Safety Data & Safety Management
1. Identify heavy truck crash differences in urban and rural areas.
2. Develop nationwide rural highway speed profiles.
3. Create a synthesis: visualizing roadway, traffic, and crash data integration.
4. Create a synthesis: implementation of US RAP.
5. Develop rural-specific highway safety performance measures.
6. Identify safety concerns related to maintenance of vehicles.
7. Create guidance for how to be proactive when rural data is not available and identify strategies for acceptance of qualitative data in rural safety studies.
8. Identify strategies to use rural crash information reported to 911 but not resulting in a formal crash report.
9. Identify strategies for interagency partnerships to develop safety data management systems and standardization of data collection across jurisdictional boundaries.
10. Analyze how to resolve rural data errors in FARS.

Multi-modal
1. Establish a safety management system standard for all modes in rural areas.
2. Evaluate the safety effects of mixed use/shared space on rural roads.

Geometric Design of Rural Roads – Motor Vehicle Traffic
1. Develop 2+1 design guide for lower volume roads.
2. Analyze characteristics of injury and fatality run-off-road crashes on low volume roadways.
3. Update guide for reducing collisions on horizontal curves (NCHRP 500 Vol 7).
4. Update guide for addressing unsignalized intersection collisions (NCHRP 500 Vol 5).
6. Analyze effectiveness of road diets in small rural communities.
7. Develop a simplified, but credible procedure to analyze, select, and implement safety countermeasures on rural roads at a local level.

Geometric Design of Rural Roads - Motorized Vehicles Not Intended for Highway Use
1. Assess safety impacts of agricultural equipment on rural highways.
2. Identify geometric designs for safe accommodation of agricultural equipment on rural highways.
3. Analyze safety impacts of on-road use of All Terrain Vehicles (ATVs), Recreational Off-Road Vehicles (ROVs), and low speed vehicles/neighborhood electric vehicles.
4. Identify geometric design for safe accommodation of ATVs and ROVs on rural highways.
5. Analyze single vehicle ATV crashes for characteristics and severity.

Geometric Design of Rural Roads - Non-motorized Traffic
2. Identify geometric design for safe accommodation of animal-drawn vehicles on rural highways.
3. Assess applicability of paved shoulders as a countermeasure for slow moving vehicle crashes.

Signaling, Signing & Marking
1. Simplified centerline marking for two-lane paved rural highways (RNS7).
2. Create a low-cost active warning system for rural railroad crossings.
3. Evaluate if sign sheeting is too bright in some cases.
4. Evaluate systemic implementation of signing treatments for cost-effectiveness of various levels of retro-reflectivity and proportion of safety to retro-reflectivity.
5. Evaluate systemic safety treatments: effectiveness of combining multiple improvements, relationships to facility type and existing geometrics.
6. Evaluate the effectiveness and value of combining rumble strips with wider shoulders.
7. Create signage and marking guidance for protecting pedestrians at isolated land uses along a rural highway that violate.
8. Evaluate the effectiveness of 5 inch, 6 inch, and 7 inch pavement markings.

Roadway Environment
1. Evaluate the impacts of vegetation on rural highway safety and structural integrity.
2. Identify landscaping and roadside properties that increase rural roadside safety.
### Safety Culture/Behavioral Safety
1. Identify shared individual and societal level risk and protective factors and evidence-informed strategies that will impact both motor vehicle outcomes and other areas of violence and injury.
2. Identify techniques for measuring the effectiveness of behavioral campaigns.
3. Identify innovative techniques for effecting transportation behavior changes for risky behaviors in rural areas.
4. Document public perceptions and attitudes of transportation safety in rural area.
5. Evaluate culturally how rural areas are approaching cell phones and seat belts.
6. Identify techniques for combating “casual” attitudes about safety in rural areas.
7. Identify strategies for keeping drivers alert when “zoning out” or fatigued.
8. Identify strategies for changing public attitudes toward rumble strips and gradually increasing acceptance.
9. Evaluate the impact of human factors in decision making when traveling on rural roads and develop skill guidelines for driving on rural roads with unique characteristics.

### Distracted Driving
1. Trends and characteristics of distracted driving crashes on rural “non-occupants” (RNS16).
2. Identify the relationship between distracted driving and type of driving environment.

### Speed
1. Identify innovation tools for effective means to reduce driver speeds on existing rural roads thus reducing severity of crashes and making our communities more livable.
2. Analyze the effect of curbed versus shoulder sections on rural roundabout entry and circulating speeds at high speed approaches.
3. Identify speed management techniques for transition zones/gateways on the edge of a rural area or a very small village.
4. Evaluate the effectiveness (if used more widely) of red, on-pavement speed markings for traffic calming treatment at entrance to small communities.
5. Strategies for managing speed in isolated slow-speed, unincorporated areas with no land use controls.

### Impaired Driving
1. Techniques for changing the safety culture surrounding impaired driving on rural roads to decrease fatalities and serious injuries.
2. Evaluate if the availability of TNCs and taxis reduce impaired driving related fatalities in rural areas.

### Seat Belts
1. Identify strategies to increase seatbelt use in rural populations.
2. Evaluate the most appropriate method for mounting a child passenger safety seat in an animal-drawn vehicle.

### Safety Education
1. Create a road safety essentials guide for non-technical county officials.
2. Create a road safety essentials guide for non-technical small-town officials.
3. Document the characteristics of successful rural road safety public information campaigns.

### Safety Planning
1. Identify what a safe systems approach looks like for a rural area to incorporate multiple sectors and better serve rural communities and keep them safe.

### Tribal
1. Create a data integration system to assist tribes with integrating their transportation data with other state transportation and law enforcement data.
2. Create a template for tribal use which includes the traffic safety codes for tribal counts
3. Identify strategies for tribes to work on the “Road to Zero” concept, evaluate the continued disparity in high crash rates, and identify solutions.