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Contact:

Jaime Sullivan, Safety Center Manager
(800) 330-2200
info@ruralsafetycenter.org

National Center for Rural Road Safety Reports on Progress and Accomplishments

After a year in operation, the National Center for Rural Road Safety (Safety Center) announces that it has launched its core services and expanded access to critical road safety resources and training.

Sponsored by the Federal Highway Administration (FHWA), the Safety Center serves local, state and tribal road agencies that operate and manage rural roads. The Safety Center's philosophy is to empower these agencies with the most effective safety tools and strategies that are currently available, so they can improve safety, reduce injuries, and save lives.

"To accomplish this vision, our short-term goals were to create a useful center, connect with potential users, and to begin to communicate effective methods and strategies for improving safety," said Steve Albert, Safety Center Director; "we're proud to say that we achieved all three of these goals."

Albert points to a number of specific accomplishments that help to illustrate how the Safety Center is making a difference:

- A Digital Gateway – The Safety Center [website](#) is a centralized, easy to access resource that contains issue briefs, updates on noteworthy practices by other agencies, a repository of training resources and guidance documents, and a calendar of upcoming training and related events. Less than a year old, the website has had more than **13,000 views** by nearly **3000 visitors**.
- Successful Monthly Webinars – The Safety Center has hosted four popular webinar trainings, presented by national experts on subjects including systemic safety, organizational culture, and rural signage. On average, **more than 100 attendees** from around the country have participated in each training, and 119 attendees have received Continuing Education Units or Completion Certificates. The [webinars are archived](#) on the Safety Center website, so they are easily accessible to users on an ongoing basis.
- Original Videos – In order to offer customized, multimedia training options, the Safety Center is developing original training videos. In January, it released its **first training video**, "Introduction to Road Safety Culture" which has already been viewed almost 150 times [on the website](#). A second training video on road safety audits on tribal lands is currently under development.

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- **National Summit** – The Safety Center spearheaded the development of the Moving Rural America Summit, a **National working Summit on Transportation in Rural America** that will be held in September 2016 in Denver, CO. The summit will bring together stakeholders from around the country, and allow the Center and its partners to make a meaningful contribution to national transportation policy and initiatives. Registration for this summit is now [open](#).
- **Technical Expertise and Assistance** – The Safety Center’s team members offer valuable expertise and assistance on a broad range of safety issues. Over the last year, they have been **invited to represent the Safety Center at nationally prominent safety and rural transportation forums** sponsored by NHTSA, NADO, and the National Operations Center of Excellence.
- **FHWA “Extension”** -- As an FHWA sponsored program, another overarching goal for the Safety Center has been to support the development of FHWA rural safety resources and extend the reach of their services. Already, the Safety Center has broadened the marketing efforts for FHWA’s existing toolkits and trainings, and it is currently in the process of updating and expanding FHWA’s Rural Intelligent Transportation System (ITS) Toolbox and the Road Safety 365 training for local government. These efforts, combined with outreach and training activities, make it possible for FHWA safety resources and assistance to reach more road agencies than ever before.

With a solid foundation of programs in place, the Safety Center is well-positioned to continue and expand on its successful initiatives. For more information about current and upcoming programs and activities, visit the website at www.ruralsafetycenter.org

The National Center for Rural Road Safety is sponsored by the U.S. Department of Transportation Federal Highway Administration. It is managed by a team of transportation experts at the following entities: the Western Transportation Institute at Montana State University; the Center for Advanced Infrastructure and Transportation at Rutgers University; the Institute for Transportation at Iowa State University; Cambridge Systematics; IDT Group; and Bubar and Hall Consulting, LLC; in cooperation with the Local Technical Assistance Programs (LTAPs) of Iowa, Louisiana, Montana, and New Jersey.

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