

Making a Safer Future

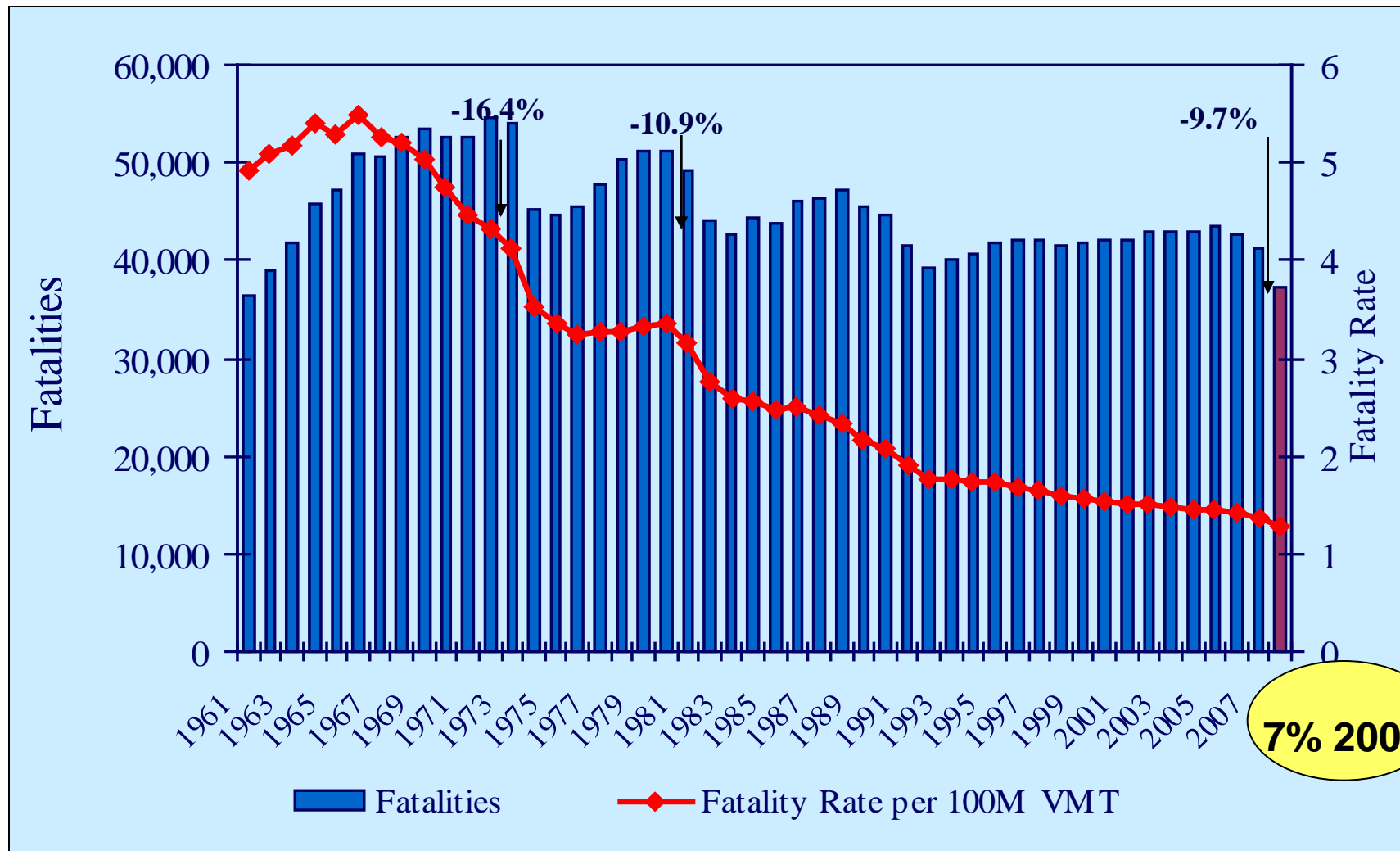


WASHTO 2010 Bismarck, North Dakota

Elizabeth Alicandri
Director, Office of Safety Programs
Federal Highway Administration



