

# 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  
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Federal Highway  
Administration (FHWA)

National Association of  
County Engineers (NACE)

National Local Technical  
Assistance Program  
Association (NLTAPA)

National Transportation  
Safety Board (NTSB)

Quixote Corporation

Salt Institute

Transportation Research  
Board (TRB)

## NEW — Run-Off-Road DVD and Brochure Highlight Distracted Driving

A new DVD and corresponding brochure titled *Recognize, React, Recover: Using Rumblestrips to Prevent Run-Off-the-Road Crashes* are now available. The DVD and brochure were produced as part of the Roadway Safety Foundation's partnership with the S.C. Department of Transportation.

The "Hot Off the Presses" brochure is designed to complement the *Recognize, React, Recover* DVD that was made available earlier this year. The brochure puts a spotlight on the issue of run-off-road crashes and its causes and highlights two severe car crashes, both of which were caused by distracted teens.

Rumble strips are discussed as a way to help prevent distracted drivers who may run-off-the-road from doing so. The brochure also provides tips for avoiding a run-off-the-road crash and how to safely recover if you do run off the road. To view the brochure or download a copy, please visit [www.roadwaysafety.org](http://www.roadwaysafety.org). To order free copies, please call Cathy Gillen at 202.857.1203 or email her at [cathygillen@roadwaysafety.org](mailto:cathygillen@roadwaysafety.org). ▲



## RSF to Attend Secretary LaHood's Second National Distracted Driving Summit

The second Distracted Driving Summit – convened by U.S. Transportation Secretary Ray LaHood – will take place September 21 at the Renaissance Hotel in Washington, DC, and RSF is pleased to be among the organizations exhibiting at the event.

This year's Summit will continue the national conversation – jump-started during the first meeting last fall – on the dangers posed by distracted drivers, and is expected to draw upwards of 600 attendees. In addition to providing an overview of the progress made since the first Summit, the 2010 conference will focus on effective media campaigns, and the roles played by research, technology, and legislation in combating distracted driving.

In the year since the first meeting was held, the number of states banning text messaging while driving has risen dramatically, with 11 new bans enacted in 2010 alone. Thirty states, as well as Guam and the District of Columbia, now prohibit this form of distracted driving. In addition, following the 2009 conference, President Obama issued an executive order prohibiting Federal employees from texting while driving government vehicles, and while using a government-issued device or driving on official business, even if operating a private vehicle.

Still, many challenges remain: according to the National Highway Traffic Safety Administration,

### DISTRACTED DRIVING SUMMIT

roughly 20% of all crashes in 2008 involved distraction, with 6,000 people killed and over 500,000 injured because of a distracted driver. Despite the growth nationwide of anti-distracted driving legislation, many states have taken no action to address the issue, and some even prohibit local jurisdictions from doing so.

RSF's exhibit at the Summit will focus on rumble strips and their ability to prevent run-off-the-road crashes by alerting distracted drivers of a lane departure. We will be distributing our *Recognize, React, Recover* DVD, created as part of a campaign in South Carolina to educate motorists about the lifesaving benefits of rumble strips. A corresponding brochure, detailing real-life stories of two run-off-the-road crashes and explaining how to avoid such crashes, will also be handed out. RSF will be sharing an exhibit booth with Operation Lifesaver, an international non-profit group dedicated to reducing crashes, injuries, and fatalities along railroads and at roadway-railroad crossings.

For more information on distracted driving and the 2010 Summit, please visit <http://www.distraction.gov/2010summit/>. ▲



1101 14th Street, NW  
Suite 750  
Washington, DC 20005  
202.857.1228  
[www.roadwaysafety.org](http://www.roadwaysafety.org)

# Welcome Michelin North America

R SF is pleased to announce that Michelin North America has joined its growing membership.

Recently Michelin partnered with the Roadway Safety Foundation (RSF), South Carolina Department of Transportation and others in producing a video and companion brochure on rumble strips and rumble stripes to educate motorists of the safety value of these national initiatives.

