



Roadway Safety Reporter

Quarterly Publication of the Roadway Safety Foundation • 2nd Quarter 2008

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 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 Transportation Safety Board](#)

[Quixote Transportation Systems, Inc.](#)

[Salt Institute](#)

RSF Names New Secretary

Congratulations to Anthony R. (Tony) Giancola, P.E., Executive Director of the National Association of County Engineers (NACE), who was unanimously voted in as the new Secretary of the Roadway Safety Foundation Advisory Committee at the group's last meeting in February. Tony has been an active member of the RSF Advisory Committee since its inception in 1995. He has also served as a judge of the joint RSF/Federal Highway Administration National Roadway Safety Awards program every year since its inception.



Tony Giancola (Pictured second from right), Executive Director of the National Association of County Engineers (NACE) is the Roadway Safety Foundation's new Advisory Committee (AC) Secretary. Also pictured are, from L to R: RSF staffers Cheryl Hollins, Daisy Singh and Cathy Gillen; RSF AC Chairman Jim Keaton of Barrier Systems; and RSF Executive Director Greg Cohen.

In his role as Executive Director at NACE, Tony is responsible for all oversight and management of the association. He serves as a Liaison to the NACE Executive Committee, Board of Directors and other related organizations. Tony is also an advocate for legislative and technical issues.

NACE was founded in July 1956, with membership open to county engineers or engineers serving in equivalent capacities in counties of the United States. Since that time the membership has been expanded to allow for non-engineers who are in charge of a county operation as well as members from other countries who have similar goals. NACE currently has more than 1,900 members. For additional information please visit www.countyengineers.org.

Safer Roads Public Information and Education Campaign Takes Shape

It's official! The name for the new RSF public information and education campaign, which is funded by a grant from the Federal Highway Administration (FHWA), is *Safer Roads: Building Safety Into Your Drive*. A PR Taskforce that consists of media and PR experts from such groups as AAA, American Association of State Highway Transportation Officials (AASHTO), AARP, American Traffic Safety Services Association (ATSSA), California Department of Transportation (CALTRANS), MD State Highway Administration, The Governors Highway Safety Association (GHSA), the Insurance Institute for Highway Safety (IIHS) and others has been formed to develop and execute the road safety campaign as spelled out in the assistance agreement from FHWA. The group meets every other week. Applications for technical assistance will soon be issued so that local groups can apply for RSF to pilot test the "Safer Roads" campaign in their community. Assistance of up to \$75K per community will be awarded to two communities this summer. Stay tuned to the RSF web site for additional information as it becomes available.

RSF Exhibit at Lifesavers a Success with Conference Attendees



RSF Managing Director Cathy Gillen staffs a booth at the Lifesavers Highway Safety Conference in Portland, OR in April.

In April, RSF Managing Director Cathy Gillen staffed a booth at the Lifesavers Highway Safety Conference in Portland, OR, which was attended by more than 2,000 people. Many conference attendees stopped by RSF's booth and numerous contacts were established. Booth visitors took nearly all of RSF's literature and handouts including the *Read Your Road* mini-brochure and the "Roadway Safety is No Accident" bumper sticker. For more information on the Lifesavers Conference please visit www.lifesaversconference.org.

In September RSF will travel to Scottsdale, AZ to speak at the National Association of Women Highway Safety Leaders (NAWHSL) Annual Meeting as well as to exhibit at the Annual Meeting of the Governors Highway Safety Association (GHSA). Please visit www.ghsa.org for additional information on the GHSA conference.

Best Practices in Roadway Safety – Good Ideas Available for Other Applications

The biennial National Roadway Safety Awards Program elicits some of the best of the best practices for combating challenges to design, build and maintain safe roadways. RSF disseminated information about solutions that winners of the 2007 National Roadway Safety Awards Program found for their locales. If you haven't checked out the winning programs, [click here for access to the Best Practices guide](#) published in early 2008. The guide is an excellent resource about the programs that may have application in other areas challenged with finding roadway safety solutions. Contact information is included for networking purposes.

