



Roadway Safety Reporter

Quarterly Publication of the Roadway Safety Foundation • 3rd Quarter 2008

Upcoming Advisory Committee Meeting

Mark your calendars! The next RSF Advisory Committee meeting will be on October 28, 2008 at AARP's offices located at 601 E Street NW, Washington, DC 20049, room A9-400. Breakfast will be held from 8:30 am to 9:00 am, and the meeting will run from 9:00 am to 2:00 pm. The special guest speaker will be Anne T. McCartt, Ph.D., Senior Vice President, Research, at the Insurance Institute for Highway Safety (IIHS). Lunch is scheduled from 12:00 pm to 12:30 pm. We will cover many important issues, including the progress of the Safer Roads public education campaign. To RSVP, please contact Candice Iloh at 202-857-1200 or via email at candiceiloh@highways.org. RSVP deadline is October 20, 2008.

RSF Managing Director Cathy Gillen Speaks and Exhibits at Conferences

August and September were busy months for the staff of RSF!

From August 2 to 6, RSF Managing Director Cathy Gillen attended the National Transportation Public Affairs Workshop (NTPAW) in Nashville, TN.

NTPAW is an annual meeting hosted by the Public Affairs Subcommittee of the American Association of State Highway and Transportation Officials (AASHTO). The meeting is held for transportation public affairs officials to gather and address issues affecting the industry as well as share information and utilize professional development opportunities.

At the meeting, Gillen attended sessions addressing community outreach, measuring success, and heard from Pete Rahn, President of AASHTO, and John Horsely, Executive Director of AASHTO, regarding reauthorization and the future of transportation industry funding. She also promoted the National Roadway Safety Awards Program RSF conducts with FHWA and distributed flyers encouraging attendees to apply for the 2009 awards.

In September, Gillen attended the National Association of Women Highway Safety Leaders' (NAWHSL) 41st Annual Meeting, the Governors Highway Safety Association's (GHSA) Annual Meeting and AASHTO's Standing Committee on Highway Traffic Safety (SCOHTS) meeting – all at the Fairmont Scottsdale Princess in Scottsdale, AZ.

On Sept. 6, Gillen was the luncheon speaker at NAWHSL. Gillen introduced the organization to RSF and the American Highway Users Alliance, RSF's parent organization; informed leaders of the benefits of membership; and briefed the group on current RSF and Highway Users' projects, including the FHWA grant assistance program, the National Roadway Safety Awards, the Safer Roads Campaign, and reauthorization efforts.

At the GHSA Annual Meeting, Gillen exhibited and distributed literature to the nearly 400 industry professionals attending the meeting.

At the SCOHTS meeting, Gillen participated in break out sessions as a member of the task group focusing on safety informational packages.

Most recently, Gillen attended the GHSA Strategic Communications Forum in California. Gillen has attended the annual forum since its inception three years ago. At the forum, Gillen joined many other local and state communications specialists in sharing and exchanging ideas pertaining to effective communications at sessions ranging in focus from media relations, strategic communications planning, and market research.



RSF Managing Director Cathy Gillen (4th from left) with other NAWHSL members at their 41st Annual Meeting in Scottsdale, AZ in September.

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 Safety Council](#)

[National Transportation Safety Board](#)

[Salt Institute](#)

[Transportation Research Board](#)



John Balsler, Office of Safety Integration at FHWA and RSF Managing Director
Cathy Gillen at the Governors Highway Safety Association Annual Meeting in Arizona.

For additional information please visit these websites:

NAWHSL: www.nawhsl.org

NTPAW: <http://www.tdot.state.tn.us/ntpaw08/default.htm>

GHSA: www.ghsa.org

AASHTO SCOHTS: <http://www.transportation.org>

Applications Received for Safer Roads Public Information & Education Campaign

More than 20 applications have been received for a technical assistance grant from the Roadway Safety Foundation as part of our grant from FHWA.

A major task under the grant includes a public service campaign to educate transportation officials, public safety officials and motorists regarding the extent to which road hazards and design features are a factor in motor vehicle crashes.



The public education campaign aims to educate and motivate the winning communities about roadway safety problems and effective solutions. RSF technical assistance will include RSF staff time for news conferences and events, and funding for PSA and advertisement production, and pre- and post-campaign research.

