Rachel Hamel, Ph.D. | Director, Research

Professional memberships

Friend of the Transportation Research Board (TRB)

> Impairment in Transportation Committee

> Safety Data, Analysis and Evaluation Committee

> Traffic Law Enforcement Committee

The Traffic Injury Research Foundation USA, Inc. (TIRF USA) mission is to be the knowledge source for safer road users and a world leader in research, program and policy development, evaluation, and knowledge transfer. TIRF USA is a registered charity and depends on grants, awards, and donations to provide services for the public.

Visit **www.tirf.us**

Rachel Hamel is the Director of Research with the Traffic Injury Research Foundation, USA Inc. (TIRF USA). She is an accomplished interdisciplinary researcher with extensive evaluation and consulting experience. With a Ph.D. in Applied Psychology and a specialization in Organizational Behavior, she brings a robust methodological foundation and a passion for translating complex data into actionable insights that inform public policy and strategic decision-making. Her interests include behavioral safety research topics such as risky driving behaviors, traffic enforcement issues, safety performance indicators, implementation of road safety programs, evaluation methodologies, and survey research. Rachel is actively involved in TIRF's technical assistance, supported by NHTSA, on alcohol ignition interlocks and impaired driving countermeasures.

Career and research highlights:

> Rachel previously served as a Research Psychologist at the National Highway Traffic Safety Administration (NHTSA), where she led behavioral safety research and evaluation studies aimed at reducing traffic-related deaths and injuries.

> Her expertise spans quantitative and qualitative methodologies, including survey design, statistical modeling, experimental design, and behavioral data analysis.

> She has managed large-scale research projects across national, state, and local levels, applying behavioral science principles to evaluate the effectiveness of safety programs and interventions.

> Rachel has also held key roles in higher education, including Assistant Director of Data Analytics at Temple University and Analysis and Planning Consultant at Penn State University, where she led data-driven initiatives to support institutional strategy and student success.

> Her work is characterized by a collaborative approach, strong communication skills, and a commitment to methodological rigor and innovation.

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For more information about TIRF visit www.tirf.us

Academic highlights:

> She received her Ph.D. in Applied Psychology with a specialization in Organizational Behavior from Southern Illinois University in 2014.

> Rachel has an M.S. in Psychological Science from Shippensburg University of Pennsylvania and a B.S. in Psychology with a Business specialization from Pennsylvania State University.

> She teaches several Psychology courses for Pennsylvania State University World Campus as an adjunct faculty member. Rachel's courses taught include:

» Research Methods and Statistics

» Introduction to Industrial and Organizational Psychology

» Psychology as a Science and Profession

» Gender Psychology

» Work Attitudes and Motivation

» Intro to Social Psychology

» Leadership in Work Settings

TIRF Educational Resources

Action$_2$Zero
action2zero.tirf.ca

Alcohol Ignition Interlock Curriculum for Practitioners
aic.tirf.ca

Brain on Board
brainonboard.ca

Community-Based Toolkit for Road Safety Campaigns
tirf.ca/projects/ community-based- toolkit-road-safety- campaigns

Drop It And Drive®
diad.tirf.ca

Drug-Impaired Driving Learning Centre (DIDLC)
druggeddriving.tirf.ca

GDL Framework Safety Center
gdlframework.tirf.ca

Sober Smart Driving
sobersmartdriving.tirf.ca

Wildlife Roadsharing Resource Centre (WRRC)
wildliferoadsharing.tirf.ca

Young and New Driver Resource Centre
yndrc.tirf.ca