

Texas Traffic Safety Program
Fiscal Year 2028
Request for Proposals

General Grants

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Summary

The Texas Department of Transportation's (TxDOT) Traffic Safety Program is a federally funded grant program administered by the Traffic Safety Division (TRF) through its Behavioral Traffic Safety Section (BTS). The program supports partnerships with governmental agencies, institutions of higher education, nonprofit organizations, and other qualified entities to implement education, enforcement, emergency medical services, training, public outreach, and other evidence-based initiatives that improve roadway safety and reduce crashes, fatalities, and serious injuries in Texas.

In accordance with 43 TAC §25.901 et seq., TxDOT is requesting project proposals that support the goals and strategies of the Texas Traffic Safety Program and the Texas Highway Safety Plan. Federal grant funding is available for projects that address identified traffic safety needs and contribute to improving roadway safety throughout the state.

TxDOT, in accordance with Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d-2000d-4) and its implementing regulations, will ensure that disadvantaged business enterprises are afforded full and fair opportunity to submit proposals and will not be discriminated against on the basis of race, color, or national origin in the consideration of an award.

Note: This Request for Proposals (RFP) does not apply to media vendors or paid media projects and activities. Proposals for Selective Traffic Enforcement Program (STEP) grants, Driver Education Grants (DEG), and STEP mobilizations are administered through separate application processes.

More information can be accessed at:
https://egrants.bts.txdot.gov/eGrantsHelp/rfp.html

Funding

Authority and Responsibility for funding of the traffic safety grant program derives from the National Highway Safety Act (23 USC §401, et seq.), and the Texas Traffic Safety Act (Transportation Code, Chapter 723).

The Texas Traffic Safety Program is funded with federal funds authorized under the Infrastructure Investment and Jobs Act (IIJA) with Section 402 - State and Community Highway Safety Programs and Section 405 - National Priority Safety Programs.

Proposals submitted through this RFP will be reviewed for inclusion in the FY 2028 Annual Grant Application (AGA), which will be submitted to both the Texas Transportation Commission and the National Highway Traffic Safety Administration (NHTSA) for approval of funding.

Funding Constraints

Federal grant funding is awarded on a federal fiscal year basis and depends on the availability of funds. Selected proposals will be administered as cost-reimbursable grant agreements. Any vendor services needed for awarded projects must be procured through applicable state purchasing procedures and are not part of this RFP. Federal and state grant funds may not be used for lobbying activities.

Matching Funds

- All proposals must include 20% local cost share (match).
- Social Media Match will be capped at 25% of the total match amount.

Grant Types

General Traffic Safety Grants

General Traffic Safety grants are non-enforcement projects which address any of the various highway safety program areas referenced in Tables 2.1 – 2.12 in the Performance Measures section. Organizations eligible for general

traffic safety grants include state and local governments, educational institutions, and nonprofit organizations.

Program Areas

The following Traffic Safety Program Areas are being considered for funding:

Traffic Safety Program Areas	
AL	Alcohol and Other Drug Countermeasures
DE	Driver Education and Behavior
EM	Emergency Medical Services
MC	Motorcycle Safety
OP	Occupant Protection
PS	Pedestrian and Bicycle Safety
PA	Planning and Administration
PT	Police Traffic Services
RS	Roadway Safety
SB	School Bus Safety
SC	Speed Control
TR	Traffic Records

Performance Measures & Countermeasure Strategies

Proposers are encouraged to review the performance measures and countermeasure strategies contained in Tables 2.1 – 2.12 in this section before preparing a proposal. When developing a proposal, proposers must select at least one of the strategies and address how the strategy will be implemented.

The following tables (Tables 2.1 – 2.12) outline the FY 2028 goals and strategies for each Traffic Safety Program.

Table 2.1: Alcohol and Other Drugs Countermeasures (AL)	
Goals	**Strategies**
To reduce the number of crashes, fatalities and injuries related to impaired driving. To reduce the number of crashes, fatalities and injuries related to impaired driving where the driver is under age 21.	Increase and sustain high visibility enforcement of DWI laws. *(HVE: Enforcement)* Training/education of criminal justice professionals to assist them in handling impaired driving cases, hiring traffic safety resource prosecutors, hiring judicial outreach liaisons, and establishing DWI courts. *(CS: Criminal Justice Systems)* Educate the public and stakeholders on the use of interlock devices and other alcohol monitoring technologies for DWI offenders. *(II: Criminal Justice Systems)* Improve BAC testing and reporting to the State's crash records information system. *(BAC: Data and Evaluation)* Paid and earned media in support of HVE of impaired driving laws. *(PEM: Public Information and Education)* Conducting SFST, ARIDE, DRE or phlebotomy training. *(PEM: Training)*

