



Highway Safety Summit
April 14-15, 2014
Boise

Quick Notes

From the Idaho Office of Highway Safety

February 4, 2014

Idaho Transportation Department - PO Box 7129 – Boise, ID 83707-1129 - - P: (208) 334-8100 F: (208) 334-4430 - - www.itd.idaho.gov/ohs

Fatalities for 2014 = 8

Hi Highway Safety Partners:

As hard as it is to believe, at times while growing up I would exhibit bad behavior. My mother would remind me if “I crossed the line, the consequences would not be pleasant.” No truer words were ever spoken!

Lane departure crashes (crossing the line) contribute to almost half of the total economic cost of crashes in Idaho. This includes run-off-the-road and head-on crashes, the most severe type of crash. Crossing the painted line on the pavement can result in severe consequences. As we rummage around in our highway safety improvement tool box, solutions are sought in the worlds of education, enforcement, and engineering to help “maintain the lane”. If the lane cannot be maintained then unfortunately the fourth “E” or emergency medical services might need to be employed to help save lives.

So as we peak inside our “4E” tool box, one engineering solution to help *maintain the lane* is installation of rumble strips along the edge and, in some cases, the centerline of pavements. Over the last decade, Idaho has routinely placed rumble strips along roadway shoulders and along centerlines on the State highway system. I want to share some information that Ted Mason (engineer at the Idaho Transportation Department) helped gather for me. Thanks Ted.

An analysis of Idaho’s crash data from 2008 to 2012 showed that single vehicle run-off-the-road (SVROR) crashes are one of the leading types of crashes causing fatal or serious injuries on Idaho’s roadways. SVROR crashes have contributed to over half (51%) of the fatal crashes in Idaho. Of those 470 fatal crashes during this time period, 416 or 89% were on rural roads. One third of the serious injury crashes are SVROR crashes. Of the 1809 serious injury crashes, 1436 or 79% were on rural roads. National studies have shown that rumble strips and stripes can decrease these types of crashes 20% to 35%. This is also proven to be true in Idaho.

According to Ted, in 2012 our highway safety partners at the University of Idaho studied the installation of shoulder rumble strips on 2-lane rural highways. Dr. Ahmed Abdel-Rahim and his team found a 15 percent reduction in all SVROR crashes and a 74 percent reduction in *severe* SVROR crashes. In the case of rural freeways, the percent reduction in all SVROR crashes and *severe* ROR crashes was 29 percent and 67 percent, respectively.

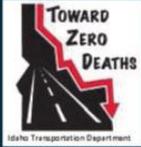
Ted also found the focus of these rumble strip applications has been on wider shoulder areas such as found on the interstate and rural arterial highways, leaving many of the narrow shoulder areas (2 to 6 foot) with no rumble strips or with centerline rumble strips in only double yellow areas on curves. As part of a continuing safety improvement effort to further eliminate fatal and serious-injury crashes caused by drivers running off the road within these narrow shoulder areas, edgeline rumble stripes are being recommended as a low-cost roadside treatment that can yield high returns on safety.

There is a difference between the rumble *strips* on the interstate and the rumble *stripes* that are being proposed for two lane roadways. The smaller stripes run under the painted edgeline (which actually make the edgeline easier to see at night and in wet pavement conditions). The narrower width and more shallow depth

of the rumble stripe also create less noise when driven over by vehicles – enough to wake the driver but not so much to be as disruptive to people living along the state route.

This engineering solution will help *maintain the lane* and help all of us from crossing the line. This “E” strategy, coupled with the “E” strategies of enforcement and education will help us reduce lane departure crashes which in-turn helps us move *Towards Zero Deaths* in Idaho.

Brent Jennings
Highway Safety Manager
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Save the Date

April 14-15, 2014

Highway Safety Summit 2014

April 14 - 15, 2014

Boise, Idaho
Riverside Hotel

SUMMIT 2014

Provides traffic safety professional and advocates with innovative, results-oriented solutions to eliminate fatalities and serious injuries from motor vehicle crashes.

