



High School Video Contest

Deadline for entries: 5:00 p.m. Eastern on Wednesday, October 20, 2021

[Register here](#) to attend our Zoom Webinar on “How to Submit a Video” (9/13/21 at 12:00 PM)

Submission Guidelines

Background: Being a “bike-friendly” driver means sharing the road with bicyclists, understanding bicycle road markings, knowing the rules of the road, and being aware and respectful of bicyclists. Roads are meant to be shared safely, whether people are driving, biking, walking, or rolling. Do your part to create a safe travel environment on the road, become more aware, and be extra cautious on and around school grounds.

Action: Create a public service announcement (PSA) that focuses on being a “bike-friendly driver.”

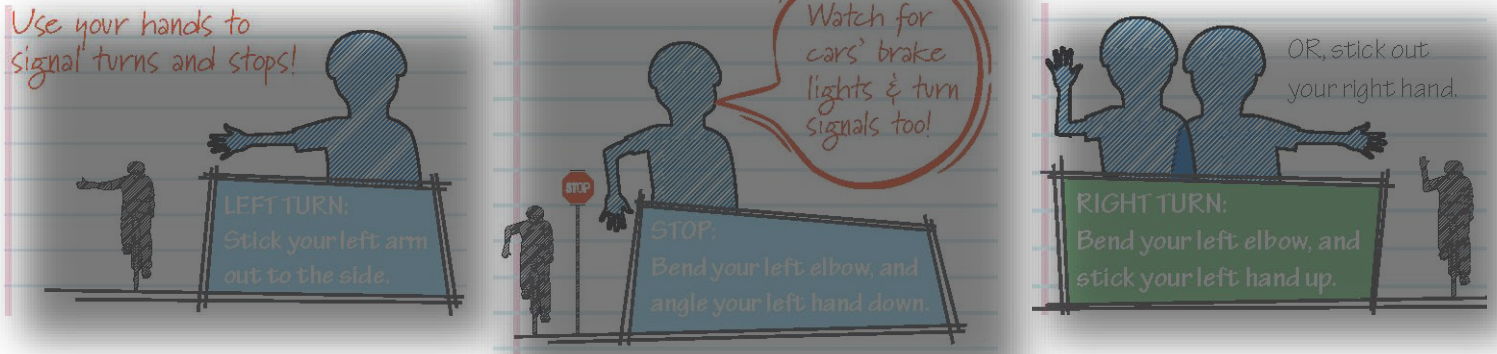
Here’s How: Write and produce a 30-60 second video informing your friends, family, and/or your local community about how to be a “bike-friendly driver.” Keep in mind that winning videos may be used in future Massachusetts Department of Transportation (MassDOT) campaigns, initiatives, and materials intended to improve safety.

Video submissions must adhere to ALL of the following criteria:

1. You must be a registered Massachusetts public high school student during the 2021-2022 academic year in order to participate in the contest.
2. Safety devices (helmet if riding a bicycle and seatbelt if driving a car) must be worn if any person is shown on a bicycle or in a car unless it is a specific example of what **NOT** to do.
3. You must **NOT** mention the MassDOT name or use the MassDOT logo in your video. The MassDOT and Safe Streets Smart Trips logos will be placed within all winning videos by the video submission staff.
4. You must **NOT** use any copyrighted music, videos, or images.

5. Your message within the video must emphasize patience while driving and being mindful of other people's safety on the roads, and **incorporate at least two** of the following details:

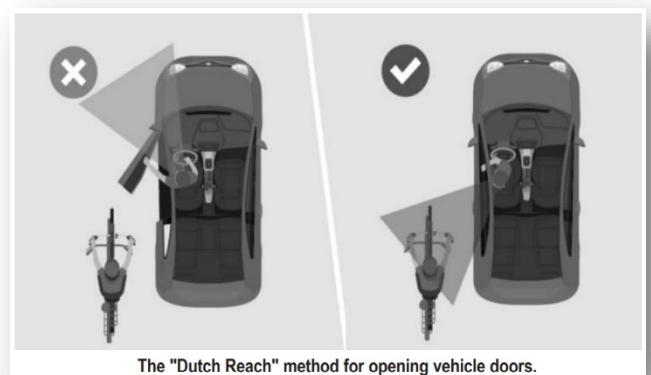
- Know how bicyclists communicate with hand signals



- Know the dangers of the “door zone”¹

Opening vehicle doors into the road or bike lane poses a very serious threat to bicyclists. Bike lanes or shoulders are not always designed to give bicyclists enough room to avoid the door zone. Both you and your passengers should look carefully before opening the door and use the “Dutch Reach.”

