

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
Transportation Officials
(AASHTO)

American Traffic Safety
Services Association
(ATSSA)

Barrier Systems

Commercial Vehicle Safety
Alliance (CVSA)

Federal Highway
Administration (FHWA)

National Association of
County Engineers (NACE)

National Local Technical
Assistance Program
Association (NLTAPA)

National Transportation
Safety Board (NTSB)

Salt Institute

Transportation Research
Board (TRB)

Spotlight on South Carolina Safer Roads: Building Safety Into Your Drive Campaign

This winter RSF announced the six winners of its *Safer Roads: Building Safety Into Your Drive* technical assistance program. Each quarter RSF will highlight one of the winners here in the *Roadway Safety Reporter*. This quarter we take a look at South Carolina.

The SC Department of Transportation and RSF are currently implementing a public information and education campaign to raise awareness of the safety benefits and the need for rumble strips and paved shoulders to reduce Run-off-the-Road (ROR) crashes and the injuries and fatalities as a result of these crashes.

During the last five years in South Carolina,

almost 46% of the total fatalities reported involved a vehicle running off the road. A total of 2,384 persons were killed in these crashes in South Carolina, and an additional 48,462 injuries were reported.

"SCDOT is very pleased that our application was selected for funding by the Roadway Safety Foundation (RSF)," said Terecia Wilson, Project Manager of SCDOT's campaign. "With RSF's assistance, we will be able to fully develop and implement a statewide public information and education campaign to educate drivers about the safety benefits of rumble strips in preventing ROR crashes AND how to safely recover if they do run-off-the road."

(continued on page 3)

Reminder—2009 National Roadway Safety Awards Applications Due June 1, 2009

RSF is pleased to announce the 2009 National Roadway Safety Awards competition that we co-sponsor with the Federal Highway Administration (FHWA). This biennial program provides national recognition for exemplary roadway safety efforts and best practices.

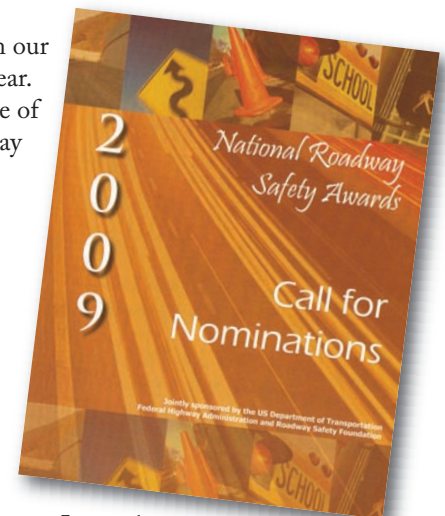
Public and private sector state, regional, and local organizations are eligible to apply. Awards are given for infrastructure and operational improvements and programs that address safety needs through safety data, evaluations and planning. The best practices of competition winners will be publicized in a variety of media, including news releases, the FHWA and RSF web sites, and in an Award Winners booklet. Award winners will be honored in Washington, DC at a special event in the fall.

The 2009 awards brochure provides detailed information and an application form. Additional copies of these materials also can be downloaded from the Safety Awards web site, www.roadwaysafetyawards.org. Applications must be received by June 1.

We encourage you to support this worthy program. Let's eliminate the needless loss of over

41,000 deaths on our highways each year. By expanding use of successful roadway safety efforts underway throughout our country, we can save lives!

Help us promote participation in the 2009 National Roadway Safety Awards Competition. Let us know what you need (materials, suggested language, etc.) to spread the word about this competition through your web site, e-letters, newsletters, and other media. Our goal is to increase participation in this campaign in 2009. Send inquiries to Cathy Gillen at cathygillen@roadwaysafety.org. We will get you whatever else you need to promote this program. Thanks! ▲



1101 14th Street, NW
Suite 750
Washington, DC 20005
202.857.1200
www.roadwaysafety.org



RSF Welcomes its Newest Members

The FIA Foundation/Make Roads Safe Campaign

The FIA Foundation, the newest member of the Roadway Safety Foundation, initiated the *Make Roads Safe Campaign for Global Road Safety* to call on the international community to recognize road traffic injuries as a global health, development, and transportation priority. The Campaign urges governments and individuals to take action to stop the daily tragedy of thousands of preventable deaths and injuries around the world. Dignitaries such as former USDOT Secretary Norman Mineta (Honorary North American Chairman of Make Roads Safe), President Carter, and Archbishop Tutu see road safety as a basic human right.

