

# **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>

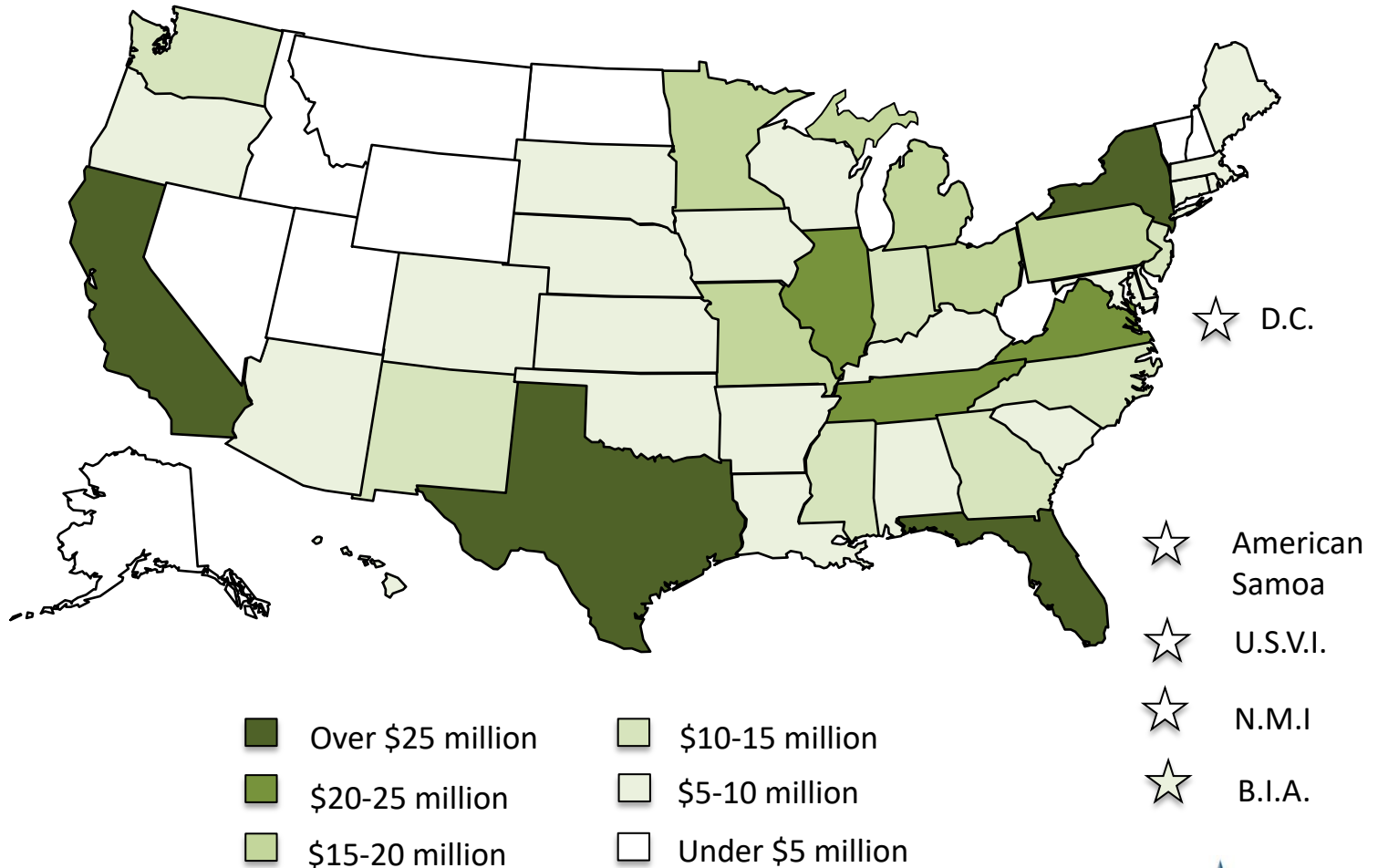
# Who Are the SHSOs

- 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)

