Doubling Down on Behavioral Highway Safety

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About GHSA

• Governors Highway Safety Association (GHSA)
• Represents state and territorial highway safety offices (SHSOs), tasked with addressing behavioral safety issues
• 501(c)(3) nonprofit based in Washington, D.C.
• Check out our Associate Member program:
  – https://www.ghsa.org/about/join
Who Are the SHSOs

• Approx. 50% are located within State DOTs (others in Public Safety, independent, or elsewhere in State gov’t)
  – Full list: [www.ghsa.org/html/about/shsos.html](http://www.ghsa.org/html/about/shsos.html)

• Plan and deploy statewide behavioral traffic safety programs
  – Annual state Highway Safety Plans

• Implement federal grant programs
  – Regulated by and funded through NHTSA
## NHTSA Highway Traffic Safety Grant Programs (FAST Act)

<table>
<thead>
<tr>
<th>Program Description</th>
<th>FY 2017</th>
<th>FY 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section 402</td>
<td>$249.7M</td>
<td>$258.6M</td>
</tr>
<tr>
<td>Section 405</td>
<td>$252.5M</td>
<td>$254.9M</td>
</tr>
<tr>
<td>(b) Occupant Protection</td>
<td>• $36.1M</td>
<td>• $36.4M</td>
</tr>
<tr>
<td>(c) Traffic Records</td>
<td>• $40.2M</td>
<td>• $40.6M</td>
</tr>
<tr>
<td>(d) Impaired Driving</td>
<td>• $145.1M</td>
<td>• $146.6M</td>
</tr>
<tr>
<td>(e) Distracted Driving</td>
<td>• $13M</td>
<td>• $13.1M</td>
</tr>
<tr>
<td>(f) Motorcyclist Safety</td>
<td>• $4.2M</td>
<td>• $4.2M</td>
</tr>
<tr>
<td>(g) Graduated Driver Licensing</td>
<td>• 0</td>
<td>• 0</td>
</tr>
<tr>
<td>(h) Non-Motorized Safety</td>
<td>• $13.9M</td>
<td>• $14M</td>
</tr>
<tr>
<td>Section 154 (Open Container) and Section 164 (Repeat Offender) Transfers</td>
<td>$101.2M</td>
<td>$104.3M</td>
</tr>
<tr>
<td>Section 402 Transfers</td>
<td>$19.5M</td>
<td>$19.7M</td>
</tr>
<tr>
<td>Section 1906 Racial Profiling Grant</td>
<td>$2.6M</td>
<td>$2.6M</td>
</tr>
<tr>
<td>Total</td>
<td>$625.5M</td>
<td>$640.2M</td>
</tr>
</tbody>
</table>
FY 2018 NHTSA Grant Awards

- **Over $25 million**
- **$20-25 million**
- **$15-20 million**
- **$10-15 million**
- **$5-10 million**
- **Under $5 million**

D.C., American Samoa, U.S.V.I., N.M.I, B.I.A.
US DOT Regulation

Highway Trust Fund

U.S. DOT budget

NHTSA budget

National Highway Traffic Safety Grants

- NHTSA Program Regulations
- Uniform Federal Grant Regulations

State Highway Safety Plans

$\$\$$
Federal Transportation Reauthorization

Highway Trust Fund Balance

You are here

FAST Act expires

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Overall Crash Trends

People Killed in Fatal Crashes, U.S.

Source: NHTSA
### Key Crash Contributing Factors

<table>
<thead>
<tr>
<th>Critical Reasons for Pre-Crash Event Attributed To</th>
<th>Estimated</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Number</td>
<td>Percentage ( + 95% conf. limits)</td>
</tr>
<tr>
<td>Drivers</td>
<td>2,046,000</td>
<td>94% +2.2%</td>
</tr>
<tr>
<td>Vehicles</td>
<td>44,000</td>
<td>2% +0.7%</td>
</tr>
<tr>
<td>Environment</td>
<td>52,000</td>
<td>2% +1.3%</td>
</tr>
<tr>
<td>Unknown</td>
<td>47,000</td>
<td>2% +1.4%</td>
</tr>
<tr>
<td>Total</td>
<td>2,189,000</td>
<td>100%</td>
</tr>
</tbody>
</table>

Source: National Motor Vehicle Crash Causation Survey (NHTSA, 2008)

### 2017: People Killed in Fatal Crashes

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>37,133</td>
</tr>
<tr>
<td>Alcohol-Impaired Driving</td>
<td>10,874</td>
</tr>
<tr>
<td>Unrestrained Occupants</td>
<td>10,076</td>
</tr>
<tr>
<td>Speeding-Related</td>
<td>9,717</td>
</tr>
<tr>
<td>Pedestrians</td>
<td>5,977</td>
</tr>
<tr>
<td>Motorcyclists</td>
<td>5,172</td>
</tr>
<tr>
<td>Distraction-Affected</td>
<td>3,166</td>
</tr>
<tr>
<td>Teen Drivers</td>
<td>1908 (2016)</td>
</tr>
<tr>
<td>Children</td>
<td>1233 (2016)</td>
</tr>
<tr>
<td>Drowsy Driving</td>
<td>795</td>
</tr>
<tr>
<td>Bicyclists</td>
<td>783</td>
</tr>
</tbody>
</table>