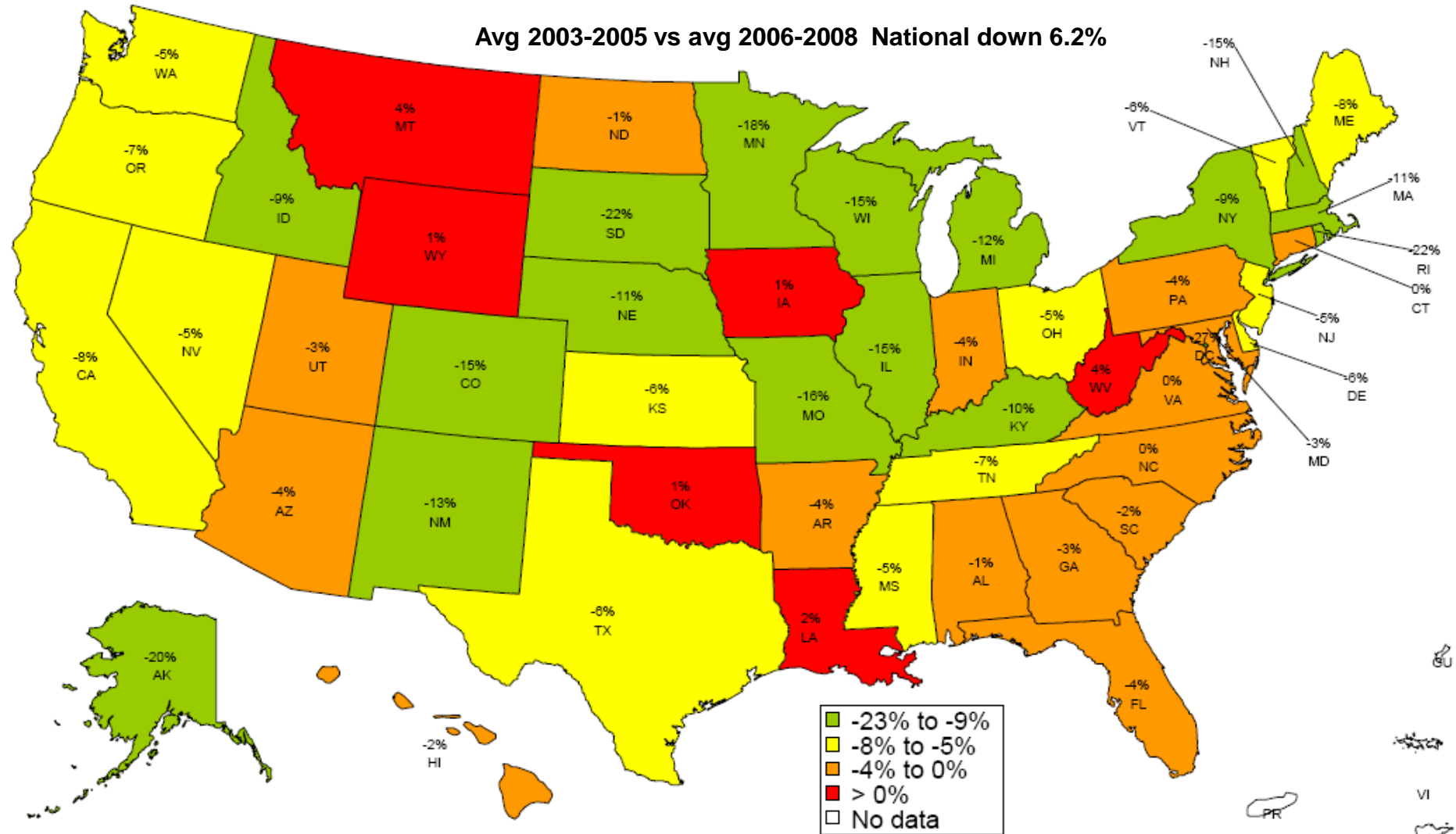
Fatalities and Fatality Rate



7% 2009

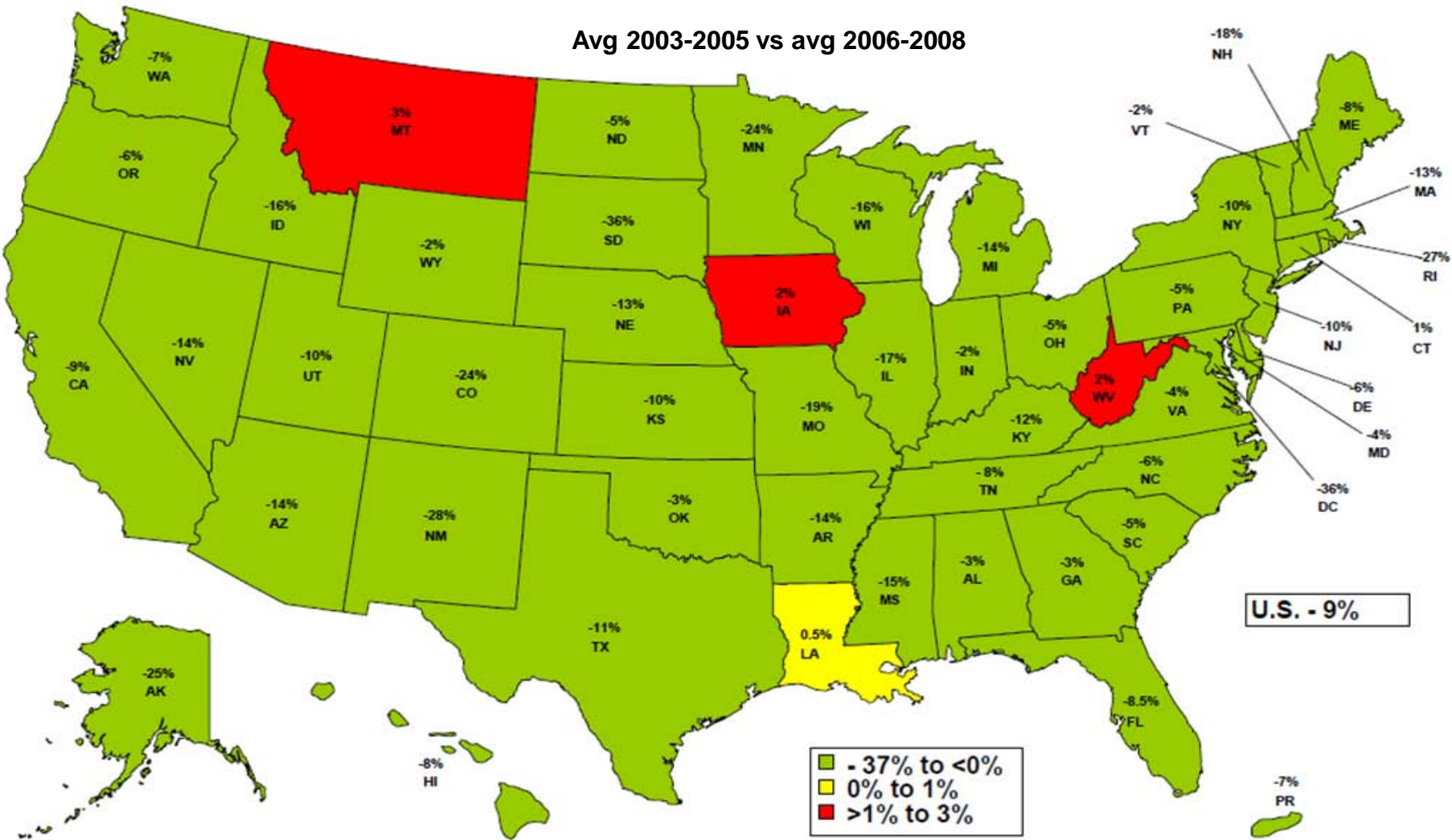
Reductions in Fatalities

Avg 2003-2005 vs avg 2006-2008 National down 6.2%



Reductions in Fatality Rate (VMT)