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

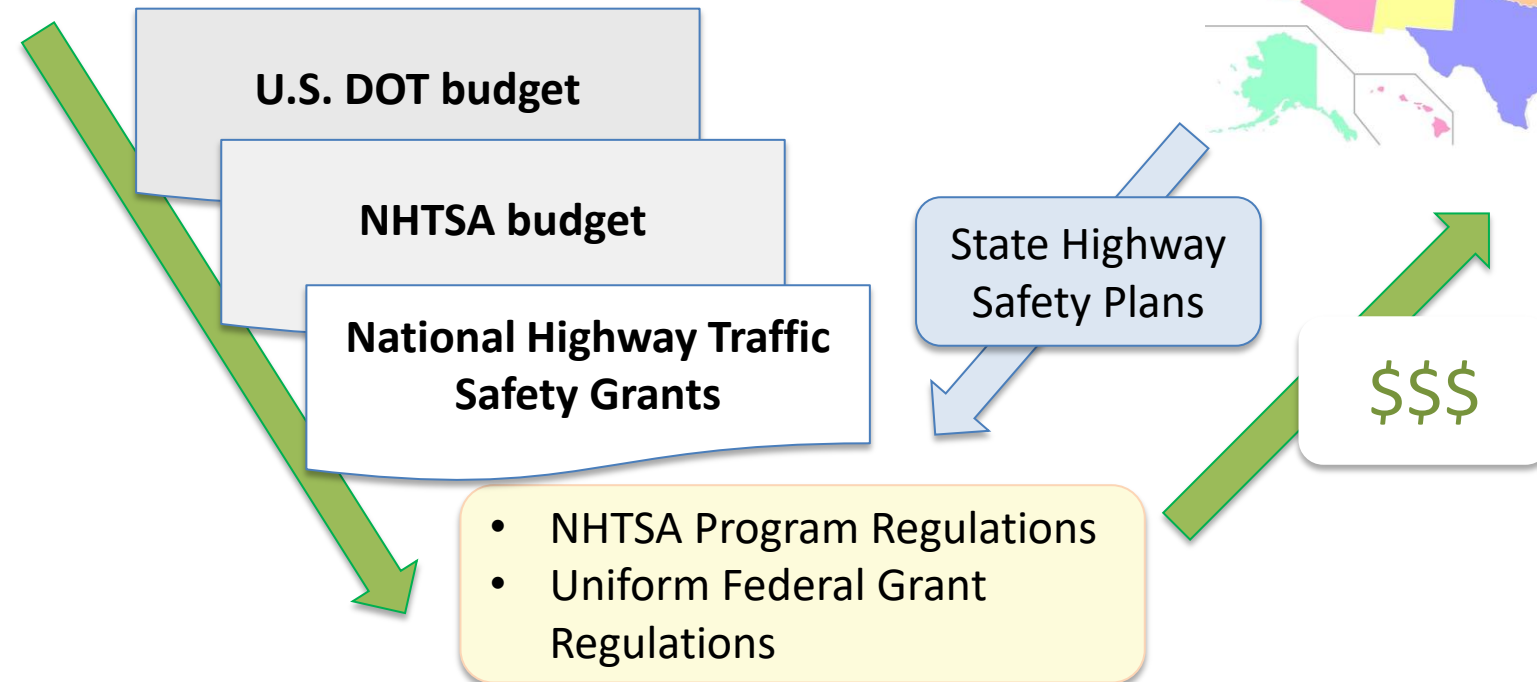
# FY 2018 NHTSA Grant Awards



# US DOT Regulation

