



National
Center
for
Rural
Road
Safety

Est. Dec. 2014



Safety for the Rural Aging Road User

Presented by:

Pam Beer, Cambridge Systematics & Safety Center

Gail Holley, Florida DOT

Bruce Hamilton, Roadway Safety Foundation



Webinar Logistics

- Duration is 11:00 AM - 12:30 PM 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
- Send group lists to info@ruralsafetycenter.org
- Please complete follow-up surveys; they are vital to assessing the webinar quality



Certificates of Completion/CEUs

- Survey Link –

<http://survey.constantcontact.com/survey/a07efsi0712jnk1xzvt/start>

- Survey closes 2 weeks after webinar
- Expect certificate/CEU form 3-4 weeks after webinar
- Return CEU form to ContinuingEd@montana.edu **NOT** Safety Center
- Request a verification of completion form





Certificates of Completion/CEUs



Course Registration Form

Please PRINT in INK

Extended University
Office of Continuing Education
128 Barnard Hall/PO Box 173860
Bozeman, MT 59717-3860
Phone: (406) 994-6550/Fax: (406) 994-7856
Email: ContinuingEd@montana.edu
Web: http://eu.montana.edu

Course cex 280717 Pedestrian Treatments for Uncontrolled Locations - Live Location Online
Date 01/18/18 - 01/18/18 REGISTRATION FEE \$0.00 # OF CEU's 0.150 GENDER: M / F
Name _____
Last First Middle Initial Maiden/Former Name
Address _____
Street or PO Box City State Zip
EMAIL: _____ DAY PHONE: (____) _____
Last Degree _____ FROM WHAT COLLEGE? _____ WHEN _____
Earned _____

HAVE YOU EVER BEEN ADMITTED TO MSU-BOZEMAN AS A STUDENT? Yes _____ No _____ When? _____

HAVE YOU EVER TAKEN OTHER MSU-BOZEMAN CONTINUING EDUCATION COURSES? Yes _____ No _____ When? _____

I AM REGISTERING FOR: Credit _____ Audit _____ Continuing Education Units X

Student Signature _____

Date _____

Instructor Signature _____

Student information to be removed and shredded once entered into system

*Required SOCIAL SECURITY # or MSU STUDENT ID # _____ *Required BIRTHDATE: _____

AMOUNT PAID \$ _____ CREDIT CARD # _____

CASH _____ CHECK # _____ (Visa or MasterCard ONLY) EXP DATE _____ CVV _____

NOTE: If triplicate hard copy - The PINK copy is the student's official receipt. Please return the WHITE & YELLOW copies to Extended Univ.
If single sheet - Submit form to Extended University (make copy for your records)



Academic Technology & Outreach

Academic Technology and Outreach
Montana State University
128 Barnard Hall
PO Box 173860
Bozeman, MT 59717-3860

VERIFICATION OF COMPLETION

February 2, 2018

REGISTRANT: First _____ Last _____
123 Main St
Town, ST 59123

ID #:		CEU	Hours
18SCEX280717	Pedestrian Treatments for Uncontrolled Locations - Live January 18, 2018	0.150	1.50
18SCEX280720	Primer on the Joint Use of the HSM and the HFG for February 13, 2018 - February 13, 2019	0.150	1.50
TOTAL:		0.300 CEU's	9.00 Hours



Today's Presenters



Pam Beer
Safety Center /
Cambridge Systematics



Gail Holley
Florida DOT



Bruce Hamilton
Roadway Safety
Foundation



Goals of this Webinar

Once you have completed this webinar, you will:

- understand the safety needs, challenges, and countermeasures for the rural aging road user.
- The webinar will begin with an overview, continue with a case study from Florida DOT, and finish with an explanation of the ChORUS website (a resource for planning and designing for the aging road user).



Learning Outcomes

To achieve the webinar goal, you will learn to:

Understand the nature and extent of the aging road user population

Summarize Florida DOT's aging road user program approach and implementation strategies

Restate the resources available in the clearinghouse for older road user safety (ChORUS)



Pam Beer,
Safety Center /
Cambridge Systematics



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Understand the nature and extent of the aging road user population

