

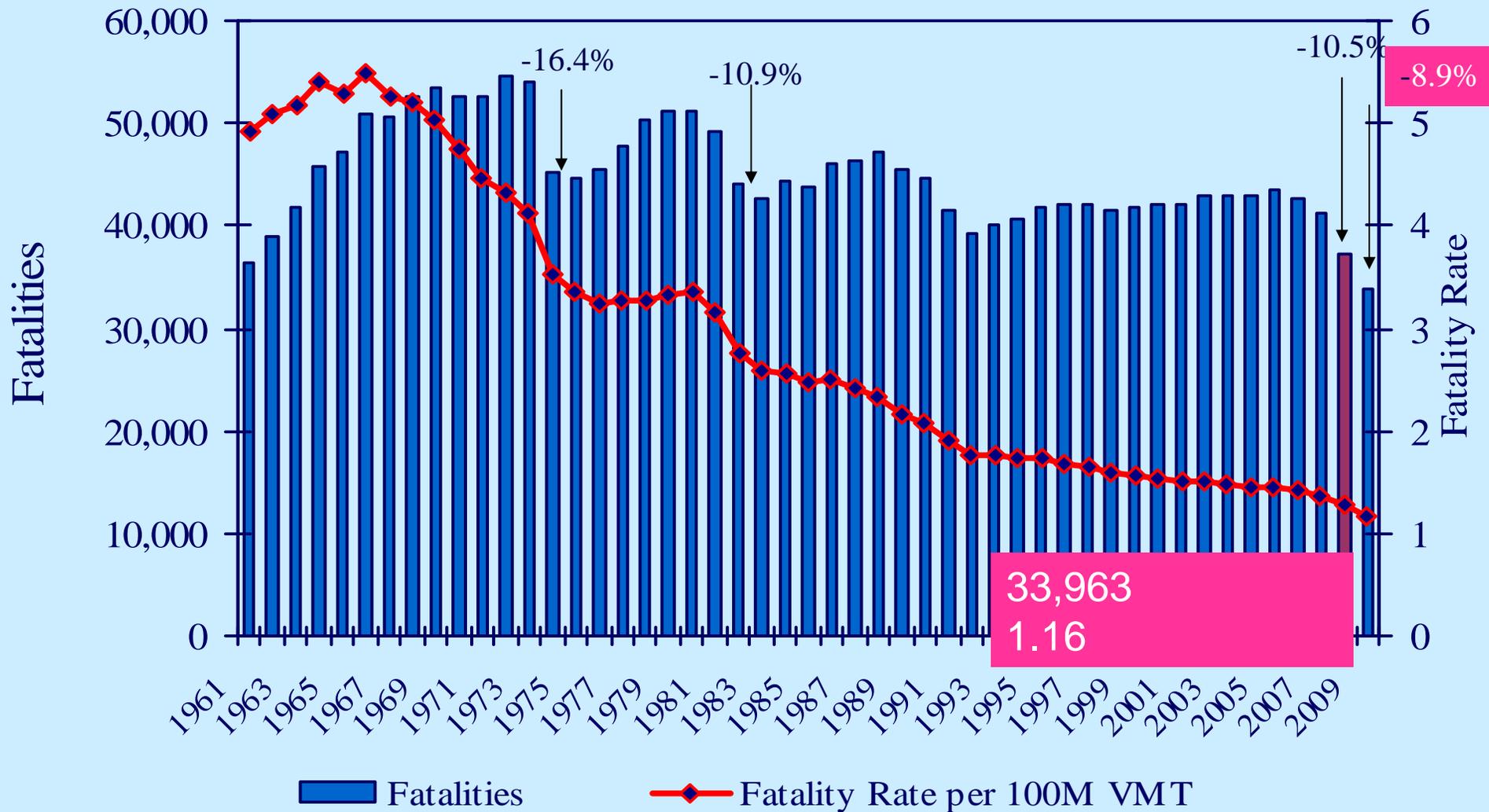
Rules to Live By: Moving Towards Zero Deaths:

