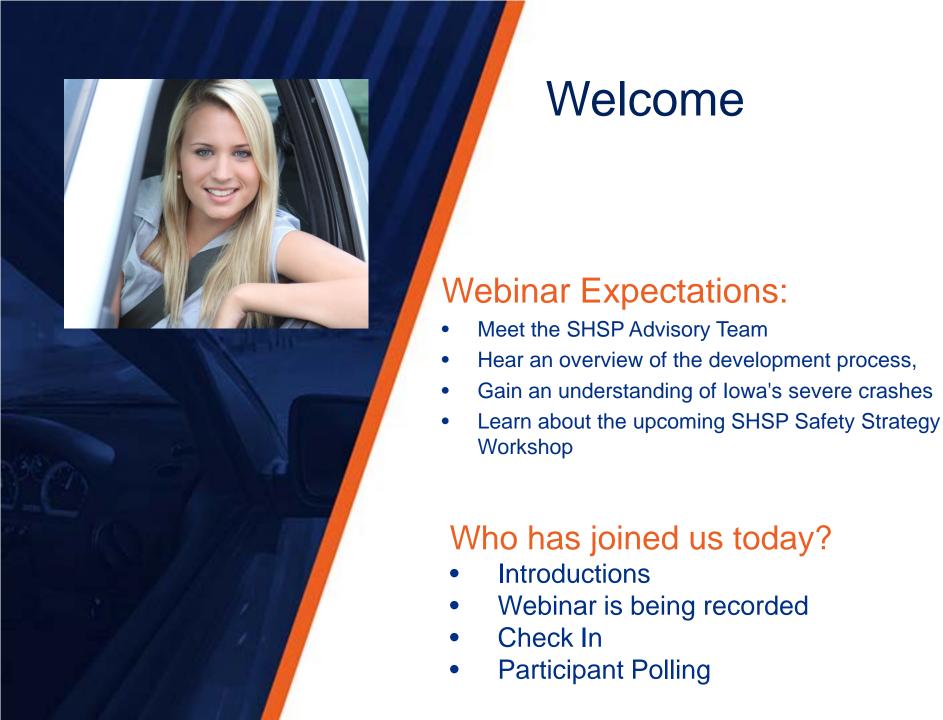
Iowa 2012 Strategic Highway Safety Plan Webinar

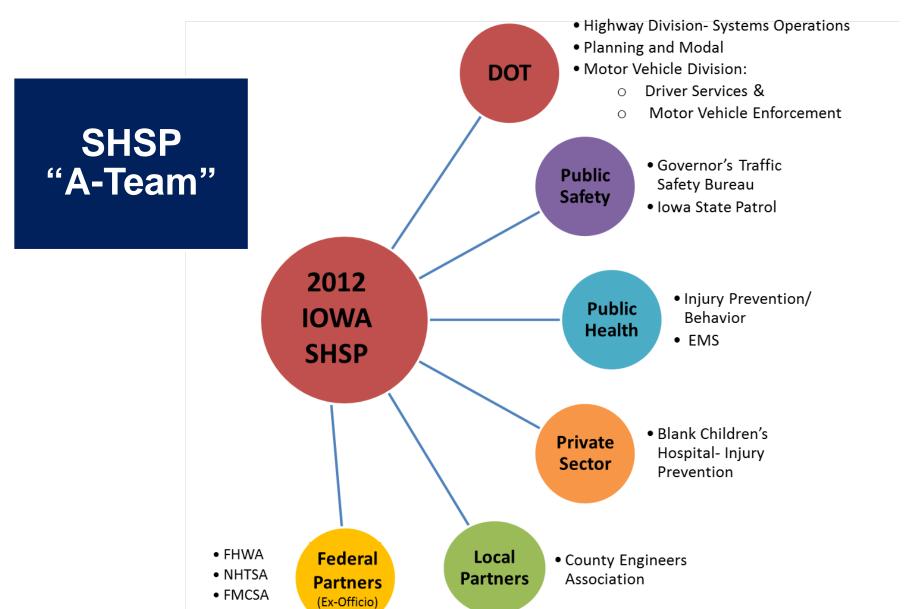
...An introduction to the Iowa SHSP development process and your participation







