

REQUEST FOR PROPOSAL

INTRODUCTION

The Michigan Office of Highway Safety Planning (OHSP) is soliciting proposals for services to conduct, evaluate, and make recommendations based on a Direct Observation Survey for Safety Belt Use Rate in Michigan for FY2013. Securing the services of an outside consultant will ensure that a comprehensive survey is developed, conducted, and evaluated independently. This proposal is only available to universities and non-profit research agencies.

BACKGROUND

Traffic crashes remain the number one cause of death before age 35 and a leading cause of death at all ages. The use of safety belts is a simple and effective method of reducing injuries and deaths in motor vehicle crashes. To increase safety belt use and decrease fatalities and injuries, Michigan has required the use of safety belts by front seat occupants of motor vehicles since 1985 and has allowed primary (standard) enforcement of this law since 2000.

The Office of Highway Safety Planning (OHSP) has commissioned an annual survey to determine the statewide safety belt use rate every year since 1983. This survey became more formal and consistent with the implementation of federal guidelines for safety belt surveys in the early 1990s. The current survey methodology has remained nearly unchanged since 1993, with an annual safety belt survey around Labor Day each year. Since 2002, Michigan has participated in the national *Click It or Ticket* mobilizations around Memorial Day, with corresponding Direct Observation Surveys.

PURPOSE

Statewide safety belt surveys provide a consistent basis of comparison for passenger safety and the success of traffic safety programs. The grantee shall carry out two waves of statewide safety belt surveys and report the results. The expected steps in this process are: update the current survey methodology, retain and train observers for the survey, observe and record safety belt use along with selected demographic characteristics, analyze the resulting data, prepare reports on the findings, and respond to any questions from OHSP, NHTSA, or the media concerning the observations and report.

REQUIRED SCOPE OF WORK

Task #1: Observations and the report must comply with all federal criteria for observational surveys of safety belt use, currently in the Federal Register at <https://www.federalregister.gov/articles/2011/04/01/2011-7632/uniform-criteria-for-state-observational-surveys-of-seat-belt-use>. Please note safety belt use certification requirements. These criteria require a full comprehensive explanation of the methodology employed, as well as the safety belt use for each category of vehicle. Final uniform criteria may differ, and the grantee is required to be in compliance with those, which may require grant amendments if there are substantial differences.

Task #2: The consultant shall send OHSP a copy of its draft proposed methodology and selection sites as well as back-up sites by November 2, 2012 for review. OHSP has two weeks to review the proposed methodology and provide any comments, recommendations, or concerns to the consultant.

Task #3: The consultant shall review comments by OHSP and send a final copy of the methodology to OHSP by November 30, 2012. The consultant must submit final methodology to NHTSA for approval before the deadline on January 2, 2013 in the federal regulations. The consultant must allow ample time for the NHTSA review if changes must be made for compliance. If approval is not granted, the consultant must make the necessary changes to obtain compliance within two weeks. All documents must be sent to OHSP and NHTSA if changes are required.

Task #4: The consultant shall hire and train observers and quality control field personnel no later than one week before the observations begin on May 28, 2013 and August 26, 2013. The consultant shall provide a copy of the training materials to OHSP prior to the training. Any revisions of the training materials must be submitted to OHSP within three days of the revision.

Task #5: The consultant shall provide OHSP with the preliminary safety belt use rate, as determined by the observations, two weeks after the end of each wave of observations. See *Additional Specifications* below for specific time frames required.

Task #6: The first draft report is due to OHSP four weeks after the first wave of observations which is July 5, 2013.

TASK #7: The report shall include at a minimum: A detailed explanation of the methodology used, including observation site selection, collection of observation data, and calculation of results. Reports must show overall safety belt use, safety belt use by stratum or region, by vehicle type, time of day, day of week, vehicle occupant sex, estimated age, and seating position. Reports should cross-tabulate results for each stratum/region against vehicle type, for sex against age, and for vehicle type against all other demographics. Other vehicle characteristics and driver demographics, such as ethnicity, are welcomed.