SIGN UP

To register for the event, starting March 1st, visit highwaysafetysummit.com

There is no cost to participants.

WHAT IS THE SUMMIT?

The Summit is designed to foster discussion and interaction between presenters and participants on a variety of topics through seminars and workshops.

WHO SHOULD ATTEND?

Traffic safety professionals from a variety of backgrounds including law enforcement and executive staff, prosecutors, city and county officials, educators and counselors, traffic safety engineers, emergency responders and all other traffic safety advocates. The Summit is a forum in which traffic safety professionals can share ideas, and gain insight on traffic safety issues, program ideas and solutions. POST credits are available to law enforcement.

WHAT IS THE COST?

FREE. There is no cost to participants. This event is brought to you by the Idaho Transportation Department Office of Highway Safety. A limited block of hotel rooms will be reserved for up to 2 participants from each agency on a first-come, first-serve basis for one night. To maximize the number of attendees, we encourage you to room share with those from your agency. You must be traveling at least 100 miles to the summit to be eligible for a room. If you choose to stay additional nights, the same prevailing per-diem rate will be honored.

WORKSHOPS and SPEAKERS

There will be a variety of speakers and workshop related to highway safety. Workshop topics and speakers are listed below. This is not a complete list. Please visit the website for an updated list.

Fooling Ourselves: Why Do We Drive Distracted?

Paul Atchley, PhD. U of Kansas Professor of Psychology

Courageous Voices: Creating a the new normal. Idaho Pilot Project

Jay Otto, Montana Transportation Institute, Montana State University

Online Mobilization Claim Submissions: Streamlining the process **Old School DUI**

Staying One step Ahead: Understanding the youth alcohol and drug culture

One Team - Multi-Agency Task forces and Coalition Building

Executive Session for Agency Leaders and Command Staff

Changing community perception one Road Safety Audit at a Time

And more....

Growing Safety Culture

GRASSROOTS

Meridian Advocates for Youth Safety (MAYS)

On January 22, 2014, Meridian launched a new coalition to help address youth safety recognizing that vehicle crashes are the number 1 killer of young people. The coalition has been named **Meridian Advocates for Youth Safety (MAYS)**. MAYS will have its first meeting on February 13, 2014 at 4 pm at the Meridian Police Department. Everyone interested in being involved in youth safety is invited to participate. We are asking teens to be a part of this coalition, since we encourage their input and know they can engage in peer-to-peer advocacy regarding safety.



On January 22nd, Dr. Kelly Browning from Impact Teen Drivers (<http://impactteendrivers.org/>) helped us take a comprehensive approach to improve youth safety. In one day, 3 events took place. In the morning, police officers and traffic safety professionals were provided some training and material on how to work with young people. Later in the day, close to 100 teens came together to learn how to advocate for youth safety. The day ended with a town hall style meeting to educate the public of important safety messaging and to launch the coalition. About 120 people attended the town hall meeting engaging in some good discussion on various youth safety topics.

Contact Sgt. John Gonzales (jgonzales@meridiancity.org or 208-846-7397), if you are interested in being a part of MAYS and/or want more information.

Summit seeks to curb distracted driving

WASHINGTON DC -- The deadly epidemic of distracted driving has defied dire parental warnings, heart-rending public service announcements, federally funded projects and targeted state and local law enforcement.

Frustrated by the lack of progress, Sen. Jay Rockefeller is convening a summit this week to try to identify new tech solutions, and end "finger pointing" by automakers, cellphone carriers, communications technology firms, safety advocates and government regulators.

<http://www.ctpost.com/local/article/Summit-seeks-to-curb-distracted-driving-5198710.php>

Utah Airs Message during the Super Bowl

The Utah Department of Transportation and Zero Fatalities campaign hope their new "twist" ad will encourage more people to use seat belt.

The ad was unveiled Sunday on FOX 13 (Utah local channel) during the Super Bowl game.