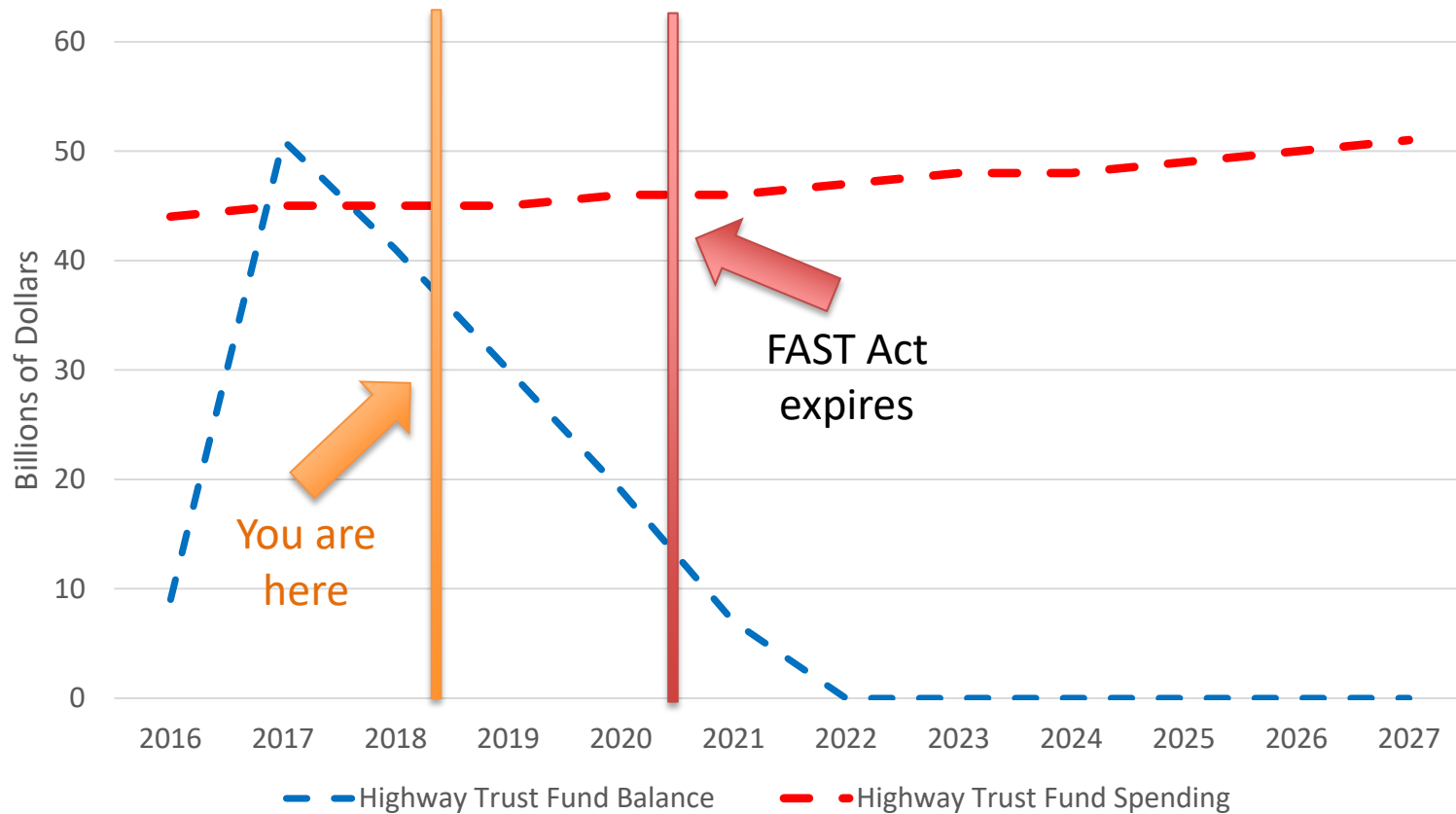


Highway Trust Fund



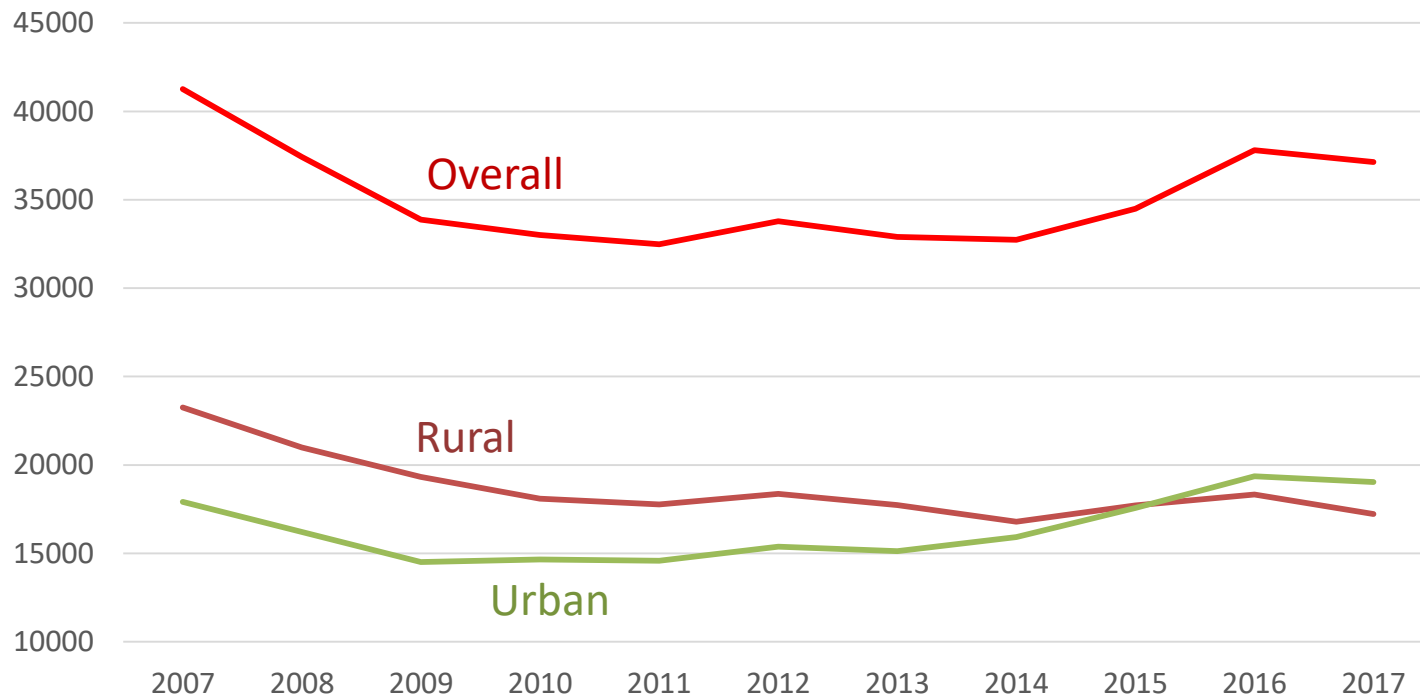
# Federal Transportation Reauthorization