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The Facts

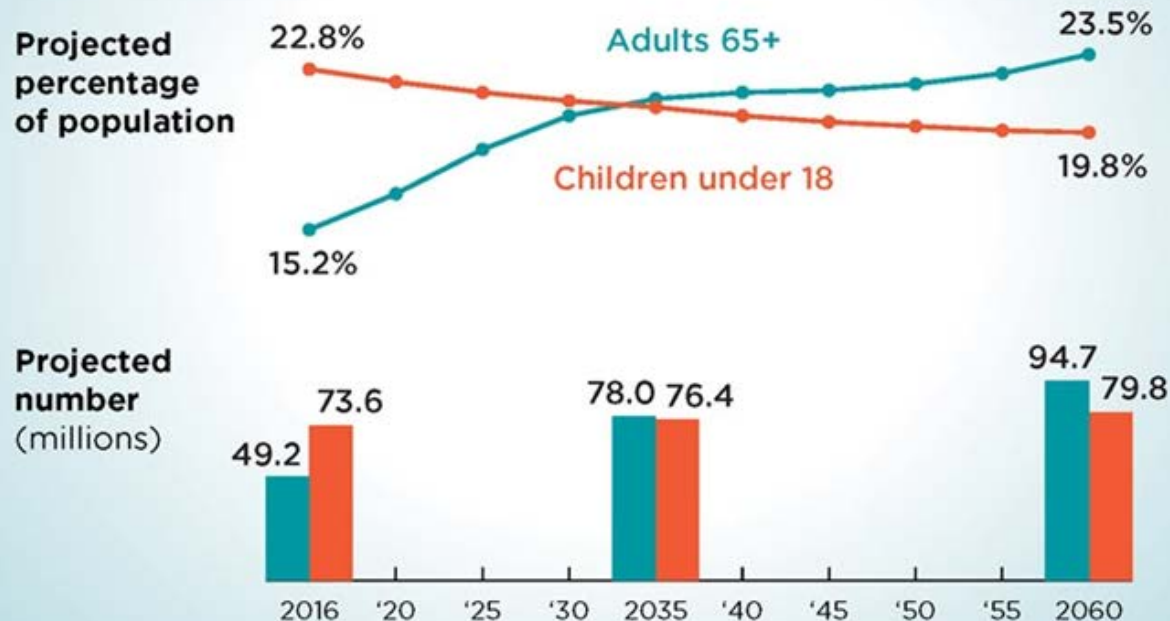
- In 2015 47.8 million people (15%) of the population were 65 and older
- By 2060 this population is projected to reach 23.5%
- In the next 4 years people 65+ will outnumbered children under 5 for the first time in history





National Population Projections

For the First Time in U.S. History Older Adults Are Projected to Outnumber Children by 2035



Note: 2016 data are estimates not projections.

United States[™]
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)

Source: National Population
Projections, 2017
www.census.gov/programs-surveys/popproj.html



The Facts

- Aging road users are safe drivers
 - Wear safety belts
 - Observe speed limits
 - Do not drink and drive
- Self-select driving times when risk is lower
 - Non-rush hour
 - Daylight driving
 - Familiar areas and routes
- More likely to be injured or killed
 - Fragile bones
 - Medical conditions (heart disease)
 - Diabetes
- Except for teens, highest crash rate per mile driven though drive fewer miles





Impact of Aging on Driving

Vision

- Eyesight changes
- Harder to see people, things, movement
- Takes longer to read signs
- Difficulty recognizing familiar places
- Glare from headlights/street lights
- Eye diseases (glaucoma, cataracts etc.)
- Require more light to distinguish roadway features



Impact of Aging on Driving

Cognitive

- Distraction or disorientation during driving
- Slower response to signs, signals, markings
- Maintaining control for long distances
- Difficulty judging time and distance of approaching vehicles (left turn)
- Delayed reaction to other vehicles, pedestrians, bicyclists
- Improper use of controls
- Becoming lost and confused



Impact of Aging on Driving

Physical

- Difficulty in turning head, looking back, turning steering wheel, braking
- Arthritis
- Trouble noticing horns, sirens or other noises
- Difficulty in hearing a warning



Issues for Rural Areas

- Access to alternative transportation
- Condition of roads (two lane, no shoulder, gravel)
- Signage (too small)
- Lack of lighting
- Rapid development (unfamiliar areas)





Potential Solutions

- Infrastructure Improvements
 - Lane width
 - Reflective markings
 - Larger lettering
 - Better lighting
 - Advanced notification
 - Roundabouts, yellow arrows at intersections
- CarFit
- Alternative transportation
- Licensing
- Assessments
- Training



Directing Your Questions via the Chat Pod

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

3. Answers will appear here unless addressed verbally



2. Type your question or comment here



**Gail Holley,
Florida DOT**



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Florida's Aging Road User Program

- How we got started
- Our program today
- What makes program unique
- Tips to develop a similar program





