

# Roadway Safety

## REPORTER

Quarterly newsletter of the Roadway Safety Foundation

### Advisory Committee

3M/TSS

AAA

AAA Foundation for  
Traffic Safety

AARP

American Association of  
Motor Vehicle Administrators  
(AAMVA)

American Association  
of State Highway and  
Transportation Officials  
(AASHTO)

American Traffic Safety  
Services Association  
(ATSSA)

Barrier Systems

Commercial Vehicle Safety  
Alliance (CVSA)

Federal Highway  
Administration (FHWA)

Michelin North America

National Association of  
County Engineers (NACE)

National Local Technical  
Assistance Program  
Association (NLTAPA)

National Transportation  
Safety Board (NTSB)

Salt Institute

Transportation Research  
Board (TRB)

## Rumble on the Reservation Brochure Now Available!

**R**SF is pleased to announce that a brand new brochure is now available as part of our *Rumble on the Reservation* Campaign. This project, conducted in partnership with Michigan Technological University's Tribal Technical Assistance Program (TTAP), promotes the use of rumble strips on American Indian/Alaska Native (AI/AN) reservations due to their low installation and maintenance costs and their proven effectiveness in reducing roadway departure crashes. This is a particularly important demographic to reach, because AI/AN populations have consistently experienced traffic crash fatality rates roughly double the national average for several years.

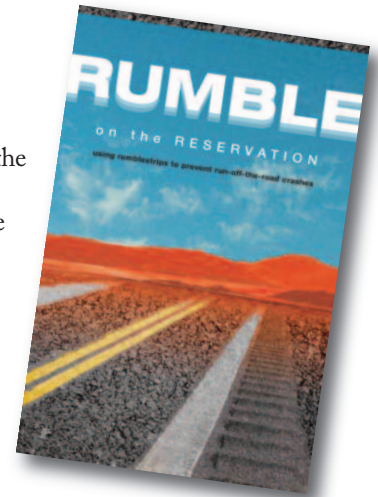
Emphasizing the role that roadways themselves play in the safety equation, the brochure explains that AI/AN communities are predominantly served by the most dangerous type of road in the country – rural highways. These roadways are witness to a large number of roadway departure crashes, a particularly severe type of crash that accounts for the majority of

traffic fatalities in the United States.

Rumble strips have been shown to reduce single-vehicle run-off-the-road crashes by up to 80%, making them a particularly attractive crash countermeasure in rural areas. And at just 10-30 cents per foot to install, they enable communities with limited resources for road projects to protect many more miles of roadway than would be possible using other common treatments.

This campaign has already produced a DVD, which was officially unveiled at the 13th Annual National Tribal Transportation Conference in Albuquerque this past November. Through interviews

*(continued on page 4)*



## Applications Now Being Sought for 2011 National Roadway Safety Awards

**A**pplications are now being accepted for the 2011 National Roadway Safety Awards competition. Jointly sponsored by the Federal Highway Administration (FHWA) and RSF, the awards recognize roadway safety achievements that move the United States "toward zero deaths." The competition highlights exemplary roadway safety efforts and publicizes best practices. Awards are given for infrastructure, operation and program-related improvements and programs that address safety needs.

All are welcome to apply, including local, state and federal government agencies, non-profits, associations and for-profit companies.

Winners receive an invitation to attend a national-level recognition event in Washington, DC in November. U.S. Transportation Secretary Ray



2009 National Roadway Safety Awards winners. Photo courtesy of Federal Highway Administration

LaHood served as the keynote speaker for the 2009 Awards program at an event on Capitol Hill.

For additional information and to apply please visit [www.roadwaysafety.org](http://www.roadwaysafety.org). Deadline for application is May 1, 2011. ▲



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# Decade of Action for Road Safety... Toward Zero Deaths

For the first time, the United Nations has recognized road safety as a public health issue. And, the nonprofit organizations and members of RSF— Make Roads Safe and the FIA Foundation – are working to tackle the “silent epidemic,” according to T. Bella Dinh-Zarr, PhD, MPH, North American Director for the groups.

During the Roadway Safety Foundation Advisory Committee meeting last November, Dr. Dinh-Zarr painted the global picture that road safety is responsible for more than 1.2 million deaths a year worldwide and more than 50 million serious injuries.

“A Safe System,” she said, “involves the road, the vehicle and the user.” The five pillars for a Safety Systems approach are: build capacity; safer user behavior; build safer roads; build safer vehicles; and improve post-crash care. Dr. Dinh-Zarr proposed the following ideas/actions:

- Plan activities for the “Decade of Action” Campaign starting with the worldwide launch on May 11, 2011.
- Spread the word about the “Decade of Action” when you speak to partners and the press and include the Decade symbol in publications.

