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MOBILITY INTELLIGENCE

UNLOCKING INNOVATION:

Funding Pathways for Vision Zero Technology



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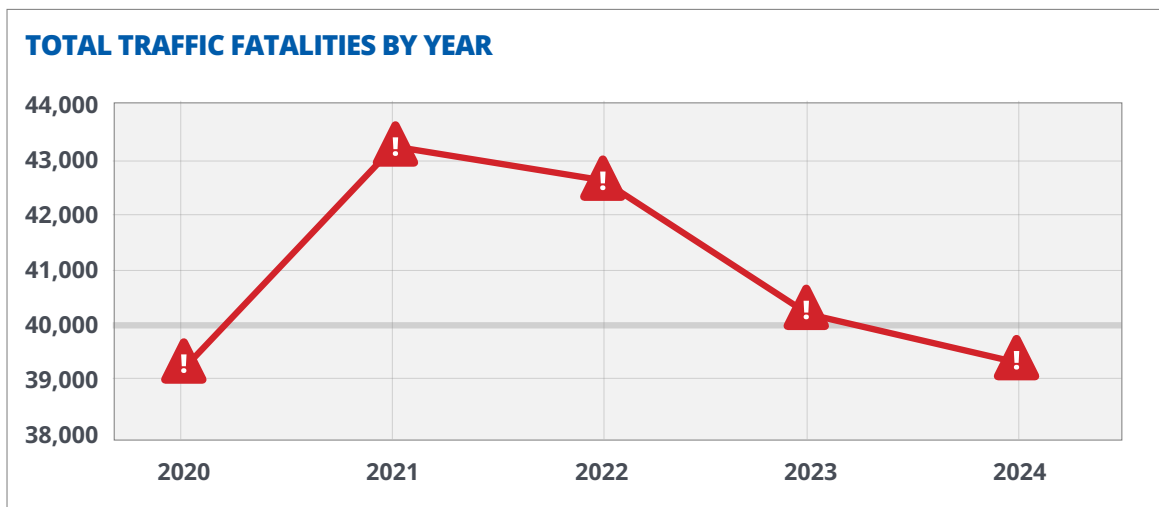
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INTRODUCTION

WHY FUNDING INNOVATION IS ESSENTIAL TO ACHIEVING VISION ZERO

Every day across the United States, families lose someone to a traffic crash—losses that are often preventable. While progress is being made—[the National Highway Traffic Safety Administration](#) (NHTSA, 2025) estimates that traffic deaths decreased 3.8% to 39,345 in 2024 compared to 2023, marking the first time since 2020 that fatalities have fallen below 40,000—the human cost of our road transportation network remains unacceptably high. Achieving Vision Zero goals requires not only cross-department and cross-sector collaboration, but also the integration of new tools, technologies, and data-driven approaches that can transform how agencies identify and address safety risks.



Source: NHTSA, *Traffic Safety Facts* (2025). Data estimates; see NHTSA for methodology.

State, local, and regional agencies increasingly recognize the need to shift from reactive approaches to proactive safety strategies. Many are familiar with the potential of predictive analytics, telematics, artificial intelligence, and large language models to identify high-risk locations and behaviors as a supplement to historical crash data. These technologies enable organizations to understand not just what has happened, but identify previously unknown risks and the potential for what could happen—allowing for smarter prioritization of resources toward the areas of greatest risk for greater impact. Yet for many agencies, advanced data tools and emerging technologies can seem financially out of reach.

Translating these commitments into measurable outcomes—and achieving Vision Zero—requires not only cross-department and cross-sector collaboration but sustainable funding.

This guide identifies grant opportunities specifically designed to fund data, analytics, and technology for road safety initiatives.

HOW TO USE THIS GUIDE

At Michelin Mobility Intelligence, we are committed to helping create a better and safer way forward for everyone on the road and engineer tools to support road safety leaders. We understand that organizations aligned with our mission are often strapped for time and funding.

This guide is not meant to be exhaustive or representative of the full grant landscape available to support road safety projects. Rather, it highlights a curated selection of public and private funding opportunities specifically suited for accessing and/or piloting new technology and data-driven innovations in support of Vision Zero goals—outlining program details, eligible applicants, and key components for developing strong applications.

Whether you're a safety leader seeking federal or private funding or an expert consultant or firm helping organizations plan and deploy safety initiatives, this guide is designed to streamline your path to funding.