- Check your rear-view mirror
- Check your side-view mirror
- Open the door with your right hand if you are driving (or the hand farther from the door if you are a passenger). This forces your body to turn, allowing you to better see approaching bicyclists, and prevent the vehicle door from being opened too quickly.



¹ <https://www.mass.gov/doc/drivers-manual/download> (pages 111-114)

- **Know the laws and rules of the road**
 - Obey the Massachusetts “hands-free”² law that prohibits operators of motor vehicles from using any electronic device, including mobile telephones, unless the device is used in hands-free mode.
 - Do not drive, park, or stop in a bike lane.
 - Stop behind the crosswalk and bike box even if empty.
 - When turning or parking, yield to bicyclists going straight who may be in your blind spot **or** to the right of your car.
 - Do not pass another vehicle stopped at a crosswalk. A stopped vehicle means a person is walking in the crosswalk who you may not be able to see.
 - Unless you're turning, exiting a highway, or changing lanes, always stay between lane lines. Only cross solid lines and cross dashed lines to pass bicycles or other vehicles only when it is safe to do so.

- **Being aware and respectful can help prevent fatal and severe crashes³**
 - Be aware, pay attention, and slow down especially in school zones, bus drop-off and pick-up areas.
 - Recognize a person on a bike is vulnerable on the roads. A car weighs around two tons while an average bike is around 20 pounds.
 - Be predictable: use your turn signal and give plenty of notice before turning or changing lanes.
 - Watch for bicyclists who may need to maneuver around potholes and roadway debris.
 - Stay at least three feet (arm’s length) away from bicyclists when passing.
 - Be patient when the light turns green – allow bicyclists to clear the intersection before going.
 - Watch for puddles and slow down to avoid splashing bicyclists and pedestrians.

² <https://www.mass.gov/service-details/hands-free-law>

³ <https://www.visionzerocoalition.org/>

Additional Resources

- Safe Routes to School “Bike-Friendly Driver” backpack flyer: <https://www.mass.gov/info-details/safe-routes-to-school-education#driver-education>
- Massachusetts Driver's Manual: <https://www.mass.gov/doc/drivers-manual/download> (Pages 109-114)
- Dutch Reach Project: <https://www.dutchreach.org/>

Prizes: The contest features two entry categories – a freshman/sophomore category and a junior/senior category. A grand prize, runner-up, and honorable mention will be selected in each category.

Prize categories:

Grand Prize package – \$600 Amazon gift card and sponsor items

Runner-up package – \$300 Amazon gift card and sponsor items

Honorable Mention package – Sponsor items

Eligibility: Massachusetts public high school students who are enrolled during the 2021-2022 academic year are eligible to participate. Students may submit individual entries or work in groups with up to five students. Please note that the prizes will be awarded per video, not per participating student. **If you elect to work with other students, you must strictly follow your school’s social distancing guidelines and health/safety precautions for COVID-19 during the making of the video.**

Submission Rules: A school official must sign the video submission form for any videos submitted by a student (electronic signature is acceptable). In the case of a homeschooled student, a parent/guardian must sign the form.

- Video submissions must be received no later than **5:00 p.m. Eastern on Wednesday, October 20, 2021** to be eligible for the contest.
- Videos with foul language or inappropriate actions, as determined by the selection committee, will be disqualified.
- Videos with commercial music will be disqualified.
- Videos with misspelled words will be disqualified.

