Project Description/Goal:

Limit: 1000 words

Proposals should focus on eliminating deaths/injuries on the roads through one of the three pillars of the Road to Zero strategy or addressing an unmet need in addressing traffic safety. Please be clear and concise in identifying your project.

Please clearly identify which of the three pillars of the Road to Zero strategy and/or which area of a Safe System Approach the project will be working in.

Applicants can refer to but are not limited to the Doubling Down on What Works webpage, the Safe System Strategic Plan, and additional Road to Zero resources for actionable ideas for consideration.

Problem Solution:

Limit: 5000 words
The proposed solution must briefly and clearly describe the scope of work and activities that will be performed to address the stated traffic safety problem(s).

The solution must include methods, countermeasures, and strategies that could potentially minimize or eliminate the stated problem.

Please identify which element of the Road to Zero strategy the proposed solution is advancing.

The proposed solution must also detail the "who-what-when-where-how" in order to aid in the grant evaluation.

Include the following:

- What is your research methodology
- What is your plan to accomplish this
- What is your expected outcome

Project Evaluation

Limit: 2500 words

- The proposal must clearly indicate how the project will demonstrate methods for measuring and evaluating project success.
- The proposal must have a definitive means of communicating objective(s) and expected outcome(s).
- Applicants need to indicate how their organization will evaluate the project to prove success?

Reach

Explain the anticipated number of people reached through this project, target audience and specific areas served.

Limit: 1000 words

- What are the demographics? (Teens, Mature Drivers, roadway design, etc.)
- Where are they located? (List Counties, Cities, States, etc.)
- How many people will be reached with this program?
- How does this program address existing gaps or disparities that exist within traffic safety?
- How does this program achieve one or more of the commitments of the Road to Zero Equity Statement.

Project Engagement and Collaboration

Limit: 1000 words

Explain the ways the project will work to include the communities and individuals it wishes to serve. Explain the ways in which the project will engage partners in the success of its delivery.
Who are the stakeholders in the project delivery and success?
What communities will be impacted through the project and how will they be engaged?
How will this project engage individuals, organizations, or communities new to the traffic safety efforts?
How will this project amplify and support the work, resources, and voices of those who have been marginalized or excluded in discussions and efforts of roadway safety?

Project Management

Limit: 1000 words

Include the following:

- Identify key staffing for the project and their responsibilities.
- What other groups are you working with and what are their roles?
- Please identify any internal or external resources you will need to implement your project.

Timeline

Please provide an overview of projects 12-month timeline including major milestones and targeted dates of when activities will occur and/or be completed. Be specific on activity milestones.

Be specific on activity milestones

12 month detailed project timeline limited to one page. Front and back is acceptable.

Grant Amount Requested

Please provide the amount of funding you are requesting from this grant.

Note: Requested amounts must be between $50,000 and $250,000.

Detailed Budget

Identify all the costs that are necessary and reasonable to complete the work described in your proposal.

May include the following but aren't limited to these categories:

- Personnel: Detailed list of staffing cost to include employees and/or contractors.
- Travel: Provide detailed travel expenses for in and out of state, mileage, airfare, hotels, per diem, etc.
- Supplies: It is helpful to break down supplies into categories such as general office supplies, educational and training supplies, and computer supplies.

Please upload your 12-month detailed project budget limited to one page - front and back is acceptable.
Terms and Conditions Disclosure

By checking this box, I agree to use electronic signatures. Furthermore, I confirm that I have signature authority to execute this document and it is an electronic signature for all purposes and is legally binding.

I understand:

• Applicants may be asked at any time during the review process to substantiate the claims made in the submission.
• If submission requirements are not met or the information is found to be incomplete, untrue or misleading, the submittal will be removed from the review process.
• Road to Zero has the discretion to reject entries that do not meet the submission requirements.
• Road to Zero reserves the right to withhold funding in the event that milestones are not met and evaluation criterion are not provided.
• Road to Zero has the discretion to terminate a grantee if all terms are not abided by in a timely manner.
• The decision of the Road to Zero Review Committee shall be final.
• All grants recipients must be used for US roadways.
• All grant funding and payments are subject to availability of NHTSA funds.

Supporting Documentation (Up to 10 Pages)