TRANSPORTATION POOLED FUND PROGRAM
QUARTERLY PROGRESS REPORT

Lead Agency (FHWA or State DOT): NE Department of Roads

INSTRUCTIONS:
Project Managers and/or research project investigators should complete a quarterly progress report for each calendar quarter during which the projects are active. Please provide a project schedule status of the research activities tied to each task that is defined in the proposal; a percentage completion of each task; a concise discussion (2 or 3 sentences) of the current status, including accomplishments and problems encountered, if any. List all tasks, even if no work was done during this period.

Transportation Pooled Fund Program Project # *(i.e, SPR-2(XXX), SPR-3(XXX) or TPF-5(XXX)* TPF-5(193) Suppl.#82	**Transportation Pooled Fund Program - Report Period:** ☑ Quarter 1 (January 1 – March 31) ☐ Quarter 2 (April 1 – June 30) ☐ Quarter 3 (July 1 – September 30) ☐ Quarter 4 (October 4 – December 31)	
Project Title: Tree Removal Marketing Program		
Name of Project Manager(s): Reid, Faller, Lechtenberg, Bielenberg	**Phone Number:** 402-472-6864	**E-Mail** rfaller1@unl.edu
Lead Agency Project ID: RPFP-15-TREE-1	**Other Project ID (i.e., contract #):** 26112110114001	**Project Start Date:** August 1, 2014
Original Project End Date: July 31, 2017	**Current Project End Date:** July 31, 2017	**Number of Extensions:** 0

Project schedule status:

☑ On schedule ☐ On revised schedule ☐ Ahead of schedule ☐ Behind schedule

Overall Project Statistics:

Total Project Budget	Total Cost to Date for Project	Percentage of Work Completed to Date
$80,815	$70,316	90%

Quarterly Project Statistics:

Total Project Expenses and Percentage This Quarter	Total Amount of Funds Expended This Quarter	Total Percentage of Time Used to Date
	$2,404	90%

Project Description:

Over the last 30 years, numerous studies have been conducted that resulted in guidance on tree removal and/or protection. However, this information is spread across many research reports. Consequently, decision makers often do not have all of the facts and research when deciding to remove or plant new trees. Thus, they are often making decisions without assessing the involved safety risks.

The objective of this research effort is to develop marketing strategies that would advise state DOTs and the public about the statistics and safety risks associated with roadside trees. In addition, this research should investigate methods for prioritizing treatment of the hazard posed by roadside and median trees.

Task 1 Literature Review: Review prior and ongoing studies addressing guidelines and recommendations related to roadside treatments and collisions with trees or other landscaping as well as risks associated with vehicle-tree collisions.

Task 2 State Crash Data: Review and compile selected state DOT and/or city data related to roadside tree crashes.

Task 3 Survey States: Survey all state DOTs to determine success stories for marketing and involving the use of clear zone concept, implementation of tree removal, and/or tree shielding.

Task 4 Marketing (Revised from previous quarterly updates): Students with marketing expertise were hired and are brainstorming and drafting layouts for advertisements, mailers, and campaign themes for use by DOTs.

Task 5 Summary Report: Compile a summary report of literature search and state DOT survey results. The report will also contain information on potential firms for development of outreach materials.

Progress this Quarter (includes meetings, work plan status, contract status, significant progress, etc.):

Marketing strategies, approaches, and ideas were evaluated, revised, and summarized in a tabular format. Limited additional data analysis was conducted on the crash data set. Report internal revision was continued.

Anticipated work next quarter:

The draft report will continue to be extensively revised. A draft will be sent to the Pooled Fund states for review, and additional participating states will have the opportunity to review and recommend revisions after the initial review by the Pooled Fund states.

Significant Results:

To date, over 450,000 tree or utility pole-related crashes have been collected over 5-year increments from state DOTs. This volume of crash data has never been analyzed in as much detail for any project known to researchers and conclusions will be significant. In addition, 25 state DOTs responded to the request for survey. Marketing ideas, approaches, and items of interested were identified, discussed, and implemented into sample ideas.

Circumstance affecting project or budget. (Please describe any challenges encountered or anticipated that might affect the completion of the project within the time, scope and fiscal constraints set forth in the agreement, along with recommended solutions to those problems).

None

Potential Implementation:

Numerous studies exist which provide recommendations on protection or removal of trees along roadsides. However, state DOTs do not have a good way to disseminate this information to their staff and the public. In addition, there is a need to make the public aware of the statistics involved with tree impacts and the safety issue that roadside and median trees pose. The collection and improved presentation of data would provide states with effective methods for educating designers, politicians, and the driving public as well as advance efforts to reduce the number of roadside trees and the associated hazard they pose to motorists.