How to submit:

- Videos and submission forms must be submitted to the Massachusetts Safe Routes to School DropBox: <https://www.dropbox.com/request/CUk0vIBtMFZkquDXHUz8>
 - Save your video file name in the following manner:
“title of video_school name_last name student”
 - Save your registration form in the following manner:
“title of video_school name_last name student”
- Videos must be in one of the following formats: .MOV, .M4V, or .MP4
- Videos must be received **by 5:00 p.m. Eastern on October 20, 2021**
- Videos must adhere to all stated guidelines and submission rules.
- A sample submission form is on page six of this document

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Selection of Winners: Once all videos have been submitted, a selection committee will determine the grand prize, runner-up, and honorable mention winners. Winners will be notified within two weeks following the submission deadline. Once notified, winners must respond within three business days. Due to the quantity of videos received, we cannot notify you if your video was NOT selected.

- The top two videos in each grade category will be premiered at MassDOT’s 2021 Moving Together Transportation Conference, **held in-person or virtually in November 2021.**
- The winning applicants’ schools may be asked to participate in an additional ceremony and/or hold a press event. MassDOT’s media team will coordinate and manage event logistics. Additional contest stakeholders may be invited to participate in and speak at this event.

Winning videos from previous years’ contests can be found at <https://www.mass.gov/service-details/roadway-safety-video-contest-results>

For more information, please contact:

Diane Hanson, Program Director, Massachusetts Safe Routes to School

Email: Diane.Hanson@aecom.com

Phone: (857) 383-3807

MassDOT reserves the right to change or cancel any or all of the prize elements associated with the contest with good cause. Further, MassDOT reserves the right to edit or even reject the winning entrants' videos. All entrants agree that by submitting their entries in the contest, they give up the right to any compensation for their possible use as a public service announcement or on any other media, social media, news outlets, or any additional viewing source. The winning entrants further agree to be available for media interviews, including having their images used by media outlets, which may result from publicity surrounding the contest. The winning entrants agree to their photos being used on social media and other such outlets owned or operated by MassDOT and their affiliated organizations and offices. By submitting an entry(ies), the school representative or parent/guardian agrees that they have complied with the school's privacy and media appearance policy for students and staff. Please note that MassDOT will add an overlay to all accepted videos with the video contest name and MassDOT logo.

IMPORTANT – Other Rules and Regulations: The copyright law of the United States (Title 17, United States Code) governs the making of photocopies or other reproductions of copyrighted material, including television programs, videos and music. Anyone who uses copyrighted material without a license or the copyright holder's permission may be held liable for copyright infringement. In order to ensure that your video does not infringe on someone else's copyright, all Safe Streets Smart Trips video submissions must be the original work of the entrant(s), including, but not limited to, any music used, videos shown, photographs displayed, or skits performed. Submissions that do not adhere to these guidelines may be disqualified from the contest.

SAFE STREETS//SMART TRIPS

High School Video Contest

School Information

This registration form must be sent (with authorized signature from a school official or parent/guardian in the case of a homeschooled student) upon submission of corresponding video entry.

School Name:	Kennedy High School
School Address:	123 Adams Way
City, State, Zip Code:	Anytown, MA 01234
Principal's Name:	Richard Belding
Principal's Phone Number:	508-123-4567
Principal's Email Address:	rbelding@kennedyHS.edu
Authorized Representative Name:	Frank Coppola
Phone Number:	508-123-5678
Email Address:	fcoppola@kennedyHS.edu

Video Information

Title of Video: **The Courteous Driver**

By signing this form, I acknowledge that this video is my own original work, or joint original work among all signees, including any samples, concepts, etc. I hereby agree to all the contest guidelines, rules, and regulations.

Names of participating students (up to five per team):

	Print name and Email Address	Grade Level (as of 9/2021)	Signature (digital signature is acceptable)
Student # 1:	Zack Morris morris.zack@kennedyHS.edu	12	<i>Zack Morris</i>
Student # 2:	A.C. Slater slater.ac@kennedyHS.edu	11	<i>A. C. Slater</i>
Student # 3:	Kelly Kapowski kapowski.kelly@kennedyHS.edu	12	<i>Kelly Kapowski</i>
Student # 4:			
Student # 5:			

Please return this registration form via DropBox: <https://www.dropbox.com/request/CUK0vIBtMFZkquDXHUz8>

or send to: Safe Routes to School C/O AECOM, 8th Floor, Boston, MA 02110
no later than **Friday, 5pm EST, October 20, 2021.**

Save your file name in the following manner: "title of video_school name_last name student"