



## High School Video Contest

**Deadline for entries: 11 p.m. Eastern on Sunday, September 17, 2023**

Register to attend our [Zoom Webinar](#) on "How to Submit a Video" on 8/24/23

*\*The MassDOT Moving Together Conference is scheduled for Wednesday, October 4, 2023. Winning videos will be featured during the lunchtime keynote session. We understand that the shortened timeline may pose some limitations, so we encourage students to start crafting ideas this summer and attend our information session webinar on Thursday, August 24, 2023 (a recording will be made available).*

### Submission Guidelines

**Background:** In April 2023, new vulnerable user laws went into effect in Massachusetts. A "Vulnerable User" in Massachusetts is now defined to include:

- People biking *and* walking
- People in wheelchairs
- Motorized bicycles, scooters, skateboards, roller skates, and other micromobility devices
- Roadside workers (construction and emergency)
- Horse-drawn carriages
- Farm equipment

About one in five fatalities and serious injuries in motor vehicle crashes involve a vulnerable user. This updated definition will help increase roadway safety for ALL users across the Commonwealth. Additional components of these new laws include increased safe passing distances, new rear light requirements for people on bikes, safer speed limits in thickly settled areas, safety devices for trucks, and the use of a standardized analysis tool for crash reporting.

**Action:** Create a public service announcement (**PSA**) that focuses on the new vulnerable user laws.

**Here's How:** Write and produce a 30-60 second video informing your friends, family, and/or your local community about who is a vulnerable user and the new laws protecting them. 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 2023-2024 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. Please limit sounds and images related to crashes and injuries. Showing or implying death in a violent way with crashing noises or blood will not be accepted and may render your video ineligible for consideration.
6. Your message within the video must **define what a vulnerable user is and incorporate at least one of the following safety improvements to protect them** (links to additional resources are included below):

- **Safe Passing Distance of 4 feet**

In an effort to keep vulnerable users safe, motorists will need to provide at least 4 feet of passing distance (think of the length of a standard pool noodle). Massachusetts is the 36<sup>th</sup> state to define safe passing as at least 3 feet. Crossing a double-yellow line in order to pass “when it is safe to do so and adhering to the roadway speed limit” is allowed. MassDOT will collaborate with municipalities to install signage on public roadways.



- **Front White Light, Rear Red-Light and Reflector Requirement for People on Bikes**

In an effort to increase visibility for people on bikes on our roadways, rear red lights are now required when riding at night. This is in addition to the existing requirement of having a front white light and red rear reflector. Please note that police officers *cannot* use a light violation as a reason to stop someone riding a bike. A lack of lights cannot be used as “conclusive evidence of contributory negligence” in a civil action, for instance when making an insurance claim.



#### Additional Resources

- [MassBike Vulnerable Users Laws Webinar Recap and FAQ](#)
- [Mass. General Laws Definition of Vulnerable User](#)
- [Mass. General Laws c.90 § 14](#) (4-foot passing distance)
- [Mass. General Laws c.85 § 11B #8](#) (red rear light requirement)
- [MassDOT Crash Data Portal](#)
- [SRTS Driver Awareness Flyer](#)
- [SRTS Bike-Friendly Driver Flyer](#)

**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 2023-2024 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.

**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 11:00 p.m. Eastern on Sunday, September 17, 2023, 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.
- Videos using the MassDOT logo or MassDOT name will be disqualified.
- Videos with incorrect or uncited statistics 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/dgB8CEQdIpZlxG06lt9Z>
  - 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 11:00 p.m. Eastern on September 17, 2023
- Videos must adhere to all stated guidelines and submission rules
- A sample submission form is on page six of this document

**Register to attend our [Zoom Webinar](#) on “How to Submit a Video” on 8/24/23**

**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 three videos in each grade category will be premiered at MassDOT’s 2023 Moving Together Transportation Conference, held in-person on October 4, 2023.

- The winning applicants' schools may be asked to attend the Moving Together Conference in-person 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:**

Rachel O'Donnell, Program Director, Massachusetts Safe Routes to School

Email: [Rachel.ODonnell2@aecom.com](mailto:Rachel.ODonnell2@aecom.com)

Phone: (857) 383-3818

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: Protecting Vulnerable Users

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 8/2023)	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/dgB8CEOdIpZlxG06lt9Z>

or send to: Safe Routes to School C/O AECOM, 8th Floor, Boston, MA 02110  
no later than **Sunday, 11pm EST, September 17, 2023.**

Save your file name in the following manner: "title of video\_school name\_last name student"

**Checklist Before Submitting:**

- ☐ Did not use MassDOT logo
- ☐ Did not use copyright music
- ☐ All words are spelled correctly
- ☐ Did not use foul language or inappropriate actions
- ☐ Content relates to the theme
- ☐ Video file name is in the correct format: **“title of video\_school name\_last name student”**
- ☐ Video file type is in the correct format: **.MOV, .M4V, or .MP4**