<http://fox13now.com/2014/02/03/controversial-zero-fatalities-ad-highlights-another-reason-to-buckle-up/>

Where Pedestrians Cross the Road

Pedestrian-vehicle crashes are both common and deadly. In 2010, 13 percent of all crash fatalities were pedestrians.⁽¹⁾ Of these, 68.1 percent occurred outside of intersections. As a result of the large proportion of pedestrian fatalities that occur at non-intersection locations, it is important to investigate the causal factors of these collisions. Despite the large proportion of crashes, there has been little research investigating why pedestrians cross roadways at unmarked locations.

<http://www.fhwa.dot.gov/publications/research/safety/13099/13099.pdf>

WEBINAR Using Crosswalk Laws as a Framework for Pedestrian Safety

Using the law as the framework for pedestrian safety campaigns is not the go-to choice for most safety advocates. Yet, when someone gets hurt or the police are urged to "do something," it is the traffic law that governs what can be done.

Pedestrian law advocate and lawyer Ray Thomas (Portland, Oregon) will present an overview of the nation's crosswalk laws [download here]. Ray's presentation will give attendees a better understanding of the legal framework that supports each pedestrian's rights.

This is an interactive discussion forum with a short presentation and discussion among participants. Please submit advance questions below. Participation is free but registration is limited to the first 65 registrants.

https://www1.gotomeeting.com/register/323684128?utm_source=Feb+25+discussion+forum+1st+notice&utm_campaign=Feb+25+2014+forum+notice+1&utm_medium=email

NHTSA Proposes First-Ever Side Impact Test for Child Restraint Systems

NHTSA 02-14

Wednesday, January 22, 2014

Contact: Nathan Naylor, 202-366-9550, Public.Affairs@dot.gov

Proposal includes new 3-year-old crash test dummy

WASHINGTON – The U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) today proposed upgrades to the federal motor vehicle safety standard for child-restraint systems to ensure child passengers are protected in side crashes. The proposed upgrades would include a first-ever side impact test for car seats sold in the U.S. that are designed for children weighing up to 40 pounds.

"As a father of two, I know the peace of mind this proposed test will give parents," said Transportation Secretary Anthony Foxx. "We all want to make sure our children's car seats are as safe as possible, and today's proposal will give parents and car-seat makers important new data on how car seats perform in side crashes." In the proposed test simulating a side-impact vehicle crash, car seats must demonstrate they can safely restrain a child by preventing harmful head contact with an intruding vehicle door and reducing the crash forces transmitted to the child's head and chest. NHTSA estimates that the proposal would save five lives and prevent 64 injuries annually.

"Car seats are an essential tool for keeping young children safe in vehicles and have a proven track record of saving lives," said NHTSA Acting Administrator David Friedman. "Today we continue to build on our extensive child seat safety program by adding side-impact crash protection for the first time."

Under the proposal, car seats would be tested in a specially designed sled test that simulates a "T-bone" crash, where the front of a vehicle traveling 30 mph strikes the side of a small passenger vehicle traveling at 15 mph. The sled test is the first of its kind in the world being proposed for regulation, as it simulates both the acceleration of the struck vehicle and the vehicle door crushing toward the car seat. In addition to using an

existing 12-month-old child dummy, the proposed test will also utilize a newly developed side-impact dummy representing a 3-year-old child. The agency proposed a 3-year timeframe for car-seat manufacturers to make any necessary changes to meet the proposed requirements upon final rule publication.

The agency's Notice of Proposed Rulemaking is being published in the Federal Register and members of the public will have the opportunity to comment on the proposal for 90 days. Parents, guardians and care providers can search for current child seat safety recalls and find where they can get help installing child car seats through the free Safercar.gov App available on Apple iOS enabled devices through the Apple App Store.

Source: NHTSA. (2014). *NHTSA proposes first-ever side impact test for child restraint systems*. Retrieved 1/21/2014 <http://www.nhtsa.gov/About+NHTSA/Press+Releases/NHTSA+Proposes+First-Ever+Side+Impact+Test+for+Child+Restraint+Systems>



April 2014 is National Distracted Driving Awareness Month NHTSA

Traffic Safety Marketing January 28, 2014

3,328 were killed in distracted driving crashes in 2012. Distracted driving is becoming a dangerous epidemic on America's roadways.

