



Roadway Safety Reporter

Quarterly Publication of the Roadway Safety Foundation • 4th 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 Safety Council](#)

[National Transportation Safety Board](#)

[Salt Institute](#)

[Transportation Research Board](#)

RSF Announces Six Technical Assistance Grant Winners



SAFER ROADS:
Building Safety into Your Drive



The Roadway Safety Foundation (RSF) recently announced the six winners of its *Safer Roads: Building Safety into Your Drive* public information and education campaign. The campaign is co-sponsored by RSF, the Federal Highway Administration, and two of the Foundation's members – AARP and AAA.

The following organizations will receive technical assistance in amounts ranging from \$15,000 to \$75,000 to undertake public information and education campaigns to raise awareness of the safety benefits and the need for infrastructure and engineering roadway safety improvements. Click on the link for each for more details about their programs:

- [South Carolina Department of Transportation](#) for a campaign to educate the public about the safety benefits of paved shoulders and rumble strips.
- [University of Delaware's Institute for Public Administration and the Delaware Center for Transportation](#) for a campaign to educate local officials and the public about the importance of roadway modifications to make roads safer for older drivers.
- [Michigan Department of Transportation](#) to draw attention to the benefits of installing cable barriers along freeway medians.
- [Utah Department of Transportation](#) for a campaign to map a rural road network for the AAA Foundation for Traffic Safety's usRAP (Road Assessment Program) which will work dually as a public resource and roadway improvement guide.
- [Cook County \(MN\) Highway Department](#) for a campaign to highlight the importance of roadway safety interventions.
- [The Tribal Technical Assistance Program \(TTAP\) of the Michigan Technological University](#) for a campaign to educate Native Americans about the importance of road safety features.

The campaign is funded through a grant from the Federal Highway Administration (FHWA) and was developed to raise awareness of the safety benefits and the need for infrastructure and engineering roadway safety improvements. Panel judges included representatives of RSF, FHWA, AARP and AAA. [For information about the criteria used to evaluate the Roadway Safety Foundation Technical Assistance applicants, click here.](#)

"The FHWA is proud to award these grants and congratulates the winners," said Federal Highway Administrator Thomas J. Madison. "Raising awareness of safety issues, as well as a combination of engineering, education, enforcement and emergency medical services, are essential to reducing highway fatalities."

RSF to Exhibit at Lifesavers Conference, NACE Annual Meeting This Spring

Greg Cohen, P.E.
RSF Executive Director

Cathy Gillen
RSF Managing Director

Lifesavers: National Conference on Highway Safety Priorities (March 29-April 1, 2009)

Roadway Safety Foundation will exhibit a brand new display for its *Safer Roads: Building Safety Into Your Drive* campaign during the Lifesavers 2009 Safety Conference in Nashville, Tennessee. Lifesavers, the premiere national highway safety meeting in the United States, will hold the conference at the Gaylord Opryland Resort and Convention Center to address an array of safety topics and problems ranging from child passenger safety to technology. Experts of both public and private sectors will offer the newest information on advances in highway safety and successful programs as well as provide evidence-based programs feasible for communities across the U.S. For additional information please visit www.lifesaversconference.org.

National Association of County Engineers Annual Meeting (April 19-23, 2009)

The National Association of County Engineers (NACE), a professional association of county engineers, public works, and road professionals across the US and Canada, will hold its 2009 Annual Meeting and Management & Technical Conference in Peoria, IL. Hosted by the Illinois Association of County Engineers, the meeting and conference will take place at the Hotel Pere Marquette.

RSF will exhibit as the conference commences with a two-day trade show when attendees will have the opportunity to meet public works leaders as well as their counterparts from around the country. The various programs and exhibits will offer new ideas and helpful advice on how to obtain the most benefit from scarce government resources. For additional information please visit www.countyengineers.org.

