This document explains the intent, eligibility, limitations, and procedures for the Office of Safety’s $150,000 Accelerating Safety Activities Program (ASAP), a part of FHWA’s Focused Approach to Safety.

1. **What activities are eligible for funding?**
The purpose of the funds is for Divisions to significantly advance Safety at the State, multi-State, and local level. The types of activities that would accomplish this objective could range from educational efforts and information sharing, to workshops and technology demonstrations, to implementing innovative approaches, to data analysis and project prioritization. Whatever the specific initiative, the activity should be directed at a need identified to enhance safety. ASAP funding is not intended to “substitute for” safety activities you plan to conduct; it is a supplement to your Safety activities. The intent of ASAP is to extend safety activities beyond what you would otherwise be doing with “regular” T² and GOE funding.

ASAP is funded with Research and Technology funding. These are the same guidelines Division Offices use for their T² program. Please follow the “Guidelines for Use of Technology and Innovation Funds FY 2000” provided.

2. **Is there a limitation on the amount of funding to request?**
Because we have a limited amount of funding available, we would like to fund as many initiatives as possible. We will accept blockbuster proposals of up to $20,000, but expect most proposals will be in the range of $5,000 to $10,000. Proposals less than $5,000 are welcome as well; low-cost efforts can still make a big difference.

3. **What kind of information should our proposal include?**
Please use the attached template—it explains the information you will need to include in your proposal. We are looking for a full description and explanation of the activity or initiative, but brief and to the point. The “what” is just as important as the “why” since this will be a competitive process and you want to make the best case for your specific need. Proposals should not exceed 2 pages.

4. **What is the schedule for submitting proposals and getting a decision?**
The following table outlines this years ASAP schedule. Please submit your proposals to Erin Kenley at FHWA’s Office of Safety.

<table>
<thead>
<tr>
<th>ASAP 2006</th>
<th>Schedule</th>
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<tbody>
<tr>
<td>Solicitation for project proposals</td>
<td>04/27/06</td>
</tr>
<tr>
<td>Deadline for proposals</td>
<td>05/26/06</td>
</tr>
<tr>
<td>Announcement of awards</td>
<td>06/16/06</td>
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5. **How will the proposals be evaluated?**  
The following factors will be considered in the evaluation process:

- **Link to Strategic Needs:** The proposal should describe how the project would help address a critical need. The project should assist the State in the development, implementation, or evaluation of the State’s Strategic Highway Safety Plan. The project should address a data-driven need and data should be provided in the proposal that supports the need.
- **Impact Potential:** The proposal should describe how the project is likely to accelerate safety activities in a data-driven, results-oriented process. The project should have short-term and long-term potential to work towards reducing fatalities and the fatality rate in the State.
- **Cost/Leverage:** The proposal should include information about project support and cost sharing by other partners (including soft-match).
- **Technical feasibility:** The proposed project should be technically sound, based on knowledge of what others are doing or have tried.

Note: A (minimum) three-member panel will rate proposals according to the first three criteria. The fourth criteria (technical feasibility) will be determined by a technical expert.

6. **How will the funds be obligated?**  
There are two options available to obligate funds:

1. Funds are obligated through FMIS using an appropriation code.
2. Funds are obligated using an accounting string provided by the Office of Safety. If option 2 is selected, Division Offices will be required to provide detailed documentation for transactions (i.e., contract/travel/purchase order numbers; description of items, vendor name, obligated amount, remaining balance, etc.) so that obligations/expenditures can be tracked in Delphi.

   Funds must be obligated by **September 1st, 2006**. Funds not obligated by this date will be redistributed.

7. **Can I submit multiple proposals?**  
Multiple proposals will be accepted. Where it is logical to group activities, package the activities into one proposal so that your activities are not competing against each other. In cases where there are multiple activities in one proposal, there may be instances where we will only be able to fund a portion of the amount requested. Division Safety Engineers are expected to prioritize proposals if more than one proposal is submitted from a State. Please see Question 10. HSA will be sure to work closely with the submitter to determine priority preference.

8. **Is there anything else I need to know?**  

- All ASAP recipient Division Offices are required to submit an end-of-activity report upon completion of the initiative. This brief report should include information on how the funds were used and benefits achieved.
- When the project is awarded the due date for the end of activity report will be coordinated. All due dates will be included in the funds transfer memorandum.
9. What are some do’s & don’ts?
Do: Follow all guidelines and the template.
Do: Submit the proposal on time. Proposals submitted after the due date will not be considered.
Do: Send the proposals to Erin Kenley.
Do: Call the Office of Safety to discuss your idea if you have questions or concerns.
Do: Leverage Resources. Try to pool together from as many sources as you can.
Do: Include the expected beginning and end date for the activity in the proposal.
Do: Submit proposals for activities that address safety priority areas in the state such as emphasis areas described in the SHSP or focus areas.
Do: Prioritize multiple proposals.

Don’t: Submit a proposal for more than $20,000.
Don’t: Submit a proposal over 2 pages.
Don’t: Propose in-eligible activities.
Don’t: Submit a proposal if the project funds cannot be obligated by 09/01/06.

10. What is the role of the Division Safety Engineer in submitting ASAP proposals?
The Division Safety Engineer can plan a role in at least three ways: (a) by “endorsing” proposals that are submitted from organizations outside of FHWA in terms of giving their perspective on the value and benefit of the activity (this can be done in the “cover” e-mail); (b) by prioritizing the proposals when more than one is being submitted from within a State; (c) by helping other entities to write the proposal, making sure that the ASAP Guidelines are followed and that activities are eligible for funding per the guidelines for use of technology and innovation funds for FY 2000.
Template for FY 06
Accelerating Safety Activities Program Proposal

State:

Name of Project:

Total Estimated Cost:
Amount Requested from Office of Safety:

Expected Beginning and Completion dates of Project:

FHWA Division Office Contact Name:
Other Contact Person Name and Agency:
Telephone Number:

**Project Purpose and Description:** Briefly describe the activity(ies). Include what is being proposed and when & where it will take place. Explain how the funds will be used.

**Partners:** In the table below, identify the major partners and their role and support of the project (funds and staffing). Also list any other partners involved and their role.

<table>
<thead>
<tr>
<th>Agency/Organization</th>
<th>“Role” Contribution</th>
<th>Financial Commitment</th>
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**Project Need and “Fit”:** Describe the need for this project. Explain how this project relates and supports other initiatives planned, ongoing, or recently conducted, and the relationship of this project to strategic need such as those described in the State Strategic Highway Safety Plan (SHSP); or describe how this project will advance the development, implementation, or evaluation of the SHSP. Site data and any anecdotal evidence that explains or demonstrates the need.

**Expected Outcomes, Benefits, Results:** Briefly describe what you expect to accomplish by conducting this activity. Include the potential impact this initiative could have both within the State and the potential transferability to other States. (Measure of success)