



Request for Proposal (“RFP”)

Topic: Examining the Pre-Crash Circumstances Leading to Pedestrian Fatalities

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 examine the circumstances that precede fatal crashes involving pedestrians.

Pedestrian fatalities in the United States have nearly doubled since 2009 and in 2022 reached a 40-year high. The increase cannot be explained by changes in the overall amount that people are walking. The Foundation's previous [research](#) has identified that the vast majority of the increase in pedestrian fatalities has taken place on specific types of roads—urban and suburban arterials—and virtually all of the increase has been among crashes that occur in darkness. It appears that there has been a fundamental shift in the amount and/or the nature of the interactions between pedestrians and motorists on these types of roads, especially at night. More work is needed to understand the specific factors underlying recent pedestrian fatalities, beyond those readily observable in crash data.

The purpose of this research is to provide additional insights into the pedestrians' interaction with the transportation system prior to their death. For example, was the pedestrian walking or were they in the road for another reason (e.g., due to a vehicle breakdown or previous crash)? If they were walking, were they walking to their intended destination, to/from a transit stop, or to/from their car? If they were crossing the road, did any crosswalk exist at the crash location or nearby, and if so, was it marked? What traffic control devices, if any, were present at the site or nearby? If the crash occurred during darkness, what lighting conditions were present? What were the characteristics of the surrounding land use? Can anything be determined about origin, intended destination, or purpose of the walking trip?

Objectives

The objectives of this project are to:

- Examine a diverse array of data sources to provide more granular contextual details about the pre-crash circumstances of pedestrian fatalities, beyond those typically available in traditional crash databases. A few examples of such data

sources might include, but are not limited to: original crash reports, Google Earth/Streetview images of crash sites, and media articles about the crashes. Note that data elements of interest cited under Background and Purpose are intended as a non-comprehensive list of examples. Proposals need not necessarily include every element listed above, and others should be considered as well.

- Using these data, describe the pre-crash circumstances of pedestrian fatalities in terms of key factors or combinations of factors and their prevalences.
- Based on insights gained from analyses of these data, identify and prioritize recommended actions or countermeasures most likely to be effective and types of locations or conditions for which they would be most beneficial.

Method

The AAA Foundation envisions that the objectives of this research could be met through multiple methods utilizing and integrating a variety of research tools and methods including but not limited to analysis of existing data sources, prospective data collection, and/or qualitative approaches. Proposed research should include a literature review sufficient to avoid unintentional duplication of previous work, but the work should not be limited to literature review. Proposed research should not be limited to statistical analysis of a single existing crash database.

The proposed research may examine all pedestrian fatalities in the United States over a specified period, a representative sample of pedestrian fatalities nationwide, or all pedestrian fatalities in a specific geographic area of substantive interest. Examples of acceptable geographic areas could include a Census Division, a NHTSA region, a state, or large county or group of counties. Proposals may include options differing in scale.

Case identification may be retrospective or prospective.

Project durations of up to 18 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.