

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   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

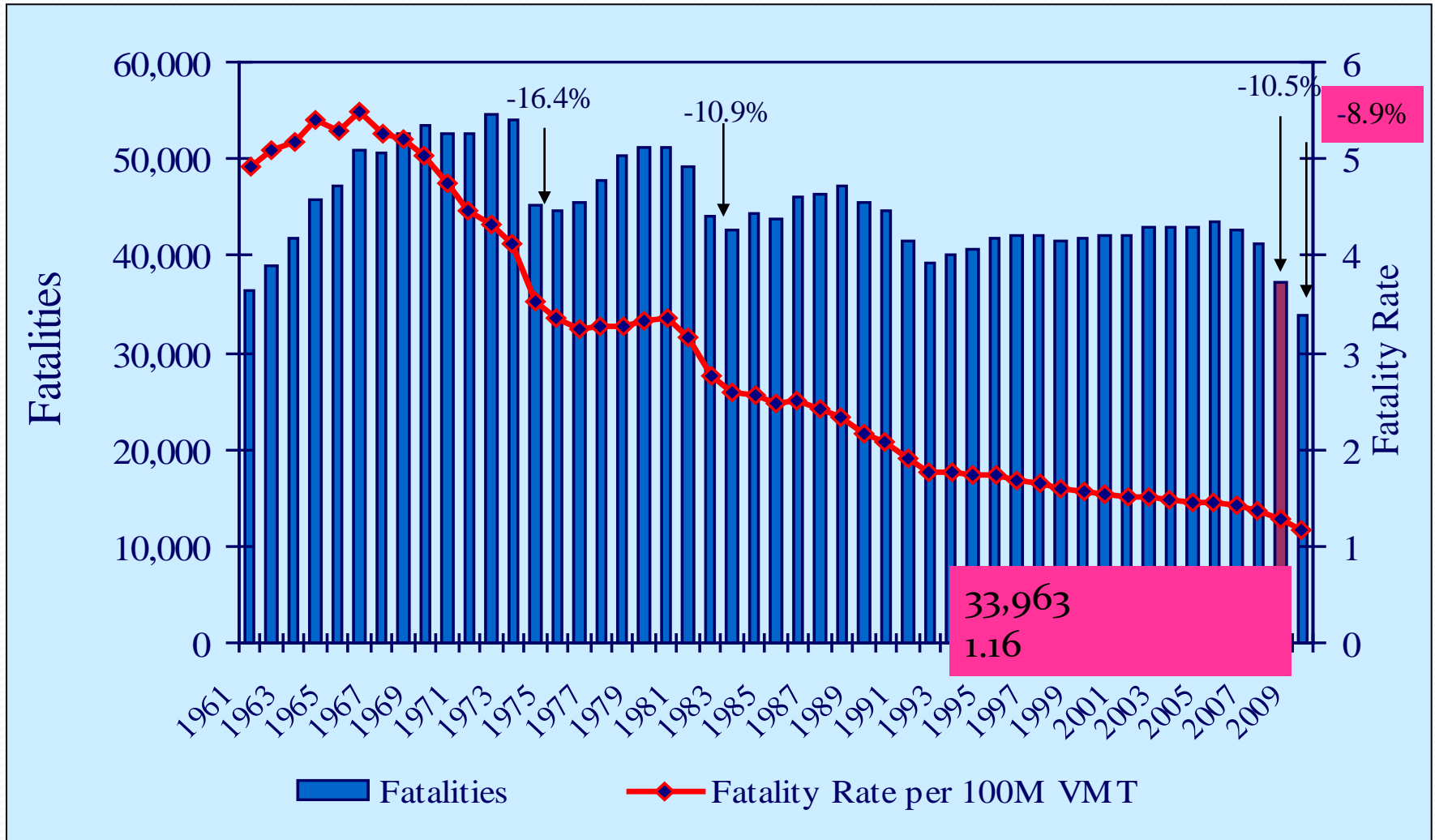
Overview of Today's Discussion

- 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



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@aaashto.org
- Additional Webinars
- Website to Be Developed

Webinars

- Safety Culture – June 1
 - 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