How We Got Started



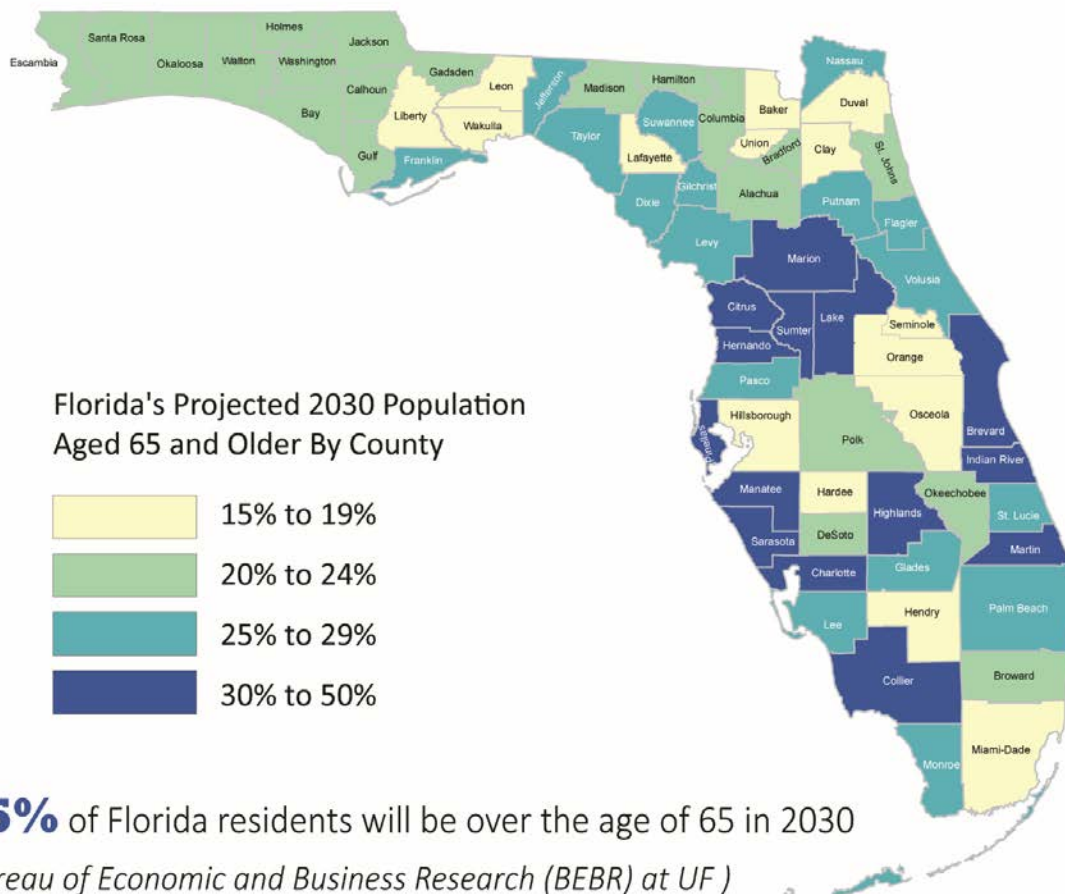


Roadway Improvements to Compensate for Natural Changes





Population Created a Catalyst for Change





The Early Years (2004 to 2009)

- Position and program established
- Shifted from Elder Road User Program to Aging Road User Program
- Established website:
SafeandMobileSeniors.org
- Built partnerships with Departments of Elder Affairs and Highway Safety and Motor Vehicles





Our Program Today





Established Partnership



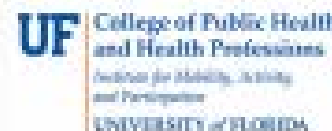
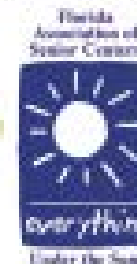
State Traffic
Engineering and
Operations Office



Pepper Institute on Aging
and Public Policy at
Florida State University



Safe Mobility for Life Coalition



“Working together to improve the safety, access, and mobility of Florida’s aging road users”



Define an Aging Road User

- Someone who is a ***driver, passenger, pedestrian, bicyclist, transit-rider, motorcyclist, or operator of a non-motorized vehicle*** who is 50 years of age or older, with a special focus on the 65 year and older age group





Align and Develop Strategic Plan



Goal

To improve aging road user safety and mobility in Florida by achieving a reduction in the number of aging road user fatalities, serious injuries, and crashes while maintaining their safe mobility and connection to the community.



Strategic and Collaborative Approach





Strategic and Collaborative Approach





What Makes Program Unique





Our Approach

- Positive approach and message
- Active and engaged coalition
- Comprehensive website and print materials
- Resources for all stakeholders
- Addresses needs of urban and rural areas
- Using data and evaluation for programs and materials



Positive Message

Keys to Achieve Safe Mobility for Life



Understand



Be Proactive



Plan



Active and Engaged Coalition

- Consistent communications and place to share information
 - Project Management Tool: Basecamp
- Establish roles and responsibilities
 - Coalition Member Handbook
- Empower team members and leaders
 - Breakout sessions and support



Comprehensive Website

About Us ▾ Aging Road User ▾ Aging In Place ▾ Vehicle ▾ Resources For ▾ Laws ▾ Find a Ride



Get your free
copy of our
Guide for Aging
Drivers on the
Outreach page!



