



Request for Proposal (“RFP”)

Topic: Effectiveness of Different Laws in Reducing Aggressive Driving

Posting Date: March 26, 2026

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

Deadline to Submit Proposal: Thursday, May 7, 2026, 5:00 PM EDT

Background and Purpose

AAAFTS is seeking a research organization (“Consultant”) to examine how different driving laws influence aggressive driving behaviors and safety outcomes.

Laws related to aggressive driving vary across different states: some states have broad statutes for aggressive driving while others target more specific behaviors, such as speeding, improper lane changes, etc. Anecdotally, it has also been suggested that laws related to more general aspects of driving etiquette (e.g., slower traffic keep right, no passing on the right, etc.) may have the potential to reduce the incidence of types of situations that lead to aggressive behavior. Similarly, the penalties for aggressive driving can vary widely and some states have recently strengthened their laws.

The research seeks to examine how different laws can influence aggressive driving behaviors.

Objectives

The objectives of this project are to:

- Conduct original research to examine awareness, understanding, and attitudes towards different laws relevant to aggressive driving, the related penalties, and perceived enforcement. This effort should include a broad range of drivers and other road users and should target multiple states where laws differ.
- Examine the impact of changes to relevant laws in states where they have recently been changed. In terms of outcome measures, preference should be given to travel, behavioral, crash, or telematics data that can be leveraged in a longitudinal design. Where feasible, factors that might influence the impact of the law should be considered (e.g., public information and education efforts, levels of enforcement).
- Provide evidence-based guidance and best practices regarding the framing of different aggressive driving laws that can be leveraged by safety advocates to influence state policies, as well as educators and other safety stakeholders.

Method

The AAA Foundation envisions that the objectives of this research could be met through, but not limited to, literature review and synthesis, policy review, and analysis of behavioral, crash, travel, or telematics data. The AAA Foundation envisions that a project of the intended scale would likely take up to 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 single 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: 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: Thursday, May 7, 2026, 5:00 PM EDT.

No proposals will be accepted after this time.

Submit your proposal using this submission form: [RFP Submissions](#).

Proposals sent via email will no longer be accepted.

Questions

FAQs are available on our [Request for Proposals page](#), which includes common questions from previous years.

If you have other questions, please visit our [Contact Us page](#) and select “Request for Proposals” as the subject. We will accept questions until **5:00 PM EDT, April 2, 2026**. Answers to these questions will be posted on the AAAFTS website no later than 5:00 PM EDT, April 7, 2026.

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.