



Dear [director name],

The FTA recently announced the [Safety Research and Demonstration \(SRD\) Program](#) providing multiple rail transits like **TRANSIT NAME** up to \$7.3M in grant funding. You are eligible to participate as a partner in this exciting opportunity to demonstrate and evaluate innovative technologies to improve rail transit safety. **TRANSIT NAME** needs to apply online at [www.grants.gov](http://www.grants.gov) by March 24, 2020.

Fatalities due to trespassing and suicide account for 73% of all rail collision fatalities, yet NO system exists to provide passenger education and training for rail transit safety and incident reporting....until now!

**TRANSIT NAME** provides robust training opportunities to transit employees for recognizing and reporting safety hazards, yet employees represent less than 1 percent of persons in your transit system. Through this SRD Grant Program, ELERTS will partner with **TRANSIT NAME** to extend rail safety training to passengers through the development of a Computer Based Training system.

ELERTS Computer Based Training (CBT) will seamlessly integrate within the existing ELERTS incident reporting platform, used by over 30 transit agencies across North America. Passengers and employees can subscribe to receive rail transit-oriented lessons sent to their ELERTS smartphone app.

I am writing to invite **TRANSIT NAME** to join ELERTS in this grant opportunity, funded up to 80% by the FTA. Through the ELERTS CBT, passengers and employees will become more informed app users, and thus more capable assets for recognizing and reporting safety issues. This new system will support your SRD funding application, as it directly addresses the program's goal to 'explore advanced technologies to mitigate and prevent safety hazards on rail transit systems'.

We understand that applying for federal grants can be time consuming. **Please contact me if you would like to receive:**

- A helpful grant application checklist
- Written templates to guide you in completing the grant application
- Details on how ELERTS can partner with your agency as part of this grant
- Assistance in arranging partnerships and collaborations with other rail transit agencies

We look forward to continuing our work with **TRANSIT NAME** in this innovative approach to improve public safety.

Respectfully submitted,

<insert name and contact info of sales rep>