Research shows that high visibility enforcement works because, with many distracted drivers, the fear of a citation and significant fine outweighs their fear of being injured or killed in a crash.

Dates to Remember: Get Involved - Spread The Word April 07-16: 1st national buy supporting distracted driving enforcement campaign.

April 10-15: 1st national distracted driving enforcement efforts.

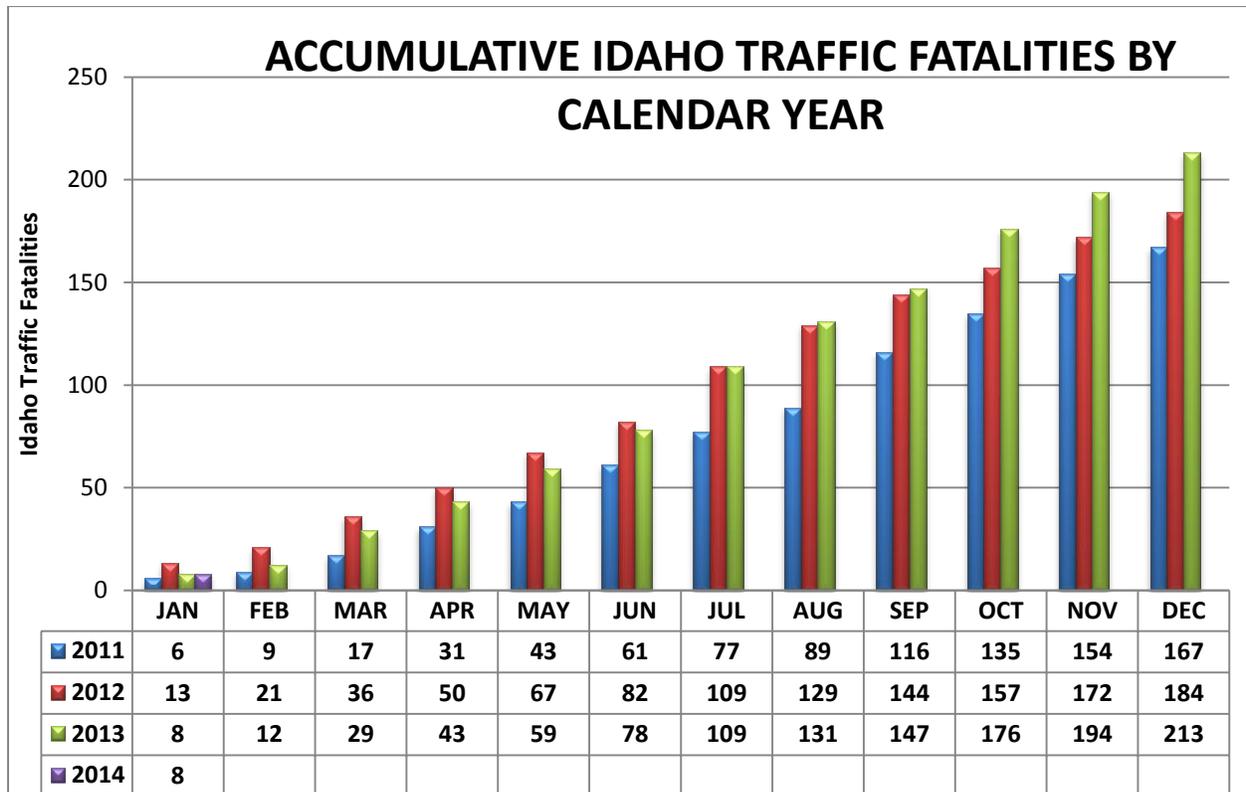
Bookmark this link and stay tuned for our new 2014 marketing campaign materials:

