

# RURAL ROAD SAFETY CHALLENGE



## Challenge 1: Wildlife-Vehicle Collisions

### SUMMARY

The Rural Safety Challenge is a multi-year incentivized prize competition that empowers and encourages problem solvers, from innovators and entrepreneur communities to rural safety groups, to address real transportation safety issues across the country. The challenge will consist of three separate, incentive-based Idea-thons, each focused on a different key rural transportation issue. The first challenge will launch in September 2018 and focus on Wildlife-Vehicle Collisions.

### WILDLIFE-VEHICLE COLLISIONS: PROBLEM STATEMENT

Without warning, at almost any time of day or night, motorists can encounter the sudden movement of wildlife crossing rural roads. Wildlife-vehicle collisions happen year-round and 24/7. These collisions are not only a matter of safety, but can be quite costly as well. The insurance industry pays out nearly \$1.8 billion a year in claims for all wildlife-vehicle collisions nationwide.\* To address this unique problem that has plagued drivers and wildlife for years, the Colorado Department of Transportation's RoadX program is in pursuit of technology-driven safety solutions.

### OPPORTUNITY

CDOT's RoadX program is hosting the Wildlife-Vehicle Collisions (WVC) Idea-thon. The incentive-based Idea-thon aims to empower and encourage problem solvers to submit innovative, technology-focused, and maybe even unconventional, ideas that address wildlife-vehicle collisions, for the opportunity to receive a cash prize. In doing so, the Idea-thon will engage constituents and stakeholders to proactively deploy these ideas in rural areas across the country, ultimately improving national rural road safety.

### IDEA-THON OVERVIEW

A cash prize of \$15,000 will be awarded to entrants who submit ideas that one or more challenge judges deem worthy of implementation. Entrants who receive the initial cash prize are also eligible to receive additional incentive rewards to further engage in implementation.

The competition opened in September 2018 and will close on **February 28, 2019**. To learn more about the Rural Safety Challenge details, including submission rules and guidelines, judging criteria, key dates and prize structure, visit [www.roadxchallenge.com](http://www.roadxchallenge.com).

### CONTACT

Please send all Idea-thon questions to Rebecca White, Colorado Department of Transportation at 303 512 4030 or [rebecca.white@state.co.us](mailto:rebecca.white@state.co.us).

\*Insurance Institute for Highway Safety.