	Training on the use of alcohol and drug screening and brief intervention. *(TR: Screening, Assessment, Treatment and Rehabilitation)* Developing impaired driving information systems. *(IS: Data and Evaluation)* Creating a 24-7 program. *(SP: Screening, Assessment, Treatment and Rehabilitation)* Training and programs to reduce recidivism risk. *(FDHDATR: Criminal Justice System)* Implementing programs to better identify, monitor, or treat impaired drivers. *(TST: Screening, Assessment, Treatment and Rehabilitation)* Increasing the timely and accurate reporting to federal, state and local databases of crash info, including electronic crash reporting systems. *(DR: Data and Evaluation)* Evaluation or research of impaired driving countermeasures. *(IDM: Data and Evaluation)* Increase public education and information on impaired driving for youth, concentrating on educating youth ages 5-20. *(OT: Prevention)* Increase public education and information on impaired driving for youth, concentrating on educating parents/caregivers. *(OT: Prevention)* Establish and convene a Driving While Impaired (DWI) advisory task force or coalition. *(IDM: Data and Evaluation)* Develop and implement programs to conduct alcohol vendor compliance checks and the promotion of responsible alcohol service. *(OT: Prevention)*

	Develop and implement alternative transportation programs. *(OT: Prevention)* Develop and implement impaired driving prevention employer programs. *(OT: Prevention)* Develop and implement programs promoting education regarding the potential risk of motor vehicle crashes associated with certain prescription medications. *(OT: Prevention)*

Table 2.2: Driver Education and Behavior (DE)	
Goals	**Strategies**
To increase public knowledge, perception and understanding of driver education. To reduce the number of crashes, fatalities and injuries related to distracted driving. To reduce the number of crashes, fatalities and injuries related to drowsy driving. To reduce the number of older driver (age 65+) crashes, fatalities and injuries.	Develop and implement distracted driving employer programs. *(DE: Training)* Conduct a statewide survey regarding attitudes and behaviors related to distracted driving. *(DE: Data and Evaluation)* Conduct a driver education program for youths of licensing age. *(DE: Training)* Develop and implement programs that engage parents/caregivers in the driver education and Graduated Driver License program. *(DE: Public Information and Education)* Develop and implement electronic technology for parent/guardian monitoring of young drivers. *(DE: Data and Evaluation)* Conduct a program for adult driver training and retraining. *(DE: Training)*

To reduce the number of crashes, fatalities and injuries related to aggressive driving.	Develop and implement public information and education efforts to address older driver safety problems, including classroom and in-car training. *(DE: Public Information and Education)* Develop and implement drowsy driving employer programs *(DE: Training)* Develop and implement public information and education efforts to address aggressive driving behaviors. *(DE: Training)*

Table 2.3: Emergency Medical Services (EM)	
Goals	**Strategies**
To improve emergency medical service care and support provided to motor vehicle trauma victims.	Ensure availability of adequately trained EMS personnel. *(EM: Training)* Routinely monitor training programs to ensure uniformity and quality control. *(EM: Data and Evaluation)* Ensure availability of continuing education programs. *(EM: Public Information and Education)* Develop and implement public information and education efforts about the EMS system including components and capabilities of an EMS system, the public's role in the system, the public's ability to access the system, what to do in an emergency and EMS providers' role in injury prevention and control. *(EM: Public Information and Education)*

Table 2.4: Motorcycle Safety (MC)	
Goals	**Strategies**
To reduce the number of crashes, fatalities and injuries involving motor vehicles and motorcycles.	Conduct or facilitate motorcycle rider training. *(MT: Training)* Improve the motorcyclist safety training curricula. *(MC: Motorcycle Rider Training)* Increase the recruitment or retention of motorcyclist safety training instructors. *(MI: Motorcycle Rider Training)* Develop and implement public information and education efforts to enhance driver awareness of motorcyclists. *(MA/MP: Public Information and Education)* Develop and implement strategies to increase rider conspicuity and use of protective clothing. *(MC: Motorcycle Rider Training)* Develop and implement an incentive program for successful completion of motorcycle rider training course and motorcycle licensing. *(MC: Motorcycle Rider Training)* Develop and implement public information and education efforts of motorcycle operation under the influence of alcohol and other drugs. *(MC: Motorcycle Rider Training)*

Table 2.5: Occupant Protection (OP)	
Goals	**Strategies**
To encourage the proper use of safety belts by occupants of motor vehicles. To encourage more widespread and proper use of child restraints. To reduce the number of fatalities relating to child heatstroke when left unattended in a motor vehicle.	Support high-visibility enforcement mobilizations, including paid media that emphasizes publicity for the program, and law enforcement. *(HVE: Enforcement)* Train occupant protection safety professionals, police officers, fire and emergency medical personnel, educators, and parents concerning all aspects of the use of child restraints and occupant protection. *(TR: Training)* Educate the public concerning the proper use and installation of child restraints, including related equipment and information systems. *(PE: Public Information and Education)* Provide community child passenger safety services, including programs about proper seating positions for children and how to reduce the improper use of child restraints. *(CPS: Occupant Protection for Children)* Purchase and distribute child restraints. *(CSS: Occupant Protection for Children)* Establish and maintain information systems containing data about occupant protection, including the collection and administration of child passenger safety and occupant protection surveys. *(OP: Data and Evaluation)* Implement programs to recruit and train nationally certified child passenger safety technicians, educate parents and caregivers regarding child restraints, purchase and distribute child restraints. *(CPS_US: Occupant Protection for Children)* Develop and implement occupant protection employer programs. *(OP: Training)*

