



PacTrans Safety Outreach Project

Cole Kopca

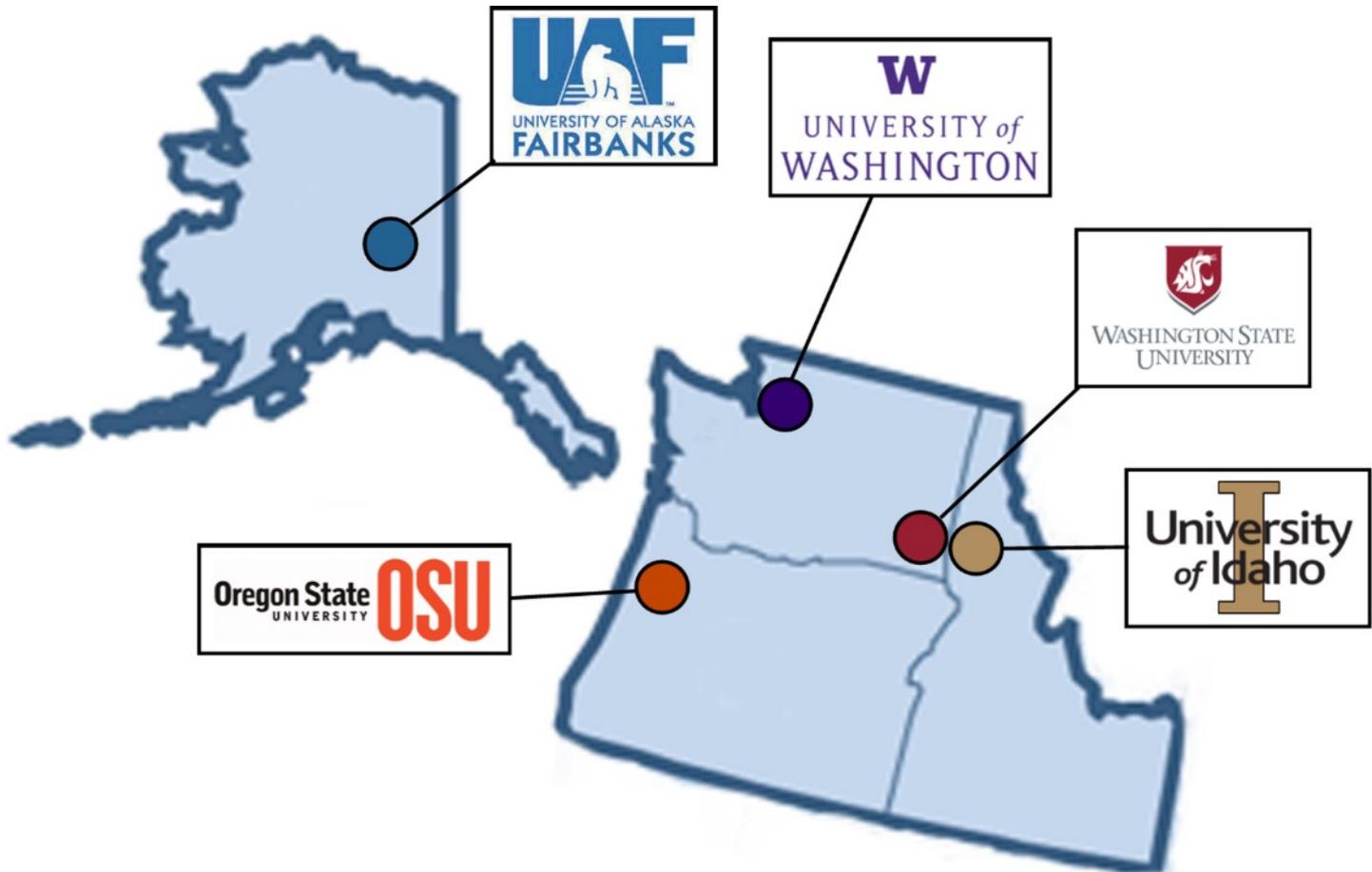
Thursday April 6, 2017

Third Annual Summit of University Transportation Centers for Safety



Our Consortium

Developing Data Driven Solutions and Decision-Making for Safe Transport





Outreach Projects

Educating Teenage Drivers in the Pacific Northwest Regarding the Dangers of Distracted Driving