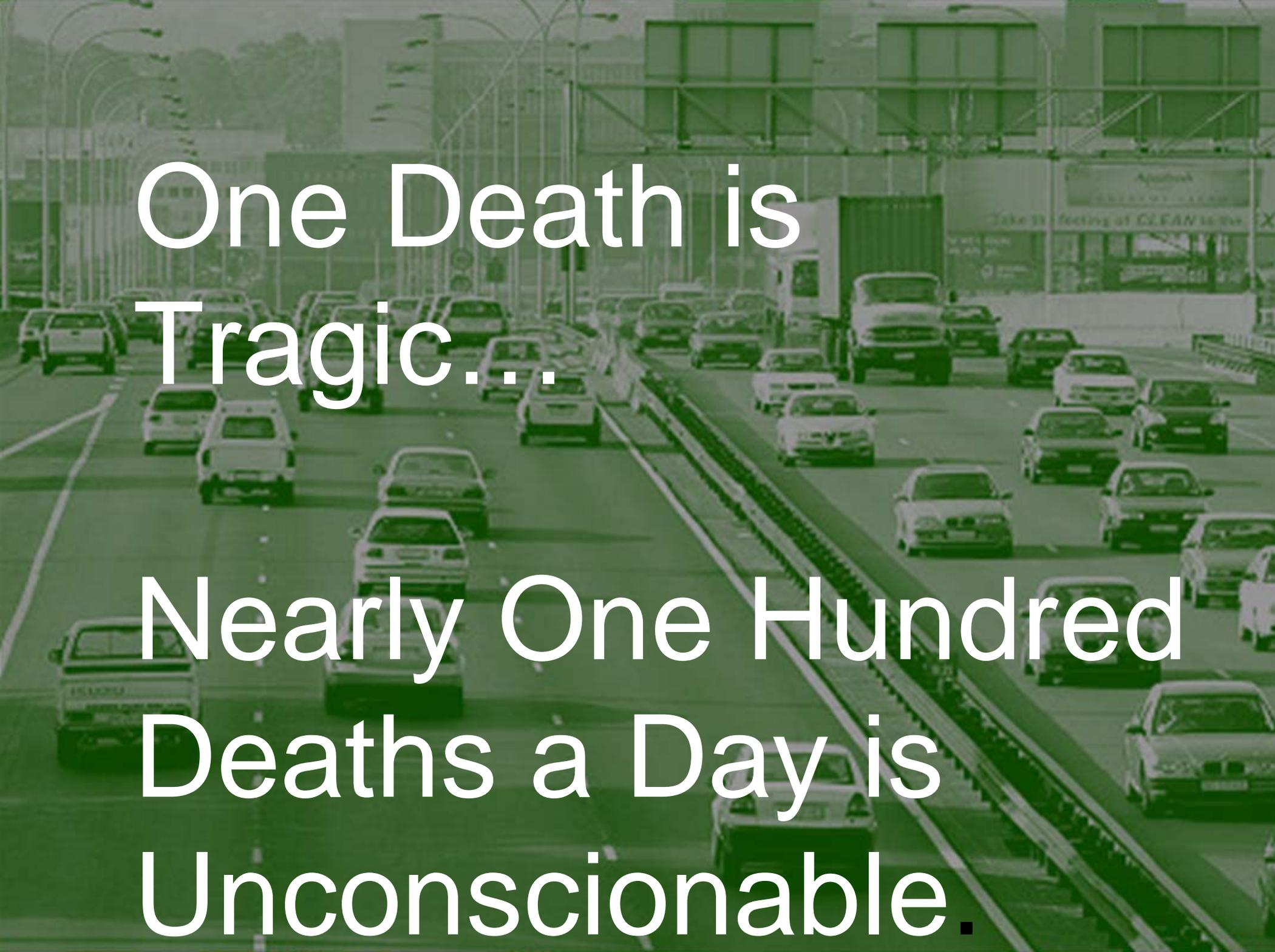
Joseph S. Toole
Associate Administrator for Safety
Federal Highway Administration

Michigan Traffic Safety Summit
March 22, 2011



Fatalities and Fatality Rate, by Year





One Death is
Tragic...