## Highway Trust Fund Balance



# Overall Crash Trends

## People Killed in Fatal Crashes, U.S.



Source: NHTSA



# Key Crash Contributing Factors

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

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

Source: NHTSA

**Note: Significant Overlap in Crash Types**

2017: People Killed in Fatal Crashes	
Total	37,133
<b>Alcohol-Impaired Driving</b>	<b>10,874</b>
<b>Unrestrained Occupants</b>	<b>10,076</b>
<b>Speeding-Related</b>	<b>9,717</b>
Pedestrians	5,977
Motorcyclists	5,172
Distraction-Affected	3,166
Teen Drivers	1908 (2016)
Children	1233 (2016)
Drowsy Driving	795
Bicyclists	783

# 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

# 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

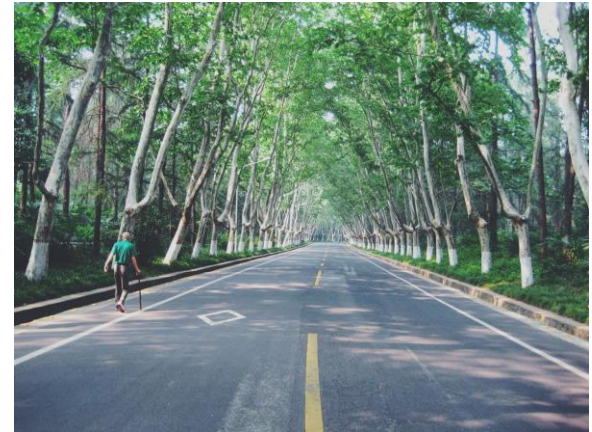
- 9% (2016) of drivers involved in fatal crashes: age 15-20
- Young driver fatalities declined 40% 2007-2016, but still at risk
- **Rural Areas**
  - Rural challenges to GDL
- Countermeasures that work:
  - Strong GDL Systems
  - GDL Enforcement
  - Zero Tolerance Alcohol Laws for Young Drivers



- 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

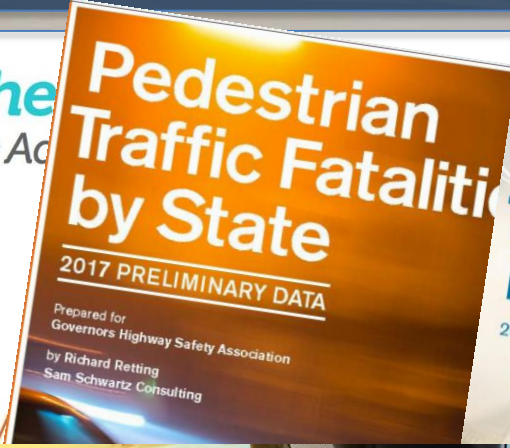
# Thoughts For the Future

- 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



**A Right to the**  
Understanding & Addressing  
Bicyclist Safety



# Thank You

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