

Division	Title (<5 words)	Activity Type (Select best fit)	Activity Purpose & Description - what the \$ will be used for (refer to instructions under Activity Type)	Partners	Does this support an "Every Day Counts" technology? If yes, choose the most recent innovation or select 'None'.
New Hampshire	Pedestrian Awareness PSA	Outreach Products, Equipment, Banners, Signs	Develop a PSA that highlights the data showing pedestrian fatalities are on the rise nationwide. Vehicle occupant fatalities are down while vulnerable user fatalities are up. Rules for drivers when encountering pedestrians in NH. Things for pedestrians to consider to keep themselves safe around motorists.	WMUR	EDC-4 Safe Transportation for Every Pedestrian (STEP)

Expected Outcomes	Total FHWA (T2) \$ Needed to Fund Activity	Proposed Procurement Method (discuss with FM)	Projected Obligation Date	Why now? How critical is it to fund this project in the current FY?	Division Priority	DIV POC
Improved understanding of the importance of safely operating a motor vehicle and interacting with pedestrians. Greater awareness of the issue of pedestrian safety. Greater understanding of how to safely navigate the transportation network as a pedestrian. Awareness of NH laws and safe pedestrian - motor vehicle interactions.	\$4,000.00	Purchase Order (Federal Acquisition Regulations)	12/1/2018	To address the recent increase in pedestrian fatalities	1	Miguel Torres