More than one million people signed the *Make Roads Safe* petition to the United Nations which was handed to United Nations Secretary General Ban Ki-moon in March 31, 2008, the day the UN approved the first Ministerial Conference on global road safety.

When governments from around the world meet at this UN Conference in Moscow in November 2009, the Make Roads Safe Campaign is calling on them to commit to a 'Decade of Action for Road Safety 2010-2020' with the aim of reducing the projected increase in road deaths by 50% by 2020. Instead of 1.8 million people dying in 2020 – compared with 1.3

MAKE ROADS SAFE The Campaign for Global Road Safety

million now – the number of fatalities by 2020 can, and should, fall below one million a year if the right action is taken.

The 'vaccines' for the road injury epidemic are available. Improved road design and a focus on pedestrian safety, safer vehicles, motorcycle helmets, seat belts, action on drunk driving, driver training and licensing and tackling speed – this is how road deaths can be reduced. The missing ingredient is political commitment to take action.

To secure this ambitious goal we need your support, your voice, your activism. Ask your organization to join the campaign, add your name to the Call for Action, tell your friends and colleagues. We all know someone who has been affected by a road crash. For their sakes, act.

For more information or to support the Decade of Action for Road Safety, visit www.makeroadssafe.org or contact RSF's representative Dr. Bella Dinh-Zarr at dinhzarr@dinhzarr.org. ▲

QWICK KURB

In the 1980's QWICK KURB® was developed in Germany

to improve traffic flow in construction zones on the Autobahn. The Autobahn Authority sought a sturdy and highly observable traffic separator that does not shatter and break apart in cold weather like lightweight plastics, but one sufficiently narrow to limit encroachment on travel lanes. In 1995 the technology was licensed to QWICK KURB®, INC. for use in North America. QWICK KURB® is a channelization device recognized the world over as an effective, low cost, highly durable system that helps traffic engineers achieve optimum compliance with roadway directive.

Michael Hare, Vice President, will be RSF's representative at QWICK KURB®, INC. ▲

QWICK KURB®, INC.



The Roadway Safety Foundation (RSF) showed off its new Safer Roads: Building Safety Into Your Drive Campaign booth at the Lifesavers Highway Safety Conference on March 29 – April 1 in Nashville, TN.



Spotlight *(continued from page 1)*

RSF and SCDOT are working with Michelin North America and their professional drivers to film a ROR safety DVD and PSAs at their test track in Laurens, SC this summer. National driving expert Bill Wade with Street Survival is donating his time to assist in filming certain driving portions of the DVD in which he will demonstrate how to safely recover if you run off the road.

The DVD includes several modules – both local and national – and will be distributed via RSF, SCDOT, the AAA Foundation for Traffic Safety and other safety partners not just in South Carolina but across the country. The script has been written and creative concepts in the DVD are currently being focus tested before the shoot.

In addition, RSF has contracted with a research firm to conduct both pre-and-post campaign research to assess South Carolinian's knowledge, beliefs and attitudes about ROR crashes, paved shoulders and rumble strips.

Other South Carolina entities in addition to the DOT are participating in the project. The SC Department of Public Safety (SCDPS) is aiding the project in several ways. Troopers from the SC Highway Patrol of SCDPS will be assisting in the

production of the DVD, as they share their professional experiences in investigating ROR crashes. The SC Fire Academy is lending its

driving range for the staged ROR wreck scene of the DVD. And SCDPS' Families of Highway Fatalities (FHF) has helped SCDOT to identify victims of ROR fatal crashes who will share their personal stories in the DVD. The Community Relations Officers of the Highway Patrol and the South Carolina EMS PIER (Public Information and Education Relations) Team, a statewide organization of EMS professionals who give public presentations, will be assisting SCDOT in conducting presentations to groups across the state, showing the DVD, and explaining how to recover from a ROR crash.

According to Wilson, the collaboration and partnerships are demonstrative of the willingness of

all entities in the state to address this critical traffic safety issue. Please contact Cathy Gillen at (202) 857-1203 or cathygillen@roadwaysafety.org for campaign sponsorship opportunities. ▲



February RSF Advisory Committee Meeting Recap

RSF's Advisory Committee met on February 12 at the National Academy of Sciences. Guest speakers at the meeting included Brian Pallasch, the American Society of Civil Engineers (ASCE) Managing Director of Government Relations and Infrastructure Initiatives and Vincent J. Talucci, the International Association of Chiefs of Police (IACP) Director of the Division of State and Provincial Police.

