

NEWS



TRANSPORTATION RESEARCH BOARD

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News Release

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PAPER ON THE EFFECTS OF DISPLAYING LICENSE PLATE AND TELEPHONE NUMBERS IN AMBER ALERTS WINS TRB'S MICKLE AWARD

“License Plate and Telephone Numbers in Changeable Message Sign AMBER Alert Messages” is the winner of the Transportation Research Board’s (TRB’s) 2007 D. Grant Mickle Award for the outstanding paper in the field of operation, safety, and maintenance of transportation facilities. The award, named for the Board’s Executive Director from 1964 to 1966, will be presented on January 14, 2008, at the Thomas B. Deen Distinguished Lecture and Presentation of Outstanding Paper Awards during the Board’s 87th Annual Meeting. The authors are Conrad L. Dudek of Dudek & Associates, California; Steven D. Schrock of the University of Kansas; and Brooke R. Ullman of the Texas Transportation Institute (TTI). The award-winning paper is available in the Compendium of Papers CD-ROM from the 86th Annual Meeting.

Studies were conducted in six cities in Texas to determine the effects of displaying license plate and 10-digit telephone numbers in AMBER alert changeable message sign messages. The studies revealed significantly longer average reading times for messages displaying license plate numbers or 10-digit telephone numbers. In addition, the majority of subjects could not recall the numbers.

Conrad Dudek is the founder of Dudek & Associates, and Professor Emeritus, Zachary Department of Civil Engineering, Texas A&M University, where he was on the faculty for 39 years. During his tenure at Texas A&M University, he also held several positions with TTI, including Director of the Southwest Region University Transportation Center, and Director of the Advanced Institute for Transportation Systems Operations and Management. Dudek has 47 years of experience in transportation engineering research and is an international authority on the application of real-time motorist information systems. In 2005, he was honored with the inaugural Innovation in Education award of the Institute of Transportation Engineers' Education Council. Active in TRB since the 1960s, Dudek is a registered engineer in Texas and Michigan.

Steven Schrock is an Assistant Professor in the Department of Civil, Environmental, and Architectural Engineering at the University of Kansas. He holds BSCE and MSCE degrees from Iowa State University, and a Ph.D. in civil engineering from Texas A&M University. Schrock's research interests include work zone safety, traffic law enforcement issues, traffic control devices, and geometric design. Active in TRB, he is a registered professional engineer in Kansas.

Brooke Ullman is an Assistant Research Engineer with TTI. She holds a bachelor of science degree in civil engineering from the Michigan Technological University, and a master of science degree in civil engineering from Texas A&M University. While at TTI, Ullman has been involved with projects related to motorist information systems, dynamic message signs, work zone safety and operations, interagency relations, and traffic management center operations. She is a registered professional engineer in Texas.

More than 10,000 policy makers, administrators, practitioners, researchers, and representatives of government, industry, and academic institutions are expected to attend the Transportation Research Board (TRB) 87th Annual Meeting, in Washington, DC, January 13-17, 2008. The meeting, held at the Marriott Wardman Park, Omni Shoreham, and Hilton Washington hotels, includes more than 3,000 presentations in 600 sessions, 85 workshops, and 400 TRB committee meetings covering all aspects of transportation.

The mission of the Transportation Research Board is to provide leadership in transportation innovation and progress through research and information exchange, conducted within a setting that is objective, interdisciplinary, and multimodal. A major focal point of TRB's activities, the Annual Meeting provides an opportunity for transportation professionals from all over the world to exchange information of common interest.

Organized in 1920, TRB is a division of the National Academies, which include the National Academy of Sciences, National Academy of Engineering, Institute of Medicine, and National Research Council. The nation turns to the National Academies for independent, objective advice on issues that affect people's lives worldwide.

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