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<b>16. Abstract</b>  The purpose of this project was to provide MDOT with insight regarding the effectiveness of potential implementations of behavioral countermeasures for increasing driver safety in Michigan. The Center for Driver Evaluation, Education, and Research at Central Michigan University performed a series of task including 1) a literature review of driver safety behavioral countermeasures that have been used in the State of Michigan, 2) a literature review of driver safety behavioral countermeasures that have been used nationally, and 3) a pilot study of a countermeasure that was deemed promising for implementation in construction zones. In this report, the findings of the literature reviews are provided as well as		

estimations of their potential effectiveness, costs, and implementation issues. The driver safety problem areas covered in this report are alcohol-impaired driving, young drivers, distracted driving, drowsy driving, and older drivers. A review of new and innovative solutions that help improve driver safety behaviors is also included. The results of the pilot study are also discussed as well as their implications for future construction zone design.

<b>17. Key Words</b>		<b>18. Distribution Statement</b>	
Driver safety, behavioral countermeasures, alcohol-impaired driving, young drivers, older drivers, drowsy driving, distracted driving		No restrictions. This document is available to the public through the Michigan Department of Transportation.	
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