IOWA SHSP Project Advisory Team



Meet the A-Team Members

Jeremey Vortherms State Transportation Safety Engineer (Chair)

> Office of Traffic and Safety Iowa DOT - Highway Division

Steve Gent Director, Office of Traffic and Safety

Kim Snook Director, Office of Driver Services

Craig Markley Director, Office of Systems Planning

David Lorenzen Chief, Motor Vehicle Enforcement

David Garrison Colonel, Iowa State Patrol

Tim Leinen (Colonel's designee), Iowa State Patrol

Patrick Hoye Chief, Governor's Traffic Safety Bureau

Mark Vander Linden Behavioral Health

Joe Ferrell **EMS** Regulations Manager

Vice President Roger Schletzbaum

Child Advocacy, Education and Outreach Blank Children's Hospital Kathy Leggett

Iowa DOT - Highway Division

Iowa DOT – Motor Vehicle Division

Iowa DOT – Planning/Modal Division

Iowa DOT – Motor Vehicle Division

Iowa Department of Public Safety (DPS)

Iowa Department of Public Safety (DPS)

Iowa Department of Public Safety (GTSB)

Iowa Department Public Health

Iowa Department Public Health

Iowa County Engineers Association

Federal Ex-Officio

Roche Jerry Safety and Operations Engineer FHWA Iowa Division Office

Scott Dean **Program Manager** NHTSA Region 7

McGuire Shirley **Division Administrator FMCSA Iowa Division Office**



SHSP Staff / Designees / Alternates

SHSP Staff

Mary Stahlhut SHSP Project Manager, Iowa DOT - Highway Division-TAS

Jan Laaser-Webb SHSP Contract Manager, HSIP Program, Safety Staff, Highway Division-TAS

Michael Pawlovich SHSP Data Point of Contact - Safety Staff, TAS, Iowa DOT,- Highway Division

Data Quality, Statewide Traffic Records Coordinating Committee (STRCC)

Kathy McLear Records Manager, Driver Services, Iowa DOT – MVD Iowa DOT

Co-Chair, Statewide Traffic Records Coordinating Committee (STRCC)

Joanne Tinker Prog. Eval., Department of Public Safety, Governor's Traffic Safety Bureau (GTSB)

Co-Chair, Statewide Traffic Records Coordinating Committee (STRCC)

Jim Meyerdirk Iowa Department of Public Safety Governor's Traffic Safety Bureau (GTSB)

CH2MHILL Consultant Team

Howard Preston Project Manager, Engineer

Cheri Marti Behavior
Dan Smith Engineering

Richard Storm Data

Kim Kolody Communications



A State SHSP Recognizes "Everyone Else" Can Help





Today's Agenda

Welcome and Introductions

Check In, Participant Polling, The Iowa "A-Team", and Expectations

SHSP Background - Think how far we've come

What is an "SHSP"?

Highway Safety 101- Decades of Progress

Iowa's SHSP – Where do we go next

MAP - 21

Toward Zero Deaths – A National Strategy on Highway Safety

Data-Driven Process and Participant Polling

Iowa Crash Data Overview

Organizing Data, Crash analysis, and Trend Lines

Safety Performance Measures

Initial Safety Emphasis Areas

Prioritization Process

Safety Goals and Participant Polling

Samples and Illustrations

Safety Strategies Workshop – January 23, 2013

Overview of Sample Safety Strategies

Next Steps

Schedule & Opportunities for Additional Participation

Wrap Up/Summary and Questions



What is a State Strategic Highway Safety Plan?

"A statewide coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads."

USDOT Strategic Highway Safety Plans Quick Reference



What is Iowa's SHSP?