<http://www.trafficsafetymarketing.gov/DistractedDrivingPrevention>

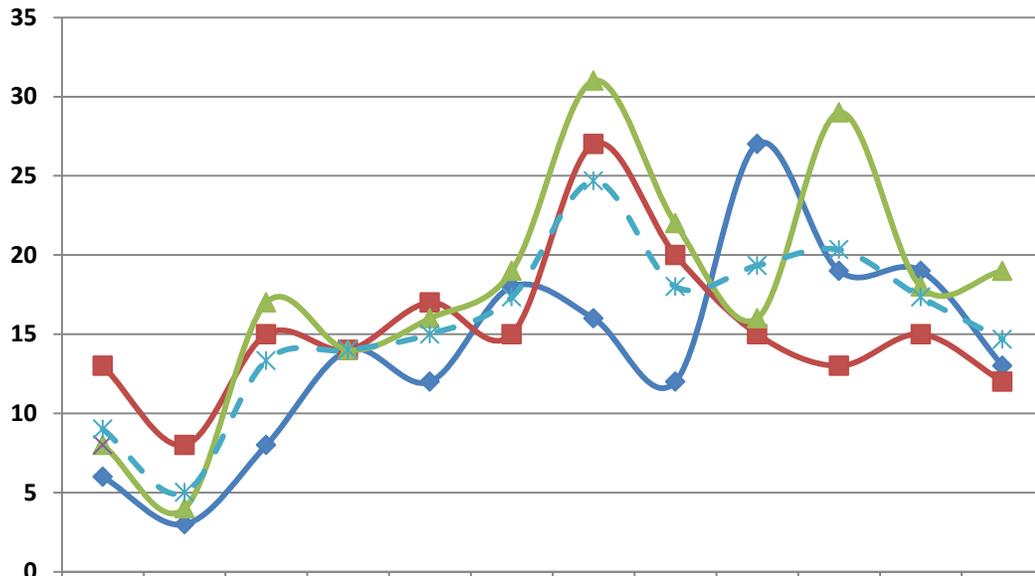
ITD - OFFICE OF HIGHWAY SAFETY
Fatalities By the Month* January 2014

MONTH						CUMULATIVE TOTALS			
	Actual	Actual	Actual	11,12,13	Actual	Cummulative (11,12,13)			
	2011	2012	2013	AVERAGE	2014	2011	2012	2013	2014
JAN	6	13	8	9	8	6	13	8	8
FEB	3	8	4	5		9	21	12	
MAR	8	15	17	13		17	36	29	
APR	14	14	14	14		31	50	43	
MAY	12	17	16	15		43	67	59	
JUN	18	15	19	17		61	82	78	
JUL	16	27	31	25		77	109	109	
AUG	12	20	22	18		89	129	131	
SEP	27	15	16	19		116	144	147	
OCT	19	13	29	20		135	157	176	
NOV	19	15	18	17		154	172	194	
DEC	13	12	19	15		167	184	213	
YEAR TO DATE	167	184	213	188	8				

*Data limitations: This report is based on information provided by law enforcement agencies on crashes resulting in a death that occurs within 30 days of the crash. **Data is preliminary and is subject to change. Totals of this report are the number of persons killed. Averages are rounded.**



IDAHO MONTHLY TRAFFIC FATALITIES



	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2011	6	3	8	14	12	18	16	12	27	19	19	13
2012	13	8	15	14	17	15	27	20	15	13	15	12
2013	8	4	17	14	16	19	31	22	16	29	18	19
2014	8											
11,12,13	9	5	13	14	15	17	25	18	19	20	17	15

CALENDAR OF EVENTS

If you would like to add an event to the calendar, please send an e-mail with the event details to lisa.losness@itd.idaho.gov

