



Road to Zero Community Traffic Safety Grants 2025 Information Session

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Introduction

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Background

- Generously funded by NHTSA
- Grants fund projects that support Road to Zero's mission to end fatalities on U.S. roads by 2050 through our three-pillar framework:
 - Doubling down on what works through evidence-based strategies
 - Advancing lifesaving technologies
 - Championing a Safe System Approach that creates a positive safety culture



Courtesy USDOT, National Roadway Safety Strategy

Eligibility

- You must be a Road to Zero Coalition Member. It's free! Join at nsc.org/roadtozero and click "Join the Road to Zero Coalition"
- Organizations, not individuals
 - Nonprofits, including educational institutions
 - Corporations
 - Government entities at all levels (including EMS/law enforcement)
 - Federally-recognized Indian Tribes and Organizations (Including Urban Indian Organizations)
- Program must operate within the U.S.
- Program must not already be funded

Financial Information

- Awards are in the range of \$50,000 - \$200,000
- Funding is provided on a reimbursement basis upon approval of monthly reports and invoices
 - E.g. funds will not be advanced up-front
- Successful grantees will submit a detailed budget for approval prior to signing subaward agreement

Reporting Requirements

- Monthly financial and progress reports
- Formal final report, e.g. print, PowerPoint
 - This should be substantial enough to form the basis of a conference presentation or a document for publication or widespread general release
- Dedicated contact at NSC will work with you throughout setup and reporting

Selection Process

- An external review committee with a wide range of expertise in traffic safety will score all complete and technically feasible applications received by the deadline (**January 17, 2025, 11:59 PM ET**)
 - No deadline extensions will be given
 - In past cohorts, 6-7 programs have been selected
 - In 2024, there were 84 total applications
- Decisions are final
- Announcement expected March 2025

Important Considerations

- Your project should be something that can be feasibly completed in 12 months – no extension of funding is available and grants cannot be renewed
- A strong proposal will:
 - Bring an innovative approach to a traffic safety problem
 - Cite evidence that suggests the intervention will be effective
 - Support a Safe System Approach
 - “Fill a gap” in transportation safety, mobility, and/or equity needs

Questions?

- Please note we cannot provide feedback on specific ideas or applications, or estimate likelihood of selection

What's Next?

- Deadline is January 17, 2025, at 11:59 PM ET
- Email roadtozero@nsc.org if you have additional questions
- Visit our website for examples of past grantee projects:
nsc.org/roadtozero