- Mission, Goal & Objectives
- Data Driven
- Key Strategies
- Guide for Safety Investments
- Emphasis on Implementation



SHSP Background

Think of how far we've come

Highway Safety 101

Decades of Change: Roads, Vehicles, Drivers

Highway Safety 101



Developing the National Highway System

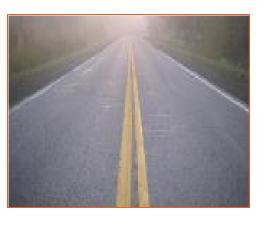


Designing and Building Vehicles



Changing
Driver Behavior and Decisions

Developing National Highway System



Building

- From Lincoln Highway to Interstates US1 East to I-1 West.
- Super 2's, expressways, freeways

Improving

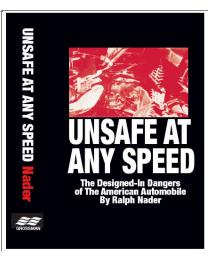
- Creating clear zones, replacing intersections with interchanges, removing curves, flattening ditches, managing access.
- Low Cost improvements

Using

Rising VMT and average commercial and individual miles driven

Designing and Building Vehicles





- Bigger, faster, farther, power and automation
 - Americans love their cars
 - Americans love their mobility
- Crashing and Gas Crisis 60's-80's
 - Ralph Nader SAFER and NHTSA
 - OPEC Smaller, lighter, more efficient
- Consumer features 90's-2010's
 - Comfort, ease, function,
 - Mobility lifestyle
 - Technology and Entertainment

Changing Driver Behavior Decisions and Outcomes



The Epidemic

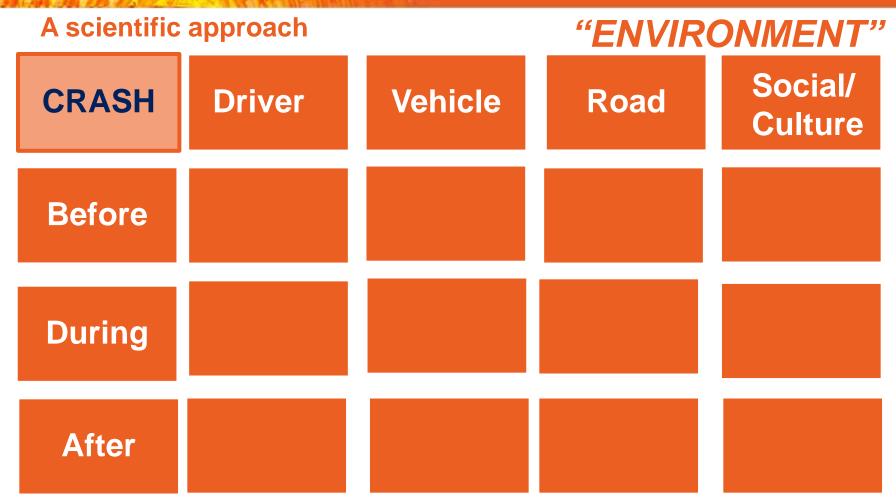
- NHTSA and Dr. Phillip Haddon
- EMS: Accidental Death and Disability:
 The Neglected Disease of Modern Society²⁹
- 1966 highway safety and consumer programs established by the National Traffic and Motor Vehicle Safety Act of 1966



Changing behavior with \$\$\$ incentives and disincentives

- Belts: \$\$ feds, laws, enforcement,
- Alcohol: Education, laws, enforcement
- Crash test dummies and Big Bird

Haddon Matrix



"He called his matrices "aids in sorting questions and knowledge "



