



## Request for Proposal (“RFP”)

**Topic:** Understanding Factors Influencing Drivers’ Compliance with “Slow Down, Move Over” Laws

**Posting Date:** March 30, 2023

**Sponsoring Organization:** AAA Foundation for Traffic Safety (“AAAFTS”)

**Deadline to Submit Proposal:** Thursday, May 11, 2023, 5:00 PM EDT

### **Background and Purpose**

AAAFTS is seeking a research organization (“Consultant”) to examine factors associated with motorists’ compliance with “Slow Down, Move Over” (SDMO) laws.

Emergency responders as well as towing and roadside service personnel are at high risk of being struck while working on the side of the road responding to disabled vehicles, crashes, and other roadway incidents. To help protect these and other workers, laws have been enacted that require drivers to slow down or change lanes whenever first responders such as police, EMS, fire, and tow trucks are on the roadside.

While all 50 States have some form of SDMO law, they vary by state in terms of what vehicles are included under the law (e.g., police/fire/EMS, tow trucks or wreckers, broken-down vehicles, etc.). Moreover, motorist awareness of and compliance with these laws are inconsistent. For example, a 2020 AAAFTS survey found that one in five motorists did not know whether their state had a SDMO law. Although more than 90% of motorists reported that they “always” slow down or move over when passing emergency vehicles with lights flashing, such a high level of self-reported compliance seems unlikely and is inconsistent with levels observed in field studies. In addition, a previous survey by the National Safety Council found low levels of awareness that the laws applied to tow trucks ([link](#)). Finally, beyond measuring basic awareness of laws, these surveys have provided few substantive insights into factors associated with failure to slow down or move over or ways to increase compliance.

### **Objectives**

The overarching goal of this project is to identify promising ways to increase motorists’ compliance with laws requiring them to slow down and/or move over when passing emergency response or roadside service providers working on the side of the road.

The objectives of this project are to:

- Examine drivers’ behavior when passing stopped emergency response or roadside service vehicles overall and in relation to factors that might influence it. Such factors should include, but not be limited to:

- The relevant laws in the drivers' state.
- Drivers' awareness of the existence and details of the relevant laws and the associated penalties.
- Drivers' perceptions of social norms related to behavior when passing emergency response or roadside service vehicles.
- Drivers' beliefs whether they could get apprehended or ticketed for a SDMO violation.
- Other factors that might influence drivers' behavior in such situations.
- Outcomes should be examined overall and in association with the relevant actual laws in individual states.
- Identify and examine the associations of modifiable factors with compliance with SDMO laws and inform efforts to increase compliance.
- To the extent feasible, the study design should provide insight into the extent to which interventions that successfully improve the factors identified (e.g., laws, knowledge, norms, etc.) would translate to changes in compliance with SDMO laws.

### **Methods**

AAAFTS envisions that the objectives of this research could be met through multiple methods utilizing a variety of research tools, including but not limited to environmental scans, surveys, interviews, focus groups, or observational studies. The study should be national in scope or include several states selected to provide informative contrasts with respect to variables of interest. The study should not be limited to a single state. Behavioral data may be self-reported or observed but should not be limited to behavioral intentions. Any quantitative data should be collected in a manner that supports generalization to a specified population of substantive interest. The proposed scope of work should complement and extend, not duplicate, previous and ongoing work by other organizations. AAAFTS envisions that a project of the intended scale would likely take approximately 12-18 months to complete.

### **Uses**

It is AAAFTS' express intention to (i) obtain a non-exclusive, royalty-free license in perpetuity to the output and contents of the Research Project, and (ii) be the first party to publish findings from the Research Project on its website and other media channels. After AAAFTS' initial release, Consultant may publish, use or disseminate the materials obtained or derived from the Research Project in coordination with AAAFTS. Consultant agrees to acknowledge AAAFTS as the sponsor in any publications. AAAFTS agrees to list the Consultant and individual researchers as authors.

### **Proposal Format & Requirements**

Your proposal must meet the following formatting requirements:

- Use standard letter-sized page (8.5 x 11 inch), with at least one-inch margins on all sides.
- All text should be single-spaced.
- Body text should use font no smaller than 12-point; footnotes and text inside of tables should use font no smaller than 10-point.
- The body of the proposal must not exceed five (5) pages (excluding title page, CVs, appendices, and budget material).

- Please submit the proposal as a PDF.

Proposals shall include the following elements. Failure to follow these instructions may result in disqualification:

### 1. Title Page

- Title of the proposal.
- Names and affiliations of all investigators.
- Address, telephone number, and email of the primary investigator and/or the individual to whom correspondence regarding the proposal is to be addressed.
- An abstract, not exceeding 300 words.

