

**JULY  
2024**

**RURAL ROAD SAFETY AWARENESS WEEK 2024**



# RURAL ROAD SAFETY SQUAD



**SCAN THE CODE FOR  
MORE ADVENTURES!**



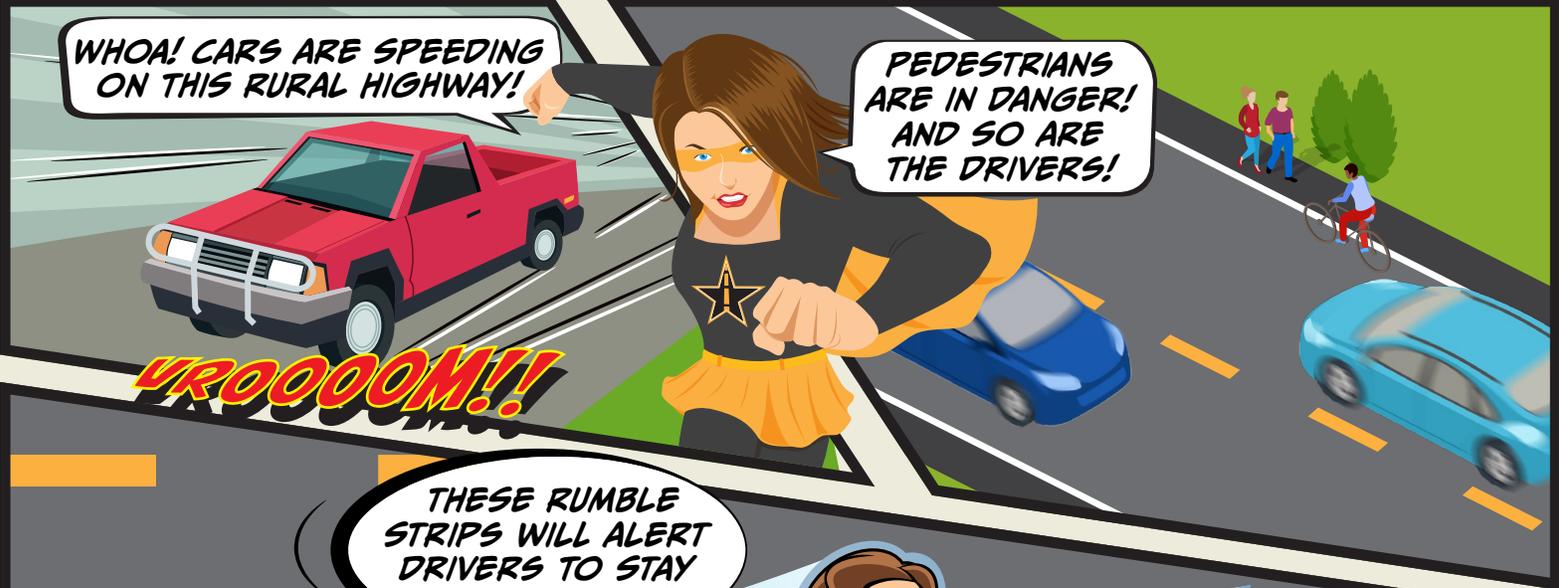
**National Center for  
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# ROADSTAR



**BZZZWRP! WHERE SPEED IS PRESENT, SO IS ROADSTAR. ROADSTAR IMPLEMENTS RURAL ROAD DESIGNS THAT PROMOTE TRAFFIC CALMING AND SAFE SPEEDS, SETS APPROPRIATE SPEED LIMITS, CALLS FOR SPEED LIMIT ENFORCEMENT, AND DEPLOYS SPEED FEEDBACK SIGNS.**



**WHOA! CARS ARE SPEEDING ON THIS RURAL HIGHWAY!**

**PEDESTRIANS ARE IN DANGER! AND SO ARE THE DRIVERS!**

**UROOOOM!!**



**THESE RUMBLE STRIPS WILL ALERT DRIVERS TO STAY IN THEIR LANE!**

**BZZZWRP!**



**ATTENTIVE DRIVERS...CHECK!**

**SAFER PED-BIKE TRAVELING... CHECK!**

**SLOWER SPEEDS SAVE LIVES!**



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# CHEVRON



WOOSH! NO SHARP CURVE IS LEFT UNTOUCHED WHEN CHEVRON IS ON THE RURAL ROAD. CHEVRON FLATTENS SLOPES ON THE OUTSIDE OF CURVES, DEPLOYS CHEVRONS, IMPLEMENTS DYNAMIC CURVE WARNING SYSTEMS, AND INSTALLS SPEED ADVISORY MARKINGS.

