



Safer Roads Challenge 2019-2020 Application

Background

The Together for Safer Roads (TSR) Safer Roads Challenge contributes the skills and subject matter expertise of its member companies to address road safety challenges in communities around the world.

Community leaders apply for TSR's Safer Roads Challenge by identifying a top strategic road safety challenge that they propose to advance with TSR support. Communities then receive a team of subject matter experts from TSR member companies to tap into their knowledge, data, tech, and global networks to inform strategic interventions. During the project, the TSR team may:

- » Provide seed-funding and access to technical expertise to develop/re-haul a city's road safety management, ultimately making a sustainable decrease in the number of crashes and fatalities
- » Start and/or accelerate a city's road safety pilot intervention to understand the road safety challenges and potential evidence-based solutions to reduce crashes/improve behaviors

At the end of the engagement, the TSR team delivers strategic recommendations on how to develop, implement, and evaluate action plans (specific to road safety programs/interventions) based on diagnostic findings. This may also include monitoring and tracking implementation to provide formative insights on the original strategy and best practices deployed to gauge influence on the intervention's measures. The overall ambition of TSR's Safer Roads Challenge is that communities will use the recommendations

generated by the TSR team to make substantive progress on addressing their strategic road safety challenge.

For more information on TSR's Safer Roads Challenge, please visit www.togetherforsaferroads.org/safercities.

TSR leverages its members
collective global footprint of
3.3 MILLION
employees to drive change.



Eligibility

TSR's Safer Roads Challenge is open to local and regional general-purpose governing bodies including cities, counties, prefectures, boroughs, districts and related advocacy organizations.

Selection Process

The application consists of essay questions and a brief letter signed by the mayor or equivalent relevant executive certifying the submission and designating the project as a high priority. Both components should be submitted by email at info@togetherforsaferroads.org. Applications will be accepted in the following languages: **English, Spanish, Chinese, and Portuguese**.

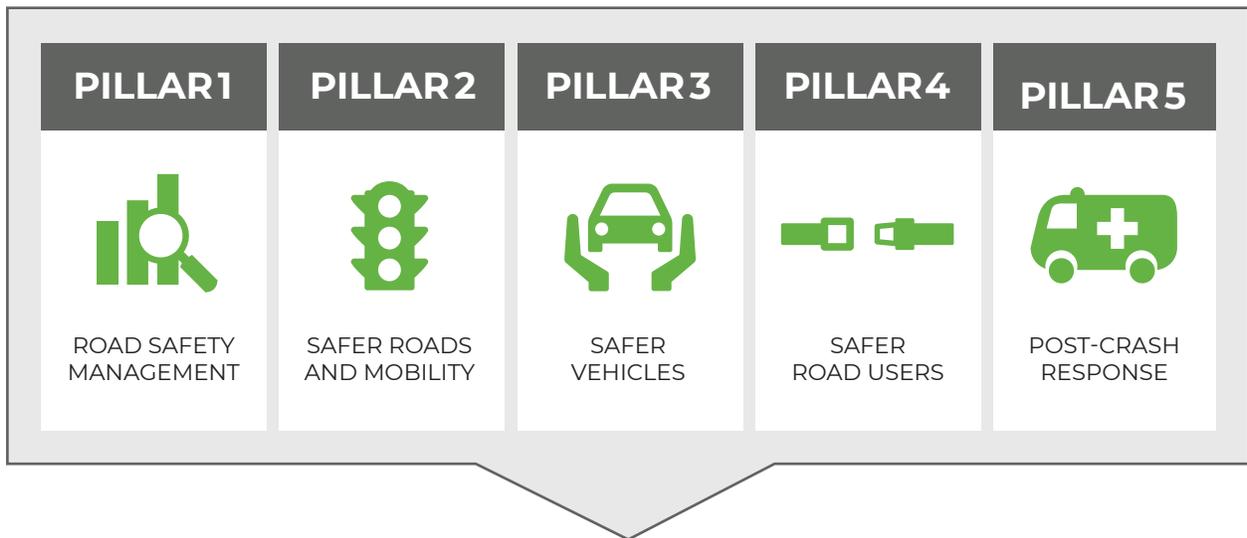
As part of the application review process, TSR may contact the person listed on the application for additional information.



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All applicants will be notified about the status of their submission by email. Applications will be accepted until February 2019 and then reviewed by a panel of experts. Once reviewed, selected applicants will be notified in April 2019 and invited to TSR's Annual Membership Meeting in June 2019 to share their challenges, network with member companies, and kick-off the project.

