

## **2025 Road to Zero Community Traffic Safety Grants Overview**

Application deadline is **January 17, 2025 at 11:55 pm Eastern**

**Road to Zero Coalition:** Launched in 2016 as a partnership between the U.S. Department of Transportation National Highway Traffic Safety Administration (NHTSA) and the National Safety Council (NSC), the Road to Zero Coalition has the goal of ending fatalities on our nation's roads by 2050. Tens of thousands of people die on U.S. roads in preventable crashes each year, with record high numbers of deaths for pedestrians and cyclists seen in recent years. To address this devastating reality and work towards a safer future, the Road to Zero Coalition, made up of over 1,800 member organizations, brings a cross-sector approach to implementing proven techniques. RTZ shares innovative research and actionable information, and advances the conversation around transportation safety through its three-pillar, multi-modal framework focused on:

- Doubling down on what works through proven, evidence-based strategies
- Advancing life-saving technology in vehicles and infrastructure
- Prioritizing safety by adopting a [Safe System Approach](#) and creating a positive safety culture

**Road to Zero Grant Program:** The Road to Zero Community Traffic Safety Grant Program is focused on supporting innovative and promising approaches for implementing evidence-based countermeasures, supporting a Safe System approach, and performing necessary research to address traffic fatalities and serious injuries, and disparities in mobility safety and access. [Learn more about the Road to Zero Grant Program](#) and the work of previous grantees.

- Proposals should demonstrate the promising nature of the countermeasure by describing the innovative implementation approach, citing the evidence of effectiveness or identifying how effectiveness will be evaluated, and/or discussing how the project fills a gap or addresses existing disparities in traffic safety.
- Proposed projects should have measurable objectives and generalizable results. That is, projects should demonstrate innovative approaches that could be replicated in other locations or scaled up to a broader level.
- The scope of work should be realistically achievable within a one-year time frame; funded extensions are not available.

- Proposals from past Road to Zero grantees are acceptable. They may be for new projects or for additional innovations on the previous project (i.e. phase #2) but not a continuation of any current or previous project.

## Eligibility

- Applicant must be a [Road to Zero Coalition Member](#)
- Applicant must be a non-profit organization or other entity. Individuals cannot apply.
- Government Entities (cities, states, counties, governors' safety offices, etc.) also qualify.
- Proposed programs must operate within the United States.
- Federally-recognized Indian Tribes, Tribal Organizations, and Urban Indian Organizations are also eligible.

## Funding

- Organizations may apply for a one-year grant.
- Supplanting is prohibited. "Supplanting" is defined as the "Use of Federal funds to support personnel or an activity that is already supported (paid for) by any other funds".
- Proposals selected will be reimbursed for mutually agreed grant expenses.
- Awarded grants are contingent upon the availability of funds; awards may be given in the range of \$50,000 - \$200,000.

## Timeline

- **Grant applications are due by January 17, 2025 at 11:55 pm Eastern. This deadline is firm and cannot be extended.**
- Grants will be awarded beginning in Spring 2025.
- Grant work will have an expected completion date of on or before one year after the date of the award.

## Reporting

- Proposals selected will be required to submit monthly reports and documentation showing objectives that have been met.
- Documentation will show objectives that have been met, time spent, and expenses incurred for grant activity.

- Grantees will submit monthly invoices for reimbursement using guidelines set out by Road to Zero and the National Safety Council.
- Grantees will be expected to have quarterly meetings with Road to Zero staff.
- Grantees will be expected to submit a formal final report detailing the project objectives and results.
- Grantees will be expected to participate in promotional activities for the grant program and the funded projects including presenting on webinars and other meetings.
- These grants are subject to the Federal funding requirements under CFDA #20.614.

### **Review Committee**

- All submissions will undergo a technical review by National Safety Council staff, and will then be forwarded to an external Review Selection Committee for consideration.
- Committee members will include individuals such as business leaders, safety advocates, researchers, etc.
- Individuals and/or organizations applying for grants will not be eligible to serve on the Review Selection Committee.
- Final evaluation of the grant application will be composed of evaluation and scoring by the Review Selection Committee and National Safety Council staff.

### **Award Information**

- \$750,000 dollars will be disbursed per year, and the requested amounts must be between \$50,000 and \$200,000.

**Grant applications are due by 11:55 pm (Eastern time) January 17, 2025. If you have questions email us at [roadtozero@nsc.org](mailto:roadtozero@nsc.org). National Safety Council and Road to Zero Coalition staff cannot comment or provide guidance on the strength or compatibility of a proposed project.**