Toward Zero Deaths:
Proactive Steps for Your Community

Presented by:
Brian Roberts, P.E., National Association of County Engineers
Marie Walsh, Ph.D., Louisiana Local Technical Assistance Program
Robert Hull, P.E., Cambridge Systematics, Inc.
Webinar Co-Hosts

NATIONAL ASSOCIATION COUNTY ENGINEERS

National LTAP/TTAP Association
Advancing Excellence in Local Road & Bridge Agencies

Toward Zero Deaths
National Strategy on Highway Safety
Webinar Logistics

- Duration is 9:00 AM - 10:30 AM Mountain
- Webinar – recorded and archived on website. For quality of recording, phone will be muted during presentation
- If listening on the phone, please mute your computer
- To maximize the presentation on your screen click the 4 arrows in the top right of the presentation
- At the end of each section, there will be time for Q&A
- There is a handout pod at the bottom of the screen
- Please complete follow-up surveys; they are vital to assessing the webinar quality
Today’s Presenters

Robert Hull, P.E.
Cambridge
Systematics, Inc.

Marie Walsh, Ph.D.
LA LTAP Director

Brian Roberts, P.E.
NACE Exec.
Director
Goals of this Webinar

Once you have completed this webinar, you will:
Have an understanding of the proactive steps you can take to get a zero death program started in your county or city!
Learning Outcomes

To achieve the webinar goal, you will learn to:

- Understand the origins and background of the zero deaths philosophy
- Be familiar with the latest fatality trends
- Identify the six emphasis areas in the TZD National Strategy
- Understand the importance of Safety Culture
- List the implementation steps for TZD on Rural and Local Agencies
- Understand the proactive steps to take to get a TZD program started in your county or city
- Know where to find additional resources for TZD
Understand the origins and background of the zero deaths philosophy

Be familiar with the latest fatality trends

Identify the six emphasis areas in the TZD National Strategy

Understand the importance of Safety Culture

List the implementation steps for TZD on Rural and Local Agencies

Understand the proactive steps to take to get a TZD program started in your county or city

Know where to find additional resources for TZD
Road To Zero

- Broad Coalition established by NSC, NHTSA, FHWA
- Scenario Developments by Rand Corporation
- Grants
Zero is the Goal!

Vision Zero Network
2015 National Crash Statistics

• In 2015
  – 35,092 people died
  – 2.44 million people injured
  – 6.3 million traffic crashes were reported
  – $242 billion estimated economic cost to Nation (2010)

• On an average day
  – 96 people die
  – 6,685 people injured
  – 17,260 crashes occur
  – $663 million average daily cost to Nation (2010)
Directing Your Questions via the Chat

1. Chat pod is on left side of screen between attendees pod & closed caption pod

2. Type your question or comment here

3. Answers will appear here unless addressed verbally
| Understand the origins and background of the zero deaths philosophy |
| Be familiar with the latest fatality trends |
| Identify the six emphasis areas in the TZD National Strategy |
| Understand the importance of Safety Culture |
| List the implementation steps for TZD on Rural and Local Agencies |
| Understand the proactive steps to take to get a TZD program started in your county or city |
| Know where to find additional resources for TZD |
Vision: A highway system free of fatalities, changing the nation’s culture to the point where even one traffic-related death is unacceptable.
TZD Emphasis Areas

Drivers and Passengers  Vulnerable Users  Vehicles

Infrastructure  Emergency Medical Services  Safety Management
TZD Emphasis Areas

Safer Infrastructure
**Directing Your Questions via the Chat Pod**

1. Chat pod is on left side of screen between attendees pod & closed caption pod

2. Type your question or comment here

3. Answers will appear here unless addressed verbally
Understand the origins and background of the zero deaths philosophy

Be familiar with the latest fatality trends

Identify the six emphasis areas in the TZD National Strategy

Understand the importance of Safety Culture

List the implementation steps for TZD on Rural and Local Agencies

Understand the proactive steps to take to get a TZD program started in your county or city

