

American Traffic Safety Services Association (ATSSA)

AARP

**H.R. 3355: Older Driver and Pedestrian Safety and
Roadway Enhancement Act of 2009**

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Speaking Today

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About AARP


- **Founded in 1958 by Ethel Percy Andrus**
- **Nonprofit, Nonpartisan Membership Organization – 38 million members**
- **Does not endorse candidates for public office or make contributions to either political campaigns or candidates**
- **Core Purpose: helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole**




About ATSSA

- **Founded 1969**
- **Core Purpose: To Advance Roadway Safety**
- **Members**
 - **Temporary Traffic Control**
 - **Signs**
 - **Markings**
 - **Guardrail**
 - **Public Officials**

ATSSA's Vision...



Toward
Zero Deaths



A Vision for Safer Roads in America

ATSSA The American Traffic Safety Services Association
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National Need

- By 2025, 1 in 4 drivers will be 65 and above
- 90% of older Americans' trips are by automobile as a driver or passenger
- 20% of persons 65 and above do not drive and need the option to walk to their destinations
- Increasing fragility with age
- Public transportation is not always available

Problem

As Americans age new challenges arise for drivers:

- 1.Failing eyesight**
- 2.Decreased flexibility**
- 3.Decreased cognitive abilities**
- 4.Slower reaction times**

FHWA Highway Design Handbook for Older Drivers and Pedestrians (FHWA-RD-01-103)

Recommendations include;

- **Safety improvements at intersections, interchanges, curves and roadway work zones**
- **Utilization of retroreflective signs and pavement markings**
- **Engineering that will allow for more decision-making time**



Examples of Improvements

- **Hillsborough County Public Works Traffic Services Division in Tampa, FL Senior Zone**
 - **Safety implementations included large lettered overhead street name signs; retroreflective pavement markers; advanced lane assignment signs**
 - **Frequency of crashes at the Fletcher Zone decreased 47% from 2006 to 2008**
 - **Frequency of crashes at the Waters Avenue Zone decreased 37%**
 - **Average speeds in Senior Zones have decreased 9 to 18%**

Examples of Improvements

- **Detroit and Grand Rapids**

- Add Left Turn Phasing

- Add Left Turn Signal Phasing

- 13 Intersections

- Crash Reduction Left Turn by Age

- 25-64 = 66%

- 65+ = 73%

- **Mo.-DOT is using larger signs to benefit older drivers.**

Older Drivers in SAFETEA-LU

- **Section 1405 – language pertaining to older driver safety but there was no funding included**

Older Drivers in SAFETEA-LU

- **Slow progress**
- **Few states have implemented older driver and pedestrian safety in their state Strategic Highway Safety Plans**

House Stand Alone Bill

Older Drivers Bill – H.R. 3355

- Rep. Jason Altmire (D-PA)
- 30 cosponsors to date

- Senate lead: Sen. Herb Kohl (D-WI)



HR 3355

Title: Older Driver and Pedestrian Safety and Roadway Enhancement Act of 2009

Provisions:

- **Establish funding \$500 million annually**
- **Allocate funds to states via formula**
 - **VMT**
 - **Population of persons 65 and older**
 - **Number of fatalities and serious injuries of drivers and pedestrians who are 65 years and older**

HR 3355 Continued...

Provisions continued:

- Enhance data collection
- Revise MUTCD to include a standard for minimum retroreflectivity
- Update the Handbook within one year of enactment and not later than five years after that.
- Issue a guidance memo within one year reflecting design improvements for pedestrians for 5 of the Handbook recommendations.
- Appoint a Special Assistant for Older Driver and Pedestrian Safety

Altmire Clip



COALITION FOR

CORUSSM



**OLDER ROADWAY
USER SAFETY**

CORUS

Older Drivers Bill – H.R. 3355

- **Coalition to support efforts:
Coalition for Older Roadway
User Safety (CORUS)**
 - ATSSA
 - AARP
 - American Highway Users Alliance
 - Transportation 4 America
 - National Association of Area Agencies on Aging





List of Endorsers



- ATSSA
- AARP
- American Highway Users Alliance
- ASHE – Region 9 Northeast
- ASHE – Region 9 Tampa Bay
- ASHE – Region 9 Gold Coast, South Florida
- Carsonite Composites
- Cortina Safety Products
- Custom Products Corporation
- FIA Foundation
- Impact Recovery Systems Inc.
- Make Roads Safe Campaign for Global Road Safety
- National Association on Area Agencies on Aging (n4a)
- National Complete Streets Coalition
- Nippon Carbide Industries (USA) Inc.
- Potters Industries, Inc
- SplitSecond
- Swarco Industries, Inc
- The Irwin Hodson Company
- Transpo Industries, Inc.
- Transportation 4 America
- Trueform
- The Dow Chemical Company
- USA-SIGN



Next Steps in 2010

What are AARP's, ATSSA's, and CORUS's next steps?

- **Work towards Senate bill introduction**
- **Pound the pavement for cosponsors**
- **Increase CORUS membership**
- **Seek additional endorsers**
- **House and Senate transportation safety hearings**

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Thank you for your time!

