Toward Zero Deaths
A National Strategy on Highway Safety

Stakeholder Webinar
SAFER DRIVERS AND ROAD USERS

June 30, 2010
Welcome

- Webinar Hosts:
  - Ian Grossman, AAMVA
  - Barbara Harsha, GHSA
  - Steve Keppler, CVSA
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
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
- Safe Drivers and Road Users Issues
  - 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 and Fatality Rate per 100M VMT
- Source: NHTSA
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 Products
  - 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, Chair (Tony Kane)
- AAMVA: Neil Schuster, Ian Grossman
- GHSA: Vern Betkey, Vice Chair (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
Safer Drivers and Road Users

- An estimated 80-90% of motor vehicle crashes are caused by driver error
- 27% of commercial motor vehicle (CMV) crashes are single vehicle crashes (Most are multi-vehicle)
- Very high crash risk for younger, older drivers
- Motorcyclists account for 14% (2008) of all motor vehicle fatalities
- Bicyclists and pedestrians account for another 14% (2008) of MV fatalities
Challenges

- Speeding: 30+%
- Road capacity not keeping pace with need
- Impaired drivers: 32%
- Unbelted fatalities: 50%
- Unlicensed/revoked drivers: 15%
- Distracted: 16% and growing
- Motorcycle deaths: 14% of total and (until 2009) double-digit annual growth
- Aging driving population
Challenges

- Large truck related fatalities: 12% of total and truck VMT growing faster than auto VMT
- Fatigued drivers
- Driver and road user attitudes
  - Proclivity to treat one’s car as one’s “castle”
  - Fear of “big brother”
  - It’s the other guy
- Downsizing of passenger cars; increasing size and number and travel of trucks
### Challenges -- Commercial Drivers

#### LTCCS Data

<table>
<thead>
<tr>
<th>Factor</th>
<th>Number</th>
<th>Risk Ratio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Too Fast for Conditions</td>
<td>32,000</td>
<td>2.03</td>
</tr>
<tr>
<td>Illegal Maneuver</td>
<td>13,000</td>
<td>1.91</td>
</tr>
<tr>
<td>Cargo Shift</td>
<td>6,000</td>
<td>1.89</td>
</tr>
<tr>
<td>Inadequate Surveillance</td>
<td>19,000</td>
<td>1.87</td>
</tr>
<tr>
<td>Inattention</td>
<td>12,000</td>
<td>1.86</td>
</tr>
<tr>
<td>Fatigue</td>
<td>18,000</td>
<td>1.82</td>
</tr>
<tr>
<td>Following Too Close</td>
<td>7,000</td>
<td>1.82</td>
</tr>
</tbody>
</table>

#### If a CMV Driver has: Their Crash Likelihood Increases:

<table>
<thead>
<tr>
<th>Factor</th>
<th>Number</th>
<th>Risk Ratio</th>
<th>Likelihood Increase</th>
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</thead>
<tbody>
<tr>
<td>A Reckless Driving violation</td>
<td>32,000</td>
<td>2.03</td>
<td>325%</td>
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<tr>
<td>An Improper Turn violation</td>
<td>13,000</td>
<td>1.91</td>
<td>105%</td>
</tr>
<tr>
<td>An Improper or Erratic Lane Change conviction</td>
<td>6,000</td>
<td>1.89</td>
<td>100%</td>
</tr>
<tr>
<td>A Failure to Yield Right of Way conviction</td>
<td>19,000</td>
<td>1.87</td>
<td>97%</td>
</tr>
<tr>
<td>An Improper Turn conviction</td>
<td>12,000</td>
<td>1.86</td>
<td>94%</td>
</tr>
<tr>
<td>A Failure to Maintain Proper Lane conviction</td>
<td>18,000</td>
<td>1.82</td>
<td>91%</td>
</tr>
<tr>
<td>A Past Crash</td>
<td>7,000</td>
<td>1.82</td>
<td>87%</td>
</tr>
<tr>
<td>An Improper Lane Change violation</td>
<td>12,000</td>
<td>1.86</td>
<td>78%</td>
</tr>
<tr>
<td>A Failure to Yield Right of Way violation</td>
<td>18,000</td>
<td>1.82</td>
<td>70%</td>
</tr>
<tr>
<td>A Driving Too Fast for Conditions violation</td>
<td>7,000</td>
<td>1.82</td>
<td>62%</td>
</tr>
</tbody>
</table>