2009 National Roadway Safety Awards Program...Coming Right Up

Before you know it, 2009 will herald the opening of the nominations period for the biennial National Roadway Safety Awards co-sponsored by RSF and the Federal Highway Administration (FHWA). Begin planning now to identify eligible programs and to gather information for submission by June 2009.

The program recognizes roadway safety achievements throughout the United States and identifies best practices in safety improvements published in a guide for other locales to use for meeting their roadway safety challenges. The competition addresses three areas: Infrastructure Improvements, Operational Improvements, and Program Planning, Development and Evaluation.

[Click here](#) for general information about the program. Pass along the [attached flyer](#) to colleagues, customers, and state and local government officials, including agency directors, traffic management personnel, law enforcement officials, and anyone who may have knowledge of an eligible program with demonstrated effectiveness. As co-sponsors of the program, RSF and FHWA hope to expand the number of candidates considered – and honorees – in the awards program in 2009. But, you have to enter to win.

Seeking Sponsors: Help Needed to Reprint “Read Your Road”

A valuable resource for every highway user, particularly new licensees, “Read Your Road” is in urgent need of sponsors who will partner with RSF to help reprint this fold-out guide for driving safely. Will you help us update this great resource that is out of print?

Originally produced by the U.S. DOT Federal Highway Administration and RSF, the quick-read graphic brochure has been out of print for many years. “Read Your Road” asks the question, “How Well Do You Know Your Road?” It covers signs (their shape and color), work zones, road features, traffic signals, pavement markings, and more.

This mini-guide is a sought-after handout at conferences, trade shows, and is ideal for new licensees, drivers for whom English is a second language, any many other motorists.

Sponsors will have opportunities for exposure to thousands of users. If you are interested in exploring sponsorship benefits, contact RSF Managing Director Cathy Gillen at cathygillen@roadwaysafety.org.

RSF Welcomes New Member

RSF is pleased to announce its most recent new member organization since publication of the last issue of the *Roadway Safety Reporter*. Welcome! RSF looks forward to working with you to promote roadway safety.

National Organizations for Youth Safety (NOYS)

A 501(c)(3) organization, NOYS was created in 1994 as a coalition of national nonprofit organizations and federal agencies to promote collaboration of youth member and youth serving organizations and agencies. Through this network, NOYS influences more than 11 million young people, ages 5 to 24 and countless adult advisors and supervisors. Its vision is to be the premier national youth health and safety coalition. NOYS' mission is to promote youth empowerment and leadership and build partnerships that will save lives, prevent injuries, and promote safe and healthy lifestyles among all youth. To learn more about NOYS, go to www.noys.org.



U.S. DOT Names Top Three Rural Safety Campaign Winners

The U.S. Department of Transportation (USDOT), in conjunction with RSF's newest member, National Organizations for Youth Safety (NOYS), recently announced three student organizations as winners in a nationwide competition to develop a new advertising campaign to promote teen safety awareness on America's rural roads. The winners include Gibson City-Melvin-Sibley High School of Gibson, Illinois – first place, Anoka High School SADD of Anoka, Minnesota – second place, and Clifton Central High School of Clifton, Illinois – third place.

Gibson High School's proposed advertising campaign, titled "License to Live," promotes the use of safety belts and bicycle and railroad safety through television and radio public service announcements. It will now be featured as part of 2009's National Youth Traffic Safety Month.

Anoka High School focused their campaign, "Get the 411 on Teen Drivers! Stay Focused! Save Teen Lives!," on graduated licensing and seatbelt laws through driver education presentations during their school's Driver 411 week.

Clifton High School's advertising campaign, titled "Operation Safer Teens (CO\$T)," spreads a speed limit safety message through the use of speed limit signage at the high school's major events as well as through art contests with the school's art club.

Safety Officials Meet with RSF Advisory Committee Members

During a meeting of the Foundation's Advisory Committee on October 28, three guest speakers addressed members about research and programs aimed at improving safety on our nation's roadways, each sharing a goal of reducing to zero the unfortunate annual 43,000 deaths on our nation's roadways. Learn what they had to say.

