

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)
(retired)

National Local Technical
Assistance Program
Association (NLTAPA)

National Transportation
Safety Board (NTSB)

Salt Institute

Transportation Research
Board (TRB)

RSF Briefs Tajik Traffic Safety Delegation

On July 21, RSF Managing Director Cathy Gillen hosted a delegation of Tajik traffic safety professionals at the Foundation's offices in Washington, DC. The participants – from Tajikistan's Ministry of Internal Affairs – were specialists in law enforcement and traffic engineering and were in the United States as part of the State Department's International Visitor Leadership Program (IVLP), a prestigious public diplomacy program that brings international delegations to meet their American counterparts, share best practices, and provide valuable learning experiences for both the visitors and their hosts. The Tajik delegation attended a three-week Traffic Engineering and Management program arranged for the State Department by Phelps Stokes.

Gillen briefed the group on RSF's mission, the role

of non-profits and charitable groups in the larger traffic safety field, and the products and programs RSF offers in fulfillment of its public outreach and education function. The delegation also shared information about roadway safety and transportation in Tajikistan, and discussed issues such as crash countermeasures that are common in the country and the taxation structures that fund road building, maintenance, and safety projects. ▲



RSF Welcomes National Coalition for Safer Roads

The National Coalition for Safer Roads (NCSR) is the latest member of The Roadway Safety Foundation. The goal of NCSR is to save lives and protect communities by demonstrating how red light safety cameras can improve driver behavior.

Innocent lives are lost every day because of someone else's reckless decision to run a red light. In 2009 alone, more than 676 people were killed and 113,000 were injured in crashes nationwide that involved red-light running. More than half of those killed in the crashes were pedestrians, cyclists and people other than the red-light runner.

The National Coalition for Safer Roads advocates for the use of red light safety cameras in cities and communities across the country. These safety cameras are part of an emerging body of technology intended to change the way people drive by creating

consequences for those who drive recklessly or inattentively.

National studies demonstrate that when this technology is put to work, the number of fatalities due to red light running decreases. Lives are saved and communities are safer.

NCSR brings together industry experts, community leaders, victims of red light running, parents and other concerned citizens to support the use of red light safety technology in cities and communities across the country.

For more information, visit <http://SafeRoadsSaveLives.org/>, follow @SaferRoadsUSA on Twitter and on Facebook at <http://www.facebook.com/SaferRoadsUSA>. ▲



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Recognize, React, Recover DVDs Re-ordered; Get Yours Today!

RSF is pleased to announce that our *Recognize, React, Recover: Using Rumble Strips to Prevent Run-off-the-Road Crashes* campaign DVDs have been so popular we've had to order additional copies. The 5,000 units originally produced went fast, with RSF fulfilling more than 130 distinct orders to date. Recipients have included driving schools, government agencies, non-profit organizations, high schools and universities, law enforcement officers, and traffic engineers.

RSF received its re-order of 5,000 copies from the manufacturer in late July. The 18-minute DVD explores the causes and consequences of run-off-the-road crashes, and promotes rumble strips as a cost-effective countermeasure. The DVD has truly had a broad appeal, as it touches on a number of hot-button topics like distracted and drowsy driving, and provides tips – presented by professional drivers – on how to



react in the event of a near-crash or roadway departure.

In addition to fulfilling web and phone requests for this DVD and its corresponding brochure, RSF has distributed hundreds of copies at tradeshows and conferences nationwide. Several of our safety partners in this campaign, including the AAA Foundation for Traffic Safety, the South Carolina Department of Transportation, and Michelin, have also promoted and distributed these products. If you are interested in receiving copies, please contact Bruce Hamilton at brucehamilton@roadwaysafety.org. ▲

Drive Safely Work Week Coming Next Month

The Network of Employers for Traffic Safety (NETS) has once again partnered with the U.S. Department of Transportation to combat distracted driving and support employer efforts to implement corporate policies on mobile device use behind the wheel. These initiatives will be highlighted during this year's Drive Safely Work Week (DSWW), annually observed nationwide during the first full week of October.