In this guide you will find ways to:

- » *Save time and resources* with a curated overview of federal and private grant opportunities.
- » *Identify the right grants* using clear eligibility requirements that match your organization's goals.
- » *Build stronger applications* with guidance on the components needed for competitive proposals.
- » *Stay organized and track key deadlines* and application timelines to plan your funding strategy throughout the year.
- » *Help fund critical safety initiatives*, including pilot programs and data-driven countermeasures that reduce traffic fatalities.

WHO THIS GUIDE IS FOR:



City, Counties, and Metropolitan Planning Organizations:

Local agencies, MPOs and communities seeking to identify near-term, discretionary funding, align projects to program criteria, and implement data-driven safety pilots. State DOTs that are looking to share additional resources to support MPOs and city and county municipalities.



Engineering Firms and Universities:

Partners who plan, scope, and deliver safety projects; use this guide to match clients to programs, strengthen proposals with data methods, and plan evaluations.



The Broader Transportation Ecosystem:

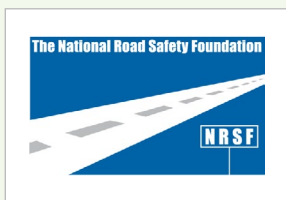
Stakeholders across the transportation ecosystem—advocates, health systems, private operators—who use grant intelligence to build partnerships and scale proven countermeasures.

NAVIGATING THE EXISTING PUBLIC AND PRIVATE GRAND LANDSCAPE

Securing the necessary capital to advance Vision Zero goals requires navigating a diverse landscape of federal and private funding. Federal programs like Safe Streets and Roads for All (SS4A) and RAISE fund large-scale implementation projects, while state partnership grants, foundation awards, and innovation-focused programs support pilots, demonstrations, and research initiatives—often with broader eligibility including cities, counties, nonprofits, universities, and tribal governments.

The programs below support organizations seeking to integrate data and technology into road safety strategies, including program specifics, eligibility requirements, timelines, and strategic considerations.

BEHAVIORAL AND BIKE/PEDESTRIAN SAFETY



National Road Safety Foundation Grants

Private

Partnership-based grants distributed through GHSA to State Highway Safety Offices for targeted road safety initiatives including drowsy driving prevention, speeding management, and safe youth active mobility programs. Grants support public awareness campaigns, enforcement training, and community-based education efforts.

Award Range:

\$25,000 per state (*recent cycles*)

Application Cycle:

Variable; announced through GHSA by invitation to State Highway Safety Offices. Recent cycles: 2022 (*youth mobility*), 2020 (*speed management*), 2017-2019 (*drowsy driving*).

Eligibility:

State Highway Safety Offices only. Local organizations and nonprofits cannot apply directly but may partner with their state office as implementation partners.

BEHAVIORAL AND BIKE/PEDESTRIAN SAFETY (CONT'D)



Complete Streets Community Grants

Private

Tactical urbanism and complete streets projects in underserved communities. While there's no national Complete Streets grant program, several states offer funding. Check with your State DOT to see if similar programs exist. Some states integrate Complete Streets into broader transportation programs like TAP or state highway safety funds.

Award Range:

\$5K-\$30K per project

Application Cycle:

Rolling applications

Eligibility:

Nonprofits, community groups, local organizations



Transportation Alternatives Program (TAP)

Government

Funding for a variety of transportation alternatives including bicycle and pedestrian improvements, safe routes to schools, and traffic calming

Award Range:

Varies; typically \$2M-\$5M per state annually

Application Cycle:

Annual funding allocated to states; state-level application cycles vary

Eligibility:

States, local governments, nonprofits (via states), transit agencies

INFRASTRUCTURE AND PLANNING



RAISE / BUILD Grants (Better Utilizing Investments to Leverage Development)

Government (federal)

Competitive discretionary grants for surface transportation infrastructure projects that advance safety, equity, sustainability, and economic competitiveness.

Award Range:

\$5M–\$25M (*planning and capital projects*)

Application Cycle:

Annual; NOFO typically released in spring

Eligibility:

States, local governments, tribal governments, transit agencies, ports



Kresge Foundation Climate & Mobility Grants

Private

Funding for climate-resilient transportation, land use, and mobility solutions when embedded in broader place-based initiatives (*e.g., American Cities, Environment*). Current focus on Detroit, Fresno, Memphis and New Orleans. Open opportunities vary over time.

