Doing More of What Works

2nd National Summit on Rural Road Safety
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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

TowardZeroDeaths.org
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
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
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
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
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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