Pallasch spoke to the group about ASCE's 2009 Report Card for America's Infrastructure. America's infrastructure is in dire need of proper, sustained attention, as evident by the grade of "D". "In this year's report card, ASCE gave roads a 'D minus,'" said Pallasch.

In order to

guide the process of allocating funds to these important projects, ASCE has compiled guiding principles which will help steer investment in the right direction by keeping the focus on rehabilitating worn-out infrastructure to increase safety and building new infrastructure to keep the nation competitive in the global economy.

For details about the *Report Card*, visit www.asce.org. Founded in 1852, ASCE represents more than 133,000 members of the civil engineering profession worldwide, and is America's oldest national engineering society.

Talucci of IACP spoke to the Advisory Committee about many of their highway safety priorities including several videos they have produced to increase awareness about the safety of law enforcement officials on our nation's roadways.

Founded in 1893, the IACP is the world's oldest and largest nonprofit membership organization of police executives, with 22,000 members in over 89 different countries. The group is organized into Divisions, one of which is the Division of State and Provincial Police. To learn more about the association, visit www.theiacp.org. ▲



RSF Chairman Jim Keaton, RSF Managing Director Cathy Gillen and RSF Executive Director Greg Cohen listen to guest speakers at the February 12 Advisory Committee meeting at the National Academy of Sciences.



Calendar of Events

March 29 – April 1 Lifesavers Conference, Inc.
Lifesavers 2009: The National Conference on Highway Safety Priorities
RSF will be at Booth #424
Nashville, TN
www.lifesaversconference.org

April 5 Transportation Research Board
National Transportation Planning Applications Conference
Atlanta, GA
www.trb.org

April 6-10 National Work Zone Awareness Week Nationwide

April 19-23 National Association of County Engineers
NACE 2009 Annual Meeting and Management and Technical Conference
Peoria, IL
www.naco.org

May Motorcycle Safety Awareness Month

May 13-18 American Association of State Highway and Transportation Officials
Spring Meeting
Bedford, PA
www.aashto.org

June 1-3 Intelligent Transportation Society of America
Annual Meeting
Ft. Washington, MD
www.itsa.org

June 15-18 Transportation Research Board
Summer Conference
Baltimore, MD
www.trb.org

June 18-20 National Committee on Uniform Traffic Control Devices
Mid Year Meeting
Manchester, NH
www.ncutcd.org/

June 20-24 National Sheriff's Association
69th Annual Conference
Ft. Lauderdale, FL
www.sheriffs.org/

June 22 AAA Foundation for Traffic Safety National Rural Summit on Traffic Safety Culture
www.meetingsnorthwest.com/TSCsummit.html

June 24 Roadway Safety Foundation Advisory Committee Meeting
www.roadwaysafety.org

To have your meeting dates distributed to the *Roadway Safety Reporter* mailing list and posted on the RSF web site, send meeting announcements and dates to Cheryl Hollins at cherylhollins@roadwaysafety.org.

Contributing to Roadway Safety, a Worthy Mission

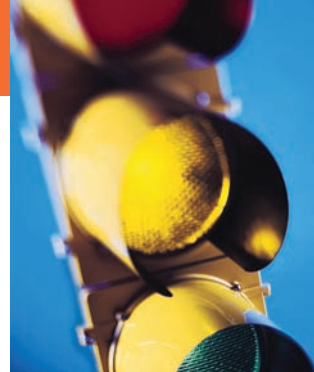
Please support our cause! RSF is dedicated to reducing to zero the 41,000 unfortunate fatalities on our nation's roadways. If you wish to make a fully tax-deductible contribution to the Foundation to further its work in 2009, now is the time to do so before December 31, 2009.

Join us in rededicating ourselves to saving lives. Send your contributions to:

Roadway Safety Foundation
PO Box 34523
Washington, DC 20043

All contributions to RSF, a 501(c)(3) charitable and educational organization, are fully tax deductible. Thank you, in advance, for your generosity. ▲

For expanded news and information about roadway safety, please sign up for the *Roadway Safety e-Reporter*, an on-line e-letter published by RSF at www.roadwaysafety.org.



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Cheryl Hollins
Membership Director

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 roadway systems and their environment.



1101 14th Street, NW
Suite 750
Washington, DC 20005
202.857.1200
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