

Toward Zero Deaths

A National Strategy on Highway Safety



Stakeholder Webinar
SAFER DRIVERS AND ROAD USERS

June 30, 2010

Welcome

- Webinar Hosts:
 - Ian Grossman, AAMVA
 - Barbara Harsha, GHSA
 - Steve Keppler, CVSA

Housekeeping

- Webinar is closed captioned and being recorded
- Your phone line is on mute, to make a comment:
 1. Press   on your phone
 - Record your name and who you represent
 - You will be placed in queue to speak
 - Make your comment after you are announced
 - Please limit your comment to 2 minutes or less
 2. Use “Chat” to type in your comments

Purpose of Webinars

- Gather stakeholder input on specific topics
 - Current programs
 - Current challenges
 - Opportunities for overcoming challenges
 - Promising strategies
- Gather stakeholder ideas on implementation strategies
 - National strategy as a whole
 - Topic specific

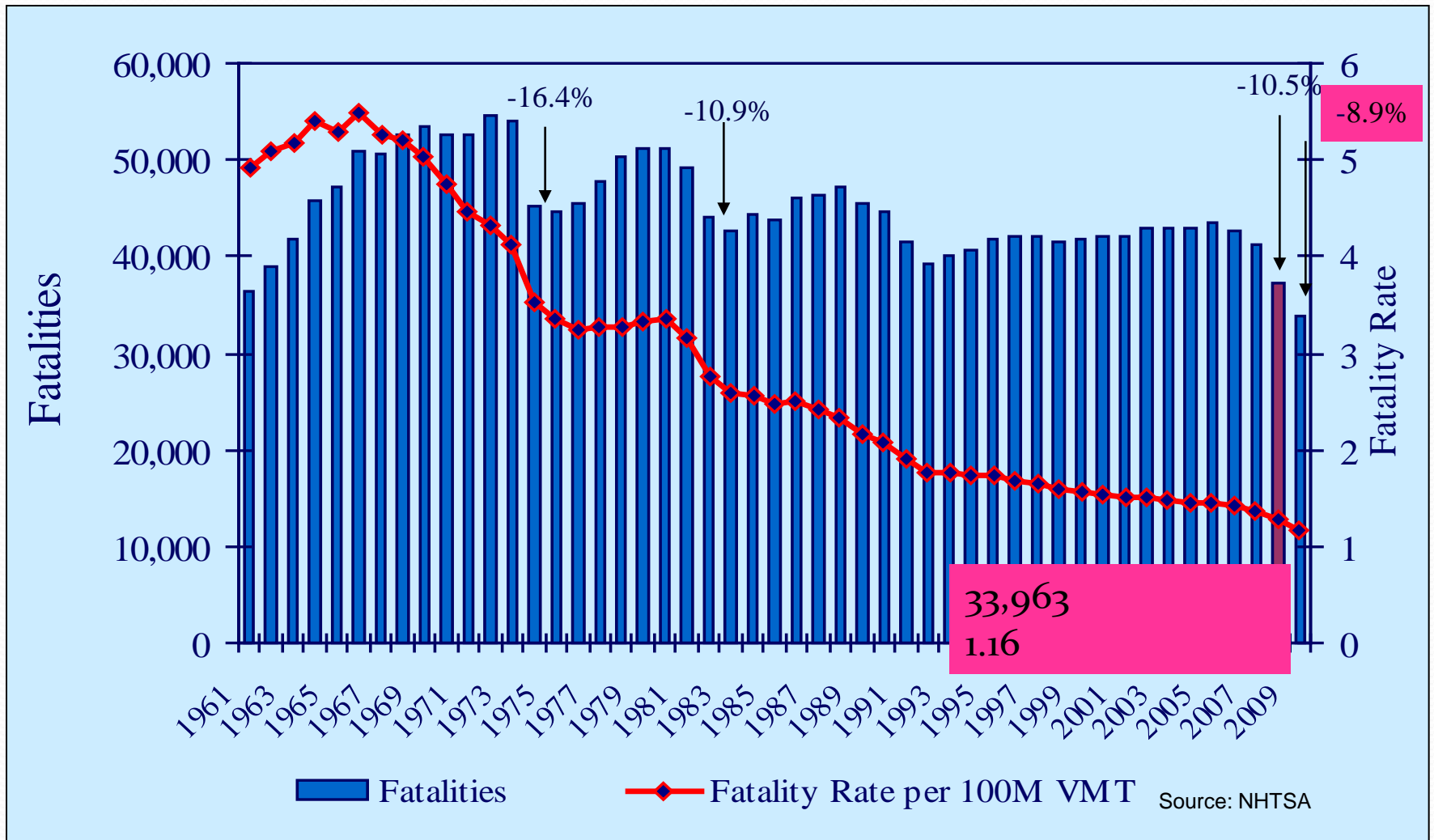
Overview of Today's Discussion

- Background on National Strategy
- Safe Drivers and Road Users Issues
 - Current Challenges and Initiatives
- Open Discussion