RSF Conducts Survey for Planning 2009 National Safety Awards Program

It can always be better! RSF and the Federal Highway Administration (FHWA), co-sponsors of the biennial National Roadway Safety Awards Program, are mindful of incorporating improvements into the program. In anticipation of the 2009 awards program, RSF conducted a survey about last year's program to elicit suggestions for making next year's event a richer and more rewarding experience for winners. We learned from the survey respondents that approximately 18% felt that time and personnel prohibited them from completing and submitting an application in 2007. We also learned that a number of potential applicants did not have measurable results to report in 2007. We're hoping that they do in 2009. The respondents represented a cross section of state and local government agencies, LTAP and TTAP offices, MPOs, trade associations, and local advocacy organizations. The survey garnered an 11.8% response rate. Thanks to all who offered suggestions about enhancements for the honors program and outreach efforts to assure that a wider audience is aware of the next event.

FHWA & RSF Begin Planning 2009 Roadway Safety Awards Program

Team members of the FHWA/RSF Planning Committee are starting early to plan the 2009 National Roadway Safety Awards Program. At the group's first meeting they evaluated the 2007 survey responses to incorporate many suggestions for enhancement of the program, discussed the merits of alternative venues for the awards ceremony, began work on the application and nomination process, and discussed ways to expand awareness of the program and market it more aggressively to maximize participation in 2009. Watch for news about the next awards program in early 2009. If you have an eligible program — do not hesitate to apply — you could be among the honorees that are recognized by FHWA officials in Washington, DC, and gain a free trip to the nation's capital to accept your award.

Contributions Help Support RSF Operations, Programs

RSF needs your support! Grants alone cannot sustain RSF's operations, programs, and activities. Organizations, particularly those that wish to have representation on the Advisory Committee, are asked to become a "member" of RSF and contribute funds, equivalent in-kind donations, etc. to participate. Others may wish to help RSF stretch its operational funds by contributing as a member at the suggested contribution levels listed on the web site, regardless of interest in participation. RSF also accepts tax-deductible donations in memory of loved ones killed in a traffic crash. All donations go toward our work in reducing roadway hazards and roadway deaths.

Read Your Road - Great Hand-Out at Trade Shows, Conferences

Last year, RSF uncovered a cache of "Read Your Road" reference guides that have been a popular item at trade shows and safety conferences, particularly among parents of new drivers. Recently, several thousand mini "Read Your Road" guides were donated to RSF by the AZ Division of the Federal Highway Administration. For free supplies of these informative, colorful fold-out brochures, contact RSF at 202-857-1200.

Upcoming Calendar of Events	
Date	Event
June 6-8	RSF Managing Director Cathy Gillen will attend the annual Chesapeake Associated Press Broadcaster's Convention in Ocean City, MD to promote RSF's safety mission and goals to broadcast reporters from the mid-Atlantic region.
June 11	RSF Advisory Committee Meeting , 8:30 a.m. to 1:30 p.m. AAA Headquarters, Washington, DC
June 11-15	American Society of Highway Engineers National Conference (Celebrating 50 Years of Progress) Hershey, PA
July 14-17	2008 National LTAP/TTAP Conference Breckenridge, CO
August 17-20	2008 American Public Works Association International Public Works Congress & Exposition New Orleans, LA
August 17-20	ITE 2008 Annual Meeting and Exhibit Institute of Transportation Engineers Anaheim, CA
September 4-6	National Association of Women Highway Safety Leaders Annual Meeting. RSF Managing Director Cathy Gillen will be the featured speaker at the NAWHSL luncheon on Saturday, September 6. RSF is also pleased to be a proud sponsor of the conference.
September 7-10	Governors Highway Safety Association Annual Meeting: RSF Managing Director Cathy Gillen will attend and exhibit at this important safety conference being held this year in Scottsdale, AZ.

Note: News of upcoming national events may be directed to Cheryl Hollins (cherylhollins@roadwaysafety.org) for inclusion in RSF's master calendar.

Roadway Safety Foundation
1101 14th Street NW, Suite 750, Washington, D.C. 20005
202-857-1200 | 202-857-1220 (fax)
Additional information can be found online at www.roadwaysafety.org
Copyright © 2008 by Roadway Safety Foundation