The core of Michelin's business is improving mobility, aiding the development of new, better ways to transport people and goods. In addition to its partnership with RSF, Michelin is working across the globe to promote safety including:

- Supporting and sponsoring the American Trucking Association's (ATA) Share the Road tour: Michelin has partnered with ATA to increase the knowledge of the motoring public on how to interact safely with big rigs.
- Tire Rack Street Survival teen driving program: To provide classroom and behind the wheel driving instruction to Michelin's employee dependent teens.
- Partnership with state agencies in performing pressure patrols: A service to check motorists' vehicle tire pressures at welcome centers on heavy holiday travel weekends.
- Support of the Automotive Safety Research Institute of Clemson University in their efforts to spread the safety message to students (K-12).



- Membership in the Global Road Safety Partnership since 2003: In addition, Michelin has chaired the partnership of private companies, the public sector and NGOs working for the sustainable reduction in road crashes in developing and emerging countries since 2007.
- Membership in the World Health Organization since 2007: Michelin is also a contributor to the United Nations Road Safety Collaboration.
- Challenge Bibendum: Since 1998 this program has brought together leading players in the automotive world to provide them with insight and an in-depth understanding on clean and safe mobility for the future.
- Contributor to the "Private Sector Road Safety Collaboration": The collaboration voices the importance of the private sector in road safety promotion and fund-raising for road safety pilot project implementation.
- Member of the Rubber Manufacturers Association (RMA). For additional information on Michelin's community relations, please contact Billy Crank at 864.458.5245 or [billy.crank@us.michelin.com](mailto:billy.crank@us.michelin.com). ▲

## Popular Roadway Safety Guide to be Updated

Just over ten years ago, the Roadway Safety Foundation published the *Roadway Safety Guide*, a 77-page manual designed to help community leaders address safety issues on their roads. Unlike other factors in highway safety that have seen improvements, such as human behavior and vehicle design, the condition and quality of roadways themselves continue to account for a high level (roughly a third) of the nearly 34,000 highway fatalities.

The expanded and updated *Roadway Safety Guide* will include updated case studies, current thinking on roadway priorities — with a special emphasis on safety countermeasures such as roundabouts and median cable barriers — and a new chapter on youth outreach. Like the first edition, the update will continue to include a checklist for identifying road and bridge trouble spots, a step-by-step guide for choosing appropriate countermeasures, tips on building community support for addressing local roadway problems, and current contact information for key stakeholders and agencies with jurisdiction over highways and bridges. The current Guide can be downloaded/viewed at [www.roadwaysafety.org](http://www.roadwaysafety.org).

Improving America's roadways with proven safety countermeasures is as important in 2010 as it was when the *Roadway Safety Guide* first appeared more than ten years ago.

Technology, best practices, and data collection have evolved in the past decade, and the Roadway Safety Foundation is committed to updating this valuable manual to reflect the state of American roadways today.

Nearly 1,500 hard copies of the *Roadway Safety Guide* were distributed to community leaders, various state highway groups, RSF members, and elected officials. In addition, the online edition received over 3,000 visits in the first two years of being posted for public viewing. Our plan this time around is to distribute 2,000 copies of the Guide and also make it available on the RSF website. The guide's readability and focus on practical steps that community leaders can take to address roadway safety make it an excellent resource.

Supporting the *Roadway Safety Guide* is an excellent opportunity to empower community leaders and elected officials to address safety issues in their districts. This guide is an important resource for combating the frequency and severity of crashes attributed to the physical characteristics of roadways, and the updated version will ensure that it remains practical and useful in the coming years.