- Newly appointed U.S. DOT Federal Highway Administration (FHWA) Associate Administrator for Safety **Joseph Toole** and FHWA Director of Program Integration and Delivery, Office of Safety **Mike Halladay**, discussed a recent memorandum, "Consideration and Implementation of Proven Safety Countermeasures," which complements the Strategic Highway Safety Plan. For details about the countermeasures noted, [visit the Office of Safety's web site](#). The countermeasures reflect those "for which there is sufficient data based on a preponderance of evidence." The list is not all-inclusive for application in every situation and condition.
- **Anne McCart, PhD**, Senior Vice President, Research, Insurance Institute for Highway Safety (IIHS), delivered a PowerPoint Presentation on "Recent Research on Safety Effectiveness of Roadway Safety Improvements." Her presentation explained the systematic manner in which IIHS conducts highway safety crash studies. She shared research about such crash conditions as: the relationship of speed to crashes; intersection crashes; traffic fatalities in urban areas; and fixed object crash deaths and other deaths. The study was conducted in 2003 and is currently being updated. [To view the presentation, visit the RSF web site](#). To learn more about IIHS, visit www.iihs.org.
- **Sandy Spavove**, Executive Director, National Organizations for Youth Safety (NOYS), introduced the

organization's mission, goals (see " also article, "RSF Welcomes New Member") and programs. NOYS' focus, she said, "is on programs and efforts **with** youth, **not to** youth." The organization works to empower youth to be "lead agents of change," she said. For a summary of NOYS' supporters and programs, visit the [RSF web site](#). NOYS can be reached at www.noys.org.

Revamped RSF Web Site to Debut in January

You won't recognize the new and improved Roadway Safety Foundation web site when you see it in January 2009. Not only will www.roadwaysafety.org be totally redesigned, it will boast substantially expanded content. Here's what you can expect.

The enhanced content will include: consistently updated roadway safety news headlines; safety program news, including the "Safer Roads" campaign, National Roadway Safety Awards program, best practices – searchable by type; RSF publications; links to other roadway safety resources; RSF leadership and membership listings; highlights of RSF accomplishments; RSF's historical milestones; industry calendar; online contribution capabilities; and more.

Watch for news from RSF announcing the debut of the new and improved web site.

Contributing to Roadway Safety, a Worthy Mission

As we approach the end of 2008, with all of its economic trauma and tragic deaths in two wars, it is also a time to think back about the 43,000 unfortunate fatalities on our nation's roadways. RSF is dedicated to reducing those deaths to zero. 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 before December 31, 2008.

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 505(c)(3) charitable and educational organization, are fully tax deductible. Thank you, in advance, for your generosity.

Seasons Greetings



The Roadway Safety Foundation staff send you warm wishes for a joyful and safe holiday season and a prosperous New Year.

2009 Upcoming Calendar of Events	
Date	Event
January 7-9	National Committee on Uniform Traffic Control Devices NCUTCD Annual Meeting Arlington, VA www.ncutcd.org
January 11-13	Transportation Research Board TRB 88th Annual Meeting Washington, DC www.trb.org
February 1-5	American Traffic Safety Services Association ATSSA 39th Annual Convention & Traffic Expo San Jose, CA www.atssa.com
February 9	American Road & Transportation Builders Association Transportation Development Foundation 2009 Roadway Work Zone Safety Awareness Awards Submission Deadline www.artbatdf.org
February 12	Roadway Safety Foundation RSF Advisory Committee Meeting (members only) Washington, DC www.roadwaysafety.org
March 22-25	Institute of Transportation Engineers ITE 2009 Technical Conference and Exhibit www.ite.org
March 29 – April 1	Lifesavers Conference, Inc. Lifesavers 2009: The National Conference on Highway Safety Priorities Nashville, TN www.lifesaversconference.org
April 19 - 23	National Association of County Engineers NACE 2009 Annual Meeting and Management and Technical Conference Peoria, IL www.countyengineers.org

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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