



# Roadway Safety E-Reporter

Quarterly Online Publication of the Roadway Safety Foundation • 1st Quarter 2009

## RSF Exhibits at Lifesavers; Will Exhibit at NACE Later This Month

### RSF's Mission

The Roadway Safety Foundation is a 501(c)(3) nonprofit charitable and educational organization solely dedicated to reducing the frequency and severity of motor vehicle crashes by improving the safety of America's roadways.

### Want to help save lives on our roads?

Not a contributor to RSF yet? [Click here to check out suggested contributions for members.](#)

### Upcoming Events

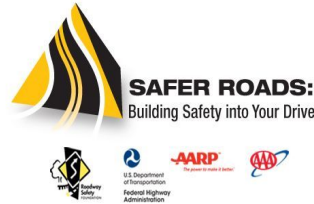


RSF Managing Director Cathy Gillen (left) speaks with an exhibit attendee at the Lifesavers Conference in Nashville on April 1st.

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. RSF Managing Director Cathy Gillen handed out FHWA/RSF's popular *Read Your Road* mini-guide as well as the call for nominations booklet for the RSF/FHWA National Roadway Safety Awards program. Nearly 2,000 people attended the conference from across the U.S. Gillen also distributed other RSF and RSF member materials. She will be exhibiting later this month at the National Association of County Engineers meeting in Peoria, IL from April 19-21. Gillen will be at booth # 109. Please stop by and say hello!

## Spotlight - 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 E-Reporter*. This quarter we take a look at South Carolina.



The SC Department of Transportation (SCDOT) 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."

RSF and SCDOT are working with Michelin North America and their professional drivers to film a ROR safety DVD and public service announcements (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.

### RSF Advisory Committee members represent the following organizations:

[3M/TSS](#)

[AAA](#)

[AAA Foundation for Traffic Safety](#)

[AARP](#)

[American Association of Motor Vehicle Administrators](#)

[American Association of State Highway and Transportation Officials](#)

[American Traffic Safety Services Association](#)

[Barrier Systems, Inc.](#)

[Commercial Vehicle Safety Alliance](#)

[Federal Highway Administration](#)

[National Association of County Engineers](#)

[National LTAP Association, Kansas University Transportation](#)

[National Safety Council](#)

[National Transportation Safety Board](#)

[Salt Institute](#)

[Transportation Research Board](#)

Greg Cohen, P.E.  
RSF Executive Director

Cathy Gillen  
RSF Managing Director

Other South Carolina entities in addition to the DOT are participating in the project. The S.C. 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.

The SCDOT program was one of six winning entries. Other winners include the University of Delaware, Michigan Department of Transportation, Utah Department of Transportation, Cook County, Minnesota and the Tribal Technical Assistance Program of Michigan Technological University. Panel judges included representatives of RSF, the Federal Highway Administration (FHWA), AARP, and AAA.

For campaign sponsorship opportunities, please contact RSF Managing Director Cathy Gillen at [cathygillen@roadwaysafety.org](mailto:cathygillen@roadwaysafety.org) or (202) 857-1203.

### New RSF Members – FIA Foundation/Make Roads Safe Campaign & QWICK KURB®

RSF is pleased to welcome its newest members – the FIA Foundation/Make Roads Safe campaign and QWICK KURB. Welcome! RSF looks forward to working with you to promote roadway safety.



FIA Foundation

Every six seconds someone is killed or seriously injured on the world's roads. With 1.3 million road deaths each year this is a global epidemic comparable to Malaria or Tuberculosis. And like those killer diseases, road crashes prey on the young, the poor and the vulnerable. Yet by comparison to other global killers, traffic injuries are utterly neglected.

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), Former President Jimmy 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 on 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 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, and 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](http://www.makeroadssafe.org) or contact Dr. Bella Dinh-Zarr, FIA's representative to RSF, at [dinhzarr@dinhzarr.org](mailto:dinhzarr@dinhzarr.org).

QWICK KURB® INC.



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



### 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](http://www.roadwaysafetyawards.org).

### Applications must be received by June 1.

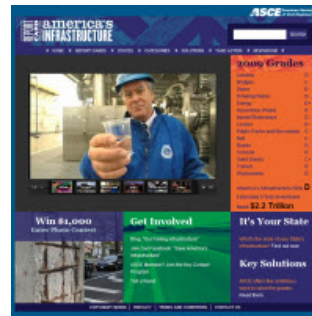
We encourage you to support this worthy program. Let's eliminate the needless loss of over 41,000 deaths on our highways each year. By expanding use of successful roadway safety efforts underway throughout our country, we can save lives!

Help us promote participation in the 2009 National Roadway Safety Awards Competition to your organizations, constituents and colleagues. 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](mailto:cathygillen@roadwaysafety.org). We will get you whatever else you need to promote this program. Thanks!

### ASCE Releases 2009 Report Card for America's Infrastructure

The American Society of Civil Engineers (ASCE) has released their recommended "Principles for Infrastructure Stimulus Investment" designed to help guide lawmakers and the Obama Administration when allocating economic stimulus funding for infrastructure projects poised to aid in rebuilding the nation's economy.

America's infrastructure is in dire need of proper, sustained attention, as evident by the grade of "D" in ASCE's 2009 *Report Card for America's Infrastructure*. On January 28, ASCE released its 2009 *Report Card*, and early indications are that little improvement has been made in the past four years. "In this year's report card, ASCE gave roads a 'D minus,'" Brian Pallasch, ASCE Managing Director – Government Relations and Infrastructure Initiatives," told members of RSF's Advisory Committee on February 12.



