

Tread Lightly! Inc.

Comments submitted by the Off-Highway Motor Vehicle Recreation (OHMVR) Division to individual grant applicants should in no way be construed as a guarantee of successful results for the applicant within the competitive grants process or a commitment of funding. Additionally, the lack of comments by the OHMVR Division to any specific applicant does not ensure successful results for the applicant within the competitive grant process or a commitment of funding.

All final applications will be reviewed by the OHMVR Division. The OHMVR Division may, at its sole discretion, decrease the requested amount and eliminate activities pursuant with regulation Section 4970.07.2 (f)(1-5) and for law enforcement projects, regulation Section 4970.15.3(b)(1-5).

Failure by applicant to respond to any OHMVR Division comment of their preliminary application shall be cause for eliminating that item from the applicant's application.

If multiple proposed projects are requesting funding for the same deliverable, and multiple projects are successful, only one project will receive funding for the deliverable.

For proposed projects requesting grant funding for snow and/or winter activities. Applicants must ensure the activities and/or equipment requested are not and/or cannot be funded by the OHMVR Division Winter Program (commonly referred to as the Snow Grooming Program).

For proposed projects requesting grant funding for the maintenance of roads and/or trails, note that only roads and/or trails that allow "green sticker" off-highway vehicles are allowed to receive grant funding.

Applicants are reminded that no grant funds and/or match can be expended or project activities conducted in any land owned or managed by the California Department of Parks and Recreation.

Education & Safety	G14-04-26-S01
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Project Description

- It appears the proposed activities for this project are duplicative when compared to similar projects using the Tread Lightly product to deliver OHV education to California's OHV user groups.
- "D. Location of Training Services", the Applicant is advised using OHV funds to execute education activities on State lands (SVRA's) is not permissible.

Project Cost Estimate

- The Project Cost Estimate as a whole appears excessive in comparison to similar OHV education projects being proposed throughout California.
- Staff – "Education and Program Manager", cost appears excessive. Applicant

must provide a detailed explanation of job duties for this line item.

- Staff – “PR and Communications”, appears excessive. Applicant must separately list all personnel and their job duties making up this line item expense. Additionally, these activities are not common compared to other similar OHV education projects.
- Contracts – “Design”, Applicant must provide detailed information describing the intent of this expense and how it is directly related to the project.
- Materials / Supplies – “1. Signs Notes: Route Markers”, Applicant must provide a detailed explanation of how it plans to avoid duplicating signage efforts already being conducted on State and Federal lands within California. Additionally, the Applicant will need to secure a letter of permission from every land manager allowing campaign implementation.
- Materials / Supplies – “2. Signs Notes: Counter Top Display”, Applicant must provide a descriptor of the product contained in this expense.
- Materials / Supplies – “6. Signs”, Applicant must provide a detailed explanation describing this expense.
- Others – “1. Travel – Flights”, “2. Travel – Cars”, “3. Travel – Hotels”, “4. Travel – Per Diem” costs appear excessive compared to similar OHV education projects.
- Others – “Postage”, this is an indirect expense.
- Others – “Media Buys – Outdoor Advertising”, appears excessive. Applicant must provide a detailed explanation substantiating costs.

Evaluation Criteria

- #4 – Applicant must list each partner organization(s) separately and explain how it and its partners will work together on the proposed project.
- #7 – Narrative does not support selections; “Processing of researching issues and audience”, and “Plan to implement the Project”. Applicant must provide clearly identifiable and/or measurable, elements to substantiate these selections.
- #8 – Narrative does not support selection; “Social media”, Applicant must identify the social media being utilized for this OHV education project.