



Request for Proposal (“RFP”)

Topic: Online Driver’s Education: Access, Perceptions, and Participation

Posting Date: September 9, 2025

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

Deadline to Submit Proposal: Tuesday, October 21, 2025, 5:00 PM EDT

Background and Purpose

AAAFTS is seeking a research organization (“Consultant”) to examine participation in and perceptions about online driver’s education.

The increasing availability and popularity of digital learning has the potential to transform how new drivers are trained. Online driver’s education courses are becoming more common in the U.S., offering learners an alternative towards the fulfilment of the licensing requirements in their state. Online programs offer flexibility, accessibility, and convenience, making them an attractive option for young drivers and those with limited access to in-person courses. These programs can vary from synchronous sessions led by a live instructor to asynchronous self-paced programs.

Research is needed to understand how the availability of online driver education programs impacts overall access to and participation in driver education, as well as perceptions about different types of programs. Understanding these dynamics will help policymakers, educators, and program developers optimize online offerings to ensure that novice drivers receive comprehensive, high-quality education and training.

Objectives

The objectives of this project are to:

- Identify and synthesize recent and relevant literature on the impact of different learning formats on learning outcomes. This minimally should include other adjacent topics besides driver’s education; however, focus on findings that are germane to the target audience for driver’s education (e.g., should not focus on young school-aged children).
- Conduct original research to gather insights on participation rates, user preferences, and perceptions of online versus traditional driver education programs. This work should also explore the reasons for choosing online or traditional programs and identify any barriers to participation in the various

formats. This effort should consider individual differences among learners (e.g., demographics, learning styles, factors that could impact learning). While the focus should be on novice drivers, proposals should consider input from parents of learner drivers as well.

- In several states, compare enrollment and participation rates between online, in-person and hybrid programs by different demographic groups. Selected states should vary in terms of program offerings (including public versus private), requirements applicable to driver education providers, and requirements related to the licensing process.

Method

The AAA Foundation envisions that the objectives of this research could be met through, but not limited to, literature review and synthesis and interviews, surveys, and/or focus groups, among other approaches. The AAA Foundation 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.

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? 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: Tuesday, October 21, 2025, 5:00 PM EDT.

No proposals will be accepted after this time.

Submit your proposal electronically to RFP@aaaafoundation.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@aaaafoundation.org. AAAFTS will accept questions until 5:00 PM EDT, September 16, 2025. Answers to these questions will be posted on the AAAFTS website no later than 5:00 PM EDT, September 17, 2025.

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.