Background

- Progress Has Been Made in Improving Highway Safety...
 - Lowest fatality levels in 50 years
 - Safety partnerships have been strengthened
 - Greater leadership focus on safety
- ...But We Still Face Significant Challenges
 - 33,963 fatalities in 2009
 - Legislative and other barriers to implementing proven strategies

Fatalities and Fatality Rate, by Year



Why Now?

- New Political Leadership
- Reauthorization
- Uncertain Trend for the Future
- Better Use of Limited Resources
- Build on Our Success

National Strategy

- Build on Existing Foundation of Proven Strategies, Relationships, and Leadership
- Cultural Change: Change Americans' Attitudes Toward Highway Safety
- Involvement from Wide Variety of Highway Safety Stakeholders
- “Owned” by All Stakeholders

Two Key Products

- National Safety Plan and Outreach Program
 - A data-driven plan that includes key emphasis areas, projection of future needs, promising countermeasures, and expected improvements
 - Goal: adoption by safety stakeholder organizations in 2011
- Implementation Products
 - Strategies for developing strong leadership and champions
 - Support from and for organizations that directly impact highway safety
 - A program for changing highway safety culture in the United States

Key Areas

- Safer Drivers
- Safer Vehicles
- Safer Vulnerable Users
- Safer Infrastructure
- Emergency Medical Services
- Data Systems and Analysis Tools
- Safety Culture

Development Process

- Initial Outline and Work Plan
 - Initial stakeholder meeting (September 2009)
 - Assemble stakeholder group
 - Gather input from stakeholders
 - Webinars, conferences and meetings
 - Develop white papers
 - Develop outline and work plan
 - Stakeholder workshop - webcast
- Phase 2: Develop Strategy (Spring 2011)
- Phase 3: Adoption and Implementation by Multiple Organizations

Steering Committee

Members:

AASHTO	Tom Sorel, Chair (Tony Kane)
AAMVA	Neil Schuster, Ian Grossman
GHSA	Vern Betkey, Vice Chair (Barbara Harsha)
CVSA	Steve Keppler
IACP	Richard Ashton
NACE	Tony Giancola
NASEMSO	John Bixler

Ex-Officio Members:

FHWA	Joseph Toole
NHTSA	Marlene Markison
FMCSA	William Quade

Safer Drivers and Road Users

- An estimated 80-90% of motor vehicle crashes are caused by driver error
- 27% of commercial motor vehicle (CMV) crashes are single vehicle crashes (Most are multi-vehicle)
- Very high crash risk for younger, older drivers
- Motorcyclists account for 14% (2008) of all motor vehicle fatalities
- Bicyclists and pedestrians account for another 14% (2008) of MV fatalities

Challenges

- Speeding: 30+ %
- Road capacity not keeping pace with need
- Impaired drivers: 32%
- Unbelted fatalities: 50%
- Unlicensed/revoked drivers: 15%
- Distracted: 16% and growing
- Motorcycle deaths: 14% of total and (until 2009) double-digit annual growth
- Aging driving population

Challenges

- Large truck related fatalities: 12% of total and truck VMT growing faster than auto VMT
- Fatigued drivers
- Driver and road user attitudes
 - Proclivity to treat one's car as one's "castle"
 - Fear of "big brother"
 - It's the other guy
- Downsizing of passenger cars; increasing size and number and travel of trucks

Challenges -- Commercial Drivers

ATRI Study

LTCCS Data

<u>Factor</u>	<u>Number</u>	<u>Risk Ratio</u>
Too Fast for Conditions	32,000	2.03
Illegal Maneuver	13,000	1.91
Cargo Shift	6,000	1.89
Inadequate Surveillance	19,000	1.87
Inattention	12,000	1.86
Fatigue	18,000	1.82
Following Too Close	7,000	1.82

