

Bridge Over Troubled Douglas

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The Problem

- ▶ Douglas Road is a busy street
- ▶ Countless students crossing daily
- ▶ Only way between Main Campus and Engineering Campus

The Solution

- ▶ A safe and efficient way to cross the road
- ▶ A bridge would provide this crossing
 - ▶ Already designed - senior design project
- ▶ Provide an architectural piece
 - ▶ Would attract new students

Consumer Benefits

- ▶ Safe way for students and community members to cross Douglas Road
- ▶ New bridge would appeal to engineering students
- ▶ Local corporations would sponsor funding of the bridge
- ▶ Allow University to become involved with local communities and local businesses while improving the quality of life for students
- ▶ Incorporate bridge with new Bike Loan Program
 - ▶ Allow students easier access to Ottawa Park trails

Ready for Change

- ▶ Many other universities have architectural structures
- ▶ More prestigious look
- ▶ Great for Rocket Engineers
 - ▶ Recognition
 - ▶ Increase enrollment
 - ▶ Get current students excited

Examples of Competition



Vanderbilt University



University of Nevada Reno



Arizona State University



University of Wisconsin Madison

Economic Model

- ▶ Crowd-funding campaign
- ▶ Ask students, families, community members, corporations
 - ▶ Donations and spreading the word
 - ▶ Donating to a non-profit organization
- ▶ Grants from the University
- ▶ Partner with the College of Business for grant writing
- ▶ Pi Sigma Epsilon fraternity
 - ▶ Freshman Sales Project opportunity

Current Implementations

- ▶ University has built a preventative fence
- ▶ Students have revolted
 - ▶ Refuse to give up shortcut
 - ▶ Cut holes through fence after first day
 - ▶ Need to get to class on time - quickest route





The Facts

- ▶ Pedestrian accidents are the 8th most likely way to die
- ▶ 74% of pedestrian accidents occur when no traffic control is present
- ▶ Technology is growing
 - ▶ Texting while walking and driving
 - ▶ Both are distractions and increase risk
 - ▶ Ages 16 - 25 are most likely to be at risk
 - ▶ College students fall directly within this range

A Sound Investment

- ▶ Beneficial to all parties
 - ▶ Donating to a non-profit organization
 - ▶ Direct benefit to students and surrounding community
- ▶ A bridge is very durable
- ▶ Fraternities can be involved with investments
 - ▶ Pi Sigma Epsilon
- ▶ Corporate Sponsors involved with University of Toledo
- ▶ Improvement of lacking infrastructure across the United States

Bibliography

- ▶ <http://dying.about.com/od/causes/tp/oddsdying.htm>
- ▶ <http://researchnews.osu.edu/archive/distractwalk.htm>