Project Information Form

Project Title	Digital Advertising Billboards and Driver Distraction
University	University of Alabama at Birmingham (lead) and Florida International University
Principal Investigator	Dr. Virginia P. Sisiopiku
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Funding Source(s) and Amounts Provided (by each agency or organization)	$125,000 NCTSPM UTC-Federal $82,000 ALDOT-State; $43,000 FDOT- State
Total Project Cost	$250,000
Agency ID or Contract Number	
Start and End Dates	10/4/2012-4/4/2014
Brief Description of Research Project	The project will study the issue of digital advertising billboards and driver distraction and will determine the correlation between the presence of digital billboards and traffic safety through literature review, crash data analysis, driver survey, empirical study using a driving simulator, and statistical analysis. To meet the project objectives that research team plans to perform: • State-of-Practice-Synthesis: Summarize findings from existing studies on digital billboards and driver distraction and review methodologies used for the study of distraction due to digital billboard presence • Epidemiological Study: Analyze crash records from the states of Alabama and Florida and utilize appropriate statistical methods to examine the correlation between crash location occurrence and proximity to billboards • Survey of Road Users: Develop a questionnaire survey and use it to collect data on road users' perceptions and attitudes related to electronic and static billboards

	• Driving Simulator Study: Design and conduct an experiment using a driving simulator with representative driver samples in various roadway settings with and without the presence of digital billboards.
Describe Implementation of Research Outcomes (or why not implemented) (Attach Any Photos)	In progress
Impacts/Benefits of Implementation (actual, not anticipated)	In progress
Web Links • Reports • Project website	NA