Mitigation of Lane Departure Crashes in the Pacific Northwest through Coordinated Outreach

David Hurwitz, Oregon State University

Linda Boyle, University of Washington

Ahmed Abdel Rahim, University of Idaho

Nathan Belz, University of Alaska

Leila Hajibabai, Washington State University





SAFETY-LU Outreach Project

- Interactive Distracted Driving Presentation created
- 1,400 students (14-18 years of age) viewed presentation
- 1,006 of those participants took pre/post surveys

“Results [of pre/post surveys] indicated that the interactive presentation positively influenced teenage driver perspectives, meaning that after the interactive presentation, teenage drivers were more likely to correctly identify different types of distracted driving.”



SAFETY-LU Outreach Project

- 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. <https://trid.trb.org/view.aspx?id=1437945>
- Hurwitz, D., Miller, E., Jannat, M.*, Boyle, L., Brown, S., Abdel-Rahim, A., & Wang, H. (2016) “Improving Teenage Driver Perceptions Regarding the Impact of Distracted Driving in the Pacific Northwest,” *Journal of Transportation Safety & Security*, Volume 8, Issue 2, 148-163.
<http://www.tandfonline.com/doi/full/10.1080/19439962.2014.997329>



IDOT and University of Idaho

- Utilized interactive distracted driving presentation created on PacTrans project
- Presented in 17 entry level classes at UI and BSU (total of 977 students)
- Presented at 4 high schools in Boise, ID
- Info flyer circulated to all Idaho high schools



MAP-21 Outreach Project

Education and Workforce Development

Conferences

Seminar Series

Outreach

News in Outreach

Employment Opportunities

Safety Competition

Why is it Important

Competition Guidelines

Useful Resources

Safety Competition Submission

Contact Us

Pacific Northwest Transportation Consortium Safe Driving Public Service Announcement (PSA) Competition: Preventing Roadway Departure Crashes in the Pacific Northwest

What is a roadway departure crash



A roadway departure crash is defined as a crash which occurs after a vehicle crosses an edge line or a center line, or otherwise leaves the traveled way. In 2014, there were about 18,000 fatalities as a result of roadway departure crashes, which was 54 percent of the traffic fatalities in the United States.



What to submit



One Video
(20 to 30 seconds long)

and



and



One Poster
(2 feet tall x 3 feet long)

A series of five tweets or Instagram posts, which can include text, photos, or memes

What is the purpose

Helps to raise awareness of drivers in the Pacific Northwest about the risks of roadway departure crashes and how their behavior can help reduce how often they happen.

What if we win



1st place - \$750



2nd place - \$500



3rd place - \$250



Who can submit

There will be high school student level and a college student level competitions. At the high school level, any individual or team of individuals currently enrolled in any high school in Oregon. At the college student level, any individual or team of individuals currently enrolled in any college or university in Oregon.

When to submit

HIGH SCHOOL SUBMISSIONS DUE: October 5, 2016

COLLEGE SUBMISSIONS DUE: October 21, 2016

How to submit

Upload to the PacTrans website: <http://depts.washington.edu/pactrans/students/safety-competition/submission/>





High School Twitter | College Instagram

Sonia @SoniaRezaie · 1d
Before making irrational decisions like lane departure, ask yourself: Is it the potential death worth going somewhere a few minutes early?

Sonia @SoniaRezaie · 1d
Let's keep the roadway departure crashes locked in the video games. Even Need for Speed™ has a "for entertainment purposes only" disclaimer.





High School Poster





College Poster





Thanks!