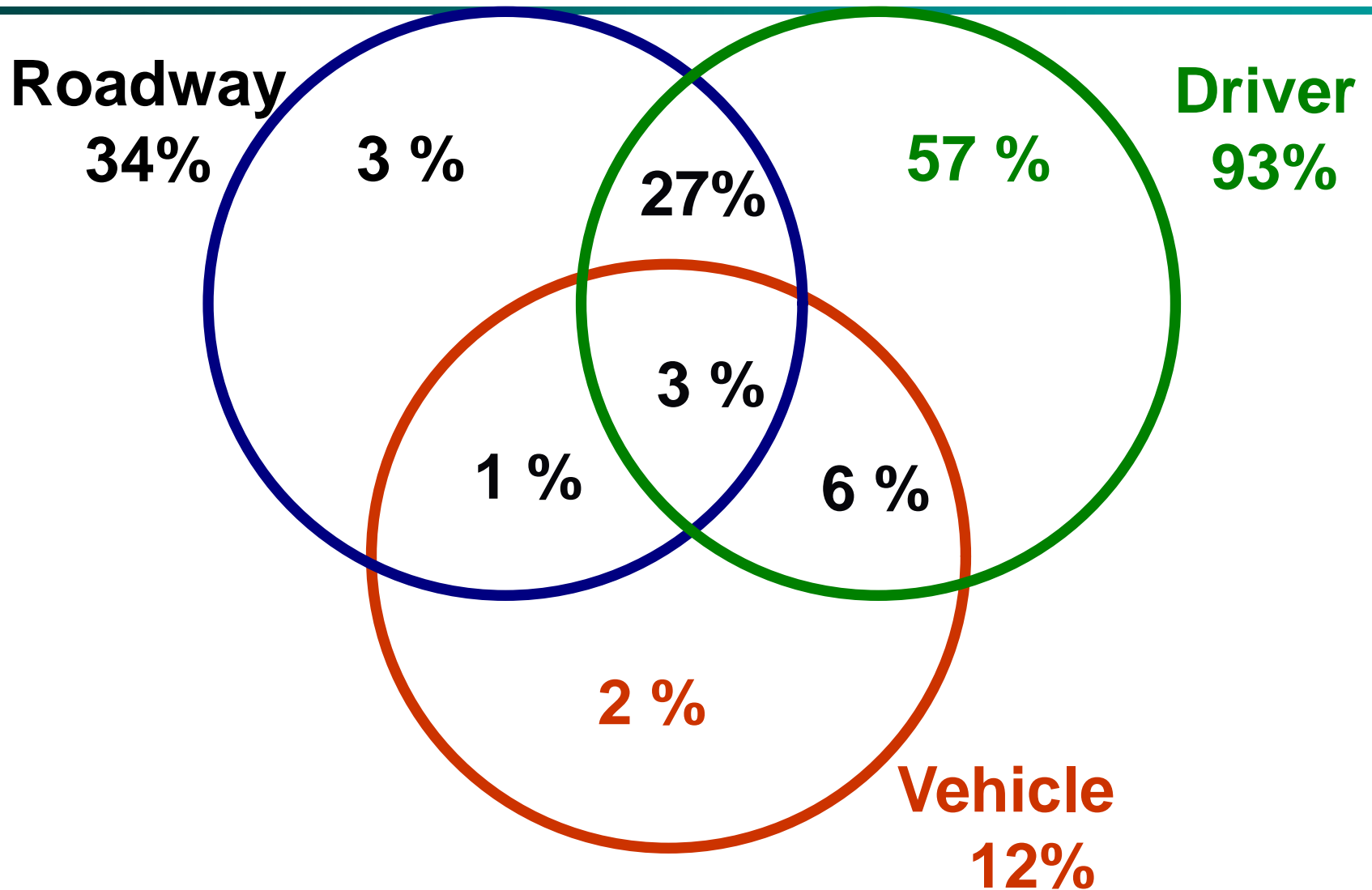
Avg 2003-2005 vs avg 2006-2008



100 times a day – Why?