This year's DSWW theme is "Focus360... Getting there safely is everyone's business." With support from USDOT, NETS has developed an electronic toolkit designed to help organizations launch and sustain mobile device policies, and build awareness of the dangers of distracted driving. Toolkit materials include fact sheets, daily activities, graphics, and other items that can be downloaded and used during the week to promote safe, responsible driving throughout an organization. The materials are available free of charge at www.trafficsafety.org, and are undated so as to be useful any time of the year.

NETS – a partnership between the Federal government and various private sector members that promotes employee driving safety – has sponsored DSWW since 1996. In 2010, more than 20 million employees were reached through the participation of almost 5,000 organizations. Employee traffic crashes – both on and off the job – are estimated to cost employers \$60 billion annually, and this year's materials explore the responsibilities not only of drivers, but also of passengers, pedestrians, and cyclists in keeping roads safe. ▲

RSF Out and About

RSF has maintained a busy travel schedule this summer, with more to come in the fall. In mid-August, Managing Director Cathy Gillen attended the 34th Annual Conference of the National Transportation Public Affairs Workshop (NTPAW) in Des Moines, IA. Held each year by the American Association of State Highway and Transportation Officials (AASHTO) Public Affairs Subcommittee, NTPAW brings together the public affairs leadership of the transportation agencies in all 50 states, Puerto Rico, and the District of Columbia to discuss communication strategies, community outreach, and public education regarding infrastructure-related needs and issues.

RSF was then off to Milwaukee, WI, to exhibit at the American Association of Motor Vehicle Administrators' (AAMVA) 78th Annual International Conference. AAMVA represents interests in highway safety, motor vehicle administration, and law enforcement in the United States and Canada. At the booth, RSF promoted our *Safer Roads* campaigns and distributed our popular educational materials.

Coming up in September, RSF will be in Cincinnati for back-to-back events: the 44th Annual Conference of the National Association of Women Highway Safety Leaders (NAWHSL) and the 2011 Governors Highway Safety Association (GHSA) Annual Meeting. In addition to maintaining an exhibit at NAWHSL, Gillen will be discussing our *Recognize, React, Recover* campaign as the luncheon speaker on Friday, September 23. Hope to see you there! ▲



News & Notes

Hail and Farewell!



Brian Roberts

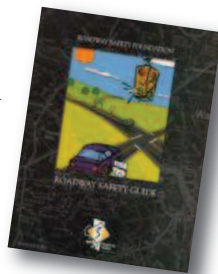
It is with much thanks and excitement that RSF celebrates the successful career of recently-retired National Association of County Engineers (NACE) Executive Director Tony Giancola, and the arrival of his successor, Brian Roberts. Giancola, who had served as Executive Director of NACE since 1993, has also been extremely active as the Secretary of the RSF Advisory Committee, providing leadership, guidance, and support for the Foundation's mission and programs. His retirement comes after an accomplished career as an engineer, serving in the Civil Engineer Corps of the U.S. Navy, as Chief Engineer of the Public Works Department in Frederick County, MD, and as Public Works Director for the City of Takoma Park, MD. We wish him all the best in retirement, and are extremely grateful that he has agreed to continue serving as our Secretary.

RSF is also looking forward to working with Giancola's successor at NACE, Brian C. Roberts, who started in his new role in June 2011. Roberts comes to NACE with an extensive background in hydraulics, hydrology, and stormwater management, having served as Executive Director of the National Corrugated Steel Pipe Association, as well as chief of the Hydraulics Branch, Eastern Federal Lands Highway Division, Federal Highway Administration, where he authored the FHWA manual "Best Management Practices for Erosion and Sediment Control." Roberts also has extensive experience working at the county level, and RSF looks forward to our continued relationship with NACE. ▲

Roadway Safety Guide in Editing Stages

RSF has been making steady progress on the major revisions to our *Roadway Safety Guide*, a manual first published 10 years ago for local officials, community leaders, civic groups, and concerned citizens interested in improving safety on their roads. Written for non-engineers, the *Guide* explores crash counter-measures, roadway safety funding sources, coalition-building tips, and other crucial topics helpful for communities dealing with roadway safety concerns.