Highway Safety 101- 2012



More Forgiving Road Systems

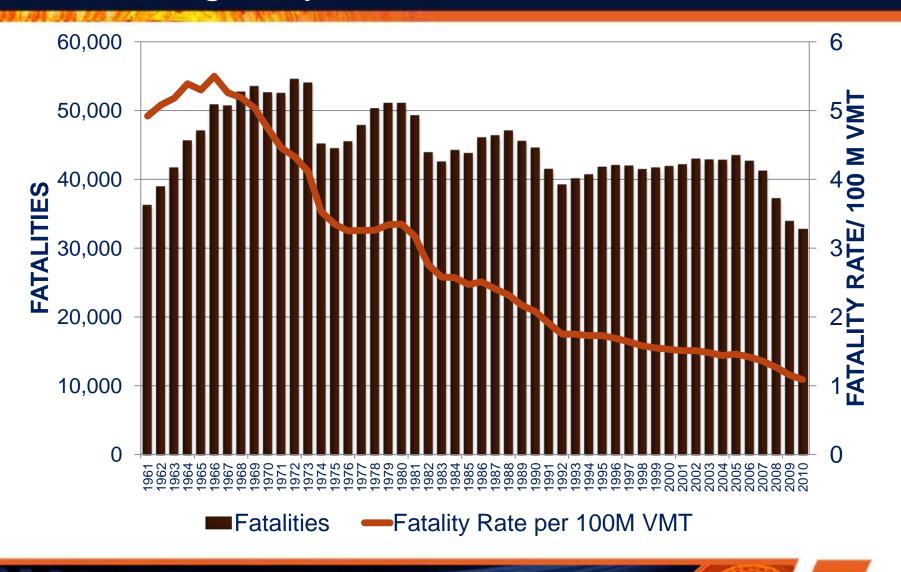


Safer and Smarter Easy to Operate Vehicles



??? Changing ???
Driver Behavior and Decisions

National Highway Fatalities



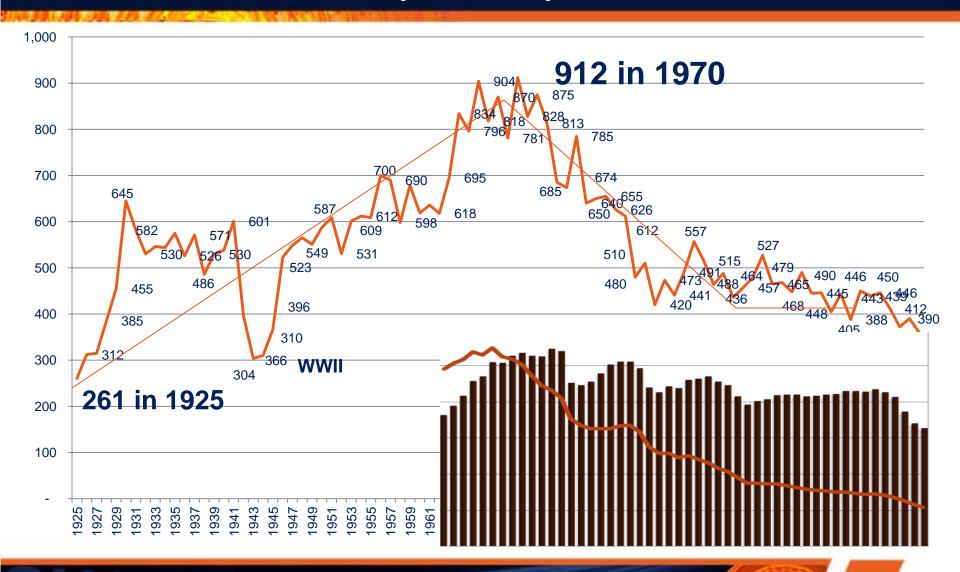


Iowa Roads, Streets and Bridges

- •There are more public road miles in Iowa than interstate miles in the entire 50 states.
- •lowa ranks 14th in the nation in number of miles of roadway. (2009)
- •There are approximately 38 miles of road for every 1,000 people in Iowa.
- •There are 2,664 bridge structures in Iowa that are made primarily of wood.

2011 Public Road Length Miles by Ownership					
Ownership Miles					
Iowa DOT	8,893*				
Counties	89,841				
Municipalities	14,904				
Parks and institutions	619				
Federal agencies	127				
Total miles	114,384*				

Iowa's Crash Fatality History





How are we doing now?