Causes of Crashes



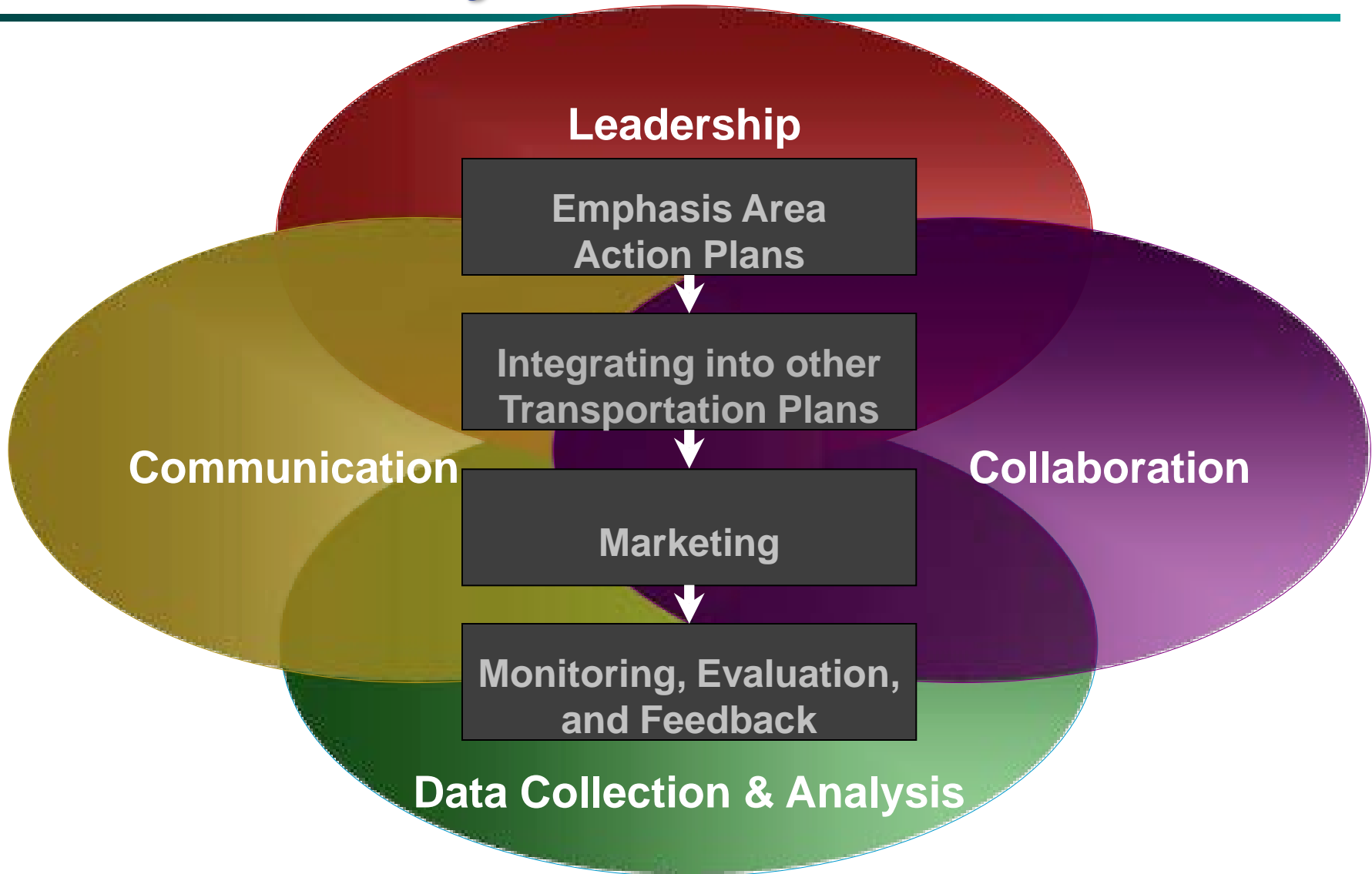
Strategic Highway Safety Plans

- **Developed by after consultation with stakeholders - breakdown “stovepipes”**
- **Analyze and make effective use of crash data**
- **Address 4 E’s – engineering, enforcement, education and emergency services**
- **Consider safety needs of all public roads**
- **Initial SHSPs received between June 2006 and September 2007**

Top SHSP Emphasis Areas

- Roadway Departure (51)
- Occupant Protection (48)
- Impaired Driving (46)
- Intersection (42)
- Young Drivers (40)
- Aggressive Driving (35)
- Pedestrian Safety (34)
- Data & Data System Improvement (32)
- Motorcycle Safety(30)
- Commercial Vehicle (29)
- Speed Mgt/ ASE (28)
- Bicycle Safety (27)
- Older Drivers (24)
- EMS (23)
- Work Zone (21)
- Distracted Drivers (21)

What makes your SHSP successful?