- Choose one project to work on over a period of years as a “Decade project” and show as an example of a contribution to the worldwide Decade effort.
  - Continue to participate in “Toward Zero Deaths” efforts.
  - Support local, state and national resolutions for the “Decade of Action” for Road Safety and support other road safety policies and bills. Dr. Dinh-Zarr encourages integration of “Decade of Action” into organizations and programs. She noted that one of the contributions of the United States is “Towards Zero Deaths.”
- To get involved and for more information, visit [www.Decadeofaction.org](http://www.Decadeofaction.org). Dr. Dinh-Zarr, Road Safety Director of the FIA Foundation, can be reached at [b.dinhzarr@fiafoundation.org](mailto:b.dinhzarr@fiafoundation.org), 202.701.5656. ▲



## RSF Participates in Transportation Research Board Annual Meeting

The Roadway Safety Foundation was pleased to exhibit at a poster session and participate in several meetings and functions during the Transportation Research Board’s (TRB) 2011 Annual Meeting, January 23-27 in Washington, DC.

On January 24, RSF staff attended the kickoff planning meeting for this year’s “Put the Brakes on Fatalities Day,” commemorated annually on October 10 to support the public outreach and education efforts necessary for eliminating deaths on our nation’s highways.

In addition, RSF participated in the inaugural meeting of TRB’s brand new Global Road Safety Subcommittee. This subcommittee is tasked with fostering collaboration among the many diverse stakeholders concerned with road safety around the world. Preliminary activities included identifying knowledge gaps and research needs, and discussing opportunities for supporting the UN Decade of Action for Road Safety, which commences May 11, 2011.

Among the highlights of RSF’s participation in TRB was the opportunity to promote and distribute materials related to our *Rumble on the Reservation* Campaign. RSF was honored to be invited to present this project during the evening session of the



January 24th poster shows. Attendance was strong and the event brought together many tribal safety stakeholders; those who visited our exhibit received a kit that included the DVD, brochure, and background information on the campaign. On January 25, RSF participated in the Subcommittee on Tribal Safety Issues meeting, and distributed the kit to interested attendees there, as well. The exhibit created for the poster show is available as a PDF on our web site and can be found under “RSF Materials.” ▲



# News & Notes

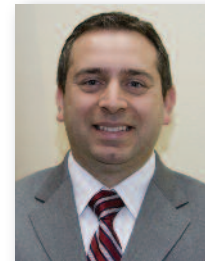
## RSF Now on Facebook

The Roadway Safety Foundation has joined the social media community with a brand-new Facebook page. Though still in its infancy, visitors to the page can already find information about all of our educational materials, a link to the 2011 National Roadway Safety Awards application, and updates on RSF's recent trip to Phoenix to exhibit at the American Traffic Safety Services Association Expo. In the coming weeks we'll be expanding the page and posting new content to keep viewers informed about our activities and to build a network of safety advocates. Check us out and become a fan. Go to [www.facebook.com](http://www.facebook.com) and search on "Roadway Safety Foundation." ▲



## RSF Executive Director Greg Cohen Appointed to SCOHTS

The Roadway Safety Foundation is pleased to announce the appointment of its Executive Director, Greg Cohen, to the Standing Committee on Highway Traffic Safety (SCOHTS) of the American Association of State Highway and Transportation Officials (AASHTO). Mr. Cohen, having been appointed by AASHTO President Susan Martinovich, will serve a four-year term effective February 17, 2011.



SCOHTS is charged with supporting programs that reduce crashes, fatalities, and injuries on the nation's highway network. The committee serves as a crucial forum within AASHTO that guides association actions, policies, and Congressional testimony with regards to safety needs, trends, and priorities. Chief among its responsibilities is developing and updating the AASHTO Strategic Highway Safety Plan, a comprehensive framework for cutting traffic fatalities in half over the next two decades through coordinated safety efforts. ▲

## RSF On the Road

RSF has traveled across the country in recent months promoting Foundation programs and products at conferences and trade shows. In late October 2010, Cathy Gillen and Bruce Hamilton exhibited materials at a booth shared between RSF and its parent organization, the American Highway Users Alliance, at the AASHTO Annual Meeting in Biloxi, MS. Then in mid-November, Gillen unveiled RSF's *Rumble on the Reservation* DVD at the 13th Annual National Tribal Transportation Conference in Albuquerque. This 11-minute film and corresponding brochure – the latest materials developed by RSF's *Safer Roads* Campaign – focus on the use of rumble strips on American Indian reservations, and are available free of charge.

2011 is off to a busy start, as well, with RSF presenting a display at a poster session at the Transportation Research Board's Annual Meeting in January in Washington, DC. In February, RSF exhibited at the American Traffic Safety Services Association's ATSSA Annual Convention & Traffic Expo in Phoenix, AZ. A special effort was made to distribute applications for the 2011 National Roadway Safety Awards, a biennial program co-sponsored by RSF and the Federal Highway Administration (FHWA). The deadline for applications is May 1 – see our Awards program article in this issue for details.

