



High School Video Contest

Deadline for entries: 11 p.m. Eastern on Tuesday, October 1, 2024

SAVE THE DATE for our [Information Session](#) on “How to Submit a Video” on 8/20/24

(This session will be recorded and available online for later viewing in the classroom.)

**The MassDOT Moving Together Conference is scheduled for Wednesday, October 23, 2024, in Boston. Winning videos will be featured during the lunchtime keynote session. We encourage students to start crafting ideas this summer and attend our virtual [information session](#) on Tuesday, August 20, 2024.*

Submission Guidelines

(details on how to submit coming soon)

Background: Navigating roadways is a part of our daily lives. As individuals, we are used to interacting with transportation infrastructure in a certain way, and it is easy to forget that there are other people also interacting with the infrastructure in different ways. There are often biases geared towards certain mode users, especially vulnerable users. This can lead to impatience, road rage, and potential fatalities on our streets. If more people had empathy when walking/rolling, biking, or driving, it could dramatically reduce the number of crashes and make the roadways safer for all.

The theme “Empathy at the Intersection” was first used at the 2024 MassDOT Innovation Conference. Participants were invited to interact in a mock intersection “in someone else’s shoes.” Participants could engage with large trucks to better understand the visibility limitations truck drivers have in those large vehicles. Some people participated in an urban driving virtual reality simulation, while others chose to wear the “Age Gain Now Empathy System (AGNES)” suit to help demonstrate the physical challenges associated with aging.

Action: Create a public service announcement (PSA) that focuses on building empathy to support a more human-centered transportation system.

Here's How: Write and produce a 30-60 second video reminding your friends, family, and/or your local community to have empathy at the intersection and on the roadway. 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 (grades 9-12) during the 2024-2025 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. Violent images and sounds could lead to your video being disqualified.
6. Your message within the video must **focus on one of the following perspectives (with preference given to the perspective of a person driving):**

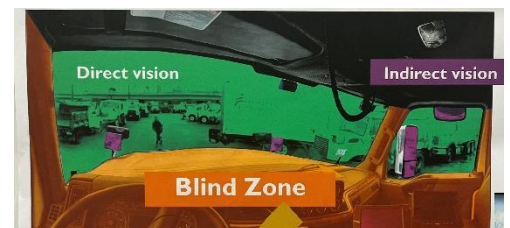
- **As a person driving**

As a person driving, try to understand how other people are using the roadways including people on bikes, people walking or rolling, and people with disabilities. They may have a wheelchair or assistive mobility device and need to use related infrastructure such as curb ramps. They also might take more time to cross the street. How can you be more empathetic as a person driving?



- **As a person walking/rolling or on a bike**

As a person walking/rolling or on a bike, try to understand that the size of certain vehicles can impact visibility and reaction time. For example, large commercial trucks or buses need more space and time to react. They have large blind spots and don't know you're there if they can't see you. How can you help people driving? Be aware of these blind zones and be predictable.



Other Aspects to Consider

- Use human-centered language (“people on bikes” instead of cyclists, “people walking or rolling” instead of pedestrian, “driver” or “people driving” instead of car/vehicle)
- What intersections or streets that you use feel particularly safe for walking, biking, or rolling? What do you think contributes to that feeling? On the other hand, which intersections or streets are stressful to walk, bike, or roll?

Additional Resources

- [MassDOT’s Empathy at the Intersection Website](#)
- [Safe Routes to School Driver Education Flyers](#)
- [2023 MA Strategic Highway Safety Plan \(SHSP\)](#)
- [Active Transportation for Older Adults and People with Disabilities](#)
- [MassDOT Bicycle and Pedestrian Transportation Information](#)
- [MassBike Vulnerable Users Laws Webinar Recap and FAQ](#)
- [Public Transportation in Massachusetts](#)

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 2024-2025 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 Tuesday, October 1, 2024, 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.