Nearly One Hundred
Deaths a Day is
Unconscionable.

Rules to live by...

Ultimately, the highway is a factor in every highway crash.



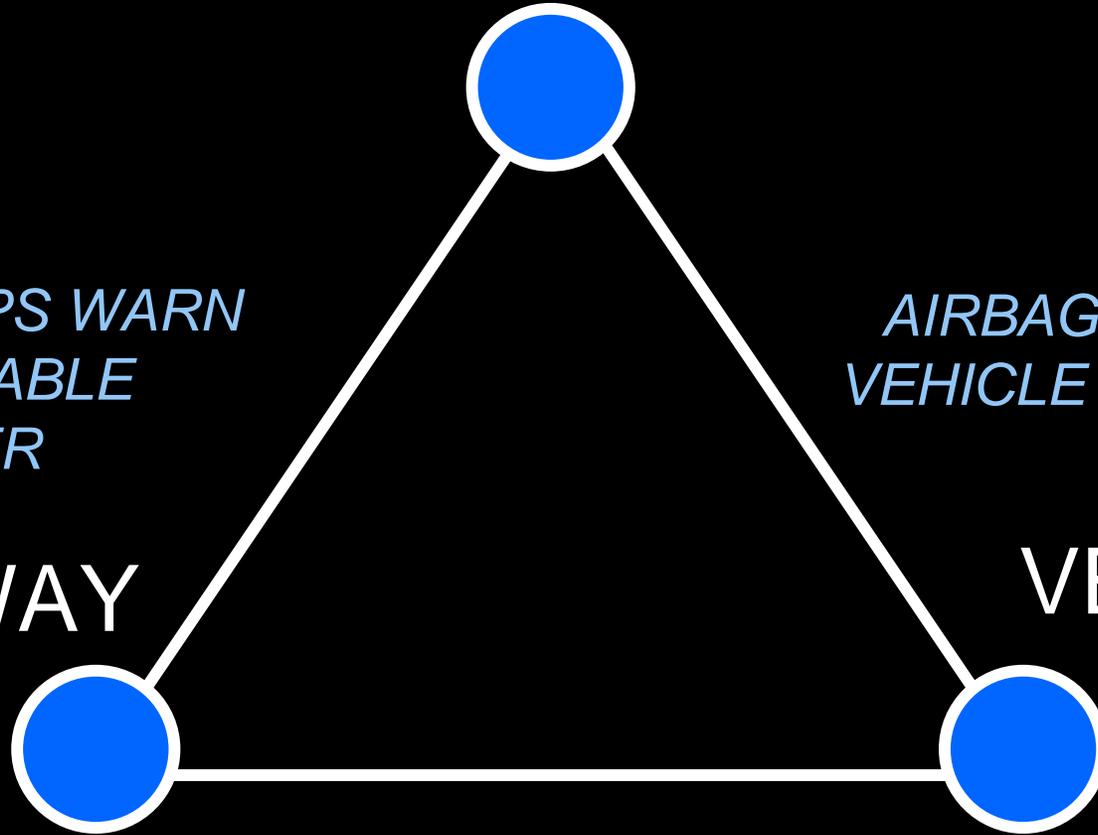
*DRIVER ON A CELLPHONE:
DISTRACTED*
DRIVER

*RUMBLE STRIPS WARN
DRIVER; CABLE
BARRIER*

*AIRBAGS DEPLOYED;
VEHICLE STABILIZATION*

HIGHWAY

VEHICLE



- Look for the contributions that can be made in each area
- Create a “Forgiving Highway”
- Just meeting design standards is not enough; look at addressing the needs



Rules to live by...

No one can solve the
problem by
themselves.



- It takes Engineering, Enforcement, Education and Emergency Response...working together!
- Strategic Highway Safety Plan
- Crashes occur on every road



Rules to live by...

Every dollar spent on
highways should be a
dollar spent on safety.