If you are interested in becoming a sponsor of this important document, please contact Cathy Gillen at 202.857.1203 or at [cathygillen@roadwaysafety.org](mailto:cathygillen@roadwaysafety.org). ▲



# News & Notes

## Clear Winter Roads Protect Lives and Commerce Brochure Now Available

Clear, open and safe roads save lives, protect the economy, and allow ambulances, fire engines, police and other emergency vehicles to perform their life-saving services. These facts and others are presented in a new Roadway Safety Foundation brochure titled, *Clear Winter Roads Protect Lives and Commerce*.

The tri-fold brochure includes facts from a Marquette University study that shows the safety benefits of deicing, including a reduction in injury crashes of up to 88%. It also includes findings from a Global Insight study showing that the economic impact of snow-related closures far exceeds the cost of timely snow removal.

The brochure is available for download on the RSF website at [www.roadwaysafety.org](http://www.roadwaysafety.org). Print copies are free and can be ordered by calling or emailing Cathy Gillen at [cathygillen@roadwaysafety.org](mailto:cathygillen@roadwaysafety.org) or 202.857.1203. ▲



## Drive Safely Work Week Slated for October 4-8

The 2010 Drive Safely Work Week (DSWW), sponsored annually since 1996 by the Network of Employers for Traffic Safety (NETS), will emphasize the dangers of distracted driving, and provide support to employers seeking to enact a corporate policy on employee use of mobile devices while driving. According to a NETS press release, traffic crashes involving employees – on or off the job – cost employers \$60 billion each year.

In conjunction with the U.S. Department of Transportation, NETS – a partnership between the Federal government and various private sector members that promotes employee driving safety – has developed an online toolkit of downloadable materials on the theme of “Focus...Save driving is serious business.” These materials, which include fact sheets, graphics, interactive quizzes, and activities, are designed to help employers implement policies on the use of mobile devices while driving, and raise employee awareness of the hazards posed by distractions behind the wheel.

DSWW is observed nationally each year in October during the first full week of the month. This year’s activities will be held October 4-8, and the materials – which are not dated and can be used at any time – are available for free at [www.trafficsafety.org/dsww-materials](http://www.trafficsafety.org/dsww-materials). ▲

## Put The Brakes on Fatalities Day to Celebrate 10th Anniversary on 10-10-10

“Put the Brakes on Fatalities Day” program was kicked-off in 2001, patterned after the Great American Smokeout and believed necessary when statistics showed that from 1995 to 2000 over 250,000 deaths had occurred or an average 41,500 annually (1/2 of attendees at a large football stadium on a fall afternoon). The annual number of fatalities has dropped to 37,261 in 2008 and is estimated to be nearly 34,000 in 2009 or about 1 death every 15 minutes.

Lives can be saved when there are changes in the personal choices a driver makes. “Don’t be Driven to Distraction - Drive to Arrive” is a choice everyone can make this year by putting away their cell phones before starting their vehicle on October 10th — “Put the Brakes on Fatalities Day” — then continue the same choice every day of the year.

In 2006 the Transportation Safety Committee of Transportation and Development Institute – American Society of Civil Engineers became stewards of the program and website ([www.brakesonfatalities.org](http://www.brakesonfatalities.org)). The National Put the Brakes on

Fatalities Day Committee creates and promotes the annual program. Numerous federal agencies, states, local agencies, organizations and individuals are involved in promoting an annual event.

The Put the Brakes on Fatalities Day program’s mission is to serve as an advocate and a resource to help reduce fatalities. This includes the support of the recently established national goal of “Towards Zero Fatalities.” Organizations interested in learning more should visit the website at [www.brakesonfatalities.org](http://www.brakesonfatalities.org). If your organization wishes to become involved in the PBF, please send an email with the name of a contact person to [pbfd@asce.org](mailto:pbfd@asce.org) and visit the “Tool Kit” page for material and ways to create an October 10th event. ▲



