

# Request for Proposals:

## Effectiveness and Efficacy of Technologies to Reduce Cell Phone Use and Text Messaging while Driving

Deadline: 5:00 PM Eastern Time Monday December 20, 2010

### Objective

The AAA Foundation for Traffic Safety is seeking research proposals for studies that would evaluate the effectiveness and efficacy of technologies designed to reduce cell phone use, text messaging, and other related mobile device use while driving (e.g., ZoomSafer, Key2SafeDriving, Aegis Mobility, and similar).

### Specifications

#### Main Outcome Measure

Estimate of effectiveness and/or efficacy (efficacy preferred) as measured in terms of change in amount of cell phone use and text messaging while driving, ideally expressed as a rate that includes a measure of driving (e.g., minutes spent talking on cell phone per hour of driving or per mile of driving). *Note:* The main outcome measure should not be derived solely from self-reported data.

Secondary outcomes may include:

- Crashes and/or near-crashes
- Traffic citations
- Self-reported use of the technology (e.g., deactivation of technology or use of “bypass” features)
- Attitude toward the technology (user acceptance, problems encountered, desire to purchase, etc.)

#### Study population

We are most interested in studies to evaluate the effectiveness and efficacy of these technologies among teen-age and young adult drivers. Studies of the general driving population that are able to draw inferences with respect to teens and young adults are also of interest. The study population may include fleet drivers.

#### Study design

Describe and justify the design of your study, including but not limited to subject recruitment, approximate number of subjects, source or sources of data (cell phone records, data from technology/device/service being studied, other monitoring device, self-report, etc.), and statistical methods.

Please identify any potential sources of selection bias that your study design entails, and describe how you will attempt to mitigate its effects (e.g., use of a control group). Proposals for study designs that are judged to contain major sources of selection bias that you do not clearly acknowledge and present plans to mitigate will be rejected.

### Technology

Please propose to study a device and/or service that is reasonably representative of what is presently available (from the perspective of a user), so that study results may reasonably be generalized beyond the particular device or service that you study. The study design should be sufficiently robust that a positive finding would not be construed as an endorsement of a single device or service. Project funds may not be used for development of a proprietary device or service.

Maximum cost: \$500,000.

Proposals budgeted for more than \$500,000 will be rejected. It is to your advantage to propose a scalable project with options for study designs or major tasks at different cost levels.

Maximum duration: 24 months

### **Proposal Content**

Your proposal should include the following sections.

#### 1. Title page

Include:

- Title of the proposal
- Names and affiliations of all investigators.
- Address, telephone number, and email of the investigator to whom correspondence regarding the proposal is to be addressed
- An abstract, not exceeding 300 words, which addresses:
  - Objectives
  - Methods
  - Expected results
  - “So What” (described below)

2. **Objectives:** State explicitly what this project would accomplish, including the specific research questions that your project would seek to answer.
3. **Methods:** Provide a detailed description of the proposed research, including the device or service(s) that you propose to use, study population, subject recruitment, outcome measures, and statistical methods that you propose to use.
4. **Expected results:** State specifically what will be learned in your study.
5. **“So What”:** Explain clearly the potential for real-world application of the knowledge that would be gained by successful completion of your proposed project, and thoughts about dissemination and implementation of the findings to maximize their impact on traffic safety. Carefully consider why the AAA Foundation should fund the research and why the research would be of interest to the AAA Foundation, AAA Clubs, and AAA members.
6. **Qualifications of the project team:** Half to one page should suffice. Please include CVs of the principal investigator(s) as a separate file. Feel free to mention existing collaboration if applicable.
7. **Budget:** A one-page project budget that includes the total cost of the project, and a breakdown of total cost by major cost item by calendar year, assuming a start date of April 1, 2011. Include the indirect costs charged by your institution as a separate line item and include it in the total cost. Note that the AAA Foundation does not have a maximum indirect rate; however, total project cost is considered in funding decisions.
8. **Timeline:** Great detail is not required at the proposal stage, as the first step of new projects is to develop an operational work plan based on the proposal.
9. **References:** Please include a reference list at the end of the body of your proposal, not in an appendix. Please use the (author, date) citation format for in-text citations, and do not use footnotes.

## **Proposal format**

Your proposal must meet the following formatting requirements.

- Use standard letter-sized paper (8.5 x 11 inch), with at least one-inch margins on all sides.
- All text should be single-spaced and left-justified, in 12-point Arial font.
- Please do not use any headers, and do not use any footers except page numbers.
- Please do not use footnotes or endnotes.
- The body of the proposal (excluding title page and appendices) must not exceed six pages.

- Please submit the proposal in Microsoft Word format or Rich Text Format (.doc, .docx, or .rtf). Do not submit as a PDF.

## **Proposal Submission**

Submit your proposal electronically to Jurek Grabowski, Director of Research, at [jgrabowski@aaafoundation.org](mailto:jgrabowski@aaafoundation.org).

## **Other tips**

The body of the proposal should be self-contained; it should be able to be understood by a reviewer that does not see any appendices that you may attach.

Note that those who will be reviewing your proposal are knowledgeable about most major traffic safety topics. It is important that you demonstrate awareness and understanding of literature and ongoing research most relevant to your proposal; however, it is not necessary to cite statistics to convince reviewers that traffic safety (in general) is important. It is far more important for you to describe in detail what unanswered questions your research seeks to answer, how your project will answer those questions, what methods you will use, and how the results of your study will be used to achieve real-world improvements in traffic safety.

When sending your proposal to the AAA Foundation, please give your electronic files names that will help us to recognize them quickly. We prefer file names that include the last name of the principal investigator and a shortened title, such as:

*Smith-EvaluatingAntiMobileTech.doc*

*Smith-CV.doc*

*Smith-Appendix.doc*

Please do not use file names such as *Proposal.doc* or *AAA\_Proposal.doc*.

In most cases, electronic proposals that are consistent with these guidelines are expected to be smaller than 1 MB. Please do not include high-resolution images unless the use of high resolution is critical to the understanding of your proposal.

If you have questions, please contact Jurek Grabowski ([jgrabowski@aaafoundation.org](mailto:jgrabowski@aaafoundation.org), 202-638-5944 x7).

## **About the Sponsor**

Founded in 1947 by the American Automobile Association, the AAA Foundation for Traffic Safety is a not-for-profit, publicly supported charitable research and education organization dedicated to saving lives by preventing traffic crashes and reducing injuries when crashes occur. Foundation funding is provided by voluntary contributions from

AAA/CAA and their affiliated motor clubs, from individual members, from AAA-affiliated insurance companies, as well as from other organizations and sources. Additional information about the AAA Foundation for Traffic Safety can be obtained from [www.aaafoundation.org](http://www.aaafoundation.org).