



Dear Law Enforcement Partners,

Transportation agencies are struggling to prevent road fatalities and injuries, which are on the increase in the United States. Two national programs are bringing stakeholders together to decrease these fatalities: Road to Zero and Toward Zero Deaths. To reach zero, ***all safety stakeholders must work together***, pool their resources, and make safety a top priority.



Transportation agencies rely on YOUR assistance because:

- Your enforcement efforts ***save lives every day***,
- You are often the ***first witness at the scene*** of serious and fatal crashes, and
- Your eyes and expertise ***collect critical physical evidence*** that makes roads safer for everyone.

DID YOU KNOW...

Transportation safety planners and engineers highly value your enforcement efforts?

Enforcement is one of the 4 E's (Engineering, Education, Emergency Response, and Enforcement) and has been shown to increase safety and save lives. Drivers are more likely to drive the speed limit, stop at traffic lights and wear a seat belt when they know that these rules are being enforced.

The data in your crash reports is used on a daily basis?

Timely, accurate, and consistent crash data helps:

- Planners to prioritize locations for safety countermeasures
- Engineers design safer roads
- Researchers understand the causes of fatal crashes
- Agencies compete and advocate for funding

We really want you to attend safety planning meetings?

We need your "boots on the ground" knowledge to develop Local Road Safety Plans, State Highway Safety Plans, and Road Safety Audits that work. Even if you only have a short time to participate, you will contribute invaluable insights and recommendations based on your experiences.

Collaborating with us can save lives?

By working together, engineers and planners will understand the challenges that law enforcement officers face every day, and law enforcement officials can learn how transportation design, construction, maintenance and operations can help or hinder safety efforts. We can also work together to raise public awareness through educational campaigns.

Together we can bring safety to the last mile! For more information or additional resources, contact the National Center for Rural Road Safety at (844) 330-2200 or info@ruralsafetycenter.org.

Sincerely,
Your Local Transportation Planner/Engineer

Your trusted "safety sidekick" to make rural road travel safer!



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