# Calendar of Events

- Sept. 21** U.S. Transportation Secretary Ray LaHood's Second National Distracted Driving Summit  
Washington, DC  
[www.distraction.gov](http://www.distraction.gov)
- Sept. 22** National Organizations for Youth Safety Teen Distracted Driving Summit  
Washington, DC  
[www.noys.org](http://www.noys.org)
- Sept. 26-29** Governors Highway Safety Association Annual Meeting  
Kansas City, MO  
[www.ghsa.org](http://www.ghsa.org)  
RSF will be at booth #44
- Oct. 4-8** National Drive Safely Work Week  
[www.trafficsafety.org/dsww-materials](http://www.trafficsafety.org/dsww-materials)
- Oct. 10** Put the Brakes on Fatalities Day  
[www.brakesonfatalities.org](http://www.brakesonfatalities.org)
- Oct. 29-30** American Association of State Highway and Transportation Officials 96th Annual Meeting and Trade Fair  
Biloxi, MS  
[www.transportation.org](http://www.transportation.org)  
RSF and the American Highway Users Alliance will be at booth #103
- Nov. 15-19** National Tribal Transportation Conference  
Albuquerque, NM  
[www.ttap.colostate.edu/conference.aspx](http://www.ttap.colostate.edu/conference.aspx)

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).

## Support Our Cause Why Contribute to RSF?

Traffic crashes are the leading cause of death of Americans ages 3-34 years old. Isn't saving lives a worthy goal? What if we could eliminate the tragic loss of nearly 34,000 lives on our nation's roadways each year due to unsafe roadway conditions? What if we could save motorists from unfortunate injuries due to the physical properties of roadways that cause harm to highway users? What if we could reduce property damage and associated costs to remedy damage due to hazardous roadway conditions? Would you help?

You can help by making a contribution to RSF. Three options are available: Organization Contribution, Individual Contribution, and Memorial Contribution. Visit [www.roadwaysafety.org](http://www.roadwaysafety.org) to make a contribution or become a member. ▲

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).

**Roadway Safety** REPORTER

# RSF Welcomes New Program Assistant

In June the Roadway Safety Foundation welcomed a new part-time Program Assistant, Bruce Hamilton. Bruce graduated from Tufts University in 2008 with a Bachelor's degree in International Relations. He completed a research project on road safety and transportation issues in Kenya while studying abroad, and is now excited to gain professional experience in the field with RSF. Prior to joining RSF Bruce worked at the State Department as part of a team conducting training programs for the local staff of American embassies and consulates. Bruce will work on promoting roadway safety countermeasures through the six *Safer Roads: Building Safety Into Your Drive* campaigns funded by a grant from the Federal Highway Administration. He is also working on updating *RSF's Roadway Safety Guide* which was originally published more than ten years ago. Please join us in welcoming Bruce. He can be reached at 202.857.1228 or at [brucehamilton@roadwaysafety.org](mailto:brucehamilton@roadwaysafety.org). ▲



## RSF TO Exhibit at Upcoming Conferences

In the coming months, RSF will be promoting its safety products at several important safety conferences including: The U.S. Department of Transportation's Second National Distracted Driving Summit in Washington, DC on September 21; The Governors Highway Safety Association Annual Meeting in Kansas City, MO, September 26-29; The American Association of State Highway and Transportation Officials Meeting and Trade Fair in Biloxi, MS-October 29-30; and The National Tribal Transportation Conference in Albuquerque, NM-November 15-19. RSF will distribute its latest safety publications including our Run-Off-the Road/Rumblestrip safety DVD and corresponding brochure, our winter maintenance safety brochure and our older driver safety DVD. We will also distribute other RSF materials including our *Safety is No Accident* brochure, newsletters and Best Practices Guide. Between the four conferences RSF will reach thousands of safety professionals with our materials. If you are at any of the conferences, please stop by and say hello. ▲

### Officers & Staff

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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.



1101 14th Street, NW  
Suite 750  
Washington, DC 20005  
202.857.1228  
[www.roadwaysafety.org](http://www.roadwaysafety.org)