**You hold the keys to your
transportation future!**
By visiting our website you have made the
first step to learn more about staying
safe and mobile in Florida



UNDERSTAND
*the impact that aging has on
driving*



BE PROACTIVE
*about safe
driving skills*



PLAN
*for a safe transition
from driving*

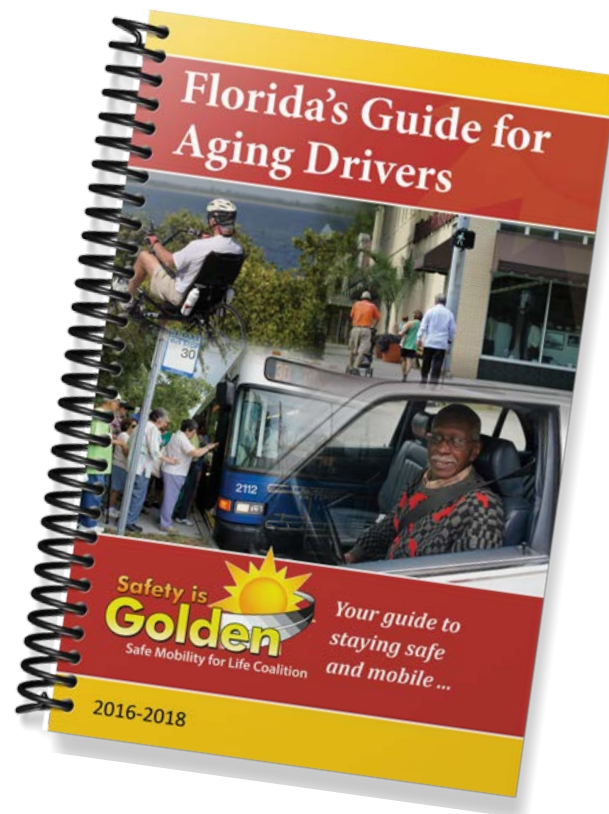


SafeMobilityFL.com



Florida's Guide for Aging Drivers

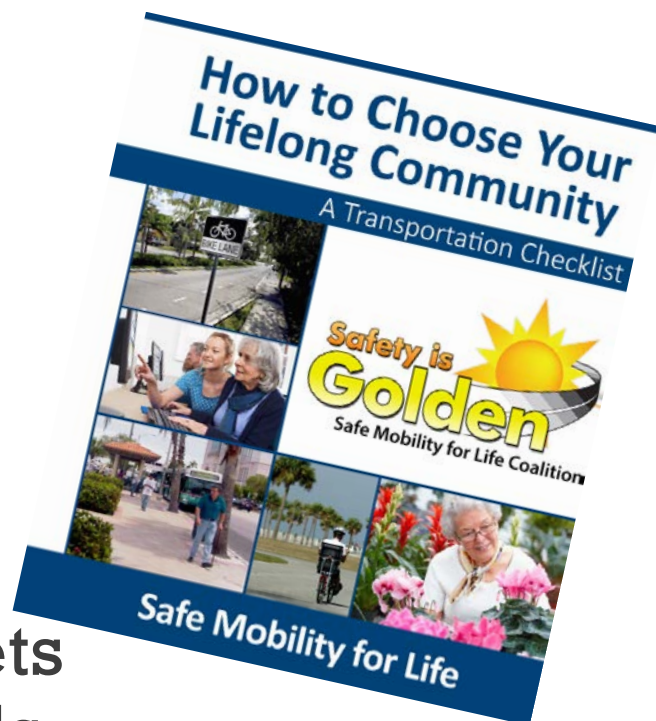
- The impact aging has on safe driving skills
- Keeping safe while driving
- Importance of planning for life after driving
- Access to local resources





Lifelong Community Transportation Checklist

- Helps identify features or services that are important to have in a community to help remain independent, mobile and active.
- Answers will help gauge whether your community meets your safety and mobility needs to successfully age in place.





Find a Ride Florida

Low Vision Users

Standard Black/White White/Black Yellow/Blue

Fill out the information below to find your transportation options in Florida

If you are a family member or caregiver, please complete the form on the rider's behalf.

Traveling from: ?

Starting location

Use my current location ?

Traveling to: (optional) ?