The project is headed by a steering committee managed by RSF, AAA, AARP, and FHWA and a PR taskforce including representatives from 3M, AAA, AARP, AASHTO, ATSSA, Barrier Systems, California Department of Transportation, FHWA, GHSA, IIHS, Maryland State Highway Administration, and Quixote Corporation.

The 20+ applicants provided detailed proposals describing their safety problems, projected goals for the public education campaign, prospective funding and support, grassroots outreach plan, and a media and public outreach plan.

Types of groups eligible for assistance include AAA Clubs, AARP State Chapters, driver safety programs, states, counties, cities, townships, and local safety advocacy groups.

Winners will be announced in October. RSF will work with groups to create/shape campaigns throughout the fall and will launch the winning campaigns in the winter. They will run for approximately four months.

RSF Welcomes New Members

RSF is pleased to announce the most recent organizations that have become contributing members since the last issue of the *Roadway Safety Reporter*. Welcome to all and thank you for your support.



National Safety Council

Founded in 1913 and chartered by the U.S. Congress in 1953, the NSC is the only organization promoting safety in the workplace, in transportation, and in homes and communities. Members of the NSC include 18,600 companies of all sizes and from a broad spectrum of industries, representing 33,300 locations and 8.5 million employees around the world. NSC addresses transportation safety through its Motor Transportation Division whose purpose is to determine motor transportation safety needs and develop innovative solutions by responding to legislative issues affecting the membership, coordinating accident prevention methods among business and government fleet agencies, insurance companies, trade associations, safety councils and other interested groups. Visit them at www.nsc.org. John Ulczykcki, Executive Director, Communications & Public Affairs, and John Kennedy, Executive Director – Driver and Road Safety, are NSC's principal contacts to RSF.

General Motors Corporation

General Motors is a founding member of the American Highway Users Alliance, which



chartered the RSF in 1997. GM takes an integrated approach to vehicle safety -- GM Continuous Safety: Protection Before, During and After a Crash. GM's commitment to safety goes beyond the vehicle, through partnerships with organizations that work to prevent drunk driving, increase safety belt and child safety seat use, and promote teen driver safety. GM also has a history of involvement in the improvement of roadway safety. It developed the forerunner of the highway median design now used throughout the United States. In addition, while working to reduce roadside hazards at its Milford (Michigan) Proving Ground, GM developed guidelines for features such as roadside slope and angle, sign height and guardrail shape; these recommendations were shared with the federal government. Visit them at www.gm.com. Stephen O'Toole, Director, Legislative & Regulatory Affairs – Safety, is GM's principal contact to RSF.

Cook County Highway Department

With a background in forest service and bridges, Shae Kosmalski, County Engineer, is the department's principal contact to RSF. The department's interest in roadway safety relates to its need for education about best practices that will elevate the profile of safety in the area covered by this Minnesota agency. Visit them at www.co.cook.mn.us.

RSF Welcomes New Interns

This August, RSF welcomed two new public relations interns, Candice Iloh and Stephanie Kennard. Both are in their senior year at Howard University and have come to RSF to gain more experience working with non-profit organizations.

Candice Iloh

Candice Iloh is from Milwaukee, WI. A sociology minor, Iloh hopes to use her acquired hands-on public relations experience at RSF to assist her in one day starting her own urban youth education non-profit. She has interned with Ford Motor Company, Walt Disney World Resort, and has held various leadership positions in PR on Howard's campus. In the future, she hopes to own a non-profit organization that truly makes a difference in the lives of inner-city youth as well as her own event planning and management company. Iloh is currently working on the Data Taskforce for a recently received grant from FHWA as well as the Technical Assistance Applications.



Stephanie Kennard

Stephanie Kennard is from Dallas, TX and is a business administration minor. Eager to assist with all media relations functions and events, Kennard hopes to gain experience at RSF with the role of public relations within a non-profit environment. She has interned at NBC Universal, Ketchum PR, Powel Tate Public Affairs, and the Dallas Fort Worth International Airport. Her future goals include pursuing a career in the entertainment business as well as managing a non-profit organization. Kennard is currently working on the Public Relations Taskforce for the FHWA grant as well as the *Road to Congress* outreach for The Highway Users.



RSF Web Site Revamp Underway

After going through a lengthy review process of nearly two dozen proposals, RSF has selected a web firm to fully redesign the web site, www.roadwaysafety.org. An initial launch meeting was conducted to kick-start the web project in mid-August. Currently, RSF is awaiting the first preliminary design and layouts of the new site, and will most likely have option(s) to present at the upcoming Advisory Committee meeting on October 28th for their input. The newly redesigned site will be launched toward the end of this year, and will serve as a main conduit for the Safer Roads Campaign. Stay tuned for details!