Rules to live by...

Follow the data...



- Not just about looking at where crashes have occurred...look at where they are likely to occur in the future.
- Understand the dynamics of the environment you are working in.
- Tools are available to help evaluate alternatives...use them.



Crash Focus Areas for FHWA: Factors Most Related to Fatalities

- **Roadway Departure - 58 %**
- **Intersection-Related - 21 %**
- **Pedestrian -11 %**
- **Speeding - 32 %**

(% of fatalities with these characteristics;
based on 2006 FARS data)



Roadway Departure Programs



Improved Visibility



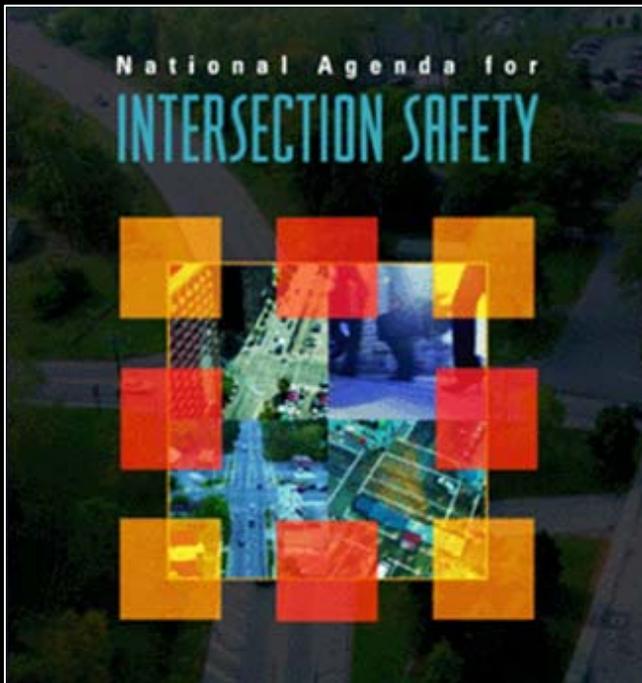
Rumble Strips



Safety Hardware

Intersection Programs

National
Intersection
Agenda



Intersection Design
& Operation



Roundabouts



Pedestrian Programs



Engineering Outreach
Campaign



Engineering and
ITS-Based
Countermeasures

Cross Cutting Areas



Speed



Motorcycle Safety



Safety Belts



Older Road Users

A Time of Changes...

- Changes in fatality rates
- Changes in discretionary travel
- Changes in the economy
- Changes in global competitiveness
- Changes in technology
- Changes in legislation...

Creating a Plan for the Future

- Engage a broad base of stakeholders through a shared vision
- Identify critical gaps and needs
- Assess what has worked, what hasn't
- Create a framework for addressing needs
- Build synergy toward action



Foundation to Build From

- Strategic Highway Safety Plans in each State
- AASHTO-lead Strategic Plan from 1998; updated in 2007
- Individual organizations' objectives
- Data and analysis from multiple sources



Moving Toward Zero Deaths

- National Effort to develop a united strategy for addressing fatalities and serious injuries on our roadways
- Over 20 organizations are part of the effort
- USDOT developing a “Roadway Safety Plan”
 - Empower Communities
 - Increase Accountability
 - Build Collaboration