Know where to find additional resources for TZD
Traffic Safety Culture

The values and believes shared among groups of road users and stakeholders that influence their decision to behave or act in ways that affect traffic safety.
Safety Culture

Safety Culture

- Safety culture is more than public information campaigns
- Safety must be a factor in every transportation decision
**Directing Your Questions via the Chat Pod**

1. Chat pod is on left side of screen between attendees pod & closed caption pod

2. Type your question or comment here

3. Answers will appear here unless addressed verbally
Understand the origins and background of the zero deaths philosophy

Be familiar with the latest fatality trends

Identify the six emphasis areas in the TZD National Strategy

Understand the importance of Safety Culture

List the implementation steps for TZD on Rural and Local Agencies

Understand the proactive steps to take to get a TZD program started in your county or city

Know where to find additional resources for TZD
Toward Zero Deaths Action Items

• Formal Adoption of TZD
• Explicitly Incorporate TZD into Short and Long range plans (transportation, other plans)
• Actively engage safety stakeholders
  – DOTs
  – Law Enforcement
• Join TZD movement
  – Become a participant
  – Download and USE the National Strategy
Implementation

• Use *Toward Zero Deaths* as a resource
  – *National network of like-minded colleagues*
  – *Engage and build on collective knowledge*
Implementation

- TZD needs a champion
- You may already have a head start
  - Do you already have a zero-based goal?
  - What are you already doing that’s listed in the National Strategy?
Implementation

• Formal adoption
• Establish inter-departmental and/or inter-agency work group
• Review and consider all identified strategies
• Commit to data collection and analysis
• Participate with State SHSPs
• Develop Local Safety Improvement Plans
• Continuing education
Implementation

• Collaboration is key
  – *Who are your current partners?*
  – *Who else can you bring to the table?*
  – *How can you work together to realize a common vision?*
  – *What do you need to do in your area to bring people into the fold on a zero-based goal?*
Directing Your Questions via the Chat Pod

1. Chat pod is on left side of screen between attendees pod & closed caption pod

2. Type your question or comment here

3. Answers will appear here unless addressed verbally
Understand the origins and background of the zero deaths philosophy

Be familiar with the latest fatality trends

Identify the six emphasis areas in the TZD National Strategy

Understand the importance of Safety Culture

List the implementation steps for TZD on Rural and Local Agencies

Understand the proactive steps to take to get a TZD program started in your county or city

Know where to find additional resources for TZD
Improved Safety Management
Improved Safety Management

• Safety Partnerships and Planning
• Data, Data Systems, and Analysis Tools
• Develop a Skilled Highway Safety Workforce
Improved Safety Management

• Safety Partnerships and Planning
  – Strengthen and expand strategic highway safety planning and implementation activities
  – Develop and improve coordination between the transportation and public health communities and injury surveillance practices to better develop, implement, and evaluate state, regional, and local safety plans
Improved Safety Management

• Safety Partnerships and Planning
  – Educate judges, prosecutors and law enforcement on the impact of impaired driving, distracted driving, restraint use, and aggressive driving and speeding on motor vehicle-related fatalities, the value of motorcycle helmets in reducing motorcyclist fatalities, and risks related to work zones.
  – Develop, implement and evaluate public education campaigns to improve public understanding of highway safety
Improved Safety Management

• Data, Data Systems, and Analysis Tools
  – Improve crash data collection
  – Improve the accuracy and completeness of crash location information for all public roads
  – Develop data analysis methods and tools for use at the state, regional, and local levels across different stakeholders, including cost-benefit analysis for behavioral programs
  – Implement analysis tools that support data-driven decision making
Improved Safety Management

- Develop a Skilled Highway Safety Workforce
  - Plan for succession of staff with highway safety knowledge
  - Develop and promote core competencies for specific positions within organizations
Safer Drivers and Passengers
Safer Drivers and Passengers
Safer Drivers and Passengers

- Increase restraint use by drivers and passengers.
- Reduce speeding-related fatalities.
- Reduce impaired driving fatalities.
- Reduce driver distraction-related fatalities.
- Increase safety of young drivers.
- Increase safety of older drivers.
Safer Drivers and Passengers

