



Request for Proposal (“RFP”)

Topic: Potential Safety Benefits of Roadway Infrastructure Investments

Posting Date: March 27, 2025

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

Deadline to Submit Proposal: Thursday, May 8, 2025, 5:00 PM EDT

Background and Purpose

AAAFTS is seeking a research organization (“Consultant”) to quantify the safety and mobility benefits of investments in roadway infrastructure.

While many studies have found that human error contributes to a significant proportion of vehicle crashes, other studies have demonstrated that certain modifications to road infrastructure can decrease the probability that drivers will make errors; that errors will lead to crashes; and that crashes will result in life-altering injuries or death.

A previous AAA Foundation [report](#) estimated the reductions in fatalities and injuries and associated economic costs that could be achieved through investment in road infrastructure safety measures. However, the data examined in that report are now more than 10 years old and much has changed in the state of traffic safety in the United States since that time.

The goal of this project is to quantify the potential safety and mobility benefits of extending large scale investment in proven cost-effective road safety infrastructure improvements.

Objectives

The objectives of this project are to:

- Identify cost-effective road infrastructure safety improvements that could be more widely implemented.
- Estimate the prevalence of candidate locations for identified infrastructure improvements.
- Quantify the level of investment needed to fully implement cost-effective interventions and their expected benefits. At a minimum, benefits should be expressed in terms of expected reductions in fatalities and injuries, as well as mobility benefits, and the economic value of those benefits. Additional quantifiable

benefits should be included to the extent feasible as well.

- Provide recommendations for optimizing future investments to improve traffic safety and mobility.

Method

The AAA Foundation envisions that the objectives of this research could be met through multiple methods utilizing a variety of research tools, including but not limited to literature review and synthesis, modeling, and analysis of crash, travel and/or road network data.

The proposed research may examine the entire United States, a representative sample of locations nationwide, or may examine several specific geographic areas in greater depth. Regardless of locations selected, results should be extrapolated nationwide.

Project durations of up to 15 months may be proposed; however shorter durations are preferred if deemed feasible.

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.

AAAFS 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: 10%):

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: 30%):

Are the Principal Investigators and proposed personnel well-suited to the project, in terms of skills and experience? Do key personnel have adequate time allocated to the project? 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 8, 2025, 5:00 PM EDT.

No proposals will be accepted after this time.

Submit your proposal electronically to RFP@aaafoundation.org. Confirmation of receipt will be sent shortly after you submit. If you have not had any confirmation by Friday, May 9, please follow up at info@aaafoundation.org.

When sending your proposal to the AAA Foundation, please give your electronic files names that can help identify them.

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. AAAFTS will accept questions until 5:00 PM EDT, April 3, 2025. Answers to these questions will be posted on the AAAFTS website no later than 5:00 PM EDT, April 4, 2024.

Terms and Conditions

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