	Develop and implement occupant protection programs for older children aged 8-15. *(OP: Occupant Protection for Children)* Develop and implement public information and education regarding the risks of leaving a child or unattended passenger in a vehicle after the vehicle motor is deactivated by the operator. *(OP: Children in Unattended Vehicles)*

Table 2.6: Pedestrian and Bicyclist Safety (PS)	
Goals	**Strategies**
To reduce the number of motor vehicle-related pedestrian and bicyclist crashes, fatalities and injuries.	Training of law enforcement officials relating to nonmotorized road user safety, State laws applicable to nonmotorized road user safety, and infrastructure designed to improve nonmotorized road user safety. *(TR: Training)* Support campaigns designed to enforce State traffic laws applicable to nonmotorized road user safety. *(LE: Public Information and Education)* Develop and implement public information and education designed to inform motorists and nonmotorized road users regarding nonmotorized road user safety. *(PE: Public Information and Education)* Collect data, establish and maintain data systems relating to nonmotorized road user traffic fatalities. *(DA: Data and Evaluation)* Promote proper and legal riding practices and the proper use of bicycle helmets, including the proper selection, use, fit, and maintenance of bicycles and bicycle helmets

	through cycling clinics, bike fairs and bike rodeos. *(PS: Public Information and Education)* Establish and convene a pedestrian and bicycle safety advisory task force or coalition. *(PS: Public Information and Education)* Develop and implement a pedestrian conspicuity enhancement program. *(PS: Public Information and Education)*

Table 2.7: Planning and Administration (PA)	
Goals	**Strategies**
To provide effective and efficient management of the Texas Traffic Safety Program.	Conduct periodic project monitoring and evaluation of traffic safety activities. *(PA: Program and Project Management)* Ensure availability of program and project management training. *(PA: Program and Project Management)* Maintain coordination of traffic safety efforts and provide technical assistance. *(PA: Coordination, Technical Assistance, Data and Evaluation)* Perform accurate accounting and efficient reimbursement processing. *(PA: Financial Management and Reimbursement Processing)* Provide procedures and training on highway safety planning and project development. *(PA: Program and Project Management)*

	Provide technical assistance and support for the Strategic Highway Safety Plan, Public Participation and Engagement and other relevant traffic safety program management activities. *(PA: Administration and Oversight)* Provide training and assistance for local and statewide traffic safety problem identification. *(PA: Coordination, Technical Assistance, Data and Evaluation* Review and update program procedures as needed. *(PA: Administration and Oversight)*

Table 2.8: Police Traffic Services (PT)	
Goals	**Strategies**
To increase effective enforcement of traffic safety-related laws to reduce crashes, fatalities and injuries.	Implement a high-visibility traffic enforcement services program designed to enforce traffic laws and regulations. *(PT: Enforcement)* Conduct training to implement traffic enforcement skills, techniques or programs. *(PT: Training)* Develop and implement public information and education efforts about traffic enforcement services. *(PT: Public Information and Education)*

Table 2.9: Roadway Safety (RS)	
Goals	**Strategies**
To reduce the number of crashes, fatalities and injuries in work zones. To reduce the number of crashes, fatalities and injuries resulting from the failure by drivers of motor vehicles to move to another traffic lane or reduce the speed of the vehicle when vehicles are stopped or parked on or next to a roadway with emergency lights activated (TTC 545.157 "Move Over, Slow Down Law"). To reduce the number of crashes, fatalities and injuries at railroad grade crossings.	Develop and implement public information and education efforts of roadway-safety related issues to enhance highway safety in work zones. *(RS: Public Information and Education)* Develop and implement public information and education efforts of roadway-safety related issues to enhance highway safety at railroad grade crossings. *(RS: Public Information and Education)* Develop and implement public information and education efforts related to the "Move Over, Slow Down" law. *(PS: Public Information and Education)*

Table 2.10: School Bus Safety (SB)	
Goals	**Strategies**
To reduce school bus-related crashes, fatalities and injuries.	Develop and implement a program to assist schools with selecting, training, and supervising people whose primary duties involve transporting school children. *(SB: Training)*

	Develop and implement a program that provides training on safe riding practices, proper loading and unloading techniques, proper street crossing to and from school bus stops and participation in supervised and timed emergency evacuation drills. *(SB: Training)*

Table 2.11: Speed Control (SC)	
Goals	**Strategies**
To reduce the number of crashes, fatalities and injuries related to speed.	Develop and implement public information and education efforts to address the importance of obeying speed limits and the potential consequences of speeding. *(SC: Public Information and Education)* Increase and sustain high visibility enforcement of speed laws. *(SC: Enforcement)* Provide training and technical assistance to law enforcement and traffic safety professionals on speed enforcement and speed management strategies. *(SC: Training)* Improve the collection, monitoring, analysis, and evaluation of speed-related crash and enforcement data to support data-driven speed management efforts. *(SC: Data and Evaluation)*