• Increase Seat Belt Use by Drivers and Passengers
  – Enact and enforce primary seatbelt laws
  – Implement high-visibility restraint enforcement, including nighttime and child restraint use
Safer Drivers and Passengers

• Reduce speeding-related fatalities
  – Enact targeted enforcement for speeding-related offenses
  – Enact legislation and implement automated traffic enforcement—including pervasive automated speed enforcement and applications for school and work zones
  – Implement rigorous aggressive driving and speeding-related enforcement programs
Safer Drivers and Passengers

• Reduce impaired driving fatalities
  – Enact legislation and implement high-visibility sobriety checkpoints.
  – Implement appropriate penalties and DWI/DUI courts.

• Reduce driver distraction-related fatalities
  – Enact and enforce legislation to address distracted driving—including texting bans
Safer Drivers and Passengers

• Increase safety of young drivers
  – Strengthen GDL legislation and enforce graduated driver licensing laws

• Increase safety of older drivers
  – Implement Medical Advisory Boards (MABs) that independently review older driver capabilities
Safer Vulnerable Users
Safer Vulnerable Users

• Pedestrians
• Bicyclists (or pedalcyclists, including all wheeled and pedal-powered vehicles)
• Motorcyclists
• Individuals whose work takes place on the roadway
  – Construction and maintenance workers
  – Emergency medical and incident responders
  – Law enforcement personnel
Safer Vulnerable Users

• Pedestrians
  – Enact and enforce traffic laws applicable to motor vehicle operators and vulnerable users that improve pedestrian safety
  – Implement pedestrian awareness programs targeting pedestrian visibility and impaired walking
Safer Vulnerable Users

- Bicyclists
  - Enact and enforce traffic laws applicable to motor vehicle operators and vulnerable users that improve bicycle safety
  - Raise driver awareness of proper behaviors around bicyclists
Safer Vulnerable Users

• Motorcyclists
  – Enact and enforce motorcycle helmet legislation for all ages and riders
  – Implement targeted enforcement and public education programs to reduce the risk of motorcyclist fatalities (specifically speeding and impaired riding)
  – Implement motorcycle rider education on impaired driving, distracted driving, protective equipment, training and licensing (including conspicuity)
Safer Vulnerable Users

• Personnel on Roadways
  – Educate drivers on safer driving practices in work zones
  – Improve work zone design and operations to reduce the risk of work zone fatalities
  – Improve speed management and enforcement in work zones to reduce the risk of work zone fatalities
Directing Your Questions via the Chat Pod

1. Chat pod is on left side of screen between attendees pod & closed caption pod

2. Type your question or comment here

3. Answers will appear here unless addressed verbally
Understand the origins and background of the zero deaths philosophy

Be familiar with the latest fatality trends

Identify the six emphasis areas in the TZD National Strategy

Understand the importance of Safety Culture

List the implementation steps for TZD on Rural and Local Agencies

Understand the proactive steps to take to get a TZD program started in your county or city

Know where to find additional resources for TZD
Safer Vehicles

Image courtesy, Volvo
Safer Vehicles

• Alert drivers to risks.
• Assist drivers who are at risk of a crash.
• Protect vehicle occupants during crashes.
• Enable communication with other vehicles and the roadway.
• Ensure vehicles continue to perform as designed.
Safer Infrastructure
Safer Infrastructure

• Upgrade infrastructure to mitigate crashes and reduce injury severity.

• Adopt advanced cross-cutting technologies. Improve design practices to maximize safety benefits.