Task #8: The second draft report is due to OHSP one week after the second wave of observations which is September 17, 2013.

Task #9: The grantee shall provide OHSP a final restraint use percentage by September 23, 2013.

Task #10: The consultant will provide OHSP a final report by September 30, 2013.

Additional Specifications

OHSP and the National Highway Traffic Safety Administration (NHTSA) must review and approve all methodology before it can be put into practice. It shall be the responsibility of the grantee to secure such approvals before training observers and conducting observations, with sufficient lead time before activity begins. Expect 14 days for OHSP review and at least 60 days for NHTSA review.

Observations must take place in the following time frame:

- *Click It or Ticket* post-survey: must begin the Tuesday after Memorial Day (May 28, 2013), with initial surveys to be completed by June 13, 2013. Make-up observations may come later, but the estimate of statewide safety belt use is due by July 5, 2013.
- The annual Labor Day survey: must begin the Tuesday after Labor Day (September 3, 2013), with initial surveys to be completed by September 17, 2013. Make-up observations may come later, but the estimate of statewide safety belt use is due by September 23, 2013.

Uniform criteria currently require observations take place on every day of the week and during all daylight hours.

The consultant may conduct the survey by either paper or electronic collection of observation data, and the grantee can choose both so long as deadlines are met and accuracy is not compromised. It is expected that survey sites will be redrawn with a changing county list under the new uniform criteria. All intersections with traffic controls in observed counties must be included in the site selection pool.

The organization awarded the grant must agree to abide by the OHSP "Grant Management Requirements," (see Attachment C). Following the selection of a successful proposal, the grantee must complete a formal grant application using OHSP's Web-based grant application to finalize grant details. All OHSP grants are administered on a reimbursement basis. All grant-related costs incurred are first paid by the grantee, the grantee bills OHSP, and then OHSP reimburses the grantee. Quarterly progress and financial reports are required, even for quarters with no activity.

Funding for this project is contingent upon the availability of U.S. Department of Transportation Highway Safety Funds in each fiscal year. Changes in federal programs and/or funding may lead to changes in OHSP programs requiring reasonable accommodations from grantees to keep existing projects consistent with organizational goals. OHSP appreciates the difficulty of adjusting plans and appreciates grantees' flexibility in adapting projects to evolving conditions. The grantee will receive immediate notice of proposed changes and has the right to refuse project expansions beyond their capabilities, in which case supplemental assistance may be sought.

It is the policy of OHSP that the maximum indirect cost rate for universities than can be charged to any grant is 20 percent.

This grant is awarded for two consecutive years unless the grantee does not abide by the timeline and the deliverables, or unless the grantee chooses not to renew the grant.

The consultant selected for this project must demonstrate prior experience working with agencies in developing and analyzing surveys and survey results.

Proposals must include a minimum of two examples demonstrating similar projects completed by the consultant.

Prospective grantees responding to both requests for proposals (seat belt surveys and child restraint surveys) may indicate expected savings from combining project activities, but be aware that surveys of child restraint and booster seat use are expected to be a biennial project while the safety belt surveys are an annual project.

Recent observation survey reports are available at: http://www.michigan.gov/msp/0,1607,7-123-1645_3501_49814---,00.html (follow <http://www.michigan.gov/ohsp>, "Publications, Forms & Statistics," "Statistical Information," "Traffic Safety Research").

Federal regulations are available at:

<https://www.federalregister.gov/articles/2011/04/01/2011-7632/uniform-criteria-for-state-observational-surveys-of-seat-belt-use>

Due Date

All proposals for this project must be received at OHSP by May 18, 2012. Proposals must be submitted electronically in Adobe Acrobat or Microsoft Word. Electronic proposals MUST be e-mailed to all three addresses listed: SledgeA@michigan.gov, Farnumk@michigan.gov, and KilvingtonC@michigan.gov .

Contact information

Please direct any questions about this grant opportunity to:

Charlotte Kilvington

Office of Highway Safety Planning

333 South Grand Avenue, P.O. Box 30634

Lansing, MI 48913-0634

(517) 241-2582

KilivingtonC@michigan.gov