash match requirement and an additional 5 points if the cash match is greater than 10 percent).

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1E – Project Timeline (10 Points, Mandatory Document)

Please describe the key developmental milestones for this project. For example, if the project supported is an educational curriculum, you would identify the date when you think a contract for a curriculum consultant could be executed, when curriculum development would begin, when the draft curriculum would be submitted for review and approval, when teachers would be trained to use the curriculum, and when the curriculum would be piloted/taught.

Project Title: _____

Year One Milestones/Benchmarks/Deliverables	Date Completed
1.	
2.	
3.	
4.	
5.	
6.	
7.	

Year Two Milestones/Benchmarks/Deliverables (if applicable)	Date Completed
1.	
2.	
3.	
4.	
5.	
6.	
7.	

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1F – Budget, Budget Justification, and Indirect Cost Letter (Mandatory Documents)

Identify all costs in U.S. dollars including expenses to be charged for performing the services necessary to accomplish the milestones and goals associated with the application. The Applicant is to submit a fully detailed budget including staff costs and any expenses necessary to accomplish the tasks and to produce the deliverables. Applicants are required to collect and pay Washington state sales and use taxes. As part of the identification of contractors in the Cost Proposal (below), please indicate if the primary contractor or any subcontractors is certified with the Office of Minority and Women's Business Enterprises.

If this is an application for a 12-month project, it will be necessary to complete one Budget Overview, one Budget Justification, and one Indirect Cost Letter. If this is an application for a 24-month project, it will be necessary to submit a separate set of documents for the first 12-month period and for the second 12-month period.

Budget Overview

Project Title: _____

☐ First 12-month project period ☐ Second 12-month project period (if applicable)

Summary of Costs (Direct costs)	Description	Total Amount
A. Employee Salaries and Benefits		
B. Travel		
C. Contract Services		
D. Goods or Other Expenses (Examples: office/printing supplies, postage, software, conference registration fees)		
E. Equipment		
Total Direct Expenditures		
F. Indirect Costs *		
TOTAL FUNDING REQUEST (Direct + Indirect)		
G. Match Amount		
Total Project Cost (Total Funding) Request + Match)		

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Budget Justification

Note: To be completed and submitted with the Budget Overview and Indirect Cost Letter, if applicable.

Project Title: _____

Please briefly explain the amount entered for each line item in the budget, especially how the amount in the budget was calculated and why the expense is necessary for this project.

Indirect Cost Letter

Note: To be completed and submitted with the Budget Overview and Indirect Cost Letter, if applicable.

Project Title: _____

If requesting indirect cost, respond accordingly.

- 10 percent or lower indirect cost request
 - Write a brief statement that says what percentage of indirect the project needs from zero to 10 percent. Include the statement with the budget submission.
- More than 10 percent indirect cost request
 - Include documentation from an appropriate federal agency demonstrating the organization is authorized to have a higher indirect rate. Include the documentation with the budget submission.

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1G – Application checklist showing that all necessary materials have been included in the application (0 Points, Mandatory Document)

Document	Included in PDF submitted through application link
<input type="checkbox"/> 1A – Applicant Intake Form	
<input type="checkbox"/> 1B – Certifications and Assurances	
<input type="checkbox"/> 1C – Executive Order 18-03 Form	
<input type="checkbox"/> 1D – Project Narrative	
<input type="checkbox"/> 1E – Project Timeline	
<input type="checkbox"/> 1F – Budget, Budget Justification, and Indirect Costs	
<input type="checkbox"/> 1G – Application Checklist showing that all necessary materials have been included	

Exhibit 2

Description/Explanation of Activities Eligible for Funding Through this RFP

1. Training of law enforcement officials on state laws applicable to walkers and/or rollers.

Training is essential to involvement of law enforcement in walker and/or roller safety enhancement efforts. If the officers conducting the operation do not fully understand its objectives, as well as what actually constitutes a violation, the effort can be counterproductive, potentially creating public relations problems in addition to being unsafe. At least one officer conducting the operation should be trained, and all involved officers should participate in a pre-brief before the operation commences.