If a CMV Driver has:	Their Crash Likelihood Increases:
A Reckless Driving violation	325%
An Improper Turn violation	105%
An Improper or Erratic Lane Change conviction	100%
A Failure to Yield Right of Way conviction	97%
An Improper Turn conviction	94%
A Failure to Maintain Proper Lane conviction	91%
A Past Crash	87%
An Improper Lane Change violation	78%
A Failure to Yield Right of Way violation	70%
A Driving Too Fast for Conditions violation	62%

Countermeasures that Work for Impaired Driving

- Strong laws
- High visibility enforcement of impaired driving laws including sobriety checkpoints
- Ignition interlocks for first-time offenders at $\geq .08$ BAC and repeat offenders
- Vehicle sanctions
- Better data (improved BAC testing)
- Screening and Brief Interventions
- DUI courts

Countermeasures that Work for Inadequate Occupant Protection

- Primary belt laws
- Child restraint and booster seat laws
- Targeted public education and awareness campaigns, especially with at-risk populations (e.g. children; young, rural male drivers; multi-cultural populations)
- Sustained high visibility enforcement

Countermeasures that Work for Speeding

- Appropriate setting of speed limit based on crash history, roadway geometry, land uses, community input, etc
- Targeted public education and awareness campaigns
- Enforcement
- Training for the judiciary
- Use of technology such as automated enforcement (speed and red light cameras) at high risk intersections and roadway segments.

Countermeasures that Work for Teen Drivers

- GDL laws that restrict passengers and nighttime driving
- Improved driver education
- Bans on texting and cell phone use for novice drivers
- Universal motorcycle helmet laws
- Primary belt laws
- Enactment and enforcement of underage drinking laws

Countermeasures that **May** Work for Distracted Driving

- Legislation – texting bans (no consensus on cell phone laws yet)
- Educational programs
- Enforcement initiatives
- Employer policies
- Technology to limit or stop use of distracting devices
- Better collection of data
- More research
- Roadway improvements (e.g.. Rumble strips)

Countermeasures that Work for Unsafe Motorcycling

- Mandatory, universal motorcycle helmet laws;
- High visibility enforcement
- Rider training
- Licensing (motorcycle endorsements)
- Impaired driving and speeding educational and enforcement efforts
- Share the road programs
- Improved conspicuity
- Roadway improvements

Countermeasures that Work for Bicyclists and Pedestrians

- Safe Routes to School and other educational programs
- Enforcement
- Improved Signalization and Pavement Markings and other Roadway Improvements
- Bicycle helmets
- Dedicated Bike Lanes

Countermeasures that Work for Older Drivers

- Improved Licensing
- Better signage and Pavement Markings
- Improvements to left turn intersections
- Vehicle adaptations
- Alternative transportation

Countermeasures that Work for CMV Drivers

- High visibility enforcement in high crash corridors, as well as covert enforcement targeted at specific behaviors
- Increased enforcement of “4 wheelers” operating unsafely around CMVs
- Increased roadside inspections and monitoring of driver hours of service
- Outreach and Education to drivers AND their employers
- Strong driver training and finishing programs, as well as fatigue management and health and wellness programs
- Ensuring that employers have a proper safety culture and policies to promote safe and responsible behavior

Opportunities for the Future: Technology

- Alcohol Detection & Intervention
(interlocks, home monitoring)
- Driver Alertness & Performance Monitoring
Automatic Speed Control/
Speed Limiters (for *all* vehicles?)
- Automated Red Light and Speed Enforcement
- Automatic Crash Notification Systems
- Electronic Drivers License (one driver, one license)
- Electronic Onboard Recorders for CMV drivers (to regulate hours of service)
- Onboard safety systems (collision warning, brake monitoring, lane departure warning, stability control, etc.)

Discussion Questions

- What countermeasures are missing?
- What key challenges are missing?
- What are some ways to expand the use of proven countermeasures or to take advantage of new opportunities for improving driver and road user safety?
- How do we promote partnerships and increase coordination?
- How can current programs be adapted to better meet needs?



Summary of Key Points

How Can You Be Involved?

- Join the Stakeholder Group to Provide Additional Input and Feedback Throughout the Process:
 - Contact Kelly Hardy at khardy@ashto.org

Webinars

- Safety Culture – June 1
- Safer Infrastructure –Webinar June 10
- Safer Vehicles – Today's Webinar June 21
- Road Users – Webinar June 30
 - Safer Drivers
 - Safer Vulnerable Users