2012 Iowa Traffic Fatality Count for 11/09/12

©lowa Department of Transportation, Motor Vehicle Division, Office of Driver Services

A fatality is considered "crash-related" when death occurs within 30 days of a crash. Because complex crash investigations can delay the official report of fatalities, the numbers for the two most current months are preliminary and can change considerably.

Number of Fatalities Reported on this Day for Each Year								
2012-2011 Comparison	2012	2011	2010	2009	2008	2007	2006	
5	306	301	328	316	333	363	358	

Fatalities

Month	2012	2011	2010	2009	2008	2007	2006
January	39	19	18	27	36	33	23
February	23	14	30	21	30	24	34
March	29	40	19	27	29	25	27
April	15	25	23	37	25	35	39
May	48	26	31	46	23	40	34
June	27	25	36	33	43	37	40
July	23	36	35	31	30	51	38
August	39	29	56	29	44	42	37
September	36	43	30	32	37	44	45
October	23	37	43	29	33	34	42
November	4	28	48	35	45	45	34
December		38	21	24	37	36	46
Total	306	360	390	371	412	446	439





Poll question:

 Prediction for lowa's annual fatality count in 5 years

Crashes are Complex



Driver conditions and behavior

- A contributing factor in 95 percent of crashes
- Primary factor in 67 percent of crashes

Roadway design and environment

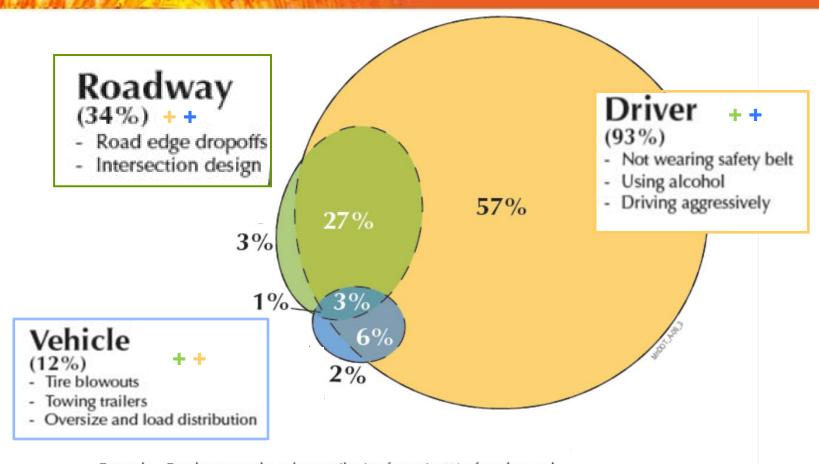
- A contributing factor in 28 percent of crashes
- Primary factor in 4 percent of crashes



▶ Vehicle

- A contributing factor in 8 percent of crashes
- Primary factor in 4 percent of crashes

Fatal and Serious Injury Factors in Crashes



Example—Roadways are the sole contributing factor in 3% of crashes and the roadway and driver interaction is the factor in 27% of crashes.

Source: Human Factors & Highway Safety, Elizabeth Alicandri



Crashes are Complex...And So Are the Solutions

Engineering



Emergency Services



Enforcement



Education



EVERYONE ELSE

A State SHSP Recognizes "Everyone Else" Can Help





Why Collaboration Matters

- We believe the SHSP process can help identify elements of highway safety that each of our organizations can carry forward
- MAP-21
 - Requires states to have safety performance targets
 - Strengthens the expectations that the SHSP,
 HSP, and MCSP have shared goals

Why Collaboration Matters

Map 21 Highway Safety Improvement Program (HSIP)

- Safety throughout all transportation programs remains DOT's number one priority.
- Data-driven, strategic approach to improving highway safety on all public roads that focuses on performance.
- Every State is required to develop a Strategic Highway Safety Plan (SHSP) that lays out strategies to achieving safety targets by requiring regular plan updates and defining a clear linkage between behavioral (NHTSA funded)
- States will set targets for the number of serious injuries and fatalities and the number per vehicle mile of travel.