The updated *Guide* includes new case studies, the latest facts and figures related to crashes and safety, and discussions of vital topics not extensively covered in the original version, such as vulnerable road users, modern roundabouts, and Safety Edge. With drafting very near completion, RSF is now reviewing the document internally prior to seeking input from our partners and beginning the design process. Stay tuned! ▲



National Roadway Safety Awards Luncheon Set for November 15 on Capitol Hill

The 2011 National Roadway Safety Awards luncheon will be held on November 15 on Capitol Hill. Dozens of applications were received for the awards program which is co-hosted every other year by RSF and the Federal Highway Administration (FHWA). This year's judges include: Billy Crank of Michelin, Greg Cohen of the Roadway Safety Foundation, Chuck Niessner, Transportation Research Board, Tony Kane of AASHTO, Philip J. Caruso of the Institute of Transportation Engineers, T. Bella Dinh-Zarr, PhD, MPH of the FIA Foundation/MAKE ROADS SAFE, Anthony Giancola, retired, Michael Griffith of FHWA's Office of Safety and Karen Timpone with FHWA's Office of Safety. Special thanks to all our judges and good luck to all the applicants! ▲



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

RSF's New Facebook Page Growing



RSF's Facebook page continues to grow, with new postings and photos added regularly. Visit us at www.facebook.com/roadwaysafetyfoundation for information on our latest activities, and to check out contributions from other partners in this field who are working to save lives on the nation's roadways. We're new to the social media community, but our fan base is growing every week and we are glad to be using Facebook as another tool for keeping in contact with our members and safety partners. Help us spread our lifesaving messages, share information about what you and your organization are working on, and find out what's coming down the road for RSF, including upcoming tradeshow exhibits, speaking engagements, and more! ▲



Calendar of Events

September 21-25 **National Association of Women Highway Safety Leaders Annual Conference**
Cincinnati, OH
www.nawhsl.org

September 25-28 **Governors Highway Safety Association Annual Meeting**
Cincinnati, OH
www.statehighwaysafety.org

October 17 **NOYS National Summit on Teen Distracted Driving**
Crystal City, VA
www.noys.org

October 26 **RSF Advisory Committee Meeting**
AAA, Washington, DC

November 15 **National Roadway Safety Awards Luncheon**
Washington, DC

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.

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 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.



Roadway Safety Foundation Keynote Speaker at University of NM Institute for Public Law

On June 10, RSF Managing Director Cathy Gillen was the keynote speaker at the University of New Mexico’s Institute of Public Law Drivers Education Recertification Class in Albuquerque, NM.

The Institute of Public Law is contracted with the New Mexico Department of Transportation—Traffic Safety Bureau to conduct trainings for Driver Education Instructors, DWI School Facilitators, and Driver Safety Instructors licensed in the state of New Mexico.

Gillen spoke to the group of 90 about rural traffic safety issues for teen drivers. She highlighted RSF’s *Recognize, React, Recover* educational campaign and showed segments of the DVD. All attendees received a copy of the DVD and corresponding brochure. The RRR DVD and brochure highlights the problem of run-off-road crashes, particularly on rural roads, the causes of such crashes and the countermeasures for preventing them – including rumble strips and rumble stripes.

The campaign was created in conjunction with the South Carolina Department of Transportation in the summer of 2008. In addition to the DVD and brochure, both radio and television PSAs promoting the use of rumble strips as a safety countermeasure for run-off-the-road crashes are available for your use. The PSAs are generic in nature and can be tagged with your organization’s name and information. For more information on how you can use these PSAs, please contact Cathy Gillen at cathygillen@roadwaysafety.org or 202.857.1203. ▲



University of New Mexico
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Institute of Public Law



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Chairman
Barrier Systems

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National Association of
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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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