Toward Zero Deaths
A National Strategy on Highway Safety

Stakeholder Webinar
INFRASTRUCTURE

June 10, 2010
Welcome

- Webinar Hosts:
  - Margie Sheriff, FHWA
  - Tony Kane, AASHTO
  - Tony Giancola, NACE
Housekeeping

- Webinar is closed captioned and being recorded
- Your phone line is on mute, to make a comment:
  1. Press *1 on your phone
     - Record your name and who you represent
     - You will be placed in queue to speak
     - Make your comment after you are announced
     - Please limit your comment to 2 minutes or less
  2. Use “Chat” to type in your comments
Polling Question

- How many participants on your connection?
  - 1
  - 2 – 5
  - 6 or more
Polling Question

What Type of Organization Do You Represent?
- Federal Government
- State Government
- Local or Tribal Government/Metropolitan Planning Organization
- Academia
- Consulting/Manufacturing/Product Supplier
- Advocacy
- Other
Polling Question

- What aspect of highway safety do you represent?
  - Driver Education or Licensing
  - Enforcement
  - Incident Response/Emergency Medical Services/Health Community
  - Engineering/Roadway Infrastructure
  - Human Factors/Behavioral
  - Manufacturing (Vehicle, Equipment, Safety Products, etc.)
  - Marketing/Outreach
  - Rail/Transit/Commercial Vehicles
  - Drivers or Other Road Users
  - Technology/Communications/Intelligent Transportation Systems
  - Other
Polling Question

Did you participate in the June 1 webinar on Safety Culture?

- Yes
- No
Purpose of Webinars

- Gather stakeholder input on specific topics
  - Current programs
  - Current challenges
  - Opportunities for overcoming challenges
  - Promising strategies

- Gather stakeholder ideas on implementation strategies
  - National strategy as a whole
  - Topic specific
Overview of Today’s Discussion

- Background on National Strategy
- Infrastructure Issues (Physical, Technological, Communications)
  - Current Challenges and Initiatives
- Open Discussion
Background

- Progress Has Been Made in Improving Highway Safety...
  - Lowest fatality levels in 50 years
  - Safety partnerships have been strengthened
  - Greater leadership focus on safety
- ...But We Still Face Significant Challenges
  - 33,963 fatalities in 2009
  - Legislative and other barriers to implementing proven strategies
Fatalities and Fatality Rate, by Year

- Fatalities
- Fatality Rate per 100M VMT
Why Now?

- New Political Leadership
- Reauthorization
- Uncertain Trend for the Future
- Better Use of Limited Resources
- Build on Our Success
National Strategy

- Build on Existing Foundation of Proven Strategies, Relationships, and Leadership
- Cultural Change: Change Americans’ Attitudes Toward Highway Safety
- Involvement from Wide Variety of Highway Safety Stakeholders
- “Owned” by All Stakeholders
Two Key Products

- National Safety Plan and Outreach Program
  - A data-driven plan that includes key emphasis areas, projection of future needs, promising countermeasures, and expected improvements
  - Goal: adoption by safety stakeholder organizations in 2011

- Implementation Process
  - Strategies for developing strong leadership and champions
  - Support from and for organizations that directly impact highway safety
  - A program for changing highway safety culture in the United States
Key Areas

- Safer Drivers
- Safer Vehicles
- Safer Vulnerable Users
- Safer Infrastructure
- Emergency Medical Services
- Data Systems and Analysis Tools
- Safety Culture
Development Process

- Initial Outline and Work Plan
  - Initial stakeholder meeting (September 2009)
  - Assemble stakeholder group
  - Gather input from stakeholders
    - Webinars, conferences and meetings
  - Develop white papers
  - Develop outline and work plan
  - Stakeholder workshop - webcast
- Phase 2: Develop Strategy (Spring 2011)
- Phase 3: Adoption and Implementation by Multiple Organizations
Steering Committee

Members:
- AASHTO: Tom Sorel (Tony Kane)
- AAMVA: Neil Schuster
- GHSA: Vern Betkey (Barbara Harsha)
- CVSA: Steve Keppler
- IACP: Richard Ashton
- NACE: Tony Giancola
- NASEMSO: John Bixler

Ex-Officio Members:
- FHWA: Joseph Toole
- NHTSA: Marlene Markison
- FMCSA: William Quade
Infrastructure Discussion

How can we ensure safer infrastructure on all public roads in the United States?

- Physical Environment
  - Serving all road users
- Technology and Communications
  - Data
  - Intelligent transportation systems (ITS)
  - Emergency response
Key Roadway Challenges

- Fatalities by Infrastructure Category
  - Lane Departure Fatalities: about 50%
  - Intersection Fatalities: 25%
  - Rural Road Fatalities: about 60%
  - Pedestrian/bicycle fatalities: 14% of total

- Data Problems Magnified in Rural Areas
  - Roadway inventory and crash data
  - Location-specific data coding

- Roads are Owned by Many Jurisdictions

- Locations for Safe Enforcement

- Emergency Response Locations and Proximity of Health Facilities
Some Proven Roadway Countermeasures...

- Rumble Strips and Stripes
- Other Safety Hardware
  - Median barriers
  - Curve delineation
  - Rural intersection lighting
- Pavement Safety Edge
- Roundabouts
- Upgrade Traffic Signals and Timing
- Left and Right Turn Lanes at Stop-controlled Intersections
- Separation of Pedestrians, Bicycles, Trucks
- Road Safety Audits
Key Technology and Communications Opportunities

- Interoperable Communications Infrastructure, Particularly in Rural Areas
  - Tying together public safety, medical, and infrastructure
  - Full implementation of E-911
  - National public safety broadband network
  - Vehicle-to-vehicle communication technology, leading to vehicle-to-infrastructure technology
Discussion Questions

- What did we not list in terms of key challenges?
- What are some ways to expand the use of proven countermeasures?
- What are the new opportunities for infrastructure safety?
- How do we promote partnerships and increase coordination?
- How can current programs be adapted to better meet needs?
Summary of Key Points
How Can You Be Involved?

- Join the Stakeholder Group to Provide Additional Input and Feedback Throughout the Process:
  - Contact Kelly Hardy at khardy@aashto.org
- Additional Webinars
- Website to Be Developed
Webinars

- Safety Culture – June 1
  - [https://admin.na3.acrobat.com/_a55098539/p14229897/](https://admin.na3.acrobat.com/_a55098539/p14229897/)
- Safer Infrastructure – Today’s Webinar  June 10
- Safer Vehicles – Webinar  June 21
- Road Users – Webinar  June 30
  - Safer Drivers
  - Safer Vulnerable Users