



## Highlights of Past Accomplishments

Since signing the Cooperate Agreement with FHWA, RSF has completely resumed full-time organization operations by hiring a Managing Director, re-establishing contacts with stakeholders, establishing an accounting system that meets standards for federal reimbursement, collecting membership dues, making appearances at safety events to promote RSF programs and outreach, and making contacts within the broader safety community to grow the membership of RSF and its advisory committee. This report highlights achievements made since the last report to FHWA dated June 2007.

### Major RSF Activities June 2007 – June 2008

- **Hosted Meetings of the RSF Advisory Committee and Named Secretary of Organization** – RSF staff hosted three Advisory Committee meetings (October 2007 and February and June 2008). Tony Giancola from the National Association of County Engineers (NACE) was elected as Secretary at the February meeting.
- **Hosted Successful National Roadway Safety Awards Luncheon with FHWA and Conducted Follow-up** – On November 7, 2007, RSF co-hosted with FHWA the Roadway Safety Awards luncheon at the National Press Club. A national news release and media advisory were used to promote media coverage, which included numerous print stories in award winner's local newspapers as well as several trade publications. In addition, following the event, RSF disseminated to hundreds of state and local government offices and other safety organizations the Best Practices brochure of 2007 award winning safety programs. The information is designed as a resource for others to identify potential solutions for their local roadway safety problems.
- **Planning for 2009 National Roadway Safety Awards Program** – Following the 2007 awards luncheon, RSF conducted an Internet-based survey about the 2007 Roadway Safety Awards program that garnered a 12% return with useful suggestions for enhancing the 2009 program. RSF staff met with FHWA to begin planning for the 2009 awards program and a second planning meeting is scheduled for later this month. Probable changes to enhance the program for 2009 include: a more straightforward application which will identify the types of programs considered; alternate venues for the awards ceremony that may be more enticing; working with safety partners to step up pre-promotion of the awards program; and lengthening the application process by announcing the opening of the program earlier. Already, RSF has worked with FHWA on the program application language and venue research.
- **Updated, Published and Distributed Several Issues of the *RSF Reporter*** – An issue of the *RSF Reporter* was distributed in November 2007 and a newly designed newsletter was issued for the first quarter of 2008 (January) and a second quarter issue was issued in late May 2008. [Copies of RSF's newsletters are available here.](#)

- **Safer Roads PR Task Force Created and PR Campaign Named** – A Public Relations (PR) Task Force has been created consisting of media and PR experts from such groups as AAA, American Association of State Highway Transportation Officials (AASHTO), AARP, American Traffic Safety Services Association (ATSSA), CALTRANS, MD State Highway Administration, The Governors Highway Safety Association, the Insurance Institute for Highway Safety and others to develop and execute a Public Education campaign on road safety as spelled out in the assistance agreement from the Federal Highway Administration. The group meets every other week and has officially named the campaign “Safer Roads: Building Safety Into Your Drive.” The campaign will soon be accepting applications for technical assistance and will be rolled out in various geographic areas of the country later this year.
- **Attended ATSSA’s Annual Convention and Traffic Expo** – In February 2008 RSF Executive Director Greg Cohen and Managing Director Cathy Gillen attended the American Traffic Safety Services Association’s annual convention in New Orleans, LA. Numerous contacts were made with potential RSF members.
- **Issued Statement in Support of AAA Report on “Crashes vs. Congestion - What’s the Cost to Society?”** - In March 2008, RSF issued a statement from RSF Managing Director Cathy Gillen in support of an AAA report showing that the safety costs of traffic crashes are more than the congestion costs of traffic crashes. The statement was posted on the national newswire.
- **Attended United Nations General Assembly Session on Global Road Safety** – On March 31, RSF Managing Director Cathy Gillen joined hundreds of other safety advocates at the United Nations General Assembly on Global Road Safety at the United Nation’s headquarters in New York City where UN Resolution 62/244 was passed. Passage of this resolution means that the United Nations has now agreed that global road safety is an epidemic requiring a global response from the highest levels of government and has accepted the offer of the Russian Federation to host a 2009 ministerial conference on road safety. More than a million people signed and supported the ‘1 million for road safety’ petition that was presented to the UN Secretary General Ban ki Moon on the day of the General Assembly debate.
- **Exhibited at Lifesavers: The National Conference on Highway Safety Priorities** – In April 2008, RSF Managing Director Cathy Gillen staffed a booth at the Lifesavers Highway Safety Conference in Portland, OR which was attended by more than 2,000 people. Many conference attendees stopped by RSF’s booth and numerous contacts were established. Booth visitors took nearly all of RSF’s literature and handouts including the Read Your Road mini-brochure and the “Roadway Safety is No Accident” bumper sticker.
- **RSF Takes Lead on Communications Working Group of the Highway Safety Partners Venture (HSPV)** – RSF Managing Director Cathy Gillen was named as the Chair of the Communications Working Group of the HSPV, a group formed by FHWA to discuss raising awareness and increasing public support for highway safety at the national

level. Gillen prepared a White Paper on national communication's ideas for the group and presented the highlights to the group on May 14. She will meet with FHWA senior staff on July 10 to discuss next steps.

- **Spoke at Highway Safety Coalition Monthly Meeting** – On April 25, RSF Managing Director Cathy Gillen presented a Power Point presentation on RSF and the public education campaign to members of the Highway Safety Coalition at AAA Headquarters in Washington, DC. The Highway Safety Coalition includes members from various public and private sector highway safety agencies and companies including the National Highway Traffic Safety Administration, National Transportation Safety Board, AAA, MADD and Nationwide Insurance.
- **RSF Solicits Support and Contributions** – Throughout the period, RSF has been engaging new safety partners in its programs. The RSF Advisory Committee has welcomed a number of new representatives, including the Property Casualty Insurers Association of America. General Motors has recently rejoined and we have received confirmation that the National Safety Council is joining RSF. In addition, membership renewals, which began in December of 2008 for the current fiscal year, are at mid-point. Renewal appeals went out the first week of May 2008.
- **Attended AASHTO's National Transportation Public Affairs Workshop** – RSF Managing Director Cathy Gillen attended the National Transportation Public Affairs Workshop (NTPAW) in Nashville, TN, August 2-6, 2008. The conference, sponsored by the American Association of State Highway Transportation Officials (AASHTO), provides an opportunity for communications professionals from all the state highway and transportation departments to discuss issues of shared importance.
- **RSF Exhibited and Addressed Sponsor National Association of Women Highway Safety Leaders Annual Meeting** – RSF Managing Director Cathy Gillen was the featured speaker at the Annual Meeting of the National Association of Women Highway Safety Leaders (NAWHSL) on September 6 in Scottsdale, AZ. NAWHSL representatives from all 50 states and the territories gathered to hear Gillen speak about the latest efforts of RSF including the status of the public education campaign. RSF was also a sponsor of the conference and had a booth on display, September 4-6. The event provided good exposure of RSF in a new market and an avenue to solicit new members and contributions.
- **RSF Exhibited at Governors Highway Safety Association Annual Meeting** – RSF Managing Director staffed the RSF booth at the annual meeting of the Governors Highway Safety Association (GHSA), September 7-10 in Scottsdale, AZ. The GHSA annual meeting attracted more than 350 state and federal highway safety officials each year. The event provided good exposure for RSF and an avenue for soliciting new members and contributions.