Award Range:

Varies; typically \$100K-\$500K+ per project

Application Cycle:

Varies by program; check Kresge website for current opportunities

Eligibility:

Nonprofits, cities, foundations, universities

COMMUNITY PROGRAMS AND EDUCATION



[RWJF – Local Data for Equitable Communities Grants](#)

Private

Grants to nonprofit organizations to collect, analyze, and use data to address inequities in the physical, economic, and social conditions of communities. Transportation and mobility projects that use data-driven approaches to improve community health outcomes are eligible.

Award Range:

Varies widely; typically \$100K-\$500K+ per project

Application Cycle:

Varies by program; check RWJF website for current opportunities

Eligibility:

Nonprofits, academic institutions, government agencies, health organizations



[AARP Community Challenge](#)

Private

Grants for quick-action projects that make communities more livable for people of all ages, including public place improvements, transportation, housing, and digital connections. **NOTE:** *Projects must align with AARP's mission to serve people age 50 and older.*

Award Range:

\$300-\$25,000 depending on grant type (*flagship \$15K, capacity-building \$2.5K, demonstration \$10K-\$25K*)

Application Cycle:

Annual; applications typically January-March

Eligibility:

501(c)(3), 501(c)(4), 501(c)(6) nonprofits; government entities

COMMUNITY PROGRAMS AND EDUCATION (CONT'D)



Lyft Community Fund Transportation Grants

Private

Grants supporting nonprofits addressing mobility and transportation access, safety, and equity.

Award Range:

\$10K-\$50K per grant

Application Cycle:

Not currently accepting applications (*as of Jan 2026*). Availability varies; check website for updates

Eligibility:

Nonprofits focused on mobility, transportation, and community services



TECHNOLOGY, DATA AND INNOVATION



U.S. Department
of Transportation

Federal Transit
Administration

FTA Innovation & Modernization Grants

Government

Funding for transit agencies to improve public transportation, safety, and innovation in transit systems.

Award Range:

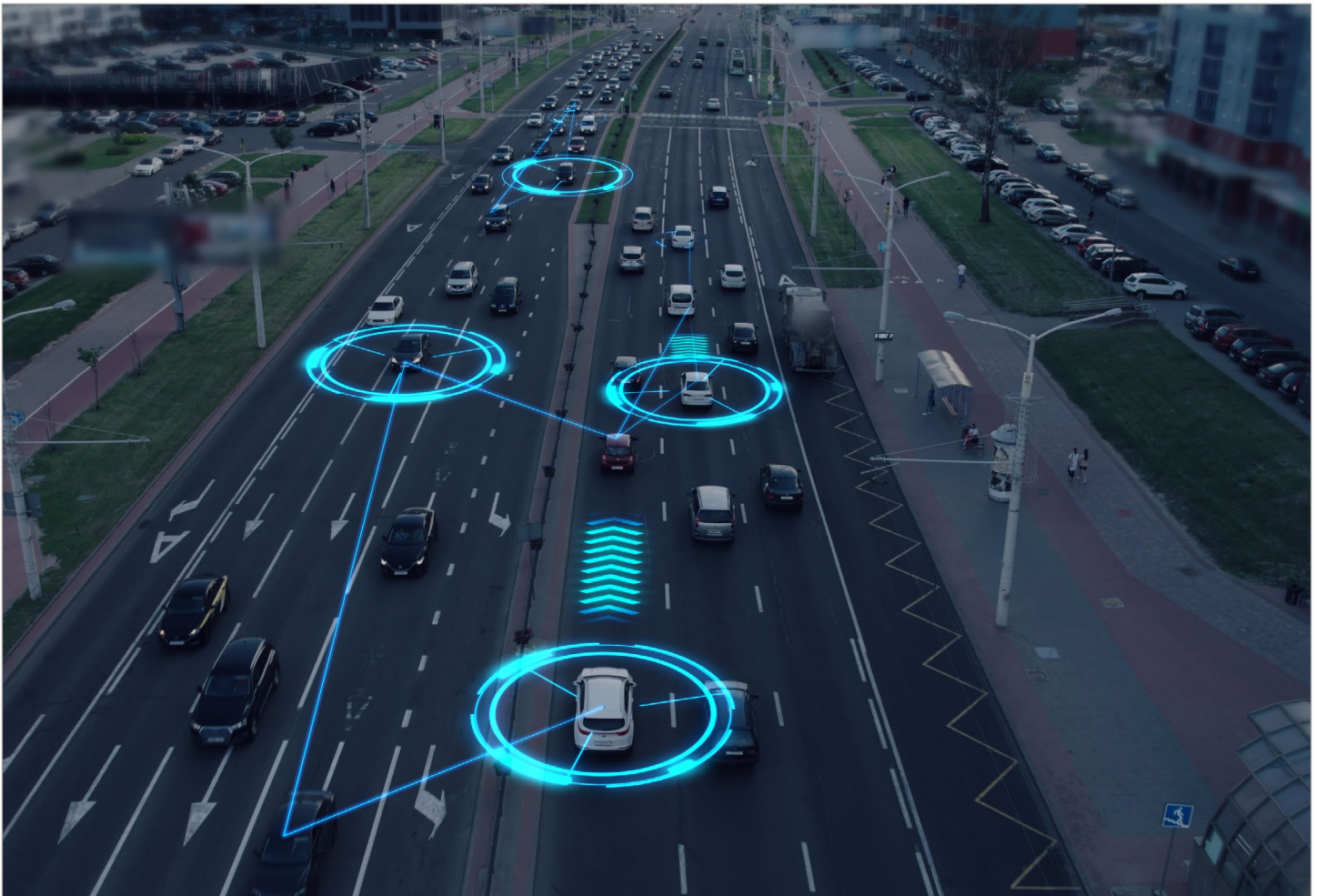
Varies; typically \$1M-\$100M+ depending on project scope

