

## REQUEST FOR PROPOSAL

### PURPOSE

The Michigan Office of Highway Safety Planning (OHSP) is soliciting proposals for services to conduct, evaluate, and make recommendations based on a Direct Observation Study for Child Restraint Devices and Booster Seats Use and Misuse Rates 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 are the number one cause of death amongst children under the age of seven and a leading cause of injury. To reduce these harms, Michigan has had a mandatory child seat law since 1982 and a booster seat law since 2008. Both types of child restraints are an effective means of reducing trauma to young vehicle occupants in the event of a crash.

### REQUIRED SCOPE OF WORK

Task #1: The consultant shall send OHSP a copy of its draft proposed methodology by January 11, 2013 for review. OHSP has two weeks to review the proposed methodology and provide any comments, recommendations, or concerns to the consultant.

Task #2: The consultant shall review comments from OHSP and send a final copy of the proposed methodology to OHSP by February 8, 2013.

Task #3: The consultant shall provide OHSP with the specific collection sites for the surveys as well as back-up sites by March 1, 2013.

Task #4: The consultant shall hire and train observers and quality control field personnel no later than one week before the observations begin. The consultant shall provide a copy of the training materials to OHSP prior to the training.

Task #5: The consultant shall provide OHSP with an estimate of the statewide rate of child restraint use and misuse, separately for both child safety seats (ages 0-3) and booster seats (ages 4-7); the amount, degree, and kind of misuse (primarily for child safety seats, but also any misuse for booster seats) by August 2, 2013.

Task #6: A draft report is due to OHSP no later than August 30, 2013 for OHSP review and comment. OHSP has two weeks to review the draft report and provide any comments, recommendations, or concerns to the consultant.

Task #7: The report shall include the statewide rate of child restraint use and misuse, separately for both child safety seats (ages 0-3) and booster seats (ages 4-7); the amount, degree, and kind of misuse (primarily for child safety seats, but also any misuse for booster seats); related demographics of drivers and children; and recommendations for improving child restraint use in Michigan.

TASK #8: The report shall include at a minimum:

- ✓ Table of Contents
- ✓ Executive Summary
- ✓ Tables and Graphs
- ✓ Methodology
- ✓ Site Venues
- ✓ Observations
- ✓ Evaluation
- ✓ Conclusions and Recommendations

Task #9: The consultant will provide OHSP a final report no later than September 20, 2013.

**ADDITIONAL SPECIFICATIONS**

Observations should take place over the spring and/or summer of 2013.

The survey sample should, as closely as possible, represent the population of Michigan vehicles and children in vehicles, with accommodations to reduce error while surveying economically. OHSP expects differences in proposed survey methodologies, so an explanation of why the proposed methodology is best will assist the award committee in making a decision.

Please describe the intended survey approach including survey site selection, sampling plan, and survey methods. It would be helpful to know the expected sample sizes and confidence intervals of the estimates. Please note the request for “degree of misuse.” OHSP is aware that child restraints are misused. OHSP needs to know how badly and how much of a risk is posed by misuse of child restraints.

There is no specific funding guidance available. Please propose as large a survey as is necessary to estimate the parameters. OHSP may request a larger or smaller scope from the successful grantee depending on the proposal and final funding availability.

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.

Recent observation survey reports are available at [http://www.michigan.gov/msp/0,4643,7-123-1593\\_3504\\_22774---,00.html](http://www.michigan.gov/msp/0,4643,7-123-1593_3504_22774---,00.html).

There are no federal uniform criteria for child restraint surveys, but OHSP has previously encouraged the adaptation of the safety belt use guidelines where feasible. The latest proposed criteria amendments are available in 75 FR 4509-4521 (<https://www.federalregister.gov/articles/2011/04/01/2011-7632/uniform-criteria-for-state-observational-surveys-of-seat-belt-use>). They may be helpful for estimating use/non-use, but not for misuse and degrees thereof.

The organization awarded the grant must agree to abide by the OHSP “Grant Management Requirements,” as posted on the OHSP Web site and in Appendix 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 then bills OHSP and 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 for FY2013. 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.

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.

It is the policy of OHSP to allow a maximum indirect cost rate of 20 percent for universities.

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.

**Due date**

**All proposals for this project must be received at OHSP by May 4, 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](mailto:SledgeA@michigan.gov), [Farnumk@michigan.gov](mailto:Farnumk@michigan.gov), and [KilvingtonC@michigan.gov](mailto:KilvingtonC@michigan.gov).

**Contact information**

Please direct proposals and any questions about this grant opportunity to:

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