



Doing More of What Works

2nd National Summit on Rural Road Safety

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AASHTO

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Doing More of What Works

- AASHTO Committee on Safety
 - Strategic Plan Themes
 - Key Focus Areas
- Toward Zero Deaths National Strategy
- Collaboration Opportunities



Committee on Safety

- AASHTO's Technical and Policy Resource on Safety
 - Goal of zero fatalities
 - All public roads, all road users
 - Multidisciplinary approach to safety
 - Data-driven safety evaluation, analysis, and diagnosis



National Strategy On Highway Safety^{*}
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Committee on Safety

- Strategic Goals
 - Partner to implement national highway safety strategy and safety performance management
 - Institutionalize analytical tools to advance the science of safety
 - Provide data-driven safety technical and policy advice
 - Ensure a knowledgeable and competent safety workforce



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Committee on Safety

- Primary Focus Areas
 - Strategic safety planning, programs, and policies
 - Effective countermeasures
 - Safety performance management
 - Data analysis and evaluation
 - Workforce development
 - Research
 - Local road safety
- Collaboration with AASHTO Committees

Toward Zero Deaths

- Toward Zero Deaths National Strategy on Highway Safety

www.towardzerodeaths.org

- Proven countermeasures
 - Traffic safety culture
- AASHTO's Strategic Highway Safety Plan

Toward Zero Deaths

- Emphasis Areas
 - Safer Drivers and Occupants
 - Safer Vulnerable Users
 - Safer Infrastructure
 - Safer Vehicles
 - Enhanced Emergency Medical Services
 - Improved Safety Management
- Traffic Safety Culture

Toward Zero Deaths

- Primary Implementation Focus:
 - Doing more of what works
 - ❖ Collecting and sharing best practices and success stories
 - Safety culture
 - ❖ Developing resources to help safety practitioners get started

TZD: Doing More of What Works

- Upcoming Activities
 - TZD participant survey
 - Sharing best practices
 - Build out online resource library
- Research Needs
 - TRB committee survey



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TZD: Doing More of What Works

- Implementation Support – NCHRP
 - Guidance and assessment tools
 - Marketing and communications guide
 - Videos on engaging agencies, private sector, and public
 - Upcoming webinar series



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Traffic Safety Culture

- Developing Resources for Initiating Road User Safety Culture Efforts
 - Business case guidance
 - Integration of safety culture into other plans
 - Educational materials
 - Surveys and assessment guidance
 - Communication and outreach
 - Pilot project development



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Challenges

- Technical
- Leadership Support
- Champion
- Funding
- Sustainability



Collaboration Opportunities

- Shared safety goal
- Develop of tools, resources, research
- Share best practices and lessons learned
- Support safety workforce

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