Leadership

- **Roles**

- *“mountain mover” positional power, resources and policy support*
- *“champions” respected, enthusiastic, inspiring*
- *“program manager” day to day process keep on track*

- **Bring together diverse groups toward common goal**
- **Governor’s endorsement**
- **Engaged throughout the lifecycle of the SHSP**

Collaboration

- **4 Es, 4 Es, 4 Es, 4 Es**
- **Foundation for collaboration**
 - *Assign specific actions to each stakeholder*
 - *Memoranda of understanding*
- **Develop performance measures**



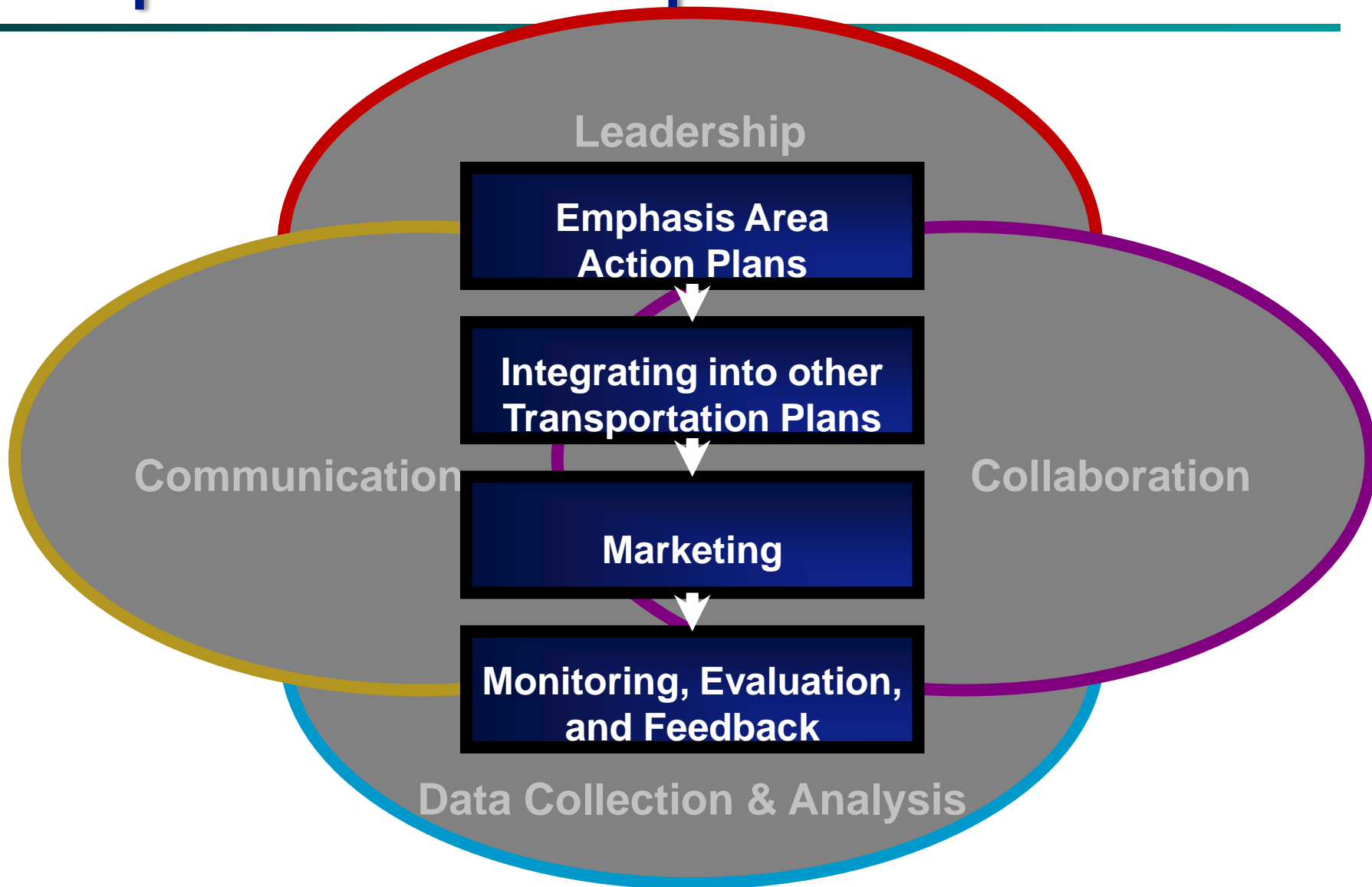
Communication

- **Vision, mission, goals clear to all**
- **Build transparency and trust**
- **Formal processes**
 - *Meeting reports*
 - *Media events*
 - *Newsletters*
 - *Presentations*
- **Informal processes**
 - *Blogs*
 - *List serves*
 - *Chat rooms*

Data Collection & Analysis

- **Collect relevant data**
 - *Crash, vehicle, road user, roadway, response time, citation,*
- **Improve safety data availability and quality**
 - *Data task forces and training*
 - *Develop standards manual and define the roles of stakeholders*
- **Analyze data**
 - *System-wide safety issues & high-crash areas/locations*
 - *Project selection and justification of resources*
 - *Evaluate outcomes*
- **Centralized data resource (consistency and promote additional analyses)**