Star-Telegram Publishes RSF's Letter to the Editor

Dallas-Fort Worth's *Star-Telegram* newspaper featured a letter from RSF's Managing Director, Cathy Gillen online on September 17, 2008.

Star-Telegram journalist, Gordon Dickson, wrote an article titled "Cable safety barriers catch on in Texas" on Sunday, August 24th. The article provided an overview relating to the effectiveness of median cable barriers on Texas highways.

RSF acknowledged the paper for supporting the efforts being made to keep Texas highways safer and for enlightening the public about the impact roadway engineering has on their roadway safety.

As a result, the newspaper published Gillen's letter in the opinions blog titled "Passionate Prose, Letters to the Editor."

See our letter: http://startelegrameditwriters.typepad.com/letters_to_the_startelegr/2008/09/highway-safety.html

National Roadway Safety Awards to Gear Up Early Next Year

RSF and the Federal Highway Administration (FHWA) will be kickstarting the formal application process for the 2009 National Roadway Safety Awards in January 2009. Don't miss your chance to apply for this federally recognized program! For more details, log onto www.roadwaysafetyawards.org.

AAA Foundation's United States Road Assessment Program Expands

RSF member the AAA Foundation for Traffic Safety's United States Road Assessment Program (usRAP) recently announced plans to expand its pilot program into Illinois, Kentucky, New Mexico, and Utah. The usRAP program maps the relative risk of road segments based on available crash using a unique protocol first tested in Europe's EuroRAP program. These risk maps are then used by state and local road agencies to guide strategic investments in highway infrastructure and the allocation of enforcement resources, as well as benchmark progress over time. Designed to foster collaboration, usRAP is now active in eight states. The long-term plan envisions expanding the pilot into a fully operational program across the country, which will lead to fewer deaths and serious-injury crashes on our nation's road network.

In the recently completed usRAP pilots in Florida and New Jersey, both state Departments of Transportation pilot tested usRAP to enhance ongoing safety management programs, which included confirming the location of high crash road segments and identifying road segments for comprehensive engineering studies. Those pilots also provided guidance for state police to better target enforcement strategies, as well as the enhancement of federally-required state reports to identify the five percent of public roads that have the most serious traffic safety needs.

The usRAP program is very timely as recent Federal mandates have placed new emphasis on evidence-based safety management and transparency of the decision-making process on all public roads. "These tools will be invaluable for state, county, and local engineers across the country looking to maximize the safety benefits from their limited resources," said RSF Advisory Committee member Roger Wentz, President and CEO, American Traffic Safety Services Association. "We think that usRAP is such a valuable tool that we recommend it as the data standard for planning the effective use of Highway Safety Improvement Program funds."

Pilot programs have already been completed in Florida, Iowa, Michigan, and New Jersey. Similar mapping already exists throughout much of Europe and Australia.

usRAP is a program of the AAA Foundation for Traffic Safety and is affiliated with iRAP, the International Road Assessment Program, along with EuroRAP, the European Road Assessment Program, and AusRAP, the Australian Road Assessment Program. The usRAP Phase I and Phase II reports are available online at www.usRAP.us.

Put the Brakes on Fatalities Day

Put the Brakes on Fatalities Day is October 10, 2008. Held to raise community awareness on safe driving and fatality-prevention, the event will be nationally unified with concurrent events on the same day in various locations. Each individually-held event will be comprised of a two-pronged approach: a media event to gain press attention and a school/community assembly to involve youth in the issue. For more information on this event, log onto www.brakesonfatalities.org/.

Upcoming Calendar of Events	
Date	Event
October 3-4	RSF Managing Director Cathy Gillen will attend the National Organizations for Youth Safety meeting in Washington, DC.
October 6-10	Drive Safely Work Week
October 10	Put the Brakes on Fatalities Day
October 16-20	AASHTO Annual Meeting in Hartford, CT
October 28, 2008	RSF Advisory Committee Meeting to be held at the AARP offices, 601 E Street, NW, Washington, DC. The RSVP deadline is October 20th. To RSVP, email candiceioh@highways.org .
March 29 – April 1, 2009	Lifesavers Highway Safety Conference in Nashville, TN

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

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 Additional information can be found online at www.roadwaysafety.org
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