Application Cycle:

Varies by FTA program - see [transit.dot.gov/funding](https://www.transit.dot.gov/funding)

Eligibility:

Public transit agencies, local governments



VISION ZERO AND TRAFFIC SAFETY



[Safe Streets and Roads for All \(SS4A\)](#)

Government

Comprehensive safety initiative providing flexible, multidisciplinary funding for states, local governments, and tribes to develop and implement Evidence-Based Safety Action Plans.

Award Range:

Varies by NOFO; typically \$5M-\$15M total per cycle

Application Cycle:

Annual; NOFO release varies by fiscal year; typically 90-day application window

Eligibility:

State DOTs, cities, counties, MPOs, tribes, transit agencies



[NHTSA Highway Safety Grants](#)

Government

Funding for state and local highway safety programs addressing behavioral factors like impaired driving, speeding, and distracted driving.

Award Range:

Varies; typically \$50K-\$500K per program (*SHSOs may offer a range of \$5K-\$500K*)

Application Cycle:

Annual (*typically August*) - administered by state highway safety offices

Eligibility:

State highway safety offices, law enforcement agencies, nonprofits



[Road to Zero Traffic Safety Grants - National Safety Council](#)

Private

Grants for innovative traffic safety research and countermeasure implementation.

Award Range:

\$50K-\$200K per grant

Application Cycle:

Annual; applications typically open Nov, deadline mid-Jan

Eligibility:

Nonprofits, research institutions, government agencies

DESIGNING A COMPETITIVE, DATA-DRIVEN SAFETY PILOT

Many funding opportunities—particularly innovation-focused and foundation grants—support pilot demonstrations as a pathway to test new technologies, interventions, or data sources before committing to full-scale implementation. When designing a safety pilot, competitive applications demonstrate rigor, feasibility, and measurable outcomes.

Every program may have their own unique requirements and agency may have their own process. Below is a framework that may be considered as a resource while developing compelling pilot projects:



Define the Safety Problem:

Explain the specific problem you're addressing—for example; crash types, at-risk behaviors, or vulnerable populations. Strong pilots often focus on specific, measurable issues—such as left-turn conflicts at particular intersections, excessive speeding in school zones, or pedestrian crashes in high-injury corridors—rather than broad, system-wide challenges.

Leverage Data to Inform Interventions:

Consider the data your organization already has access to—crash reports, traffic counts, near-miss indicators, risk analytics, insights from Public Participation and Engagement sessions—and use these insights to identify high-risk locations, behaviors, or time periods. Proposed interventions such as signal timing changes, traffic calming, or geometric improvements can be justified by the patterns revealed in your data analysis.



Define Clear Evaluation Metrics:

Establish baseline conditions and specify how you'll measure pilot success. Defining pre- and post-measures, such as reductions in near-miss indicators (harsh braking/acceleration) can help demonstrate impact and build the case for scaling successful interventions or pursuing implementation funding.

Targeted Community Benefits:

If relevant to your project's goals, demonstrate how interventions address high-injury networks in communities with disproportionate crash burdens. Some grant programs—particularly private foundations—may specifically prioritize or support this approach.