Table 2.12: Traffic Records (TR)	
Goals	**Strategies**
To make data program improvements to core highway safety databases relating to quantifiable, measurable progress in the accuracy, completeness, timeliness, uniformity, accessibility or integration of data in a core highway safety database.	Software or applications to identify, collect, and report data to State and local government agencies, and enter data into State core highway safety databases. *(TR: Traffic Records System Information Quality)* Purchasing equipment to improve a process by which data are identified, collated and reported to State and local government agencies, including technology for use by law enforcement for near-real time, electronic reporting of crash data. *(TR: Traffic Records System Management)* Improving the compatibility and interoperability of the core highway safety databases of the State with National data systems and data systems of other States. *(C: Traffic Records Information Quality)* Enhancing the ability of a State and the Secretary to observe and analyze local, State, and national trends in crash occurrences, rates, outcomes, and circumstances. *(DSA: Traffic Safety Data Analysis)* Supporting traffic records improvements and expenditures for law enforcement, EMS, judicial, prosecutorial, and traffic records professionals. *(SP: Traffic Records System Management)* Hiring traffic records professionals for the purpose of improving traffic info systems, including a FARS liaison. *(TRP: Traffic Records System Management)* Adoption of the Model Minimum Uniform Crash Criteria. *(MUC: Traffic Records System Information Quality)*

	Supporting reporting criteria relating to emerging topics including impaired driving as a result of drug, alcohol or poly-abuse; and advanced motor vehicle technology. *(RPTE: Traffic Records System Information Quality)* Conducting research relating to State traffic safety information systems, including developing programs to improve core HS databases and processes by which data are defined, collected, reported to State and local govt agencies, and entered into State core safety databases. *(RSRCH: Traffic Records System Information Components)*

High-Priority Needs

While Texas accepts proposals that address any strategy contained in Tables 2.1 through 2.12, priority funding consideration will be given to projects that demonstrate alignment with evidence-based countermeasures and strategies identified in NHTSA's *Countermeasures That Work* (11th Edition), the Uniform Guidelines for State Highway Safety Programs, and the Texas Triennial Highway Safety Plan (3HSP). The following section highlights the high-priority traffic safety needs and program areas currently targeted for funding.

Alcohol and Other Drugs Countermeasures

1) Proposals are being accepted for projects that address the following alcohol-impaired driving and drug-impaired driving NHTSA countermeasures and guidelines:

    a) To develop and implement programs to conduct alcohol vendor compliance checks and promote responsible alcohol service.

    b) To develop and implement ignition interlock programs.

    c) To develop and implement alcohol problem assessment and treatment programs including the use of alcohol screening and brief intervention techniques.

    d) To develop and implement DWI courts.

    e) To develop and implement alternative transportation programs.

Driver Education and Behavior

Proposals are being accepted for projects that address the following distracted driving, young drivers, older drivers and drowsy driving NHTSA countermeasures and the associated guidelines:

1) To develop and implement distracted driving employer programs.

2) To develop and implement programs to assist parents/guardians of young drivers.

3) To develop and implement electronic technology for parental/guardian monitoring.

4) To develop and implement drowsy driving employer programs.

5) To develop and implement public information and education efforts to address older driver safety problems, including classroom and in-car training.

Emergency Medical Services

Proposals are being accepted for projects that address the following emergency medical services guidelines:

1) To train, certify, and retain Emergency Medical Technicians in Rural/Frontier areas of the state. Proposals must include 4 hours of USDOT FHWA Traffic Incident Management Training.

Motorcycle Safety

Proposals are being accepted for projects that address the following motorcycle safety NHTSA countermeasures and guidelines:

1) To conduct or facilitate motorcycle rider training.

2) To increase the recruitment and retention of motorcyclist training instructors.

3) To develop and implement strategies to increase rider conspicuity and use of protective clothing.

4) To develop and implement an incentive program for successful completion of motorcycle rider training course and motorcycle licensing.

5) To develop and implement a public information and education efforts of motorcycle operation under the influence of alcohol and other drugs.

Occupant Protection

Proposals are being accepted for projects that address the following occupant protection NHTSA countermeasures and guidelines:

1) To develop and implement programs that increase child restraint and booster seat use that encompasses these elements:

a) Recruit and train nationally certified child passenger safety technicians (CPSTs) throughout Texas specifically focusing on recruiting and training police officers, fire and other first responders, emergency medical personnel, and other individuals or organizations serving low-income and underserved populations.

b) Educate parents and caregivers in low-income and underserved populations regarding the importance of proper use and correct installation of child restraints on every trip in a motor vehicle.

c) Purchase and distribute child passenger safety seats to historically low-income populations.

d) Conduct or facilitate child restraint inspection stations.

e) Develop and implement programs for older children aged 8-15.

f) Establish and implement a process for conducting vehicle recall checks as part of all child passenger safety inspections. The process must include checking for open recalls, informing vehicle owners of any identified recalls, and providing guidance on available corrective actions.

