



National
Center
for
Rural
Road
Safety



National Summit on Rural Safety: Bridging the Gap

*Dr. Marie B. Walsh,
Director of Louisiana LTAP Center
December 6, 2018*



National **Working** Summit on Transportation in Rural America



GOALS:

Define the future for safe rural transportation in America

Articulate important safety and transportation issues that impact economic prosperity and quality-of-life in rural areas

[\(https://ruralsafetycenter.org/news-events/moving-rural-america-summit/\)](https://ruralsafetycenter.org/news-events/moving-rural-america-summit/)



Why is Rural Road Safety Important?



In 2015, about 19% of the U.S. population lived in rural areas. However, **RURAL FATALITIES** accounted for 49% of all traffic fatalities. (NHTSA, 2017)



It takes almost two times as long to get responders to a crash scene in **RURAL** areas. (NHTSA, 2006)



Rural ...





Rural ...





Rural ...



LOUISIANA

THE GREAT OUTDOORS
THE HELICAM



Rural ...





The Rural Story

Overcome the urban bias -
Don't look through an urban lens when telling a rural story

Awareness and understanding of rural needs, interests and strategies strengthens the Nation as a whole

Articulate the consequences that no action has a negative impact on everyone, not just rural communities

Create a unified voice for rural interests and strategies



A Call to Action

We have 2 goals (1) save peoples' lives and (2) make peoples' lives better, and from a rural perspective, we have a lot we can do and shame on us if we don't try something new.” “

Shailen Bhatt, Executive Director of CDOT

“Effective collaboration and communication among community and safety stakeholders are necessary in order to achieve ambitious yet achievable safety goals.”

Cindy Bobbit, NACo Exec. Committee



**“Do what you can,
with what you have,
where you are.”**

– *Theodore Roosevelt*





Bridging the Gap: *Bringing rural issues to the forefront of planning*



Public Health + Traffic Data

Improve the availability, depth, and accuracy of data collection

Train, educate on the importance of data, and provide funding

Remember that *anecdotal evidence is data* and should be taken seriously



Encourage Local Road Safety Plans

Include a wide-range of disciplines,

Incorporate similar/parallel plans to identify gaps and overlaps for goals of safety



Road to Zero

Create a *balance* of safety, access, livability, community and economic development



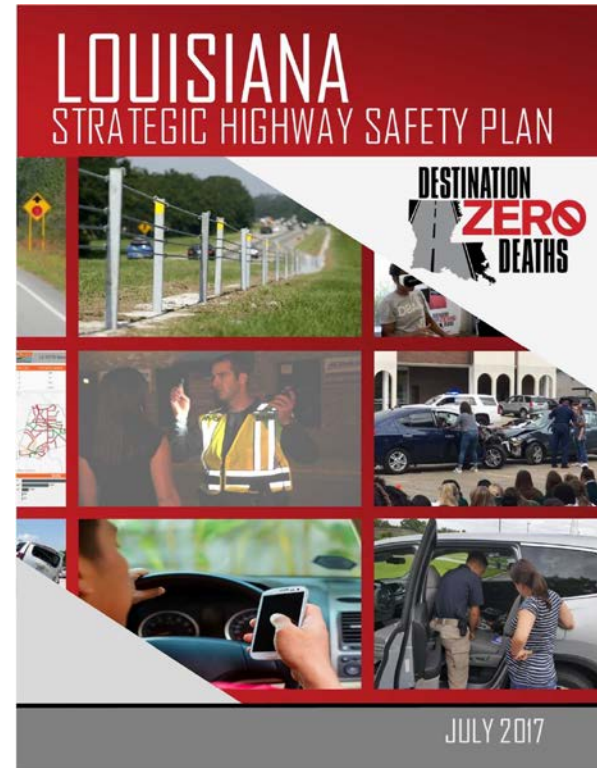
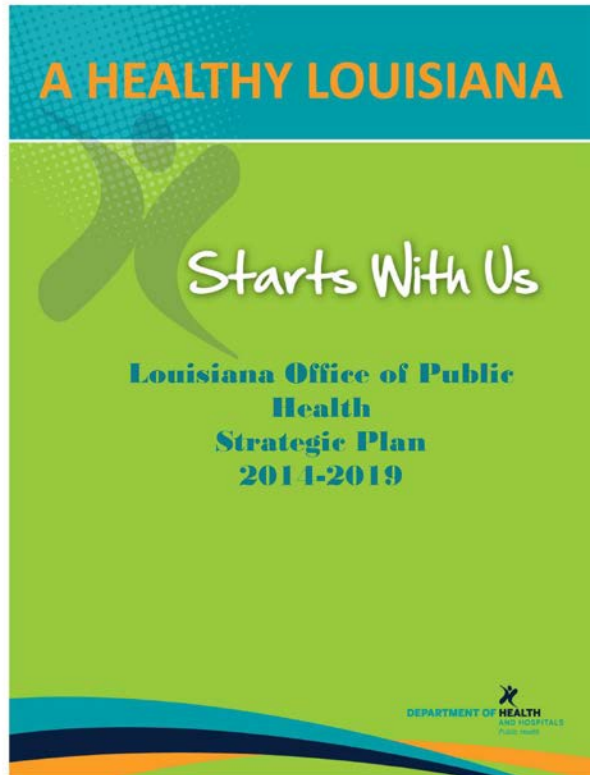
FHWA-DOT collaboration