Plan for What Comes Next:

Consider how pilot results might support next steps—such as permanent installation, replication of deployments at additional locations, or applications for larger implementation grants. Including this forward-looking perspective in your proposal can help demonstrate strategic planning and may strengthen your application.

Connect Insights to Interventions:

Use data findings to justify proposed treatments and determine which type(s) of countermeasure—infrastructure, enforcement, or education—are required. For instance for infrastructure, signal timing changes, traffic calming measures, or geometric improvements could potentially address the specific risks identified in your analysis.



WHAT FUNDERS LOOK FOR: PROPOSAL ESSENTIALS*

Most grant programs, including SS4A and RAISE, publish specific review criteria. One way you can map your proposal narrative is to use these common scoring buckets:

» Safety Impact

Establish a clear causal chain from data insights to the proposed intervention and the targeted outcome.

» Readiness and Feasibility

Demonstrate that your project has a defined scope, a realistic schedule, and all necessary permits or partnerships in place.

» Data Quality

Use validated datasets and ensure transparent analytics and strong privacy protections are documented.

» Federal Priorities

USDOT currently prioritizes first-time applicants and projects specifically targeting speed and enforcement. Proposals for federal funding under \$1 million should include a narrative of no more than two pages.

**Any suggestions, tips, or characterizations of specific grant programs contained in this guide are general in nature and reflect publicly available information as of the date of publication. They are not intended as a substitute for professional grant-writing, legal, or financial counsel. Readers are encouraged to conduct their own independent evaluation of any grant opportunity before applying.*

GRANT FAQ/GLOSSARY

This glossary defines terms and abbreviations commonly used in federal and private grant applications. Understanding this terminology can be helpful in navigating application materials and communicating effectively with funders and partners.

Before-After with Comparison Group: An evaluation design that compares treated sites to similar untreated sites to control for external factors.

Benefit-Cost Analysis (BCA): A quantitative assessment comparing a project's expected safety and societal benefits to its costs; required for many USDOT discretionary grants.

Buy America/Build America (BABA): Federal domestic content requirements for iron, steel, manufactured products, and construction materials on federally funded projects.

Complete Streets: Design approach ensuring safe, accessible travel for all users—pedestrians, cyclists, transit riders, and drivers.

Cost Share/Match: The non-federal contribution (*cash or in-kind*) required by some grants, expressed as a percentage of total project cost.

Countermeasure: A specific treatment or initiative (*e.g., enforcement, education, and infrastructure such as road diets and roundabouts*) implemented to address a defined crash pattern or identified risky road segments.

Crash Modification Factor (CMF): A multiplier estimating the expected change in crashes after a specific countermeasure is implemented.

Data Use Agreement (DUA): A contract governing data sharing, privacy, security, and permitted uses between partners.

Empirical Bayes (EB): A statistical approach used in safety evaluations to improve the credibility of before-and-after studies by accounting for regression-to-the-mean.

Grants.gov / SAM.gov / UEI: Federal portals and identifiers required to apply for grants; applicants must have an active SAM registration and a Unique Entity Identifier (UEI).

High-Injury Network (HIN): A subset of the network where a disproportionate share of severe crashes occurs; often prioritized for equity and safety impact.

Highway Safety Manual Highway Safety Manual (HSM): Methods and models for predicting expected crash frequency and conducting data-driven evaluations. Published by AASHTO, the HSM provides Safety Performance Functions and analytical tools for quantifying traffic safety performance. Additional resources and tools available at [FHWA's HSM page](#).

Highway Safety Improvement Program (HSIP): Core federal safety funding program focused on data-driven projects that reduce fatal and serious injury crashes on all public roads. Learn more about [HSIP eligibility and application requirements](#) here.

Indirect Cost Rate (IDC): Federally negotiated overhead rate that can be applied to grant budgets for eligible administrative costs.

In-Kind Match: Non-cash contributions (*e.g., staff time, equipment, data*) counted toward the required match.

Justice40: A federal initiative seeking to deliver 40% of the overall benefits of certain federal investments to disadvantaged communities; In grant applications, this is closely tied to equity requirements. Agencies can use proactive data, such as network screening, to identify high-injury networks within these underserved areas, providing the objective justification required to meet Justice40 standards.

MOUs/Letters of Support: Documentation of partner commitments and roles that strengthen readiness and feasibility in proposals.