### ATRI Study
Countermeasures that Work for Impaired Driving

- Strong laws
- High visibility enforcement of impaired driving laws including sobriety checkpoints
- Ignition interlocks for first-time offenders at \( \geq 0.08 \) BAC and repeat offenders
- Vehicle sanctions
- Better data (improved BAC testing)
- Screening and Brief Interventions
- DUI courts
Countemeasures that Work for Inadequate Occupant Protection

- Primary belt laws
- Child restraint and booster seat laws
- Targeted public education and awareness campaigns, especially with at-risk populations (e.g. children; young, rural male drivers; multi-cultural populations)
- Sustained high visibility enforcement
Countermeasures that Work for Speeding

- Appropriate setting of speed limit based on crash history, roadway geometry, land uses, community input, etc
- Targeted public education and awareness campaigns
- Enforcement
- Training for the judiciary
- Use of technology such as automated enforcement (speed and red light cameras) at high risk intersections and roadway segments.
Countermeasures that Work for Teen Drivers

- GDL laws that restrict passengers and nighttime driving
- Improved driver education
- Bans on texting and cell phone use for novice drivers
- Universal motorcycle helmet laws
- Primary belt laws
- Enactment and enforcement of underage drinking laws
Countermeasures that **May** Work for Distracted Driving

- Legislation – texting bans (no consensus on cell phone laws yet)
- Educational programs
- Enforcement initiatives
- Employer policies
- Technology to limit or stop use of distracting devices
- Better collection of data
- More research
- Roadway improvements (e.g., Rumble strips)
Countermeasures that Work for Unsafe Motorcycling

- Mandatory, universal motorcycle helmet laws;
- High visibility enforcement
- Rider training
- Licensing (motorcycle endorsements)
- Impaired driving and speeding educational and enforcement efforts
- Share the road programs
- Improved conspicuity
- Roadway improvements
Countermeasures that Work for Bicyclists and Pedestrians

- Safe Routes to School and other educational programs
- Enforcement
- Improved Signalization and Pavement Markings and other Roadway Improvements
- Bicycle helmets
- Dedicated Bike Lanes
Countermeasures that Work for Older Drivers

- Improved Licensing
- Better signage and Pavement Markings
- Improvements to left turn intersections
- Vehicle adaptations
- Alternative transportation
Countermeasures that Work for CMV Drivers

- High visibility enforcement in high crash corridors, as well as covert enforcement targeted at specific behaviors
- Increased enforcement of “4 wheelers” operating unsafely around CMVs
- Increased roadside inspections and monitoring of driver hours of service
- Outreach and Education to drivers AND their employers
- Strong driver training and finishing programs, as well as fatigue management and health and wellness programs
- Ensuring that employers have a proper safety culture and policies to promote safe and responsible behavior
Opportunities for the Future: Technology

- Alcohol Detection & Intervention (interlocks, home monitoring)
- Driver Alertness & Performance Monitoring
  Automatic Speed Control/
  Speed Limiters (for all vehicles?)
- Automated Red Light and Speed Enforcement
- Automatic Crash Notification Systems
- Electronic Drivers License (one driver, one license)
- Electronic Onboard Recorders for CMV drivers (to regulate hours of service)
- Onboard safety systems (collision warning, brake monitoring, lane departure warning, stability control, etc.)
Discussion Questions

- What countermeasures are missing?
- What key challenges are missing?
- What are some ways to expand the use of proven countermeasures or to take advantage of new opportunities for improving driver and road user 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
Webinars

- Safety Culture – June 1
- Safer Infrastructure – Webinar June 10
- Safer Vehicles – Today’s Webinar June 21
- Road Users – Webinar June 30
  - Safer Drivers
  - Safer Vulnerable Users