DRAT!! THAT CAR IS HEADED FOR DANGER!

THEY MUST BE ALERTED TO THE UPCOMING SHARP CURVE!

I HAVE THE PERFECT SOLUTION!

WOOSH!!

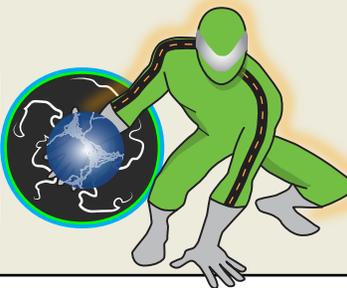
CRISIS AVOIDED! THOSE CHEVRONS WILL GUIDE THEM SAFELY AROUND THAT CURVE!



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# KINETICO



**SNIKT! ROAD CONDITIONS ARE NO PROBLEM FOR KINETICO. KINETICO SYSTEMICALLY APPLIES HIGH FRICTION SURFACE TREATMENT (HSFT) ON RURAL ROADWAYS, DEPLOYS RUMBLE STRIPS, MAINTAINS VEGETATION NEAR SIGNAGE AND AREAS OF WATER RUNOFF, AND MAINTAINS RETROREFLECTIVITY OF PAVEMENT MARKINGS AND SIGNS.**



A CRASH INTO A TREE OR ONCOMING VEHICLE COULD BE **DEADLY!**

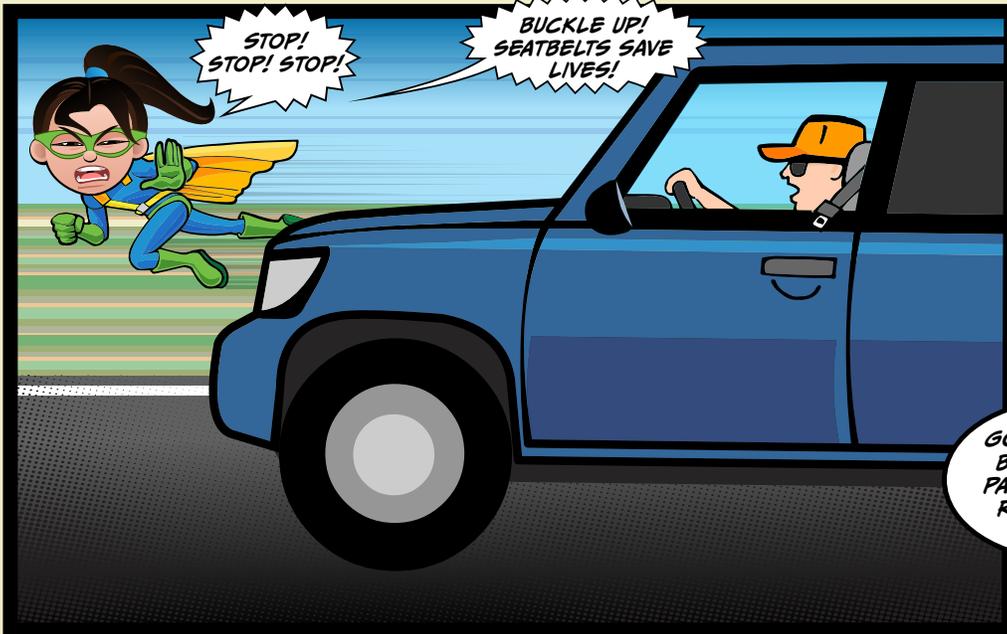
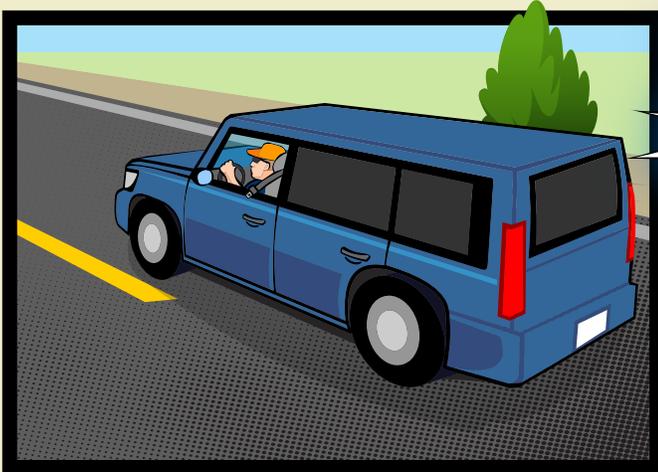
THE SURFACE OF THIS ROAD IS **SLICK**, AND THE DRIVER IS STRUGGLING TO STAY IN THE LANE!



