

UTC Project Info	
Project Title	Evaluating the Wrong-Way Driving Incidents Problem on the Florida's Turnpike Enterprise Roadway System
University	University of Central FL
Principal Investigator	Haitham Al-Deek, Ph.D., P.E./Professor of Civil, Environmental, & Construction Eng.
PI Contact Information	12800 Pegasus Drive, Suite 211, P.O. Box 162450, Orlando, FL 32816-2450 Phone: 407-823-2988 / Fax: 407-823-3315 Haitham.Al-Deek@ucf.edu
Funding Source(s) & match amounts provided (by each agency or organization)	Source 1: Florida's Turnpike Enterprise (FTE) - Up to \$80,000 \$49,999
Total Project Cost (includes cost sharing)	Up to \$129,999
Agency ID or Contract #	2014-OE-04
Start and End Dates	June 1, 2014 – November 30, 2015
Brief Description of Research Project	1) Conduct a before and after study for the Florida Turnpike's WWD pilot project. (2) Collect and analyze WWD incident data on the Turnpike's roadway system. (3) Detect any trends or relationships in WWD incidents. (4) Identify typical WWD problem hot spots. (5) Identify possible causes of WWD. (6) Provide recommendations that could mitigate WWD incidents. (7) Design and conduct a Turnpike customer survey for WWD countermeasures.
Describe Implementation of Research Outcomes (or why not implemented)	The proposed research will examine the frequency and distribution of wrong-way driving (WWD) incidents on the Florida Turnpike's roadway system. This will include a before and after study to measure the benefits of the current WWD countermeasure pilot project. WWD incident data, including WWD crash reports, citations, and 911 calls, will be statistically analyzed to identify WWD "hot spots" and determine if and where additional WWD countermeasures are needed.
Impact/Benefits of Implementation (Actual, not anticipated)	