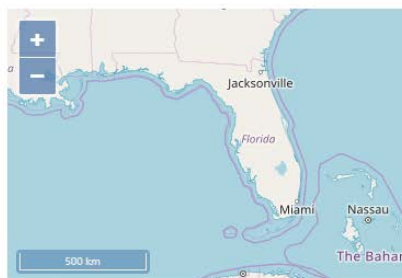
Destination

What is the purpose of the trip?

☐ Education ☐ Work ☐ Medical ☐ Other ?

Do any of the following apply?

☐ Age 60 or older ?
☐ Need escort to and from vehicle
☐ Need accommodation for wheelchair



How to use Find a Ride Florida



Find a Ride Florida is an online listing of transportation service providers in all of Florida's 67 counties.



Developed and maintained by



www.FindaRideFlorida.org



www.FindaRideFlorida.org

Step 1. Where do I want to go?

Begin by entering your starting location and any other details related to you or your trip.

Traveling from: ?
Starting location
Use my current location ?
Traveling to: (optional) ?
Destination



Step 2. What are my options?

Scroll through or print out the options listed in alphabetical order to find the provider that best fits your transportation needs.

Ride options that meet your needs
The providers listed below may be a good fit for your trip from Gainesville
27 results shown in alphabetical order
Narrow your search
City of Gainesville Regional Transit System (RTS)
Main Line (352) 334-2800
Plan your trip with Google Transit
More Info

*More search options allow you to narrow down your results.

Step 3. How do I contact a provider?

Call the phone number listed to contact the transportation provider of your choice or click the "More Info" button to view additional details about their services.

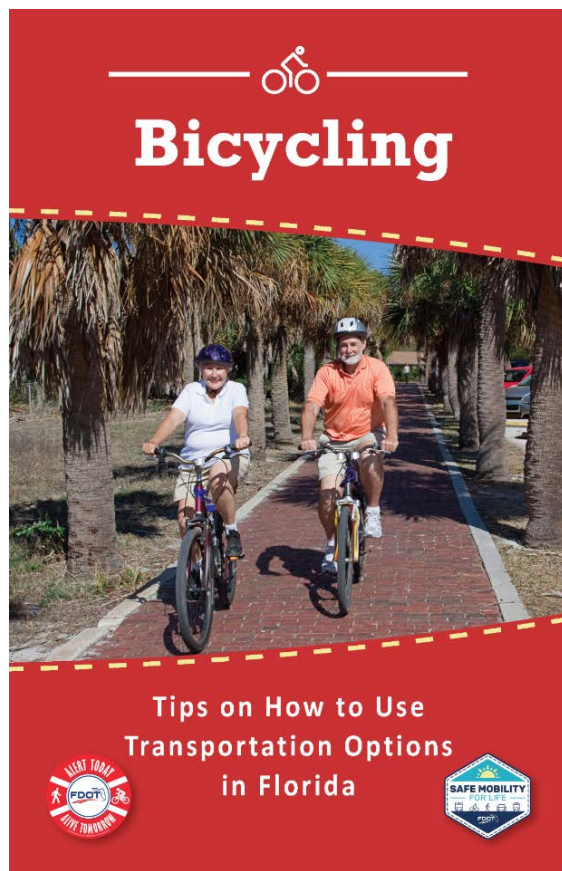
City of Gainesville Regional Transit System (RTS)
Main Line (352) 334-2800
Plan your trip with Google Transit
More Info

For more resources visit: www.FLSams.org

www.FindaRideFlorida.org



How to Use Other Options Brochures





Resources for Stakeholders

Law Enforcement Toolkit

Helping Florida's Aging Drivers Stay Safe and Mobile

The Florida Department of Transportation's Safe Mobility for Life Program and Coalition can help people of all ages remain safe and mobile for a lifetime. With more Florida residents over the age of 65 than there are residents under the age of 18,¹ it's more important than ever to help aging drivers learn the three keys to achieve safe mobility for life.

The three keys are:

- ★ Understand the impact aging has on driving
- ★ Be proactive about safe driving skills, and
- ★ Plan for a safe transition from driving



According to the 2016 Florida Strategic Highway Safety Plan, "As drivers age, their traffic risks increase. Aging impacts vision, memory, physical strength, reaction time and flexibility."

The U.S. Census Bureau estimated that in 2017, 20 percent of Florida's population was age 65 years and older.

The Bureau of Economic and Business Research (BEBR) at UF estimates that by 2030, 24 percent of Florida's population will be over the age of 65.

The Safe Mobility for Life Coalition's 2017 Aging Road User Strategic Safety Plan is being implemented to increase safety, access, and mobility for aging road users and eliminate fatalities and reduce serious injuries.





Tips for Similar Programs

- Remain flexible
- Build and maintain partnerships
 - Coalition members
 - Community partners and stakeholders
- Focus on safety, access, and mobility
- Develop and distribute a positive and consistent message



Always Remember...

