PSU Integrated Cluster Project Proposal Form
Title: New Hampshire Off Highway Vehicle Association Registration Portal

Project Leadership: Brad Allen, professor of business

Project Description: The state of New Hampshire in 2016 legislated that all recreational vehicles that utilize New Hampshire trails must register with one of the recognized regional trail clubs. Currently trail maintenance is primarily done by local club volunteers however funding to the regional clubs is very inconsistent resulting in some clubs being highly underfunded for the increased level of recreational vehicle rider traffic. The new state law goes into effect on April 1st of 2018 however there is no electronic option with any club to be able to register machines. This project would fund PSU computer science students to create a fully functioning internet portal that would be used by both individual riders and local dealerships to register their recreational vehicles in accordance to new state regulations. The PSU portal would create both an internet interface for users to create an account as well as the database needed to register one or many machines. The ability to register machines with a local trail club will generate significant new revenues supporting safety and maintenance activities necessary for safe riding.

Project Goals and Outcomes:
1. Project Goals – Briefly identify and describe the objectives of this project:
   - Develop a user-friendly electronic interface allowing riders from all over New England to register their wheeled recreational vehicles.
   - To enhance the relationship between private landowners that allow trails to go through their properties creating trails with the local community and visitors using the trails.
   - To partner with major equipment vendors to continue to develop machines that are offering features that promote safe, environmentally aware ATV’s for the New Hampshire market.
   - To increase revenues to the regional trail clubs that can be used for trail maintenance and safety programs.
   - To position the university as a leader in organizing resources and research to benefit regional recreational vehicle businesses.
2. Student Learning Outcomes – Outline the expected student learning outcomes.
   This is a great hands on project that will result in the collaboration between Plymouth State University computer science students, the chair of the computer science department, NH Fish and Game, and the leadership of up to 15 regional trail clubs. This portal will be turned over to the NHOHVA leadership for immediate implementation that could result in on-going consulting opportunities for

**Rationale and Impact:**

Considering the questions below, please write your project rationale and impact statement.

Include how this project will further the Mission and Vision of PSU with respect to 1) fostering collaboration across disciplines; 2) addressing a relevant societal issue, and 3) establishing relationships with community partners, external institutions, companies, non-profits, schools, government agencies, etc. and 4). Making an impact

How does this proposed project advance the Integrated Cluster mission and vision? How does this project facilitate high impact teaching and learning, cross disciplinary collaboration, student engagement and partnership involvement, and real world problem exploration? What are the anticipated impacts of this project?

Is this project an extension of work already in progress, or an entirely new endeavor? Does it integrate with areas that team leaders are already teaching or is it an opportunity to delve into unfamiliar content or a bit of both?

**Project Rationale and Impact Statement:**

This project is an extension to the North Country ATV project already in progress in that this opportunity was discovered during interactions at regional recreational vehicle meetings. As the current cluster project was designed to increase awareness of the economic impacts of recreational vehicles in the state the need funding at the local level became very apparent. In fact, the lack of funding at the club level is one of the largest threats to the entire industry as poor trail maintenance is a safety hazard that could quickly tarnish the brand of the Ride the Wilds trail network. When the PSU students complete this internet portal new and existing riders will be able to utilize a single, efficient location to register their machines with New Hampshire Off Highway Vehicle Association (NHOHVA).

A second major impact of this project is that each of the 15 recognized major trail clubs will have a new way to market their regions riding areas. As a potential registrant goes to the ANHOHVA site they will have the opportunity to click on a live link that will take them to that part of the states riding club that will include a map of the area as well as an event calendar. Each of these regions has a number of tourism benefits to the state and when combined with the other clubs it is easy to see why recreational vehicles are a major attraction to the north country of the state.
## Project Team

**PSU Project Participants** (essential core team participants including faculty and staff)

<table>
<thead>
<tr>
<th>Name</th>
<th>Position/ Title</th>
<th>Project Role</th>
<th>Discipline/ Specialty</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brad Allen</td>
<td>Professor of business</td>
<td>Lead of project.</td>
<td>marketing</td>
<td><a href="mailto:callen@plymouth.edu">callen@plymouth.edu</a></td>
</tr>
<tr>
<td>Zhizneng Chen</td>
<td>Professor</td>
<td>Research / data</td>
<td>Research</td>
<td><a href="mailto:zshen@plymouth.edu">zshen@plymouth.edu</a></td>
</tr>
</tbody>
</table>

**Non-PSU Project Participants** (stakeholders; partners; academic institution; etc.)

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
<th>Project Role</th>
<th>Discipline/ Specialty</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corrine Rober</td>
<td>Bear Rock Adventures</td>
<td>Industry expert</td>
<td>Owns regional business</td>
<td><a href="mailto:bearrockadventures@gmail.com">bearrockadventures@gmail.com</a></td>
</tr>
<tr>
<td>Lisa Whalley</td>
<td>HK Power Sports</td>
<td>Equipment Retailer</td>
<td>Sale, marketing of equipment, safety of machines</td>
<td><a href="mailto:lwhalley@hkplaconia.com">lwhalley@hkplaconia.com</a></td>
</tr>
<tr>
<td>Kevin Peterson</td>
<td>Polaris</td>
<td>Manufacturer of ATVs’ and snow mobiles</td>
<td>Engineering, safety, sound impacts</td>
<td><a href="mailto:Kevin.peterson@polaris.com">Kevin.peterson@polaris.com</a></td>
</tr>
</tbody>
</table>

**Student Participant Profile** (Identify the student population/s to be engaged in the project. Identify if this has been or is planned to be incorporated into curricula)
IRB (Institutional Review Board) Compliance

IRB Compliance: [http://www.plymouth.edu/office/institutional-review-board/](http://www.plymouth.edu/office/institutional-review-board/)

☐ This project DOES NOT require IRB compliance
☐ This project DOES require IRB compliance *(complete below)*

IRB Approval Status: Select an Option

IRB Approval Date:

Any funding approvals of IRB-required projects are contingent on obtaining IRB approval. There is an anonymous customer profile survey being approved this week after I complete my IRB online training modules.

**Project Management: Timeline and Milestones**

Identify the timeline for the project including start, completion, and major project milestones. A closing report will be required as a part of the project funding process.

**Project Start Date:** September 2016

**Project Complete Date:** 5/1/2017
<table>
<thead>
<tr>
<th>Event Description</th>
<th>Details</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organize Group Meeting</td>
<td>I hope to bring together all the stakeholders identified in the project at PSU to identify winter initiatives.</td>
<td>11/15/2016</td>
</tr>
<tr>
<td>Confirm partnership with computer science department</td>
<td>Had meetings during winterim</td>
<td>1/15/2017</td>
</tr>
<tr>
<td>Travel to regional NHOHVA meeting</td>
<td>The students, advisor, and cluster guide will attend March NHOHVA meeting.</td>
<td>3/25/2017</td>
</tr>
<tr>
<td>Have beta version of website completed</td>
<td>Begin testing of site with all stakeholders</td>
<td>11/20/2017</td>
</tr>
<tr>
<td>Site goes live and is turned over to NHOHVA</td>
<td>Final testing completed, site ready for live traffic</td>
<td>2/1/2018</td>
</tr>
</tbody>
</table>

Please identify any pre-project education or training for students, faculty, and staff that would be helpful for your project team to have in advance to begin work on a strong footing (e.g., skill training, concepts), and identify any training and education that you are willing to help provide during the preparatory period for the project team before team work formally begins.

Student Education/ Training Requirements: None