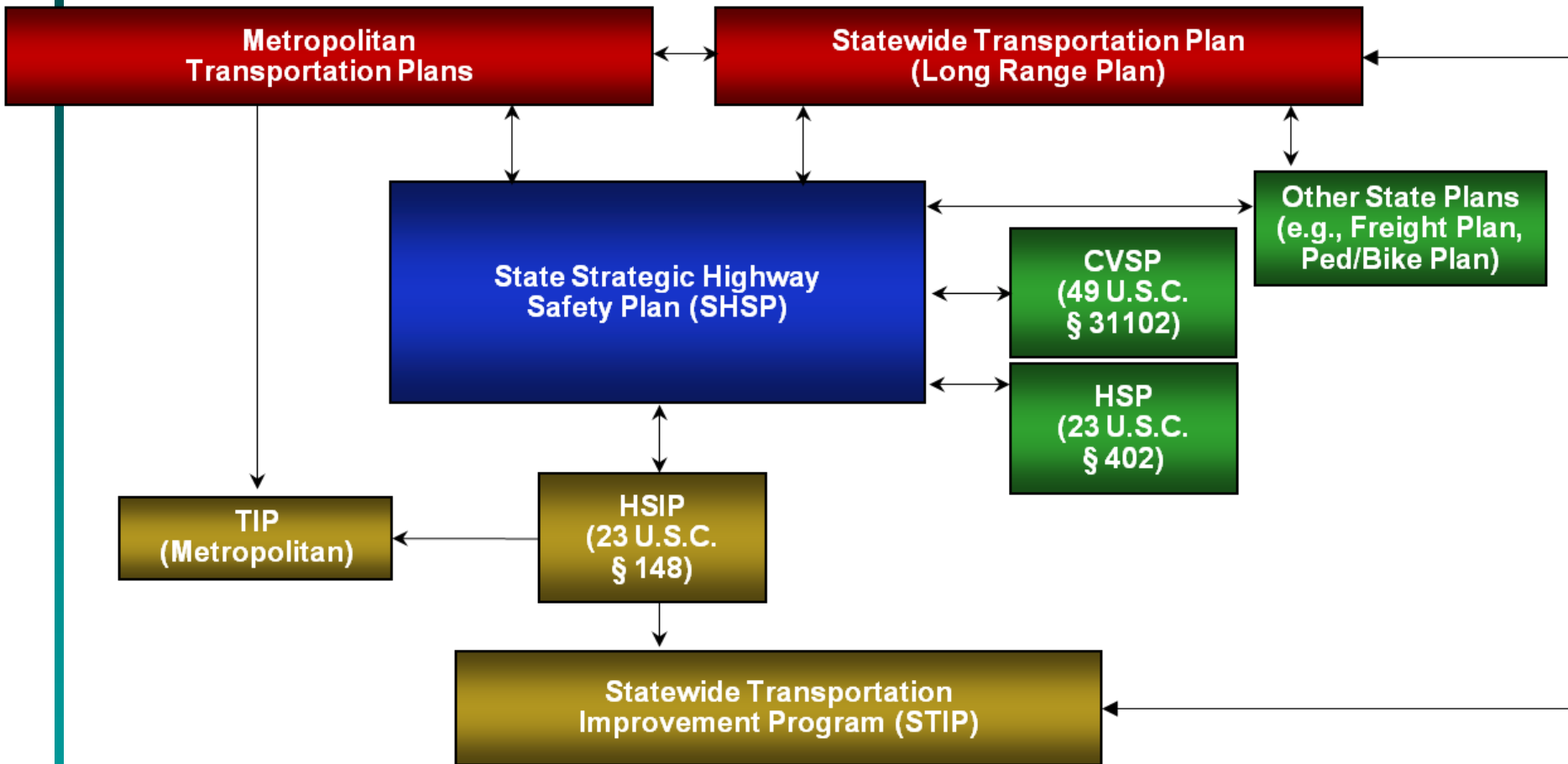
Steps for SHSP Implementation



1/ Emphasis Area Action Plans

- **Living strategies that provide focus and put the plan into action**
- **Specify resources (data, funding, staffing, etc)**
- **Clearly describe steps and timeline**
- **Assign leaders, by individual and agency**
- **Establish performance and process measures**
- **Build in evaluation**

2/ Integrating into Other Plans



Integrate into LRTS & S/TIP

- **Encourage adoption of SHSP goals, objectives, emphasis area and performance measures in planning process**
- **Present SHSP vision at any and all venues**
- **Direct link between safety in S/TIP and SHSP**
- **Encourage project prioritization weighting or ranking schemes that address safety**
- **Identify and leverage alternative funding sources**

Integrate into HSIP

- **Ensure the SHSP is considered during project prioritization**
- **Encourage a systems approach**
- **Include SHSP implementation in performance reviews**
- **Reserve funds for projects aligned with SHSP**
- **Provide technical and project assistance and expertise to locals.**

Integrate into HSP

- **Focus the grant development and selection process on SHSP emphasis areas**
- **Utilize multiple agencies to improve project selection and SHSP consistency**
- **Provide grant funds in alignment with the SHSP**
- **Partner with county and local health departments to establish safety outreach programs**