AASHTO Strategic Highway Safety Plan Model (1990's - 2000's)



- AASHTO's overall goal is to move away from independent activities of engineers, law enforcement, educators, judges, and other highway safety specialists and to move toward coordinated efforts.
- The AASHTO Strategic Highway Safety Plan identified 22 goals to pursue in order to significantly reduce highway crash fatalities.



- Identifying and integrating the "E's" of highway Safety Engineering, and Behavior Strategies
- To be implemented across all jurisdictions (state, county, municipal, and tribal lands)

Toward Zero Deaths: Partners Push Forward

- A National Strategy on Highway Safety framed 2009-2010
- National strategy intended as an interdisciplinary guide or framework for safety stakeholder organizations to enhance their safety planning and implementation efforts.
- The national framework will outline proven and innovative new strategies directed at institutional and cultural changes through the 4 E's:
 - Education
 - Enforcement
 - Engineering
 - Emergency Medical Services

http://apps.trb.org/cmsfeed/TRBNetProjectDisplay.asp?ProjectID=2975

Why Is TZD Being Launched?

- There is a renewed worldwide focus on fatalities; this is the USA's contribution to the global "Decade of Action"
- To build on the recent successes in fatality reduction
- To build on the lessons of states in their strategic highway safety plans
- To build on experiences gained from safety planning and multidisciplinary approaches and involvement from wide variety of highway safety stakeholders & "owned" by all stakeholders

National Emerging Trends

- Doubling of elderly population by 2030
- Increase in freight traffic from 15 billion tons today to 30 billion by 2050
- Increased distracted and drugged driving
- 2010 deaths—down overall, but:
 - Up for large trucks
 - Up for motorcyclists
 - Up for pedestrians

TZD Communications

- Cultural change: change Americans' attitudes toward highway safety (NEW emphasis)
- Encourage an aggressive approach based on the ideal that no death is acceptable and that we can eliminate highway fatalities.
- Make "TZD" the common goal for Americans

2011 AAA Traffic Safety Culture Index

Speeding

- 74% of drivers consider it unacceptable for a driver to drive more than 15 mph over the speed limit on a freeway,
 - 52% admit to having done so in the past month.

Cell phone use while driving

94% consider it a serious threat

- 68% talked on their phone while driving in the last 30 days.
- 31% do so often or regularly.

Texting while driving

- 35% admit reading a text or email while driving &
- 26% admit sending a text in the last 30 days.

"We are moving in the right direction when it comes to safety on our roads but we need to do much more. Changing driver behaviors is not rocket science ... it's harder. Take the first step and make a personal goal to be a safe driver in 2012," – Peter Kissinger, AAA



Culture Change and Tobacco Habits

From "Stylish and Glamorous"