### 2. Main Body

The body of the proposal shall be no longer than five (5) pages (not including title page, CVs, appendices, or any budget information) and should contain the sections listed below.

- Objectives
- Approach: Proposals should provide detailed description of the proposed project tasks and methods, the expected results and output, and potential limitations. When applicable, proposals must describe how subjects or respondents will be identified and recruited.
- Timeline and Supporting Environment: Describe the project timeline, where the activities will take place, and what facilities and resources will be used (if applicable). Present all timelines in terms of project month. Note that actual dates will be determined at the contract agreement stage. Timeline should include significant milestones, final report and other anticipated products or project outputs.

### 3. Project Budget

Please state the total budget request (including indirect costs as applicable) at the end of the proposal body. Please include a detailed budget including indirect costs as an Appendix. Proposals may provide multiple options for study designs that differ in scale and budget.

For awarded contracts, invoices should be based on actual expenses linked to project deliverables. Progress reports will be required. All travel requests should be documented and justified. Conference travel may or may not be justifiable depending on the purpose and scope of work.

AAAFTS is a charitable entity and is not committed to matching the indirect cost rates of the U.S. government or other entities. However, universities and organizations can request a limited amount of indirect costs. Current maximum allowable rates are:

- 0% rate for government agencies, other private foundations, and for-profit organizations;
- Up to a 20% rate for U.S. universities, U.S. colleges; and
- Up to a 25% rate for non-governmental organizations (NGOs).

Rates and limitations apply to both the primary applicant and any subcontractors. Each respective organization may receive indirect costs up to the rate applicable to their organization. A contractor with an actual indirect cost rate lower than the maximum rate

provided above should not increase the funding request to the maximum allowed.

#### 4. CVs or Resumes for Key Project Staff

##### **Other Suggestions**

The body of the proposal should be self-contained; it should be able to be understood by a reviewer without any supporting appendices.

Proposal reviewers are knowledgeable about scientific methods, data analysis, and most major traffic safety topics. As such, technical details related to the tasks and method should be prioritized over background information.

##### **Evaluation Criteria**

Proposals are assessed based on three criteria: (1) *innovation*, (2) *approach*, and (3) *team experience and supporting research environment*:

*Criterion 1: Innovation* (weight: 20%):

Does the applicant propose novel theoretical concepts, methods, instrumentation, or interventions? Is the proposed work expected to have impact on progress in the relevant fields and/or enhance programmatic initiatives?

*Criterion 2: Approach* (weight: 60%):

Does the application clearly respond to the RFP objectives? Are the overall strategy, methodology, and analyses well-reasoned, technically sound, and appropriate to accomplish the project objective(s)?

*Criterion 3: Team Experience and Supporting Environment* (weight: 20%):

Are the Principal Investigators (PIs) and proposed personnel well-suited to the project, in terms of skills and experience? Are the institutional support, equipment, and other physical resources available to project personnel adequate for the project proposed?

Project budget requests will be assessed in relation to the scope of the work proposed.

##### **Proposal Submission**

**Deadline: Thursday, May 11, 2023, 5:00 PM EDT.**

**No proposals will be accepted after this time.**

Submit your proposal electronically to [RFP@aaafoundation.org](mailto:RFP@aaafoundation.org).

When sending your proposal to the AAA Foundation, please give your electronic files names that

##### **Questions**

An FAQ document is available at this [link](#), which includes common questions from previous years.

If you have other questions, please email them to [RFP@aaafoundation.org](mailto:RFP@aaafoundation.org). AAFTS will accept questions until 5:00 PM EDT, April 6, 2023. Answers to these questions will be posted on the AAFTS website no later than 5:00 PM EDT, April 13, 2023.

can help identify them.

### **Terms and Conditions**

The selection of a Consultant is conditioned upon and not considered final until a Research Agreement is executed by both AAFTS and the Consultant.

### **About the Sponsor**

Established in 1947 by The American Automobile Association, Inc., the AAA Foundation for Traffic Safety is an independent, publicly funded 501(c)(3) charitable research and education organization dedicated to saving lives by preventing traffic crashes and reducing injuries. AAFTS' mission is to prevent traffic deaths and injuries by conducting research into their causes and by educating the public about strategies to prevent crashes and reduce injuries when they occur. Additional information about the AAA Foundation for Traffic Safety can be found at [www.aaafoundation.org](http://www.aaafoundation.org).