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* as well as ASCE's guiding principles for investment, visit [www.asce.org](http://www.asce.org).

ASCE has long been an advocate for improving and maintaining the nation's infrastructure. Following the release of the 2009 *Report Card for America's Infrastructure*, ASCE recommended spending \$1.6 trillion over five years to bring the condition up to an acceptable level. Since that time federal funding has fallen far below that recommended level.

Founded in 1852, ASCE represents more than 133,000 members of the civil engineering profession worldwide, and is America's oldest national engineering society.

### IACP Officials Update RSF about Law Enforcement Safety



Officials with the International Association of Chiefs of Police (IACP) recently spoke to the RSF Advisory Committee members about highway safety. When police officers pull over drivers on roadsides, they become highly susceptible to crashes and sometimes lose their lives.

According to Vincent J. Talucci, IACP Director of the Division of State and Provincial Police, the organization has published several videos to increase awareness about the safety of law enforcement officials on our nation's roadways. Funding for law enforcement has decreased since

9/11, Talucci said. IACP is working with the National Highway Traffic Safety Administration on a GIS data-driven approach to traffic safety.

Police officers witness accidents on roadways and often identify solutions about safety hazards. RSF and IACP will explore collaboration on a model program that could encourage and recognize the role of law enforcement in identifying such solutions that could be transferable to other jurisdictions as best practices.

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](http://www.theiacp.org).

### FHWA Office of Safety Updates RSF about Reorganization

The Federal Highway Administration Office of Safety reports changes in personnel. Make note!

#### Current Staff

Joseph Toole, Associate Administrator, Safety  
David Nicol, Director, Office of Safety Design  
Beth Alicandri, Director, Office of Safety Programs  
Michael Griffith, Director, Office of Safety Integration

Team Leaders of particular importance to the roadway safety community are:

Ed Rice, Inspection Safety  
Mary McDonough, Roadway Departure  
Erin Kenley, Highway Safety Improvement Program  
Tamara Redmon, Pedestrian and Bike

Janet Ewing, Communications & Outreach Program Manager, suggests that safety advocates check the FHWA Office of Safety Web site for the [current organizational chart](#), which is now being updated to reflect personnel changes and reorganization. The FHWA Safety Web site has been updated with new information and will feature a new look in late spring.

### FHWA Publishes 2009 Safety Planner

A handy calendar with summary information about the key programs of the FHWA Office of Safety is available in a new resource, a hard copy of which is being sent to all RSF members.

In the introduction, Joe Toole, FHWA Associate Administrator, Safety, says "We need to do more to improve safety. What else can we do? By putting safety first when applying the '4Es' of safety (engineering, education, enforcement, and emergency medical services), in a data-driven, systematic approach, we *can* make our roads safe."

For the online calendar of upcoming safety conferences, exhibitions and more, visit the [FHWA Office of Safety Web site events page](#).

### AAA Foundation for Traffic Safety to Conduct Traffic Safety Culture Summit

Be There, Be Aware, says the AAA Foundation for Traffic Safety. On June 22, 2009, the group will co-host the National Rural Summit on Traffic Safety Culture. Details available.

"Attempts to make our transportation system safer cannot succeed without considering the culture factors that define our values and govern our behavior," the hosts say. [For more information, click here](#).

### Contributing to Roadway Safety, a Worthy Mission

Please support our cause! RSF is dedicated to reducing to zero the nearly 40,000 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.

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.

### 2009 Upcoming Calendar of Events

Date	Event
April 19 - 23	National Association of County Engineers NACE 2009 Annual Meeting and Management and Technical Conference Peoria, IL <a href="http://www.countyengineers.org">www.countyengineers.org</a>
April 21-23	American Association of State Highway and Transportation Officials Standing Committee on Highway Traffic Safety Chicago, IL <a href="http://www.transportation.org">www.transportation.org</a>
May	Motorcycle Safety Awareness Month
May 13-18	American Association of State Highway and Transportation Officials Spring Meeting Bedford, PA <a href="http://www.transportation.org">www.transportation.org</a>
June 1-3	Intelligent Transportation Society of America Annual Meeting Ft. Washington, MD <a href="http://www.itsa.org">www.itsa.org</a>

<b>June 15-18</b>	Transportation Research Board Summer Conference Baltimore, MD <a href="http://www.trb.org">www.trb.org</a>
<b>June 18-20</b>	National Committee on Uniform Traffic Control Devices Mid Year Meeting Manchester, NH <a href="http://www.ncutcd.org">www.ncutcd.org</a>
<b>June 20-24</b>	National Sheriff's Association 69th Annual Conference Ft. Lauderdale, FL <a href="http://www.sheriffs.org">www.sheriffs.org</a>
<b>June 24</b>	Roadway Safety Foundation Advisory Committee Meeting <a href="http://www.roadwaysafety.org">www.roadwaysafety.org</a>
<b>June 22</b>	AAA Foundation for Traffic Safety National Rural Summit on Traffic Safety Culture <a href="http://www.meetingsnorthwest.com/TSCsummit.html">www.meetingsnorthwest.com/TSCsummit.html</a>

**Note:** News of upcoming national events may be directed to Daisy Singh ([daisysingh@roadwaysafety.org](mailto:daisysingh@roadwaysafety.org)) for inclusion in RSF's master calendar.

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Additional information can be found online at [www.roadwaysafety.org](http://www.roadwaysafety.org)  
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