Empower Communities

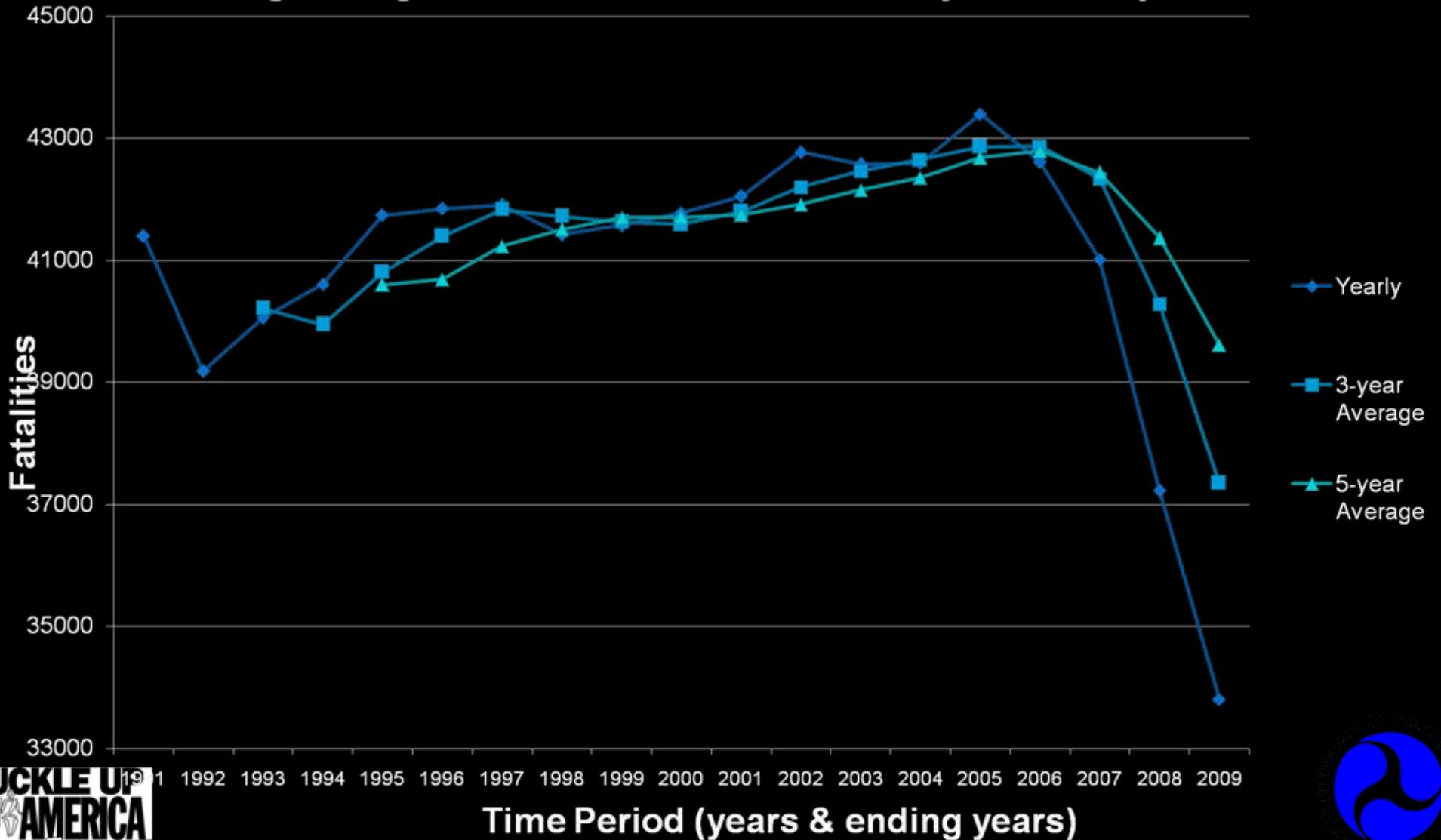
- Easier Access to Resources
 - Streamline the grant process
 - Greater flexibility...across modes
- Integrate our Safety Planning Processes
 - Common strategic plan
 - Link across investments
- Reaching locals
 - Increase access to resources and assistance
 - Consider all roadway users...livability