Source: NHTSA

Note: Significant Overlap in Crash Types
Universal Considerations in Rural Areas

- More manageable scope; personal relationships; smaller, more homogeneous audience
- Fewer resources for programs, including enforcement, public education, medical and public health, etc.
  - Smaller police forces with competing priorities and chronic hiring problems
  - Smaller program staff can’t manage federal red tape
- Sometimes weaker traffic safety laws
- Less traffic, fewer crashes = different risk perception
- Less deterrence, drivers more comfortable making bad decisions
Universal Considerations in Rural Areas

• Varying road conditions and impact of weather

• Long distances:
  – Exposure
  – Sometimes hard to identify “hot spots”
  – Longer response time
  – Fewer travel alternatives

• Off road incidents

• Slow-moving vehicles

• Animal crashes

• Tribal areas

• Opioid crisis – drugged driving
Impaired Driving

- 29% of fatalities: at least one drive .08+ BAC

- **Rural Areas**
  - More drinking
  - Long distances:
    - Supervision/Treatment
    - No safe alternatives

- Countermeasures that work:
  - High visibility enforcement
  - Strong Laws and procedures
  - Tailored consequences and treatment

- Trending topics:
  - 24/7 monitoring
  - .05 BAC
  - Other programs: Local alcohol distributor partnerships, POLD programs, “Tow to Go”
Occupant Protection

- 47% of fatalities: unrestrained
- **Rural Areas**
  - Secondary seat belt laws
  - Sustained enforcement challenges
- Children: 826 killed with 38% unrestrained
- Countermeasures that work:
  - Strong laws
  - High visibility enforcement
  - Child restraint programs
- Trending topics:
  - Legislative stagnation
  - Shifting child restraint recommendations

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Speeding

- 26% of fatalities: at least one driver speeding
- **Rural Areas**
  - Rising speed limits
- Speeding is pervasive
- Significant culture challenge
- Countermeasures that work:
  - Speed limits
  - Automated speed enforcement
  - Outreach in support of enforcement
- Trending topics:
  - Lack of automated speed enforcement
  - Safe Systems
Distracted Driving

- 8.5% of fatalities: distraction-affected
- Distraction is pervasive
- Significant culture challenge
- **Rural Considerations**
  - Note on drowsy driving
- Countermeasures that work:
  - GDL
  - High Visibility Enforcement
  - ?

- Trending topics:
  - Legislative renaissance?
  - Vehicle infotainment system features
Motorcyclist Safety

• 14% of fatalities
• **Rural Areas**
  – Motorcyclist fatalities since 2008: +15% urban areas; -25% in rural areas
  – Helmet laws
• Risk factors
  – Alcohol (37% in 2016)
  – Unlicensed (27%)
  – Speeding
  – Males; Age (40+)

  • Countermeasures that work:
    – Universal helmet laws
    – Alcohol impaired driving countermeasures

  • Trending topics:
    – Crash avoidance tech
    – Rider training
Teen Driver Safety

- 9% (2016) of drivers involved in fatal crashes: age 15-20
- Young driver fatalities declined 40% 2007-2016, but still at risk

**Rural Areas**
- Rural challenges to GDL

**Countermeasures that work:**
- Strong GDL Systems
- GDL Enforcement
- Zero Tolerance Alcohol Laws for Young Drivers

**Trending topics:**
- Legislative stagnation
- Focus on older teen drivers
Non-Motorized Road Users

• Pedestrians: 16.1% of fatalities (highest since 1990)
• Bicyclists: 2.1% (highest since 1997)

• **Rural Areas**
  – Far fewer bike/ped fatalities = lower priority (limited resources), hard to target
  – Less infrastructure for non-motorized users

• Countermeasures that work:
  – Pedestrian safety zones
  – Separation
  – Speed management
  – Conspicuity
  – School age pedestrian programs (including Safe Routes to School)
  – Bicycle Helmet Laws

• **Trending topics:**
  – Vision Zero/Safe Systems
  – Education about infrastructure
  – Expanded impaired driving programs
  – Inattentive walking research
Novel Rural Approaches

• Rethinking DDACTS
• Requiring small police agencies to develop traffic safety plans
• Combining traffic safety evaluations – engineering, enforcement, and education
• Multi-jurisdiction campaigns and resources (e.g. public health)
• Targeted, seasonal outreach to farmers, hunters, etc.
• Modified Drivers Ed for rural considerations
• Using tech to streamline medical response
• Unique partnerships – farm associations, 4H
Thoughts For the Future

• Maintaining policymaker interest/engagement on traffic safety, traffic enforcement, and rural areas
  – One size doesn’t fit all
• Keeping police engaged on traffic enforcement
  – Smaller rural departments; competing priorities
• Managing drugged driving
  – Opioid crisis; implementing new programs, training, equipment
• Managing the emergence of automated and connected vehicle technology
  – Value of ADAS; full automation perhaps less imminent, but time to get ready; opportunities to test tech in challenging environments
GHSA Resources - Reports

Mission Not Accomplished: Teen Safe Driving, the Next Chapter

A Right to the Understanding & Advancement of Bicyclist Safety

Pedestrian Traffic Fatalities by State 2017 PRELIMINARY DATA

Motorcyclist Traffic Fatalities by State 2017 PRELIMINARY DATA

Drug-Impaired Driving: Marijuana and Opioids Raise Critical Issues for States

A Guide for Effectively Partnering with State Highway Safety Offices

Preparing for Automated Vehicles: Traffic Safety Issues for States

Made Possible by a Grant from State Farm

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Thank You

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