MPO (Metropolitan Planning Organization): Regional body that coordinates transportation planning and programming; often a key partner and applicant.

Near-Miss Indicators: Surrogate safety measures, such as harsh braking and acceleration patterns, that highlight elevated risk before a crash occurs.

Network Screening: A method to identify and rank high-risk intersections or road segments based on crash history, traffic volume, and risk factors. Used to prioritize locations for safety interventions.

NOFO (Notice of Funding Opportunity): A document outlining eligibility, evaluation criteria, and application requirements.

NOFO vs. FOA: Notice of Funding Opportunity and Funding Opportunity Announcement; both terms refer to official solicitations detailing eligibility and requirements, but NOFO is the standard terminology used for federal transportation grants.

Period of Performance: The official start–end dates during which grant funds can be obligated and expended.

RAISE: Rebuilding American Infrastructure with Sustainability and Equity; funds multimodal projects with strong safety, equity, and climate benefits.

Reimbursement Grant: Funding model where recipients incur costs and then submit for reimbursement, rather than receiving funds upfront.

SAM.gov (System for Award Management): The official U.S. government system where organizations must register before applying for federal grants or contracts. All federal grant applicants must have an active [SAM.gov](#) registration before submitting applications—this process can take 2-4 weeks, so register early. Registration is free and must be renewed annually.

Safe Streets and Roads for All (SS4A): A USDOT program funding planning and implementation for roadway safety, including Vision Zero action plans.

SMART Grants: Strengthening Mobility and Revolutionizing Transportation program funding advanced data and technology deployments (*e.g., sensors, analytics*).

Systemic vs. Spot Treatments: Systemic applies countermeasures across many sites with shared risk factors; spot focuses on individual high-risk locations.

The Safe System Approach: A framework that designs for human error across five pillars: safer roads, safer speeds, safer vehicles, safer road users, and post-crash care.

Title VI / Equity Analysis: Requirements to ensure nondiscrimination and equitable benefits; often includes outreach, language access, and distributional impact analysis.



GRANT FUNDING CHECKLIST AND TEMPLATES

Securing grant funding requires careful preparation and attention to detail. While many agencies already have an annual grant strategy process, if yours does not, consider the following timeline to help organize and map out key information and deadlines to incorporate into that process.

6-12 MONTHS

90 DAYS

60 DAYS

30 DAYS

14 DAYS

48 HOURS

Review requirements

Assemble team

Scope project

Finalize project design

Internal review

Submit

Build partnerships

Verify Sam.gov

Identify partners

Complete budget

Document assembly

Avoid technical issues:

Develop safety plan

Begin data gathering

Request letters of support

Align with NOFO criteria

Submit ahead of the deadline



PLANNING AHEAD: PRE-APPLICATION PREPAREDNESS CHECKLIST

If you're not ready to apply this year or want to explore grants for future planning, use this checklist to organize the information you'll need to collect:

1. Review the Grant Landscape

Review all grants in Section 3 of this guide

Incorporate additional grants you are familiar with or have been successful for you in the past

Identify 3-5 grants that align with your organization's goals and eligibility

Note typical application cycles (*e.g., SS4A opens in March, RAISE in November*)

Download past NOFOs or application guides to understand requirements

2. Create a Grant Calendar

Mark application deadlines for target grants in your planning calendar

Set internal milestones: 90 days before deadline = begin prep, 60 days = draft narrative

Subscribe to grant notifications (*e.g., USDOT email list, Grants.gov alerts*)

Identify which grants require annual planning vs. multi-year commitments

3. Build Readiness

Complete [SAM.gov](https://sam.gov) registration if not already active (*can take 2-4 weeks*)

Begin identifying and organizing the necessary crash data and documenting transportation safety concerns in your community

Identify potential partners and start relationship-building conversations

Review successful applications from past cycles (*many are public via FOIA or agency websites*)

Attend grant webinars or technical assistance sessions offered by funding agencies

4. Set Yourself Up for Success

Designate a grant coordinator or a grant committee team to handle grant management

Create templates for Letters of Support, MOUs, and budget narratives

Build relationships with consultants or technical experts who can support applications

Track lessons learned from this planning process to improve next year's approach

Stay Updated: Grant cycles can shift. Subscribe to USDOT notifications at transportation.gov/grants and check grants.gov regularly for updates.