Accountability

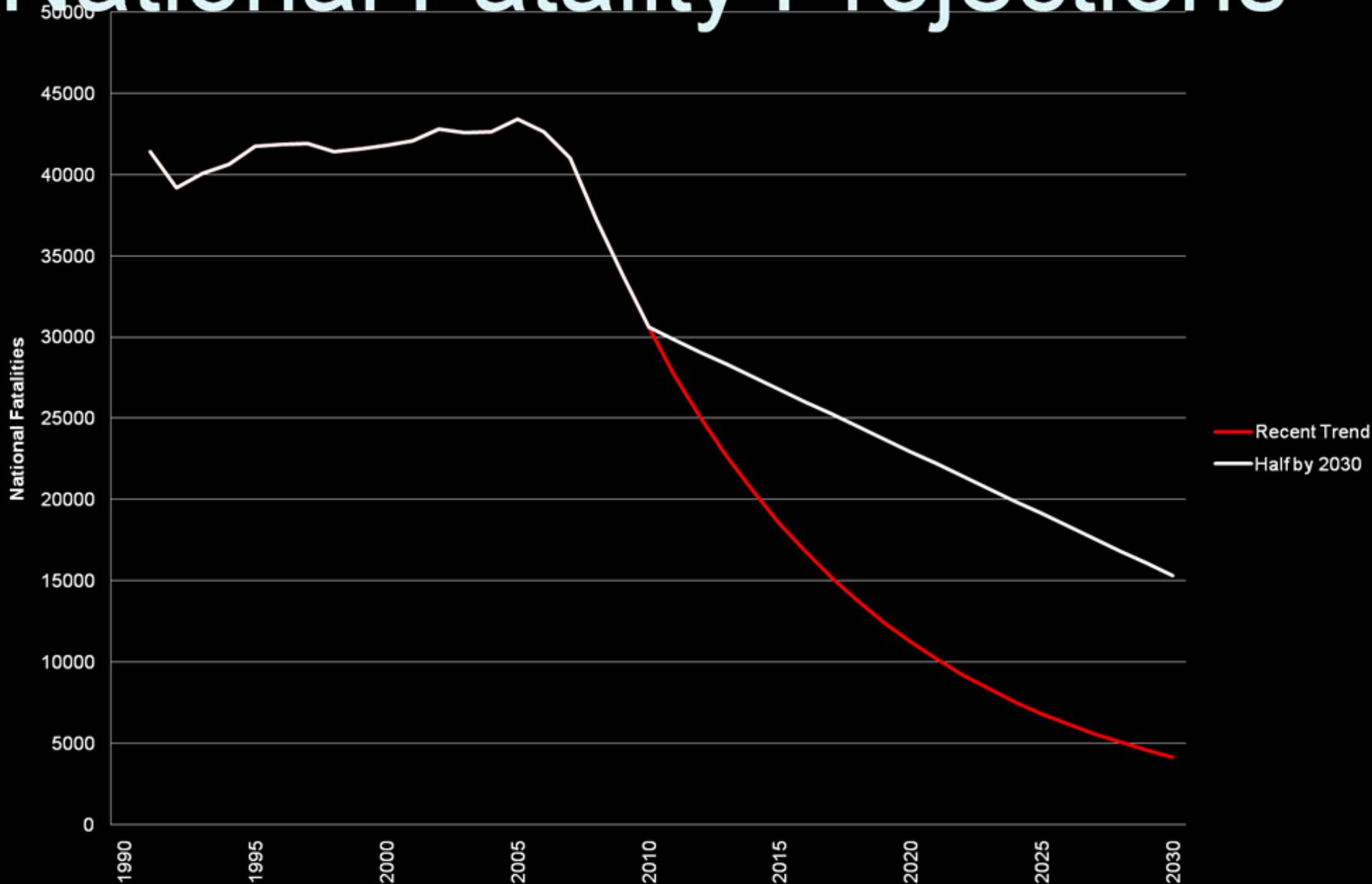
- Better Data
 - The Analytic Tools to make the best Investments
 - Understanding the WHOLE system
- Focus on Performance
 - Tie programs to commitment to achieve results
 - Focus resources on what will change results
- Benchmark where we need to be

National Average Fatalities

Running Average Fatalities National - Actual, 3-year, and 5-year



National Fatality Projections



Build Collaboration

- Develop a Common Vision
 - A Set of National Goals
- Look Beyond Transportation
 - A National Health Crisis
 - Role of the entire Cabinet
- Change America's Safety Culture
 - Not just about changing behaviors
 - Broad partnership needed to make this happen