Some ideas about planning and implementing initiatives focused on increasing safety for walkers and/or rollers are discussed in the following excellent resources:

[*Pedestrian Safety Enforcement Operations: A How-To Guide – National Highway Traffic Safety Administration, 2013*](#)

[*Prevention-Focused Community Policing Building Public Trust, Police Chief Magazine*](#)

Of foremost importance in training is the emphasis that walker and/or roller safety operations are about saving lives and preventing injuries – not about citations and enforcing statutes. The goal of these operations is to make roadways safer. Officers may have limited experience conducting this type of police work.

Topics to cover in a training session include:

- Local or regional information on pedestrian safety, with a focus on why walker and/or roller safety efforts are important in any particular jurisdiction.
- Pertinent laws relating to crosswalks, red lights, and drivers yielding the right-of-way to walkers.
- Washington’s “Due care” law, which requires drivers to avoid striking walkers and/or rollers, even if the vehicle has the right-of-way.
- The role of speed in crashes involving walkers and/or rollers, and the relationship between higher speeds and increased pedestrian injuries and fatalities.
- Appropriate stopping distances—including reaction times—at various speeds.
- Special considerations for vulnerable pedestrians, including young, older adults, persons who have been using alcohol and/or other drugs, and hearing- and vision-impaired pedestrians.
- Communication styles and ways to encourage drivers and walkers and/or rollers to change behaviors that could elevate their exposure to harm.

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- The special cognitive and behavioral limitations of children, including impulse control, and a less accurate ability to judge an object's speed and distance and the direction a sound is coming from.

While classroom training on how to conduct a walker and/or roller safety operation is helpful, it should be combined with hands-on training whenever possible. Hands-on training is typically more informative and enjoyable for participants (Malenfant & Van Houten, 2011).

If hands-on training is not possible, the use of virtual training may be helpful. Funds from this funding opportunity can be used to develop these kinds of training materials for law enforcement. For example, video of enforcement operations in action allows officers to visualize the activity prior to implementing the enforcement operation. One such video, developed by the city of Portland, Oregon, is available at: www.streetfilms.org/portland-or-crosswalk-enforcement-actions. This guide can also be used as a part of officer training.

2. Enforcement mobilizations and campaigns designed to enforce state traffic laws applicable to walkers and/or rollers.

The pedestrian safety zone concept was developed in a joint effort by National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) (Blomberg & Cleven, 1998). The idea is to strive for large decreases in crashes involving walkers and/or rollers by focusing education, enforcement, and engineering measures on geographic areas and audiences where significant portions of the walker and/or roller crash problem exist (NHTSA, 2008).

Pedestrian zone programs can target a full range of walker and/or roller crash problems within a limited geographic area or focus on particular types of problems that make up a large portion of the problem within a limited area.

Blomberg and Cleven (1998) implemented and analyzed an early pedestrian safety zone program in Phoenix, Arizona. Crash data were analyzed to identify areas where walker and/or roller crashes involving older adults occurred and “zones” were drawn around those high-incidence areas. Countermeasures were developed for the kinds of crashes that involved older adults. The measures included lengthening the signal timing to allow more time for older walkers to cross the street, providing communications and outreach to both drivers and pedestrians living near the crash zones, and enhanced enforcement. The result was a significant reduction in crashes and injuries involving older pedestrians in the target areas during the project period.

Montgomery County, Maryland, reduced crashes in high incidence areas using a combination of education, enforcement, and engineering measures (Dunckel, Haynes, Conklin, Sharp, & Cohen, 2014). After three years of the program, crashes involving walkers in 10 high-incidence areas fell by 43 percent and countywide crashes involving walkers fell by 7 percent, with a 38 percent decrease in walker fatalities.

In response to concerns about spreading COVID-19, and in reaction to protests about law enforcement behavior in the death of George Floyd in Minneapolis, Minnesota, in May 2020, many law enforcement agencies have adjusted their policies and procedures to de-emphasize vehicle stops for minor offenses by drivers and contacts with individuals who may be walking or

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rolling in an unsafe manner. In many cases, this will mean that involvement of law enforcement in public awareness campaigns focused on drivers and individuals who walk and/or roll will be increased.