Date	Event Description, Location
2014	
Feb 5	Alive at 25 , Kootenai County Fire Station #2 www.idsafedriver.org
Feb 7	Alive at 25 , Nampa Police Dept. www.idsafedriver.org
Feb 10	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
Feb 11	Alive at 25 , Snake River Youth Center www.idsafedriver.org
Feb 15	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
Feb 17	Alive at 25 , Boise Police Dept. www.idsafedriver.org
Feb 21	Alive at 25 , Pocatello Police Substation www.idsafedriver.org
Feb 21	Alive at 25 , Nampa Police Dept. www.idsafedriver.org
Feb 22	Alive at 25 , Kootenai County Fire Station #2 www.idsafedriver.org
Feb 22	Alive at 25 , Gem County Emergency Services www.idsafedriver.org
Feb 24	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
Feb 24	Alive at 25 , Boise Police Dept. www.idsafedriver.org
Feb 24	Alive at 25 , Blackfoot City Hall www.idsafedriver.org
Feb 26	Alive at 25 , Kootenai County Fire Station #2 www.idsafedriver.org
Feb 27	Alive at 25 , Caldwell Police Dept. www.idsafedriver.org
Mar 1	Alive at 25 , Madison County Sheriff's Office www.idsafedriver.org
Mar 5	Alive at 25 , Kootenai County Fire Station #2 www.idsafedriver.org
Mar 8	Alive at 25 , Meridian Police Dept. www.idsafedriver.org

Mar 15	Alive at 25 , Kootenai County Fire Station #2 www.idsafedriver.org
Mar 15	Alive at 25 , Rexburg Police Dept. www.idsafedriver.org
March 15-22	IMPAIRED DRIVING MOBILIZATION
Mar 17	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
Mar 20	Alive at 25 , Nampa Police Dept. www.idsafedriver.org
Mar 22	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
Mar 26	Alive at 25 , Kootenai County Fire Station #2 www.idsafedriver.org
Mar 27	Alive at 25 , Caldwell Police Dept. www.idsafedriver.org
Mar 31	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
Mar 31	Alive at 25 , Boise Police Dept. www.idsafedriver.org
Apr 5	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
Apr 7	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
April 11-28	AGGRESSIVE DRIVING/SEAT BELT MOBILIZATION
April 14-15	Idaho Highway Safety Summit – Boise, ID – Riverside Hotel
Apr 19	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
Apr 19	Alive at 25 , Pocatello Police Substation www.idsafedriver.org
Apr 28	Alive at 25 , Meridian Police Dept. www.idsafedriver.org
May 1-15	IMPAIRED/AGGRESSIVE DRIVING MOBILIZATION
Jun 20	Alive at 25 , Pocatello Police Substation www.idsafedriver.org
Sep 20	Alive at 25 , Pocatello Police Substation www.idsafedriver.org
Nov 21	Alive at 25 , Pocatello Police Substation www.idsafedriver.org

Quick Reference Guide – click on the topic to go directly to website.

Idaho Office of Highway Safety Facebook page:

www.facebook.com/IDOHS

[OHS](#), Office of Highway Safety

[ITD](#), Idaho Transportation Department

[NHTSA](#), National Highway Traffic Safety Administration

[FHWA](#), Federal Highway Administration

[2012 Idaho Crash Report](#)

[Alive at 25](#)



Program Area	Idaho State Links	Federal Links
Impaired Driving		http://www.nhtsa.gov/Impaired
Distracted Driving	http://www.itd.idaho.gov/ohs/DistractedDriving.htm	http://distraction.gov/
Teen Drivers	http://www.idahoteendriving.org/	http://www.nhtsa.gov/Teen-Drivers
Bike & Pedestrian Safety	http://www.itd.idaho.gov/bike_ped/index_new2.htm	http://www.nhtsa.gov/Pedestrians http://www.nhtsa.gov/Bicycles

Seat Belt Safety	http://www.itd.idaho.gov/ohs/ClickIt/ClickIt2.htm	http://www.nhtsa.gov/Driving+Safety/Occupant+Protection
Child Passenger Safety	http://www.itd.idaho.gov/ohs/ChildSafety/index.html	http://www.nhtsa.gov/Safety/CPS
Aggressive Driving	http://itd.idaho.gov/ohs/Aggressive.htm	http://www.nhtsa.gov/Aggressive
Motorcycles	www.idahostar.org	http://www.nhtsa.gov/Safety/Motorcycles
Senior/Mature Drivers		http://www.nhtsa.gov/Senior-Drivers
Lane Departure	http://itd.idaho.gov/info/home_articles/safety_plan.htm	http://safety.fhwa.dot.gov/roadway_dept