UTC Project Information	
Project Title	Mitigation of Roadway Crashes in the Pacific Northwest through Coordinated K-9 Outreach
University	Oregon State University
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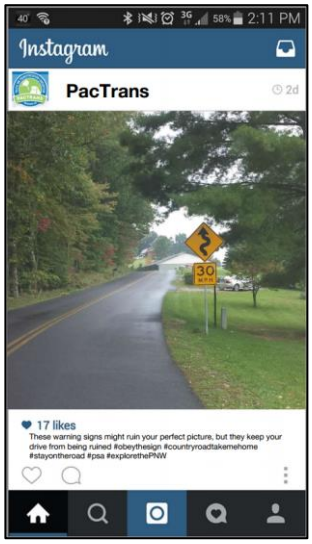
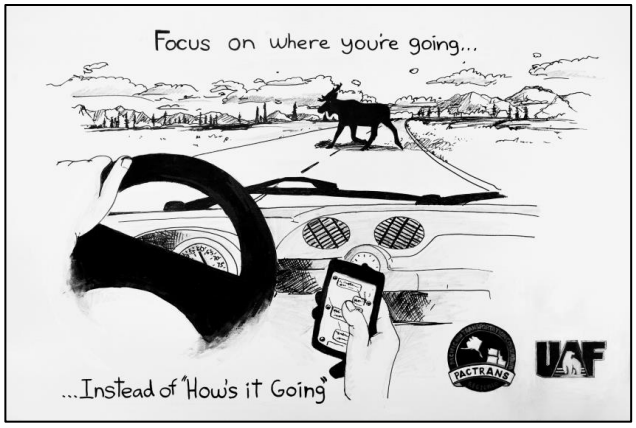
Funding Source(s) and Amounts Provided (by each agency or organization)	University of Washington PacTrans $165,000 Oregon State University $41,000 University of Idaho $31,000 Washington State University $31,000 University of Washington $31,000 University of Alaska Fairbanks $31,000
Total Project Cost	$330,000
Agency ID or Contract Number	DTRT13-G-UTC40
Start and End Dates	December 16, 2016 – January 31, 2018
Brief Description of Research Project	Approximately 17,000 fatalities occur annually in the U.S. because of roadway departure crashes. An analysis of crash data and conversations with state Departments of Transportation in Alaska, Oregon, Washington, and Idaho confirmed that this crash type is heavily overrepresented in the Pacific Northwest. To engage the public about lane departure crashes, two activities took place: (1) a high school and college student competition to develop public service announcements (PSAs) related to lane departure crashes was organized and (2) a heavily interactive transportation safety presentation was developed and administered to elementary and middle school students. The competition involved high school and college students in the Pacific Northwest creating a set of PSAs in the form of a short video, a series of social media posts, and a poster. Students submitted their competition entries through the online submission website. Next, the entries were evaluated by the project team members based on the criteria presented in the competition guidelines and prize winners were awarded at 1st, 2nd, and 3rd place levels in both the high school and college categories. The entries were judged to be of high quality and demonstrated a creative understanding of this safety issue. Many of the

	entries highlighted the role of distracted driving as a primary cause of lane departure crashes. The research team developed a interactive transportation safety presentation. The safety presentations focused on local transportation safety issues, using images of locations that students might recognize to help engage students in safety within their communities. Eighteen safety presentations were made to 488 students throughout the Pacific Northwest. After the presentation, students were asked to creatively respond to the prompt, "how do you think we stop crashes?" The collective goal of all three phases (Phase I & II – planning an administration of a PSA competition for high school and college students and Phase III – interactive presentations to K – 9 students about traffic safety) of this project is to engage the public in the Pacific Northwest regarding the safety issue of lane departure crashes.
Describe Implementation of Research Outcomes (or why not implemented) Place Any Photos Here	Several dozen submissions were received from the PSA competition. Here a two examples of the quality and creativity of the submissions:  

	There are many photos from this project that are really neat, but they are high resolution. I've put them in a google drive folder here for you to access The photos here are specific to phase III of the project: https://drive.google.com/drive/folders/1itNUbcP7S-UzaMgNX1IS-u-zeG-hR17F?usp=sharing After the safety presentations, students created 408 drawings, wrote 124 narratives, and were interview 4 times about their ideas with researchers. In total 536 individual items were produced by students who participated in the safety presentations. These items were analyzed in the form of word clouds and picture mosaics which were developed on a per state basis and across the Pacific Northwest. Many of the suggestions from students focused on engineering, education or enforcement options to improve issues associated with driver behaviors.
Impacts/Benefits of Implementation (actual, or anticipated)	Anticipated: • Raising traffic safety awareness in younger populations with the hope that this will contribute to safer behaviors when these populations make transportation decisions in the future.
Web Links • Reports • Project Website	https://outreach.oregonstate.edu/2018-vice-provost-awards-excellence - our project was awarded a 2018 Vice Provost Award for Excellence by Oregon State University.

	Jashami, H.*, Abadi, M.G.*, Hurwitz, D. (2017) "Factors Contributing to Self-Reported Cell Phone Usage by Younger Drivers in the Pacific Northwest," 9th International Driving Symposium on Human Factors in Driver Assessment training, and Vehicle Design, Manchester Village, VT, June 26-29, 2017. Jashami, H.*, **Hurwitz, D.**, Abdel-Rahim, A., Bham, G., Boyle, L., & Cofer, W. (2017) "Educating Teenage Drivers in the Pacific Northwest about Distracted Driving," 96th *Transportation Research Board Annual Meeting Compendium*, Paper 17-02233.