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



Arizona State University



University of Nevada Reno



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

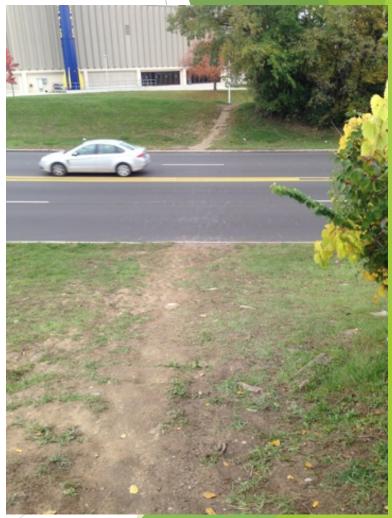
Current Implementations

- 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