Applicants must ensure that the process is followed by all subrecipients conducting child passenger safety activities.

g) Applicants are required to electronically document and report all child passenger safety seat checks in accordance with TxDOT-established policies and procedures. Reporting may be conducted using the TxDOT Child Passenger Safety Seat Check Reporting Form or another approved electronic reporting platform, such as the National Digital Checklist Forms (NDCF). Once TxDOT adopts a national child passenger safety seat check reporting form, grantees will be required to utilize the adopted platform for all applicable reporting activities to ensure consistency in documentation, data collection, and reporting.

2) To develop and implement an occupant protection employer program.

3) To develop and implement an occupant protection task force.

4) To conduct survey(s) to assess statewide occupant restraint use.

5) To develop and implement programs educating the public on leaving children unattended in vehicles.

Pedestrian and Bicyclist Safety

Proposals are being accepted for projects that address the following pedestrian safety and bicycle safety countermeasures and guidelines:

1) To train law enforcement officials relating to nonmotorized road user safety.

2) To develop and implement elementary-age child pedestrian training.

3) To develop and implement a conspicuity enhancement program.

4) To develop and implement a program to promote bicycle helmet use with education which will include:

a) To develop and implement bicycle safety education for children.

b) To conduct or facilitate cycling skills clinics, bike fairs, bike rodeos.

Roadway Safety

Proposals are being accepted for projects that address the following roadway safety guidelines:

1) To develop and implement public information and education efforts of roadway-safety related issues to enhance highway safety in work zones.

2) To develop and implement public information and education efforts of roadway-safety related issues to enhance highway safety at railroad grade crossings.

3) To develop and implement public information and education efforts related to the "Move Over, Slow Down" law.

School Bus Safety

Proposals are being accepted for programs that address the following pupil transportation safety guidelines:

1) To develop and implement a program to assist schools with selecting, training, and supervising people whose primary duties involve transporting school children.

2) To develop and implement a program that provides training on safe riding practices, proper loading and unloading techniques, proper street crossing to and from school bus stops and participation in supervised and timed emergency evacuation drills.

3) To develop and implement school bus occupant restraint programs to include training and education of school administrators and staff, bus drivers, parents, and students about proper seat belt use and adjustment,

seat belt policies and procedures, the safety benefits of seat belt use, and the importance of being properly belted on school buses.

Proposal Development

The following section provides details of the contents of a general traffic safety proposal.

Program Area Goals

Proposals must comply with the Goals and Strategies outlined in Tables 2.1 – 2.12 in the Performance Measures section.

Each proposal should align with a single program area, goal, and strategy whenever possible. When multiple goals and strategies from different program areas are included within the same proposal, it can be unclear what the project is intended to achieve, how it should be evaluated and the proper funding source.

Applicants must select the goal and strategy that best represents the primary purpose of the proposed project. It is recommended that projects that contain components supporting different goals or strategies be divided into separate projects and submitted individually. Proposals that include multiple goals or strategies may be modified during the review process to ensure alignment with program requirements prior to funding consideration.

Program Information

The Program Information section of the proposal contains the Problem Identification, Project Plan and Project Evaluation.

Problem Identification

The Problem Identification must include a clear, concise, and accurate description of the traffic safety problem the proposed project is intended to address. It must clearly define the nature and magnitude of the specific

problem using current statistical data and demonstrate how the identified issue warrants the proposed intervention. A strong problem identification statement is focused, data-driven, and directly aligned with the traffic safety challenges the project seeks to reduce.

The proposal must be supported by relevant, verifiable, current, and applicable traffic safety data that clearly identifies the causes of fatalities, serious injuries, crashes, and property damage, as well as the affected locations and target populations. Data must be current and specific to Texas or the local community and include 2025 Crash Records Information System (CRIS) data, 2024 Fatality Analysis Reporting System (FARS) data, or more recent data from other reliable sources. Older data may be included to demonstrate trends. All data sources must be cited, and the analysis must demonstrate an over-representation of the problem by comparing state-level data to national data for statewide projects or local data to state-level data for local projects.

Project Plan

The Project Plan includes the problem solution. The problem solution must be relevant to the traffic safety problem identified. The solution must propose a comprehensive approach to address the problem and be properly scoped. The solution must include relevant strategies, tasks, and specific activities that will be performed to address the stated traffic safety problem and address the goals and strategies selected for the proposal.

Project Evaluation

The proposal must clearly indicate how the project will demonstrate methods for measuring and evaluating project success. The proposal must have a definitive means of communicating objectives and expected outcomes in evaluating success. Proposers need to indicate in detail how their organization will evaluate the proposed projects to prove success.

Attachments

Supporting documentation is any additional information the proposer wishes to include as a supplement to the proposal. Supporting documentation is optional and if used, it must be uploaded as an attachment via eGrants.

Do not mail support documentation separately, it will not be accepted and will be discarded.

Objectives and Action Plan

Objectives indicate the specific purpose of the project. Every Action Plan must contain high-level activities, with a maximum of ten (10) activities per objective and a maximum of ten (10) objectives per project.