GRANT FUNDING CHECKLIST

Many organizations have established grant submission processes and checklists tailored to their specific needs. For those developing or refining their approach, this checklist offers example components commonly found in competitive applications. Feel free to adapt these items based on your organization's grant strategy, existing processes, and the specific requirements of their target funding opportunities.

1. The Basics

Standard Federal Forms: Find these at the Official [Safe Streets and Roads for All website](#):

SF-424: Application for Federal Assistance.

SF-LLL: Disclosure of Lobbying Activities.

SF-424A/C: Budget information for non-construction/construction programs.

Executive Summary: A one-page overview tying the problem and data approach to the budget.

Budget Narrative: Detailed line-item justifications for data acquisition, analytics, community engagement, and contingency costs.

Procurement Path: Documented steps for contracting data services or construction in compliance with federal standards.

2. Strategic Impact & Equity

Equity Impact Statement (optional): Include documentation showing how community feedback shaped the design and how the project benefits high-burden areas if applicable.

Community Engagement Plan: A roadmap and materials for inclusive stakeholder outreach.

Intervention Package: Direct treatments (*e.g., Leading Pedestrian Intervals or traffic calming*) explicitly matched to the identified risks.

3. Technical & Data Readiness

Data Management Plan: Outlines governance, privacy controls, data retention, and sharing protocols.

Site List & Network Screening: A list of prioritized locations based on near-miss hotspot detection or segment risk scoring.

Project Map: A visual representation of the proposed project area and intervention sites.

Logic Model: A clear visual mapping of Inputs --> Activities --> Outputs --> Outcomes (*see next page for worksheet*) with defined verification metrics.

4. Evaluation & Sustainability

Evaluation Plan: A summary of the impact timeline, including:

Baseline: 12 months pre-implementation data.

Short-term/Immediate: 0–12 month post-implementation checks for behavioral changes.

Follow-up: 12–24 month assessment for scalability and sustainment.

Maintenance & Sustainability Plan: Documentation showing how data insights will be institutionalized into long-term capital programs or design standards,

Partnership & Commitment (*Letters of Support*)

Formal Agreements: Signed MOUs or partnership agreements outlining specific roles.

Letters of Commitment: Secured from a comprehensive list of stakeholders, including:

Core Agencies: DOT, MPO, Transit Agency, and Public Works.

Safety & Health: Police/Traffic Enforcement, EMS, and Public Health/Hospitals.

Community: School Districts, Business Improvement Districts, and Advocacy Groups (*bike/ped, disability, senior*).

LOGIC MODEL WORKSHEET*

This visual template can be used to map the work you plan to do, providing funders with a clear causal chain and verification sources for the project's success.

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES

**Any suggestions, tips, or characterizations of specific grant programs contained in this guide are general in nature and reflect publicly available information as of the date of publication. They are not intended as a substitute for professional grant-writing, legal, or financial counsel. Readers are encouraged to conduct their own independent evaluation of any grant opportunity before applying.*

ADDITIONAL RESOURCES AND TOOLS

Federal Grant Application Tools

DOT Navigator: USDOT's one-stop resource with grant preparation checklists, BCA tools, and Justice40 mapping.

Grants.gov Learning Center: Federal portal for finding and applying to all federal grants, with free application tutorials.

SS4A Action Plan Template: USDOT-provided outline and structure for developing comprehensive safety action plans.

Safety Planning & Analysis Tools

AASHTO Highway Safety Manual (HSM): Technical reference that provides standardized methodologies for quantitative safety analysis and crash prediction modeling widely used in federal grant applications and safety studies. (**Paid resource; check if you have institutional access through your organization, state DOT, or other partner agencies/departments*).

Crash Modification Factor (CMF) Clearinghouse: Database of proven safety countermeasures with quantified crash reduction estimates.

Systemic Safety Project Selection Tool: Free FHWA software for conducting network screening to identify high-risk locations.

NHTSA Countermeasures That Work: A reference guide for State Highway Safety Offices to help select effective, science-based traffic safety countermeasures to address highway safety problem areas in their states.