Pedestrian safety zone programs require up-front analysis and planning, countermeasure development and tailoring (including enforcement efforts, development and testing of media campaign messages), implementation, and evaluation. Evaluation shall include, at a minimum, pre- and post-enforcement event observations of safety for walkers and rollers at focus intersections and/or measurement of effectiveness of media efforts.

3. Public education and awareness programs designed to inform motorists, pedestrians, and bicyclists of state traffic laws applicable to pedestrian and bicycle safety.

This strategy generally takes one of two forms – curriculum development and implementation or public awareness campaigns. In all cases, the diverse needs of program participants need to be considered, including language, cultural practices, as well as accommodations that may be needed to increase safety for hearing- or vision-impaired individuals.

Curriculum Development and Implementation

Example:

Tacoma: Improving Bike & Pedestrian Safety Around Schools

Description:

This project had several components focused on two Tacoma School District schools - Blix and Stanley Elementary Schools. Each school has had students struck and killed in vehicle crashes within the past several years.

- Enforcement of speeding and other laws around the schools on designated days and times.
- [Development of a curriculum for use in elementary school physical education classes to teach safe walking behaviors.](#)
- [Development of video-based training series for teaching safe behaviors for walking or biking to school that can be used in online education applications.](#)
- Instruction regarding safe walking and bicycling to students and their families.

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Public Awareness Campaigns

What is a public awareness campaign?

A public awareness campaign is a marketing effort to build public recognition of a problem through media, messaging, and an organized set of communication tactics. These

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campaigns target a large number of people over a specific period of time to try and generate specific outcomes or achieve pre-determined goals.

Public awareness and community involvement campaigns can focus on identifying and growing positive community norms.

A good resource for finding the basics of public awareness campaigns is:

[What is a public awareness campaign?](#)

Two good resources for finding the basics about positive community norms are:

[How Do Perceptions of Social Norms Affect Our Behavior?](#)

[Positive Community Norms Transformation in Deer River, Minnesota](#)

Why are public awareness campaigns important?

Public awareness campaigns are important because they can be used to contribute to policy change by putting pressure on policymakers and encouraging the community to act. These campaigns can inform the community about a current problem by highlighting and drawing attention to it in such a way that the information and education provided can solicit action to make changes.

Together We Get There

Washington Traffic Safety Commission is beginning implementation of a new umbrella messaging campaign that will emphasize the important roles that everyone plays in increasing traffic safety and reducing traffic-related fatalities and injuries.

A critical component of this messaging will be utilization of a communications strategy called Positive Community Norms in which messages sent accentuate the fact that most people comply with traffic laws and most are not involved in dangerous behaviors. This approach lends itself well to public information campaigns regarding walker and/or roller safety. WTSC's network of 17 Target Zero Managers all have training in Positive Community Norms and likely can help in the design of effective local campaigns.

Public awareness campaigns are used to highlight a variety of issues:

[29 Effective Examples of Public Relations Campaigns and Tactics to Inspire Your Strategy](#)

Walker and/or Roller Safety Campaigns in Washington and Elsewhere.

[Bellingham – “Travel with Care”](#)

[Florida DOT Launches Pedestrian Safety Campaign in Miami-Dade County](#)

[Pedestrian Safety Materials Developed in Washington State](#)

Exhibit 3

Target Zero Managers

The WTSC supports a network of 17 Target Zero Managers (TZMs) throughout the state (shown in the map linked below). TZMs are actively involved in the coordination and fiscal management of many of the WTSC's grant-funded projects. They coordinate all High Visibility Enforcement patrols including DUI Holiday, Click It or Ticket, Drive Sober or Get Pulled Over, and Talk, Text and Ticket campaigns.

In addition, TZMs manage other projects such as Target Zero Teams, speed reduction projects, and pedestrian safety zone projects. Other activities include coordinating media campaigns, monitoring local data to identify emerging trends, leading planning and outreach efforts for the local traffic safety coalition, and evaluating performance data from enforcement activities. Through utilization of the TzM network, the WTSC is able to maximize the reach of these programs to the local communities.

Each WTSC region has at least one traffic safety task force. These task forces meet at least quarterly throughout the year. They review traffic safety issues in their region and make decisions about programming. The regional TzM leads these task forces, which include a mix of law enforcement and other traffic safety stakeholders.

Contact Information: [Target Zero Manager Network](#)