- **Conduct data analysis for grant applications to ensure projects align with the SHSP**

Integrate into CVSP

- **Include SHSP emphasis areas in the CVSP**
- **Use data for problem identification**
- **Incorporate SHSP engineering, education, and enforcement strategies into the CVSP (i.e., safety belts, aggressive driving, work zones, etc.)**
- **Encourage collaboration by state trucking associations and commissions**
- **Integrate safety and SHSP elements into the state and local freight planning processes**

3/ Marketing

- **Create, communicate, deliver & exchange information - Public and Stakeholders**
- **Highlight, Promote, and Celebrate Success**
- **Marketing Taskforce (consistency)**
- **Maintain spotlight on safety**
- **Techniques**
 - *Branding, website and traditional and new media approaches*
 - *Newsletters & brochures*
 - *Safety summits*
 - *Presentations*



4/ Monitor & Evaluate

- **Follow the action plans!**
- **Meet annually and be open minded**
- **Monitor**
 - *Progress reports on the emphasis areas*
 - *Formalized reporting system with standard elements*
 - *Tools to streamline the process*
- **Evaluate**
 - *Define what constitutes “success” prior to implementation*
 - *Outcome and output*
 - *Countermeasure effectiveness evaluation*
 - *Complete evaluation may take years, but initial findings are useful*



***The care of human life & happiness...is the first
and only objective of good government***

Thomas Jefferson