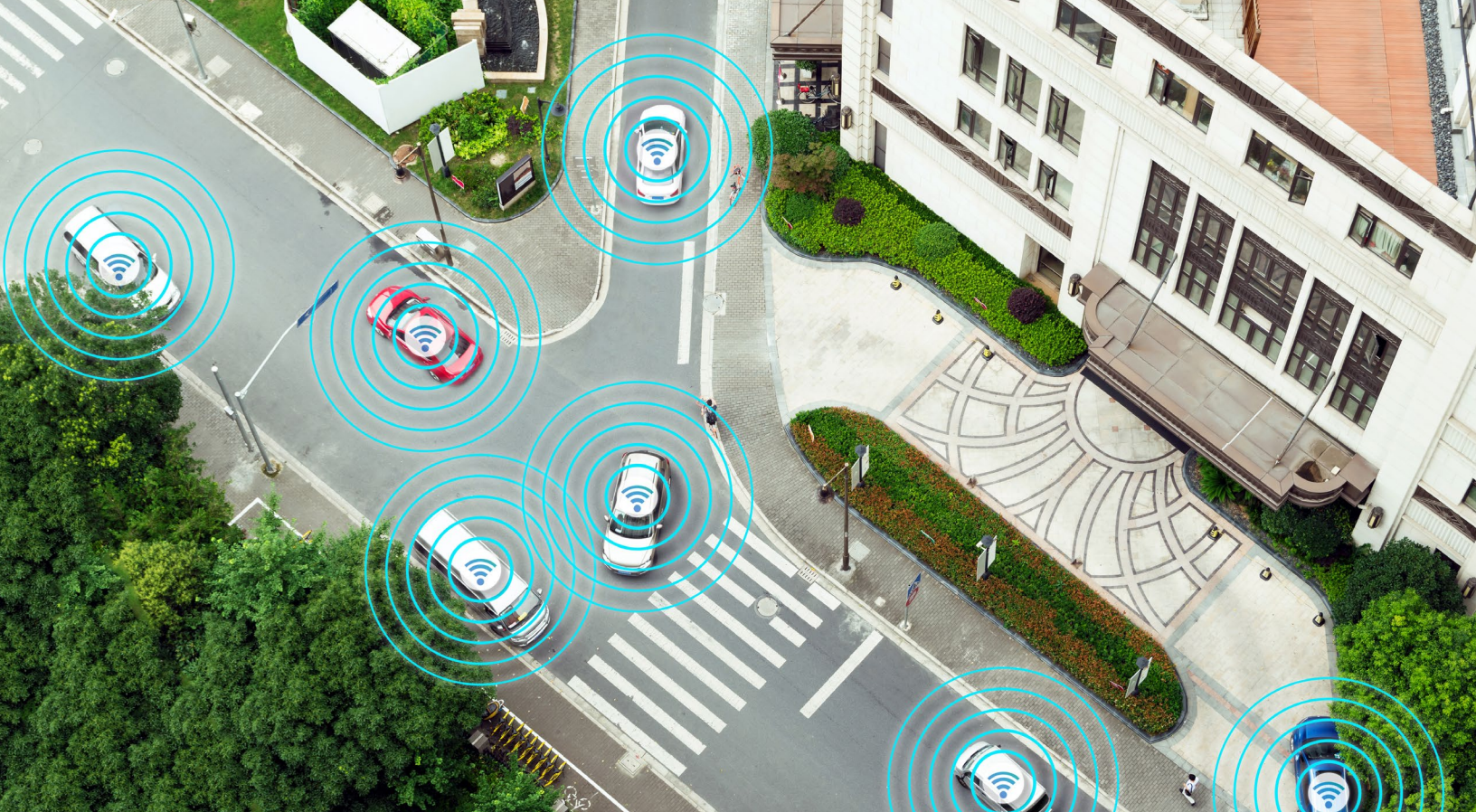
Budget & Financial Planning

USDOT Benefit-Cost Analysis (BCA) Guidance: Official step-by-step methodology and calculators for required benefit-cost analyses in USDOT grant applications.

Grant Opportunity Tracking

USDOT Discretionary Grants Dashboard: Searchable database of all USDOT competitive grants, updated weekly with deadlines and eligibility.

USDOT NOFO Calendar: Forward-looking calendar of anticipated Notice of Funding Opportunity releases across all DOT programs.



INTELLIGENT ROAD SAFETY SOLUTIONS, POWERED BY DATA

With more than a million lives lost globally each year to road traffic crashes, Michelin Mobility Intelligence provides data insights to help make mobility safer for everyone on the road.

Part of Michelin's historic commitment to making smarter, safer, and more efficient mobility systems, Michelin Mobility Intelligence solutions offer civil engineering firms, university research centers, state and local transportation agencies, infrastructure managers, fleet operators, Vision Zero program leaders, and more data-driven road safety insights and tools tailored to their needs and safety goals.



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