Objectives, PI&E, Performance Measures and Activities

The strategies outlined in Tables 2.1 – 2.12 in the Performance Measures section can help guide the development of objectives. These strategies can serve directly as or be adapted into the project objectives.

Project objectives must be developed to directly address the identified traffic safety problem and align with the selected goals and strategies. Objectives must be clearly written as complete, coherent statements and must describe specific outcomes or actions that support the project purpose. Each objective must have its own action plan page, and objectives must focus on traffic safety activities that directly tie back to the project's strategies rather than administrative tasks such as hiring staff, submitting reports, or processing reimbursement requests.

The S.M.A.R.T. principle is used to assess performance goals and performance measures. Objectives must use the S.M.A.R.T. criteria. Therefore, all objectives must be:

Specific

Measurable

Action-oriented

Realistic

Time-framed

Performance Measures

All objectives must contain realistic target numbers and be properly time-framed to measure project progress.

Activities

Project activities must clearly support and provide sufficient detail for the accomplishment of each project objective. Activities must be realistic, appropriately sequenced, and completed within the proposed project timeframe while remaining consistent with the overall scope of the project. Each activity must begin with an action verb and include enough information to demonstrate how it will contribute to achieving the stated objectives.

Strategic Operational Plan

The resources provided for the Texas Highway Safety Program are limited and thus must be expended and deployed strategically to maximize their benefit to the effort to reduce crashes and save lives on Texas roadways.

The purpose of the strategic plan is to direct the deployment of the proposed project's resources with strong preference given to high-priority jurisdictions. TxDOT uses fatal and suspected serious injury crash data to develop high-priority jurisdictions for program deployment.

Unless specifically exempted, all proposals submitted under this RFP will be required to include in their proposal an objective for developing a data-driven strategic operational plan. TxDOT will make available the data and a list of

high-priority jurisdictions to be used as the basis for the proposal's strategic plan.

Objective Statement

To Develop 1 Strategic Operational Plan by September 30.

Activities

1. Develop a strategic operational plan using high priority jurisdiction list for selected program area. (October 31)
2. Submit strategic operational plan to TxDOT for approval via supplemental report. (November 30)
3. Contact each high-priority jurisdiction at least once and begin scheduling deployment of resources. (December 31)
4. Submit a final report documenting all the high-priority jurisdictions reached through project resources (presentations, trainings, activities, etc.) and submit to TxDOT. (September 30)

Plan

Each plan must address the following elements:

- A detailed description of each resource provided by the project.
- A detailed plan to document offering project resources to each high-priority jurisdiction based on guidance above. Documentation must include who was contacted, that contact's role in the high-priority jurisdiction, the method of contact, and the response, if any, from that contact.
- The list of high-priority jurisdictions provided by TxDOT.

Projects attempting to provide resources to multiple program areas will be required to address the priority jurisdictions for each program area indicated in the proposal's strategies section.

Exemptions

- Projects funded with 405C (Traffic Records) funds.
- Projects that serve only ***one county*** or ***one TxDOT district***.
- Projects that conduct surveys.

Budgets

A proposal budget must support the project. The proposed budget must be reasonable, necessary, and include only cost-eligible items. Do not use placeholder amounts (e.g., $1.00) for budget line items. Budget entries must reflect anticipated project costs.

Modifications

A budgetary adjustment will be necessary if the budget is inaccurate, unreasonable, or unallowable. Minor modifications may be made during the grant modification process.

Match Rates

For proposals that utilize the rental of space for training/presentations or audio/visual equipment as match, the following rates must be used:

- Room rental is valued at $62.50 per hour not to exceed $500 per day.
- Audio/visual is valued at $62.50 per hour not to exceed $500 per day.
- Please include these items in the proposals in Other Miscellaneous (700) as match.

Costs associated with the use of government-owned facilities including local, state and federal buildings/rooms are not eligible for match or reimbursement.

For proposals that utilize volunteers as match, the national rate of $36.14 per hour must be used. This rate applies to all volunteers engaged in various traffic safety initiatives.

Travel (300)

Travel costs do not need to be itemized by individual trips. Instead, costs may be consolidated into a single line item for each expense type (e.g., lodging, mileage, meals, or airfare). The description field must clearly describe the anticipated reason for the travel and the meetings, trainings, conferences, events, or project activities for which the funds are being requested. The description must also clearly indicate if out of state travel will be conducted.

Registration fees to attend conferences and trainings must be included in Travel (300).

Supplies (400)

Supplies are any tangible, personal property that is consumable, expendable, or does not have a useful life exceeding one year.

Equipment (500)

Equipment is any tangible, non-expendable item with a useful life exceeding one year, regardless of its dollar value. For the purposes of this program, equipment does not include accessories whose primary function is to dispense, hold, organize, or support expendable items, such as staplers, tape dispensers, or similar items.

Contractual (600)

If the proposal contains the use of a subcontractor, please upload the proposed subcontract agreement and any other subsequent sub-subcontractor

agreements in the Attachments section of the grant. It is recommended that travel costs for subcontractors be incorporated into the subcontract agreement and not charged as a separate billing item.