- There is no specific age when normal physical, cognitive, or visual changes can affect safe driving skills.
- Resources and educational materials written and developed for an older adult can benefit everyone.
- You are not alone! Collaboration is key and resources are available to you.

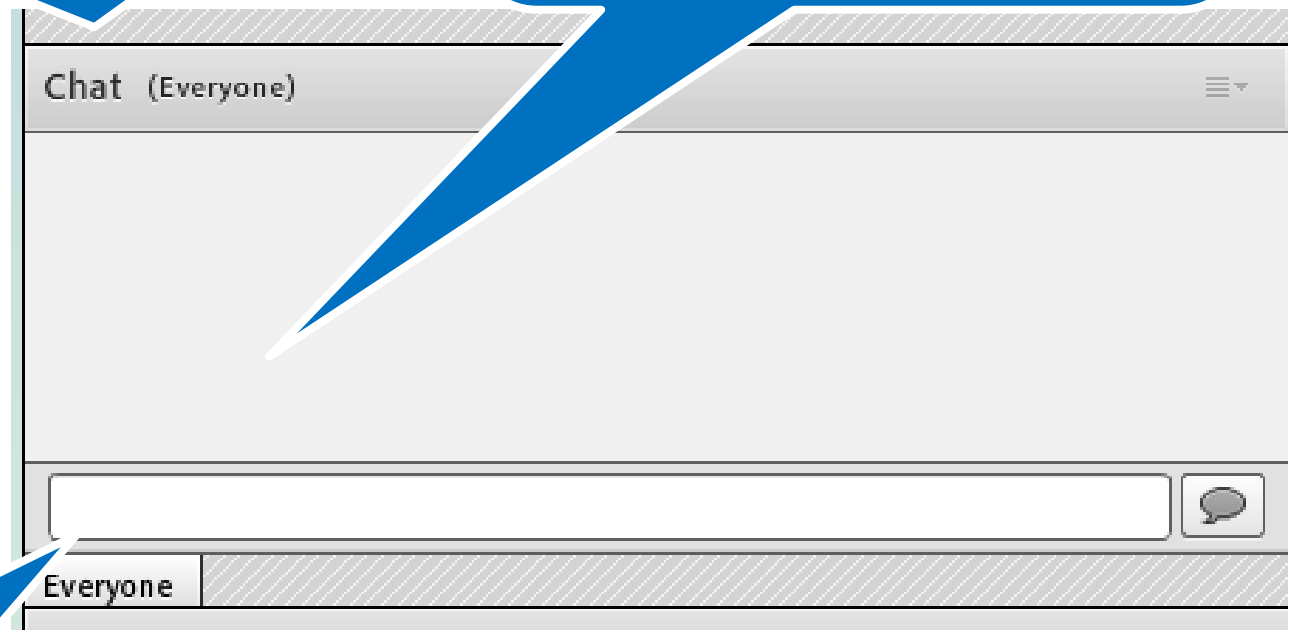




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**Bruce Hamilton,
Roadway Safety
Foundation**



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Roadway Safety Foundation



- 501c-3 in Washington, DC dedicated to improving the safety of the nation's roads, bridges, roadsides, and operating conditions
- Chartered in 1995 by the American Highway Users Alliance
- Emphasis on injury prevention, the built environment, safe systems, and infrastructure solutions for vulnerable road users

