

TRANSPORTATION POOLED FUND PROGRAM QUARTERLY PROGRESS REPORT

Date: Sept 30, 2012

Lead Agency (FHWA or State DOT): Iowa DOT

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.

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| Transportation Pooled Fund Program Project # <i>TPF-5(207)</i> | Transportation Pooled Fund Program - Report Period: Quarter 1 (January 1 – March 31, 2012) Quarter 2 (April 1 – June 30) X Quarter 3 (July 1 – September 30) Quarter 4 (October 1 – December 31) | |
| Project Title: The use of video feedback in novice 14½ year-old drivers: the million-mile study | | |
| Name of Project Manager(s): Daniel V. McGehee | Phone Number: 319-335-6819 | E-Mail daniel-mcgehee@uiowa.edu |
| Lead Agency Project ID: <i>RT 1007</i> | Other Project ID (i.e., contract #): | Project Start Date: 04/01/2009 |
| Original Project End Date: 03/31/2013 | Current Project End Date: 03/31/2013 | Number of Extensions: |

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 |
|----------------------|--------------------------------|--------------------------------------|
| \$180,000 | \$170,800 | 96% |

Quarterly Project Statistics:

| Total Project Expenses and Percentage This Quarter | Total Amount of Funds Expended This Quarter | Total Percentage of Time Used to Date |
|--|---|---------------------------------------|
| | \$5,200 | |

Project Description:

This study is the third in a series of studies investigating the effect of providing newly-licensed teen drivers with video-based feedback. Video clips are captured by a DriveCam event recorder when the system is triggered by abrupt braking, acceleration or steering. During the feedback phase of the study, a weekly report is sent to the teen's parent(s). The report includes descriptions and videos of the events recorded for their teen during the previous week, how often their teen and his/her passengers were wearing seat belts, and a graph showing how the number of events for their teen compares to his or her In addition, the event recorder provides immediate feedback to the teen in the form of a flashing light when it has been triggered. The first two studies investigating this kind of feedback, with cohorts of teen drivers from both rural Iowa and suburban Minneapolis, showed promising results. Teen drivers with a high incidence of safety-relevant events in the first 8 weeks of study before feedback began experienced an 89% and 64% reduction (rural and suburban, respectively) in the number of events with feedback.

Objective

The objective of the current study is to examine how age and experience interact with providing video feedback. This study involves three groups of teen drivers (30 participants in each group):

(1) Teens age 14.5-15.5 with a school license

(2) Teens age 16 who have an intermediate license and never held a school license

(3) Teens age 16 who have an intermediate license and previously drove with a school license for at least 4 months.

Half the participants in each group will receive feedback beginning with the 5th week of the study. The other half is a control group (driving as they normally would) and does not receive any feedback. This allows us to compare the effect of the feedback to the natural maturation of new drivers as they gain driving experience.

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

Data collection was completed on August 31 2012 and all systems have been removed.

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| As of June 30, 2012 | Completed (n=90) | | In-Process (n=0) | | Total |
|--|------------------|-----------|------------------|----------|-----------|
| | Feedback | Control | Feedback | Control | |
| School Group (School License) | 16 | 16 | 0 | 0 | 32 |
| Inexperienced Intermediate Group (Intermediate License) | 14 | 14 | 0 | 0 | 28 |
| Experienced Intermediate Group (School License before Intermediate License) | 15 | 15 | 0 | 0 | 30 |
| Total | 45 | 45 | 0 | 0 | 90 |

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~8,000 events coded

Anticipated work next quarter:

Data coding of final events, quality assurance of data, data analysis and report writing.

Meetings

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).

On budget and ahead of schedule. Will deliver draft final report on or about January 31, 2013 (two months ahead)

Potential Implementation:

Insurance companies could implement such an intervention or parents could subscribe individually.