Implement Rural Roadway Departure Action Plans

Provide DOTs and locals with resources and assistance in *how to use those resources* once they have them



Bridging the Gap: *Bringing rural issues to the forefront of planning*

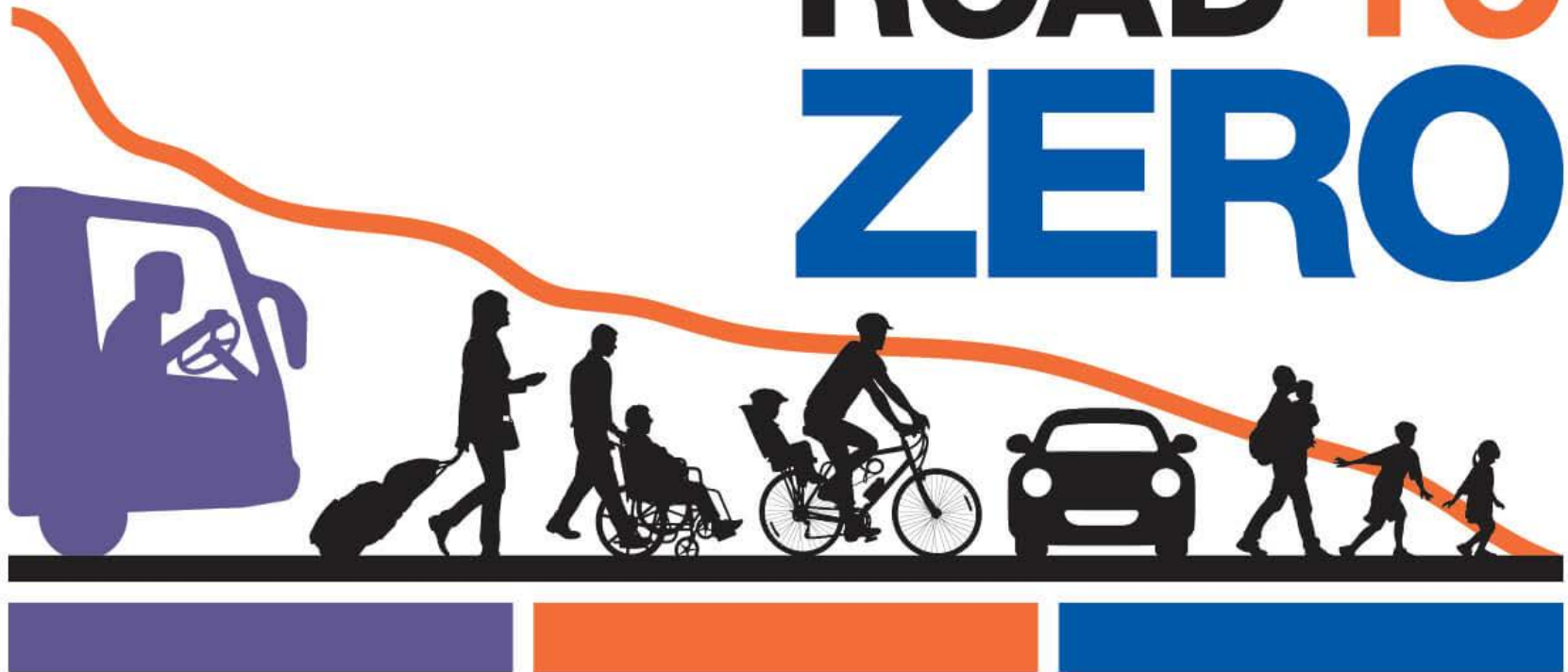


Public Health + Transportation Safety = Zero Deaths



Bridging the Gap: *Bringing rural issues to the forefront of planning*

ROAD TO ZERO





Bridging the Gap: *Ready to use Strategies and Resources*

**STRATEGIC
COMMUNICATION
PLAN** FOR
THE NATIONAL STRATEGY ON HIGHWAY SAFETY

TZD **Toward Zero Deaths®**
National Strategy on Highway Safety

TZD **Toward Zero Deaths®**
National Strategy on Highway Safety

TowardZeroDeaths.org



**Bridging
the Gap:**
*Bringing
rural issues
to the
forefront of
planning*



every day counts

**REDUCING RURAL
ROADWAY
DEPARTURES**

**TWICE AS MANY FATALITIES
OCCUR ON RURAL ROADS.**

Proven safety countermeasures such as signage, markings, rumble strips, friction treatments, safety edge, and delineations can help keep vehicles in their travel lanes and reduce the incidence and severity of roadway departure crashes.

www.louisianaltap.org



Bridging the Gap: *Bringing rural issues to the forefront of planning*

Transportation.gov
U.S. Department of Transportation

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Resolution to Improve Safety on County Roads

Today, our Nation's investment in transportation lags behind the rest of the world. The majority of America's major roads are in less than good condition, and a quarter of our bridges either cannot handle today's traffic or require significant repair. Keeping our infrastructure up-to-date is not only crucial to our Nation, it is essential to our safety and security. We must continue our work to build the best transportation systems possible, and recommit to investing in infrastructure to improve safety and mobility.