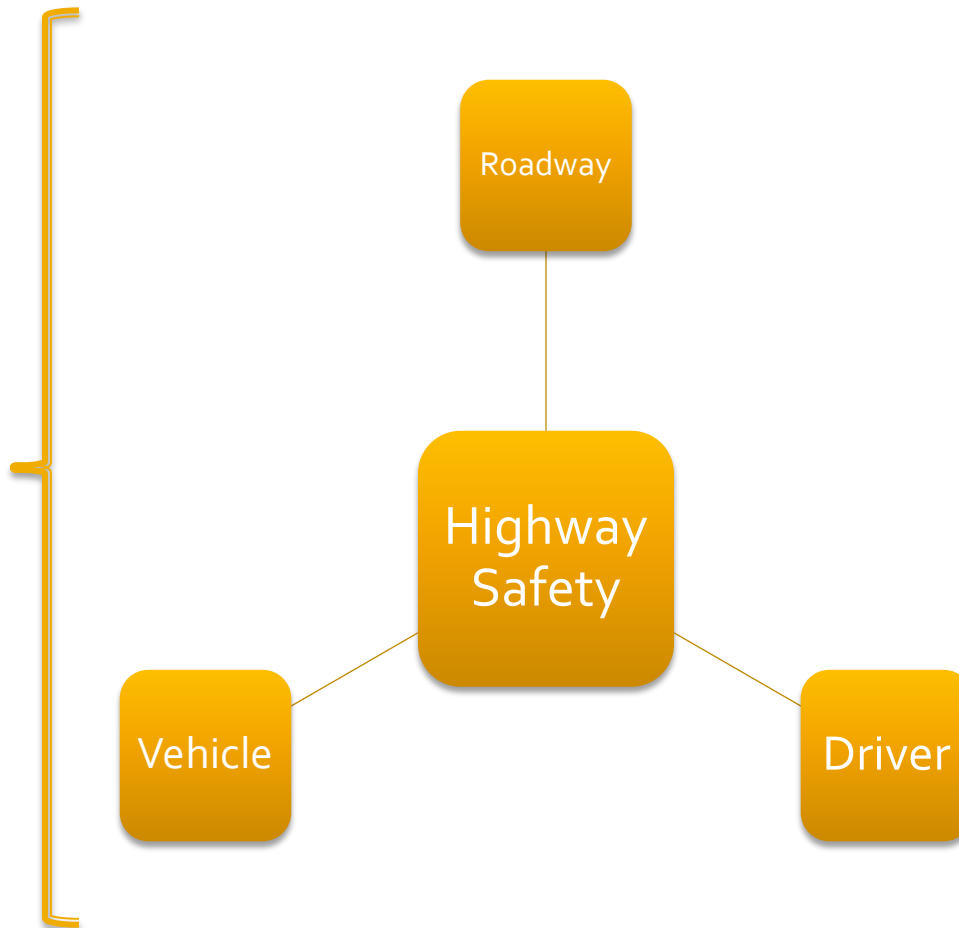


What Is ChORUS?



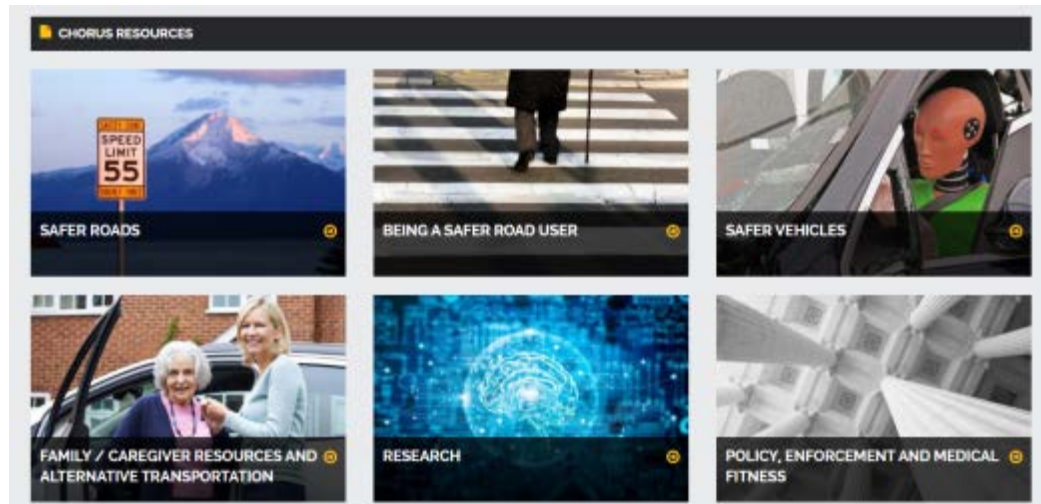
- Partnership between
 - Federal Highway Administration (FHWA)
 - National Highway Traffic Safety Administration (NHTSA)
 - Roadway Safety Foundation (RSF)
 - Multiple IT and communications groups and Subject Matter Experts (SMEs)
- Mission is to serve as comprehensive, one-stop shop for research and resources pertaining to lifelong safe mobility

Highway Safety is 3-Legged Stool



Audiences


- Highway engineers/road authorities
- Individual road users/general public
- Caregivers & loved ones
- Medical professionals
- Policymakers
- Researchers



- Design standards and best practices
- Educational resources & self-assessments
- Useful tips
- Articles & web links
- State laws & policies
- Alternative transportation options
- Blog, social media, and community forum
- Events calendar

Resources

HOME / RESOURCES



Being a Safer Road User - Educational & Training Resources
AARP's Driving Resource Center

Being a Safer Road User - Educational & Training Resources
10 Signs That It's Time to Limit or Stop Driving

Research - Behavioral Research
Vehicle Technology Preferences Among Mature Drivers

Being a Safer Road User - Educational & Training Resources
AAA's Roadwise Rx

Being a Safer Road User - Educational & Training Resources
How Aging Affects Driving



SEARCH FOR RESOURCES

Resource Category
- Any -

Resource type
- Any -

Keywords

State
- Any -

Search  Reset 

Coming Soon...



