

UTC Project Information	
Project Title	Mitigation of Lane Departure Crashes in the Pacific Northwest through Coordinated Outreach
University	Oregon State University
Principal Investigator Co-Investigator	David Hurwitz Linda Boyle (UW), Leila Hajibabai (WSU), Billy Connor (UAF), Ahmed Abdel-Rahim (UI)
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Funding Source(s) and Amounts Provided (by each agency or organization)	
Total Project Cost	\$45000.00
Agency ID or Contract Number	
Start and End Dates	Start: 01/15/2015 End: 06/15/2016
Brief Description of Research Project	<p>Approximately 60 percent of fatalities on our nation's roadways are the result of lane departure crashes. In some cases, the vehicle crossed the centerline and was involved in a head-on crash or opposite direction sideswipe. In others, the vehicle left the roadway to roll over or impact one or more natural or man-made objects, such as trees, utility poles, bridge walls, embankments, or guardrails. A variety of transportation engineering solutions have been proposed to mitigate the occurrence of lane departure crashes including but not limited to: the safety edge, nighttime visibility, rumble strips, retroreflectivity, and pavement lane markings. While these strategies have shown varying degrees of promise in particular contexts, they do not immediately address all of the causal factors inherent in road users (motor vehicle and all-terrain vehicle operators) such as fatigue, operating under the influence, distraction driving, etc. There is a critical need to raise the awareness of the traveling public in the Pacific Northwest about the risks regarding lane departure crashes and how behaviors can mitigate their occurrence. The economic impact of these crashes needs attention so as to help prioritize alternative investments in such transportation engineering solutions. Essentially, users need to understand the benefits and costs of alternative programs.</p>

<p>Describe Implementation of Research Outcomes (or why not implemented)</p> <p>Place Any Photos Here</p>	
<p>Impacts/Benefits of Implementation (actual, not anticipated)</p>	
<p>Web Links</p> <ul style="list-style-type: none">• Reports• Project Website	
<p>Project Type (basic, applied, advanced, etc)</p>	<p>Applied</p>