Improving the safety and resiliency of our transportation infrastructure depends to a significant extent on the quality of county-owned roads. Counties are responsible for building and maintaining not only a large number of transit systems, but also approximately 230,000 bridges, and 43 percent of our public roads. Unfortunately, far too many deaths occur on such roads. Making safety improvements on county-owned roads is critical to the health and economy of our country, and reducing fatalities and serious injuries on all public roadways continues to be a national priority.

Because safer infrastructure systems foster economic growth and improve system efficiency and resiliency, the U.S. Department of Transportation will work with the National Association of Counties to improve road safety in America's communities.

Signed July 13, 2015

Anthony R. Foxx

Share
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Safety Culture

“We need to shift our culture. Moving people’s culture is uncomfortable. If you aren’t uncomfortable, you aren’t doing enough. We have done all the easy fixes, we won’t get to zero unless we get uncomfortable. It will cost more, take longer, and change our whole social structure. If we really want TZD, we have to get uncomfortable. The shift itself is uncomfortable.”

-Nic Ward, Center for Health and Safety Culture





A word cloud on a black background featuring the phrase "find your voice" in large, bold letters. The word "find" is in a light green color, "your" is in a yellow-green color, and "voice" is in a dark orange color. Surrounding these large words are numerous smaller words in various colors and orientations, including: "speak", "love", "go", "listen", "work", "try", "purpose", "think", "life", "learn", "chance", "dare", "sing", "free", "courage", "heart", "heart", "truth", "passion", "again", "learn", "seek", "reason", "ready", "sing", "voice", "sing", "work", "again", "listen", "purpose", "truth", "listen", "dare", "purpose", "reason", "free", "love", "go", "speak", "truth", "passion", "seek", "think", "chance", "ready", "courage", "peace", "life", "life", "think", "find", "speak", "heart", "go", "love", "listen", "work", "again", "courage", "heart", "heart", "truth", "passion", "seek", "think", "chance", "ready", "courage", "peace", "life", "life", "think", "find".





QUESTIONS?

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