



Request For Proposal: “Equity in Highway Safety Enforcement and Engagement Programs”

Call for Proposals

The Governors Highway Safety Association (GHSA) invites qualified individuals or organizations to submit a proposal to help GHSA and its State Highway Safety Office (SHSO) members enhance equity in highway safety programs for enforcement and engagement.

GHSA anticipates 100-125 hours of work for a consultant to carry out this project.

GHSA anticipates awarding this project to a consultant by January 22, 2021, initiating this project in early 2021, and producing final deliverables by May 1, 2021.

Background

Traffic deaths are a public health crisis in our country, with 36,750 lives lost in [2018](#), hundreds of thousands of serious injuries and millions more impacted. The mission of GHSA and its state members is the safety of everyone on the road. GHSA's SHSO members have grant relationships with state and local agencies and community partners to fund a wide range of countermeasures proven to help reduce roadway crashes, injuries and fatalities. A significant proportion of those highway safety grants are for traffic enforcement agencies to conduct enforcement and engage in other activities to advance highway safety.

Earlier this year, GHSA's Executive Board formed a Work Group on Equity in Traffic Enforcement and on September 28, 2020, GHSA issued a [statement](#) that described GHSA's position and recommendations related to racism, bias and equity in traffic enforcement and engagement.

GHSA is now issuing this RFP to solicit proposals from firms and/or consultants to review SHSO practices to advance equity in traffic enforcement and engagement and to make recommendations based on that review.

This project should focus principally on activities, enforcement and otherwise, conducted by law enforcement agencies. GHSA believes this is a novel, first-of-its kind initiative for the SHSO community.

Objectives

- Identify and document current SHSO practices and barriers to promote equity in traffic enforcement and engagement, that include the recommendations made in GHSA's September 28 [statement](#).

- Identify resources to assist SHSOs achieve greater equity in traffic enforcement and engagement.
- Create a strategy for equity training for SHSOs.
- Author a concise final report that summarizes findings/recommendations.

Consultant and Project Team

GHSA seeks a qualified consultant to carry out this project with relevant experience, such as:

- Collaborating with GHSA or the SHSOs;
- Conducting qualitative highway safety research and program development;
- Developing highway safety or law enforcement training programs;
- Leveraging and assessing programs and resources to address equity in traffic enforcement; and
- Working with the criminal justice community.

This project would be coordinated by GHSA staff with direction from the Association's Equity Work Group.

Scope of Work

The proposal should delineate tasks required to accomplish the project objectives and, at a minimum, include:

- Collaborate with GHSA to develop a survey of the SHSOs that GHSA will field, and aggregate and analyze the findings. The survey will aim to:
 - Document how equity and diversity is addressed in the highway safety community and encouraged in law enforcement grants;
 - Assess SHSO plans and actions towards meeting the national recommendations described in GHSA's September 28 [statement](#);
 - Identify any barriers to these efforts;
 - Briefly document and describe state-funded programs to measure bias using traffic enforcement data (also known as "racial profiling data collection");
 - Briefly document and describe additional programs and activities to reduce bias in traffic enforcement conducted by a select group of state transportation agencies and SHSO partners; and
 - Identify other steps that GHSA can take to support SHSO efforts in this area.
- Conduct targeted interviews with select SHSO representatives to capture additional details about programs and initiatives they fund to address equity in traffic enforcement and engagement.
- Review existing literature to identify other best practices and resources for SHSOs to advance equity in traffic enforcement and engagement.
- Participate in periodic virtual meetings with GHSA's Work Group on Equity in Traffic Enforcement, scheduled by GHSA.
- Compile a final report that:
 - Presents a long-term strategy for SHSOs to better address equity;
 - Aggregates findings from the project activities, including survey results and best practices and resources for SHSOs; and

- Describes outstanding research needs to inform SHSO initiatives;
- Provides recommended action steps for SHSOs.

The consultant would provide input into creative collateral developed by GHSA in support of this project.

GHSA will make a future determination regarding whether to publicly announce or release elements of this project. If any outcomes are made publicly available, the consultant may also serve as a GHSA subject matter expert for the purpose of external engagement.

Project Audience and Dissemination

The primary audience for this project is GHSA's SHSO members. Secondary audience members may include law enforcement officials and other SHSO grantees, GHSA's associate members, and others in the highway safety community.

GHSA will promote the project to its members. GHSA may host a webinar to introduce the report to its members and feature the consultant as a presenter.

Proposal Content

Your proposal should be no longer than two (2) pages (not including title page, CVs, appendices, budget information, or any other supplemental material) and include:

- Names and affiliations of all consultants;
- Address, telephone number and email address of the primary consultant to whom correspondence regarding the proposal should be addressed;
- A description of the consultant's qualifications and experience;
- An abstract, not exceeding 300 words;
- A timeline and budget; and
- A description of the planned project performance.

Timeline

Your proposal should include a project timeline (using a Gantt chart or similar tool) that identifies the following key dates:

- Consultant/GHSA kick-off call
- Survey developed and fielded
- Additional interviews, literature review and other project tasks
- Project final report submitted for GHSA review

GHSA anticipates that the period of project performance will begin in late January 2021 and conclude within three to four months. The consultant will help present final outcomes at a future GHSA Executive Board Meeting.

Budget

The proposal should include a proposed budget for the project based on an hourly rate, inclusive of the overhead rate, if applicable. GHSA anticipates 100-125 hours of work for a consultant to carry out this project.

Amendments/Renewal

GHSA may propose additional project activities and an extension of this contract as needed and in consultation with the consultant.

Selection Criteria and Timeline

The project will be awarded to the candidate whose proposal best addresses the scope of work and other requirements outlined in this RFP. Each proposal received by the deadline (below) will be evaluated using criteria including, but not limited to:

- Professional qualifications, expertise and experience relevant to the project;
- Demonstration of understanding of the scope of work and the technical approach;
- Quality, clarity, content and thoroughness in addressing the required tasks, including professional presentation; and
- A well-reasoned budget and realistic timeline.

Priority will be given to proposals received from GHSA Associate Members.

GHSA anticipates awarding this project to a consultant by January 22, 2021.

How to Respond

Complete and email your proposal to Kerry Chausmer, GHSA Programs and Member Services Director at kchausmer@ghsa.org. **Proposals submitted via an alternate method (i.e., mail, courier, hand delivery) will NOT be accepted.** A candidate may submit more than one proposal, but each proposal must meet all the requirements of this RFP.

The deadline for submitting a proposal is Monday, January 4, 2021, at 11:59 p.m. ET. Proposals received after this deadline will **NOT** be reviewed. GHSA reserves the right to accept or reject any and all proposals.

Questions concerning this RFP should be emailed to Kerry Chausmer, GHSA Programs & Member Services Director, at kchausmer@ghsa.org. All questions and responses will be posted on our [website](#).