# SeatBella



**ZZZAP! GOOD DRIVER BEHAVIOR IS THE ONLY WAY SEATBELLA WILL ALLOW DRIVERS ON THE RURAL ROADWAY. SEATBELLA IS THE CHAMPION OF WEARING SEATBELTS, KEEPING BOTH HANDS ON THE WHEEL, GETTING REST BEFORE DRIVING SO THERE IS NO FATIGUE, DRIVING SAFE SPEEDS, AND NEVER BEING DISTRACTED WHEN OPERATING A VEHICLE.**



# THINK YOU KNOW ROADWAY DEPARTURE SAFETY?

Take the #RRSAW2024 Rural Road Safety Squad's quiz and find out!

The National Center for Rural Road Safety enlisted the help of the Rural Road Safety Squad. Do you have what it takes to fight against rural roadway departures (RwDs)? Take this quiz to check your knowledge about RwDs and the proven safety countermeasures that reduce and prevent them.



**GOOD LUCK, CITIZEN!**

- Each year in the U.S., over \_\_\_\_\_ people die when their car leaves its travel lane on a rural road.  
a. 4,000    b. 11,000    c. 10,000    d. 7,000
- Rural roadway departures account for about what percentage of total traffic fatalities nationwide?  
a. One ninth    b. One half    c. Two thirds    d. One fifth
- Another term for roadway departures is:  
a. Lane departure    b. Lane slides    c. Run-across    d. Departure path
- The Federal Highway Administration's program for rural roadway departures is called \_\_\_\_\_ and it has \_\_\_\_ pillars.
- True or False? Delineators are required to match the color of the edge line.  
True    False
- According to the Federal Highway Administration, an unobstructed, traversable roadside area that allows a driver to stop safely or regain control of a vehicle that has left the roadway is called a \_\_\_\_\_.
- Of the following, which is a type of sign used in curves to alert drivers of the roadway's edge?  
a. Pointer signs    b. Advanced curve warning signs  
c. Speed limit signs    d. Chevron signs
- Reducing rural roadway departures is mostly associated with the \_\_\_\_\_ approach because it addresses high-risk roadway features that are correlated with specific crash types, rather than just historic crash data.  
a. systemic    b. safe system    c. hot spot    d. systematic
- A countermeasure's crash modification factor (CMF) from the FHWA CMF clearinghouse of 0.70 is equivalent to a crash reduction factor (CRF) of \_\_\_\_ percent.
- \_\_\_\_\_ on rural roads can be especially useful to reorient drivers' attention and provide valuable feedback when drivers begin to stray from their travel lane.  
a. Retroreflective pavement markings  
b. High friction surface treatment  
c. Centerline and edge line rumble strips  
d. Medians

## BONUS QUESTION (worth two points):

Studies show drifting over the center line of a two-lane highway account for \_\_\_\_\_ percent of the total fatal crashes in rural areas in the U.S.





## ANSWER KEY

- |  |                               |
|--|-------------------------------|
| 1: <a href="#">b</a>   | 6: <a href="#">Clear zone</a> |
| 2: <a href="#">c</a>   | 7: <a href="#">d</a>          |
| 3: <a href="#">a</a>   | 8: <a href="#">a</a>          |
| 4: <a href="#">Focus on Reducing Rural Roadway Departures (FoRRRwD), 4</a> | 9: <a href="#">30</a>         |
| 5: <a href="#">True</a>  | 10: <a href="#">c</a>         |
|  | Bonus: <a href="#">65%</a>    |

## SCORING

**0-3:** YOU'RE ON THE RIGHT ROUTE (BUT TAKE THE NEXT EXIT TO STUDY UP).

**4-6:** YOU'VE OBVIOUSLY TAKEN THIS ROUTE BEFORE (STILL, A REFRESHER ON RWDS WOULD BE A GOOD THING TO DO).

**7 OR MORE:** YOU HAVE WHAT IT TAKES TO JOIN THE RURAL ROAD SAFETY SQUAD'S MISSION TO FIGHT RURAL RWDS AND SAVE LIVES!



## HOW'D YOU DO?

**SHARE YOUR SCORES WITH US** ON OUR SOCIAL MEDIA PAGES (WE'VE PINNED THIS QUIZ TO THE TOP!). TO LEARN MORE ABOUT **#RRSAW2024** AND HELP US RAISE AWARENESS ABOUT RURAL ROADWAY DEPARTURES, VISIT OUR CAMPAIGN PAGE:

[ruralsafetycenter.org/rural-road-safety-awareness-week-2024/](https://ruralsafetycenter.org/rural-road-safety-awareness-week-2024/)