TSR MEMBER COMPANIES' SUBJECT MATTER EXPERTISE TO HELP ADDRESS A STRATEGIC ROAD SAFETY CHALLENGE



- ✓ Logistics
- ✓ Occupational Safety
- ✓ Stakeholder Communications and Marketing
- ✓ Hardware/Software Solutions
- ✓ Road Safety Analytics
- ✓ Information and Communication Technology
- ✓ Financial and Systems Modeling



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Selection Criteria

QUALITY OF CHALLENGE TOPIC

- » Outline a critical strategic road safety challenge to be explored, rather than a known solution to be implemented
- » Explain how successfully addressing the topic would tangibly improve the lives of citizens
- » Show that the government has direct oversight over the proposed issue area
- » Emphasize efforts to address cross-system or cross-sector challenges

COMMITMENT AND CAPACITY

- » Demonstrate strong, dynamic leadership with clear track records of innovation and accomplishment
- » Affirm that the local leader will be personally accessible for meetings with the team at the kick-off, at mid-point, and at the close of the project
- » Demonstrate the support of other governmental and civic leaders who have oversight over other relevant parts of the system. While applications must be submitted by a local or regional government entity, partnerships with key stakeholders in the government, private, academic, and nonprofit sectors are encouraged
- » Outline plans for providing access to relevant data

- » Identify a project manager from senior staff who would provide access to key stakeholders during TSR engagement
- » Lay out a robust plan for implementing the recommendations delivered by the TSR team. Applications that propose to leverage additional resources to address the application topic are encouraged. Examples include: federal or state/provincial funding secured; municipality has earmarked funding for implementing TSR recommendations; funding and/or technical assistance secured from private funders such as foundations
- » Commit to reporting progress and impact to TSR on a quarterly basis for 12 months following completion of TSR's Safer Roads Challenge



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Contact Information

APPLYING CITY OR REGIONAL AUTHORITY

City or Regional Authority

State/Province

Country

CITY OR REGIONAL LEADER: MAYOR OR EQUIVALENT EXECUTIVE LEADER

Honorific (Ms, Mr, Dr, etc)

First Name

Last Name

Title

When did s/he begin serving as a government leader? (Month, Year)

If elected: End of term (Month, Year)

Is s/he eligible for reelection? (Yes/No)



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Contact Information

CONTACT PERSON

Honorific (Ms, Mr, Dr, etc)

First Name

Last Name

Title

E-mail Address

Phone Number

Street Address 1

Street Address 2

City

State/Province

Country Postal Code



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Proposed Topic

What challenge facing the city or region do you propose addressing with support from TSR's Safer Roads Challenge? Please provide a brief summary of the context surrounding the proposed road safety issue area, including past efforts and current initiatives. If desired, include links to relevant articles, papers, or blogs covering the road safety issue area to provide our review team with additional background material.

1600 character limit

Which key stakeholders, including business leaders or leading advocacy organizations, are invested in the proposed topic area? Please describe their current roles and involvement in the road safety issue area.

1600 character limit



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Proposed Topic

Which senior staff member would serve as the project's sponsor and potentially lead the implementation of recommendations?

300 character limit

Which areas are connected to the proposed road safety issue area (check all that apply)?

Road Safety Management

Strengthen capacity, enhance data collection and performance measures, and mobilize resources/management for road safety.

Safer Roads and Mobility

Assess roads and connect hazardous conditions, by planning, designing, constructing, and operating roads with safety in mind.

Safer Vehicles

Test and adopt improved vehicle safety technologies and features.

Safer Road Users

Improve how people behave on the roads (prevention, education, training, laws and their enforcement, and post-violation rehabilitation).

Post-Crash Response

Care of people who have been injured in a road traffic crash.



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Proposed Topic

What systemic factors prevent the area and community from addressing this issue without TSR's Safer Roads Challenge (for example: insufficient budget, organizational culture, regulation, legislation, etc.)?

4000 character limit



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Anticipated Outcomes

What would be successful short- and long-term outcomes of TSR's Safer Roads Challenge engagement in your area?

4000 character limit



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Anticipated Outcomes

After the engagement, what specific actions would be taken to implement recommendations? What efforts would be taken to share best practices with other cities, regions, or countries?

4000 character limit



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Capacity for Driving Change

Please describe the area's accomplishments in encouraging innovation and driving change that demonstrate the community's capacity for acting on recommendations delivered by TSR's Safer Roads Challenge.

1600 character limit

Executive Sponsorship

Please attach a letter, signed by the mayor or equivalent executive certifying this submission to TSR's Safer Roads Challenge.