The Texas Traffic Safety Subcontract Agreement may be utilized. If an organization wishes to utilize their own subcontract agreement, they are required to include the *Texas Traffic Safety Program Grant Agreement General Terms and Conditions*. The subcontract agreement including the terms and conditions can be found at: *https://egrants.bts.txdot.gov/eGrantsHelp/index.html*

Printing

When developing the budget, subgrantees must account for any printing needs related to project implementation, public outreach, educational materials, or reporting requirements. Printing services will no longer be provided at no cost through the TxDOT Print Shop, and associated expenses must be budgeted accordingly. The charges are to be budgeted in the Other Miscellaneous (700) budget category.

Indirect Costs (800)

To claim indirect cost, the proposing organization must have an approved indirect cost rate, and the indirect cost rate documentation must be attached on the Indirect Cost (800) page in eGrants.

Claiming reimbursement or using indirect costs as match is not a mandatory component of a proposal. Proposing organizations have the option to not include indirect costs as part of their proposal.

An organization that does not have a current federal negotiated indirect cost rate (including provisional) may elect to charge a de minimis rate of up to 15%. No documentation is required to justify the de minimis indirect cost rate.

Unallowable Costs

In addition to the unallowable costs outlined in the applicable OMB cost principles, there are certain costs that must be authorized in advance or are prohibited under federal, state or local laws or regulations.

These costs include, but are not limited to:

- **Advertising** - Federal funds can only be used by our media vendors to purchase television and radio time for highway safety public service messages. Projects to purchase television and radio time (or any other media) are not being accepted through this RFP.
- **Supplanting** - The use of federal funds to support personnel or an activity already supported by local or state funds is considered supplanting and is prohibited.
- **Office Furnishings** - Grant funds cannot be used to purchase office furnishings.
- **Gratuities** - Tips and/or gratuities are unallowable.
- **Lobbying** - Federal and state grant funds cannot be used for lobbying activities.
- **Promotional Items** – Federal funds cannot be used to purchase promotional items or memorabilia as per the *Use of NHTSA Funds to Purchase Items for Distribution* memo found at: *https://egrants.bts.txdot.gov/eGrantsHelp/Reports/NHTSAMemoforPurchaseItemsDistribution.pdf*
- **Alcoholic Beverages** - Funds cannot be used to purchase alcoholic beverages.

Reimbursement

Payment or reimbursement before costs have been incurred is prohibited. Reimbursement is only made for costs incurred during the grant or contract period. Fund advances are not allowed.

Proposal Schedule

The proposal process schedule includes major milestones and target due dates culminating in an executed grant agreement. The proposal submission due date is firm, and all others are subject to change.

Any updates will be posted at:
https://egrants.bts.txdot.gov/eGrantsHelp/rfp.html

FY 2028 Grant Schedule	
Activity/Milestone	**Target Due Date**
Submissions	
Request for Proposals (RFP) Posted	11/13/2026
Deadline for Proposal Submission	01/15/2027
Modifications	
Proposal Modifications Begin	05/01/2027
Proposal Modifications Completed	06/30/2027
Funding Approval	
Funding List and Minute Order Developed	06/01/2027
Funding Approved by Transportation Commission	06/30/2027
Annual Grant Application (AGA)	
AGA Submitted to NHTSA	07/01/2027
AGA Approved and Published	09/30/2027
Award Grants	
Grants Awarded, Executed and Activated in eGrants	10/01/2027

Proposal Submission

Organizations may only apply for a one-year grant for the FY 2028 grant year.

FY 2028 Grant Schedule		
Grant Type	**Start Date**	**End Date**
One-year grant for a single federal fiscal year.	October 1, 2027	September 30, 2028

Proposals selected for funding must be executed on or before October 1, 2027.

eGrants

All proposals must be completed in eGrants at: *https://egrants.bts.txdot.gov*

To set up an eGrants account, select the "New User" link on the eGrants Login page.

For help and resources, select the eGrants Help link on the eGrants Login page. It can also be found at: *https://egrants.bts.txdot.gov/eGrantsHelp/index.html*

Training

A training video will be made available upon release of the RFP and can be accessed at: *https://egrants.bts.txdot.gov/eGrantsHelp/rfp.html*

Questions

All proposal-related questions must be submitted via email to: TRF_eGrantsHelp@txdot.gov. Email subject lines must be "RFP Question." Please indicate within the email the jurisdiction the proposal represents (city, county, TxDOT District or statewide) and the specific program area.

A Q&A document will be updated regularly and can be accessed at: *https://egrants.bts.txdot.gov/eGrantsHelp/rfp.html*

Submission

Proposals must be submitted via eGrants by changing the status to "Proposal Submitted." The status of each proposal must be changed by no later than **5:00 p.m. CST on Friday, January 15, 2027**. At that time, the system will close, and proposals will no longer be able to be submitted. No exceptions will be granted for late submissions.