• Ensure agency policies and procedures incorporate safety considerations throughout the highway project development process.
Safer Infrastructure

• Lane Departures
  – Install retroreflective signing and pavement markings to reduce the risk of lane departures

• Intersections
  – Improve signing, markings, and lighting to increase driver awareness of intersections
  – Improve signal timing by adding protective left-turn phases, improving clearance intervals, and coordinating signals
Enhanced Emergency Medical Services
Enhanced Emergency Medical Services

Of the drivers who died while being transported to the hospital, 75% were rural drivers compared to 25% for urban drivers.
Enhanced Emergency Medical Services

- Improve incident detection, 911 access, and enhanced 911 system capabilities.
- Improve on-scene medical care and transport to hospitals.
- Improve access to higher-level trauma centers.
- Collaborate with safety partners to improve understanding of EMS and identify opportunities to reduce crashes and save lives.
Enhanced Emergency Medical Services

• 9-1-1 Access and Capabilities
  – Plan for Phase II-compliant-enhanced 9-1-1 centers
  – Participate in “Next Generation 9-1-1” planning and implementation

• EMS System Response and Capacity
  – Implement the National EMS Education Agenda for the Future as published by NHTSA
Enhanced Emergency Medical Services

• On-Scene Medical Care
  – Implement the “Field Triage Scheme: The National Trauma Triage Protocol” as published by the CDC

• Crash Victim Patients
  – Implement air medical helicopter utilization criteria
Directing Your Questions via the Chat Pod

1. Chat pod is on left side of screen between attendees pod & closed caption pod

2. Type your question or comment here

3. Answers will appear here unless addressed verbally
Understand the origins and background of the zero deaths philosophy

Be familiar with the latest fatality trends

Identify the six emphasis areas in the TZD National Strategy

Understand the importance of Safety Culture

List the implementation steps for TZD on Rural and Local Agencies

Understand the proactive steps to take to get a TZD program started in your county or city

Know where to find additional resources for TZD
• Let’s get to work
  – Join the dialogue
  – Get started
  – Spread the message
  – Accept the challenge
THE SUM OF ALL OUR EFFORTS IS

ZERO

Toward Zero Deaths
National Strategy on Highway Safety

TowardZeroDeaths.org
Zero Program Resources

• Toward Zero Deaths
  http://www.towardzerodeaths.org/

• Vision Zero
  http://visionzeronetwork.org/

• Road to Zero
  http://www.nhtsa.gov/About-NHTSA/Press-Releases/nhtsa_zero_deaths_coalition_10052016
Safety/Organizational Culture

Resources

• December 2015 and March 2016 Safety Center Webinar Archives


• Introduction to Road Safety Culture Video

https://ruralsafetycenter.org/resources/multimedia/
Webinar Co-Hosts

- Safety Center
  https://ruralsafetycenter.org/
- NACE
  http://www.countyengineers.org/Pages/default.aspx
- NLTAPA
  http://www.nltapa.org/
“Together, you and the National Center for Rural Road Safety, can make a difference in improving safety for your family, community, and all road users.”
Directing Your Questions via the Chat Pod

1. Chat pod is on left side of screen between attendees pod & closed caption pod

2. Type your question or comment here

3. Answers will appear here unless addressed verbally
Learning Outcomes

In this webinar, you have learned to:

- Understand the origins and background of the zero deaths philosophy
- Be familiar with the latest fatality trends
- Identify the six emphasis areas in the TZD National Strategy
- Understand the importance of Safety Culture
- List the implementation steps for TZD on Rural and Local Agencies
- Understand the proactive steps to take to get a TZD program started in your county or city
- Know where to find additional resources for TZD
Upcoming 2016 Webinars

Results of the Safety Center’s Research Project: Assessing the Operational and Cultural Environment of the Transportation Workforce

January 31, 2017 11:00-12:30 AM Mountain

Archived Webinars

Access the webinar archives
Training Videos

Introduction to Road Safety Culture

Watch this video
To help you improve roadway safety, let us be your trusted “safety sidekick.”

Share one thing you learned via Twitter
#SCTraining

To sign up for our free emails and follow us on social media

CLICK HERE
Contact Information

If you have any questions related to this presentation, please contact:

Robert Hull - rhull@camsys.com
Marie Walsh – Marie.Walsh@LA.gov
Brian Roberts - broberts@naco.org

Or contact the National Center for Rural Road Safety Help Desk at:

(844) 330-2200 or info@ruralsafetycenter.org
http://ruralsafetycenter.org/