



# RSF ACTION UPDATE

A publication of the Roadway Safety Foundation issued as events warrant for member contributors and supporters.  
**April 28, 2009**

Since release of the *Roadway Safety E-Reporter* on April 9, RSF has been active on many other fronts. This *RSF Action Update* reports on our most recent activities for member contributors and supporters.

## **Roadway Safety Reporter**

As in the past, the *Roadway Safety Reporter* remains an online publication with links to various sources and sites referenced. The online e-letter continues to report on significant RSF activities and efforts as well as selected news about the Foundation's roadway safety partners. The 1<sup>st</sup> Quarter April 9<sup>th</sup> issue was renamed the *Roadway Safety E-Reporter* to reflect its electronic format and delivery system.

In addition, a print edition of the *Roadway Safety Reporter* took a bow in abbreviated form primarily to reach prospective members with news and contribution information about the Foundation. Take a look at the enclosed issue and pass along a copy to a prospective partner and/or contributor.

## **"It's No Accident" Bumper Sticker**

Spread the word about roadway safety by affixing the enclosed "It's No Accident" bumper sticker to your personal vehicle. Thanks to the generous in-kind contribution of long-standing RSF member contributor 3M Traffic Safety Systems, RSF has a new supply of these stickers. Bulk quantities are available to all RSF members. Use the enclosed form to place your order.

## **Safer Roads: Building Safety Into Your Drive Campaign Moves Forward in Michigan**

RSF and the Michigan DOT are pleased to announce the premiere of "Median Man." "Median Man" appears in new 30 and 60 second radio spots that will soon be heard on radio stations across the state of Michigan touting the effectiveness of cable guardrail in preventing injuries and saving lives associated with median crossovers. Sponsors are sought to help us take Median Man's message to more motorists – call Cathy Gillen today for more information at 202.857.1203 or 443.463.4449.

## **National Roadway Safety Awards**

**Application Deadline** – Don't forget to remind your colleagues and others in the roadway safety community about the deadline for submissions for recognition in the 2009 National Roadway Safety Awards program co-sponsored by RSF with the Federal Highway Administration. **Submissions must be received by June 1, 2009.** Visit [www.roadwaysafetyawards.org](http://www.roadwaysafetyawards.org) for full details, including eligibility criteria and submission requirements, as well as applications.

- **Spread the Word** – Don't forget to share the information with others to build greater awareness – plus participation and honorees – about this important biennial program. The program not only awards honorees with national, state and local recognition, but

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also publishes their Best Practices in the final report about the winning programs. This year's awards event will be held on November 5 on Capitol Hill.

## **Foundation Outreach**

As we work to raise the Foundation's profile within the roadway safety community, participation at conferences and trade shows gives us opportunities to meet new potential partners. Our participation recently included RSF Managing Director Cathy Gillen's attendance at the World Traffic Safety Symposium at the New York Auto Show and the National Association of County Engineers Annual Meeting. In addition, RSF Executive Director Greg Cohen addressed attendees of the NACE conference and a new RSF booth focusing on the *Safer Roads: Building Safety into Your Drive* Campaign drew attention to the public service campaign and our co-sponsors.

## **FHWA Safety Compass Newsletter**

Check out the January/February/March 2009 edition of the *Safety Compass*, a publication of the Federal Highway Administration (FHWA) Safety Program. The newsletter features news about highway safety solutions for saving lives. For online access, visit: <http://safety.fhwa.dot.gov/newsletter/safetycompass/> .

## **Annual Dues & Contributions**

The Foundation extends sincere appreciation to all those who have renewed their annual contributions to RSF for 2009 to date. We encourage all of you to re-commit to RSF by making your 2009 contribution as soon as possible.

Enclosures: Roadway Safety Reporter, First Quarter 2009  
"It's No Accident" bumper sticker  
Bumper Sticker Order Form