Proposers can receive assistance in writing their proposal by contacting eGrants Help at TRF_eGrantsHelp@txdot.gov.

Proposal Review

TxDOT will review all proposals submitted through this process. Any modifications must be made prior to the project's execution.

BTS employees will review and evaluate proposals based on their relevance to identified state or local traffic safety problems, considering factors such as the strength of the problem statement, supporting data, the quality and feasibility of the proposed solution, and the eligibility and reasonableness of the budget.

Proposal selection will also consider broader programmatic factors, including the need to maintain a balanced and comprehensive traffic safety program, the availability of dedicated federal funding sources, and demonstrated needs supported by reliable crash data. Selection decisions are based on these factors collectively and are not limited to any single criterion.

Eligibility

Internal Ethics and Compliance (ICP)

Organizations will be required to undergo an Internal Compliance Program review prior to grant execution. Organizations must demonstrate compliance with Title 43 Texas Administrative Code §25.906(b) by certifying adoption of an internal ethics and compliance program that satisfies the requirements of

Title 43 Texas Administrative Code §10.51 (relating to Internal Ethics and Compliance Program) prior to any grant execution.

To facilitate the review process, organizations should be prepared to provide documentation demonstrating that their internal ethics and compliance program includes:

- Executive or senior-level oversight of the organization's ethics and compliance activities.
- Procedures for screening individuals assigned significant decision-making, financial, or confidential responsibilities.
- Ethics and compliance training for employees and governing board members, as applicable, including records documenting participation.
- Communication of compliance expectations to contractors, agents, partners, or other entities acting on the organization's behalf.
- Processes for monitoring compliance, reporting suspected misconduct, and protecting individuals from retaliation when reporting concerns.
- Established disciplinary procedures for addressing violations of organizational policies and compliance standards.
- Procedures for investigating, correcting, and preventing recurring compliance issues.
- A written code of conduct addressing, at a minimum, records retention, fraud, equal employment opportunity, sexual harassment, conflicts of interest, personal use of organizational property, and gifts and honoraria.

Organizations must maintain current policies, procedures, training records, and other supporting documentation to demonstrate compliance with these requirements. TxDOT may request written evidence of an organization's internal ethics and compliance program as part of the review process or at any time deemed necessary to verify compliance with 43 TAC §10.51.

Unique Entity Identifier (UEI)

Entities doing business with the federal government will use a Unique Entity Identifier (UEI) created and registered in SAM.gov. Registration in SAM.gov must be current for the UEI to be valid.

Pre-Award Audit

Organizations may be required to undergo a Pre-Award Audit prior to grant execution.

Risk Assessment

A risk assessment questionnaire has been incorporated into eGrants to determine appropriate levels of monitoring of the project and must be filled out by the subgrantee for each proposal.

Terms and Conditions

Purpose - The main purpose of this RFP is to ensure uniform information in the solicitation of proposals and procurement of services. This RFP is not construed as a purchase agreement or contract or as a commitment of any kind, nor does it commit TxDOT to pay for costs incurred prior to the execution of a formal contract or grant unless such costs are specifically authorized in writing by TxDOT.

Rights - TxDOT reserves the right to accept or reject any or all proposals received, to cancel or reissue this RFP in part or its entirety or to decline to issue a contract or grant based on this RFP.

Corrections - TxDOT reserves the right to correct any errors and/or make changes to this solicitation as it deems necessary. Corrections and/or changes are posted at: *https://egrants.bts.txdot.gov/eGrantsHelp/rfp.html*

Terms - TxDOT reserves the right to negotiate the final terms of all contracts or grant agreements with proposers selected and any such terms negotiated because of this RFP may be renegotiated and/or amended to successfully meet the needs of TxDOT.

Withdraw or Reduce - TxDOT reserves the right to withdraw or reduce the amount of an award or to cancel any contract or grant agreement resulting from this procurement if adequate funding is not received from NHTSA or other funding sources, or due to legislative changes.

Influence - Proposers shall not offer or provide any gratuities, favors, or anything of monetary value to any officer, member, employee, or agent of TxDOT, for the purpose of having an influencing effect toward their own proposal or any other proposal submitted hereunder.

Conflict of Interest - No employee, officer, or agent of TxDOT shall participate in the selection, award or administration of a contract or grant agreement supported by federal and/or state funds if a conflict of interest or potential conflict would be involved.

Contractual Obligation - The contents of a successful proposal may become a contractual obligation if selected for an award of a contract or grant agreement.

Right to Request - TxDOT reserves the right to clarify, explain or verify any aspect of a response to the RFP and to require the submission of any price, technical or other revision to the proposal that results from negotiations conducted.

Right to Disqualify - TxDOT reserves the right to deem non-responsive or disqualify any proposal that in TxDOT's sole determination does not comply with or conform to term conditions and requirements contained in this RFP.

Adherence - All contracts or grant agreements awarded under this RFP must adhere to the *Texas Traffic Safety Program Grant Agreement General Terms and Conditions* for all Traffic Safety grant agreements. These terms and conditions are included as part of the proposal.