Coming up, RSF will be back in Phoenix, AZ for the Lifesavers Conference at the end of March. In addition to exhibiting at the event, Gillen will be giving a talk on rural traffic



safety issues for teen drivers. Rural roads pose challenges and dangers to all motorists, and especially the youngest and most inexperienced. Gillen will discuss the risks teens face on these highways, and how young drivers can help educate their peers about staying safe behind the wheel. If you will be in Phoenix, please join the session March 28 and stop by our booth - #704 – in the exhibit hall. Also, from April 17-18 we will be exhibiting at the National Association of County Engineers (NACE) 2011 Annual Meeting and Management and Technical Conference in Minneapolis, MN. If you are attending as well please stop by booth #37 and say hello. ▲



# Calendar of Events

- March 26-29** Lifesavers Highway Safety Conference  
Phoenix, AZ  
www.lifesaversconference.org  
RSF will be at booth #104
- April 17-21** National Association of County Engineers Annual Meeting  
Minneapolis, MN  
www.countyengineers.org  
RSF will be at booth #37
- May 10** RSF Advisory Committee Meeting  
Washington, DC
- May 10-12** National Organizations for Youth Safety Meeting  
Washington, DC  
www.noys.org
- May 11** Worldwide Launch of the "Decade of Action for Road Safety"  
www.Decadeofaction.org
- July 11-13** National Summit for Rural Traffic Safety Culture  
Big Sky, MT  
www.ruraltscsummit.org

To have your meeting dates distributed to the *Roadway Safety Reporter* mailing list and posted on the RSF website, send meeting announcements and dates to Cheryl Hollins at [cherylhollins@roadwaysafety.org](mailto:cherylhollins@roadwaysafety.org).

## How Strong Is Your Commitment to Roadway Safety?

If saving lives is as important to your organization as it is to the Roadway Safety Foundation, then consider showing it with a contribution to RSF. Tangible evidence of your commitment to the "hard" side of roadway safety can be through membership, contributions and/or sponsorships of our safety campaigns. Your financial support will help the Foundation stretch its grant dollars and other contributions. We need your financial help, especially during these challenging economic times when contributions are shrinking for vital programs. What can equal the importance of saving lives? Nothing, in RSF's view; it is central to our mission. You can make a contribution easily and securely online. Contact Cathy Gillen at [cathygillen@roadwaysafety.org](mailto:cathygillen@roadwaysafety.org) for information about joining or sponsorship opportunities. ▲

For expanded news and information about roadway safety, please sign up for the *Roadway Safety e-Reporter*, an online e-letter published by RSF at [www.roadwaysafety.org](http://www.roadwaysafety.org).



# RSF Members Honored at Luncheon

The Roadway Safety Foundation congratulates two of its members – Barrier Systems and 3M – who were among the winners of the International Road Federation's (IRF) 2010 Global Road Achievement Awards. They were presented at the 10th Annual IRF Awards Luncheon, held at the Transportation Research Board Annual Meeting in Washington, DC on January 25, 2011. RSF Managing Director Cathy Gillen attended to show her support for the big winners.

- **Barrier Systems**, together with Utah DOT, won in the category of Construction Methodology for the successful employment of moveable barriers to delineate work zones during reconstruction of a major arterial in Salt Lake City. The moveable barriers allowed for the creation of a larger work zone than could be achieved with traffic barrels and improved safety for highway workers by shielding them from vehicles. This greatly increased the efficiency of the work crews, allowing the contractor to condense the project from three phases to two and finish the entire job seven months early.
- **3M Traffic Safety Systems Division** took home the Technology, Equipment & Manufacturing award for its 3M™ Diamond Grade™ DG reflective sheeting technology. Retroreflective signs, of which 3M is a leading manufacturer, offer tremendous safety benefits because of their ability to reflect light directly back to its source, thereby dramatically improving visibility at night and in inclement weather. 3M was honored for developing sheeting material with greater durability, while consuming dramatically less energy and generating less waste and emissions during manufacturing. ▲

## Rumble (continued from page 1)

with transportation planners and safety experts, the 11-minute DVD introduces audiences to AI/AN communities that have seen motor vehicle crashes, injuries, and fatalities plummet after installing rumble strips on tribal lands. Both the DVD and brochure are available free of charge, and can be ordered by contacting Cathy Gillen or visiting [www.roadwaysafety.org](http://www.roadwaysafety.org).

The May/June 2011 issue of *Public Roads Magazine* will feature an article on both products. ▲

### Officers & Staff

Jim Keaton  
Chairman  
Barrier Systems

Tony Giancola  
Secretary  
National Association of  
County Engineers

Gregory Cohen, P.E.  
Executive Director

Cathy Gillen  
Managing Director

Daisy Singh  
Project Manager

Cheryl Hollins  
Membership Director

Bruce Hamilton  
Program Assistant

RSF is a 501(c)(3) nonprofit, educational and charitable organization whose mission is to reduce the frequency and severity of motor vehicle crashes, injuries and fatalities through enhancements to roadway systems and their environment.



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