- RSF, NHTSA, and FHWA about to embark on new multiyear agreements to expand ChORUS and its user base
- Enhanced focus on social media engagement and dynamic content

Coming Soon...

- CBS Community Partnerships developing:
 - 30-second vignettes for medical offices/waiting rooms
 - Local TV spots & feature piece for ChORUS site
 - Direct email marketing campaign
- ~3.2 million impressions expected this fall to help launch ChORUS expansion



Contact Us

Roadway Safety Foundation

1920 L ST NW STE 525

Washington, DC 20036

www.roadwaysafety.org

info@roadwaysafety.org

brucehamilton@roadwaysafety.org

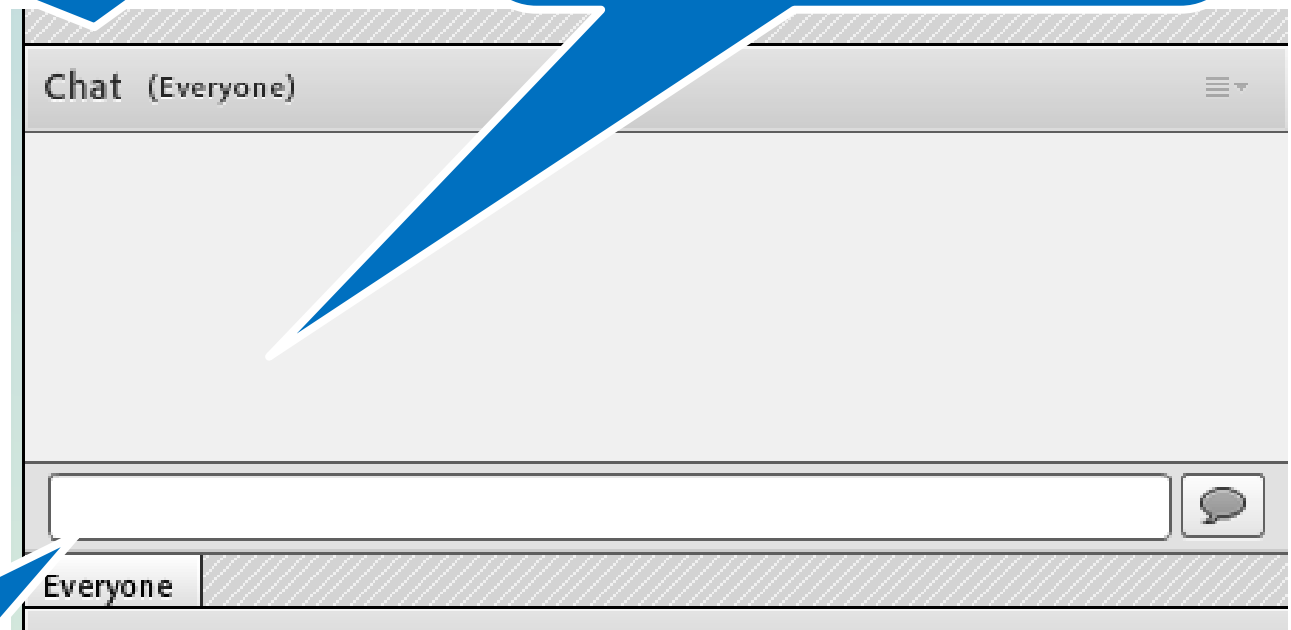
202.857.1228



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Learning Outcomes

In this webinar, you have learned to:

Understand the nature and extent of the aging road user population

Summarize Florida DOT's aging road user program approach and implementation strategies

Restate the resources available in the clearinghouse for older road user safety (ChORUS)



SC Upcoming 2018 Webinars

- Rural Roadway Departure Countermeasures–Part 2
 - Roadway Curve Marking/Signing
 - High Friction Surface Treatments

Tues. Nov. 13 11:00AM-12:30 PM MST/1:00-2:30 PM Eastern

- Rural Roadway Departure Countermeasures–Part 3
 - Clear Zone Treatments
 - Roadside Hardware

Thurs. Dec. 20 11:00AM-12:30 PM MST/1:00-2:30 PM Eastern

Archived Webinars

[Access the webinar archives](#)



December 4-6, 2018 Savannah, GA

www.ruralsafetycenter.org/news-events/bridging-the-gap-summit/

Co-hosted by:



The Voice of
County Road Officials



National Center for
Rural Road Safety



Contact Information

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

Pam Beer – pbeer@camsys.com

Gail Holley – Gail.Holley@dot.state.fl.us

Bruce Hamilton - brucehamilton@roadwaysafety.org

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

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

<http://ruralsafetycenter.org/>