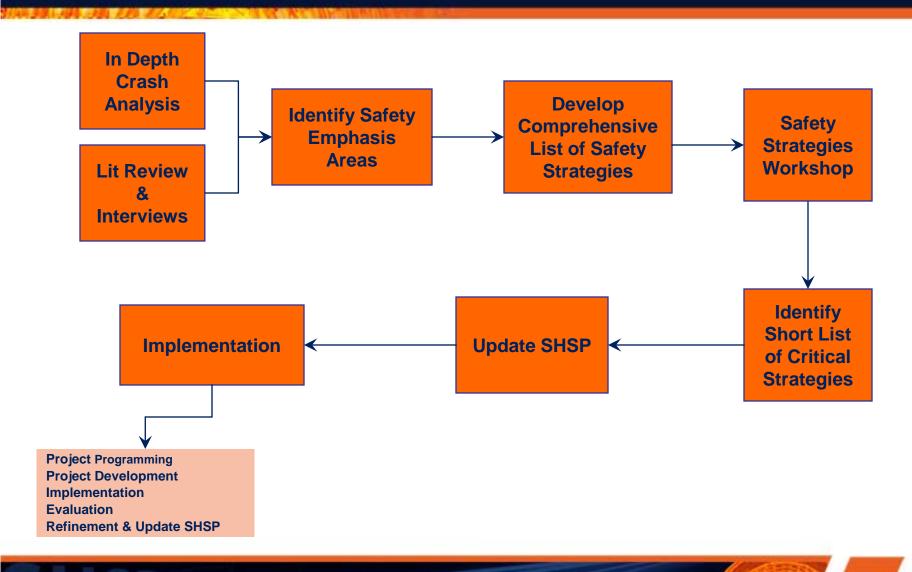


To "Out of Style"





Iowa's SHSP Update Process





Designing a Process to ID Safety Opportunities

- Who?
- What?
- When?
- Where?
- Why?



- How to identify topic areas?
- How to identify opportunity areas?
- What data to use?
 - Start with 10 years of crash data
 - Fatal and severe injury
- What data can we add?
- What are the trends?
- Where are counter-trends?
- When to look at rates along with frequencies?
- What causes crashes?
- What systems are crashes on?



Crash Categories + Topics

Driver, Highways, Special Users, Vehicles, Health, Management

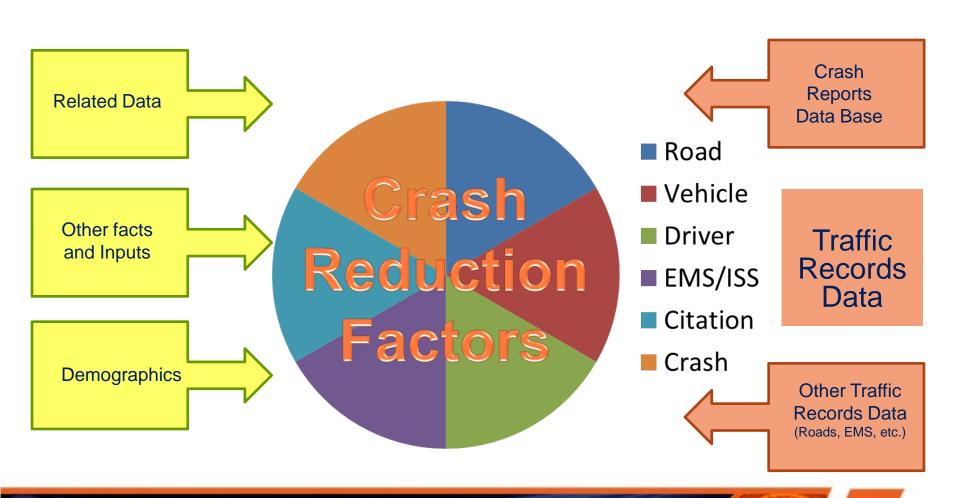
	Later and the second se	1 to 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1					
Health	10	- (1) - 10 - 10 - 10 - 10 - 10 - 10 - 10 -					
	Enhancing EMS	Enhancing Emergency Medical Capabilities					
i See see	No.	Public Health					
Management							
		Implementing Road Safety Audits					
	89	Improving Info & Decision Support Systems					
		Creating More Effective Safety Processes/Systems					
		Using ITS to Improve Highway Safety					
	10	Develop Multidisciplinary Safety Teams					
		Education					
	Legislative Initiatives	Legislative Initiatives					
		TSIP Funding					
		Enforcement Funding					
	86 1809	Safety Corridors					
	Safety Culture	Safety Culture					
		Leadership & Organizations					
ĝ.	65 65	Performance Measures					
		Communication					
		Information & Knowledge Mgmt					

Drivers
Highways
Special Users
Vehicle
Health
Management

1998 AASHTO SHSP
2001 Iowa Tool Box
2000's NCHRP 500
2006 Iowa CHSP
2010 TZD Framework
2005-11 NHTSA
Countermeasures That Work
2012 IOWA SHSP



Data-Driven Safety Analysis



Frequency and Severity Comparisons

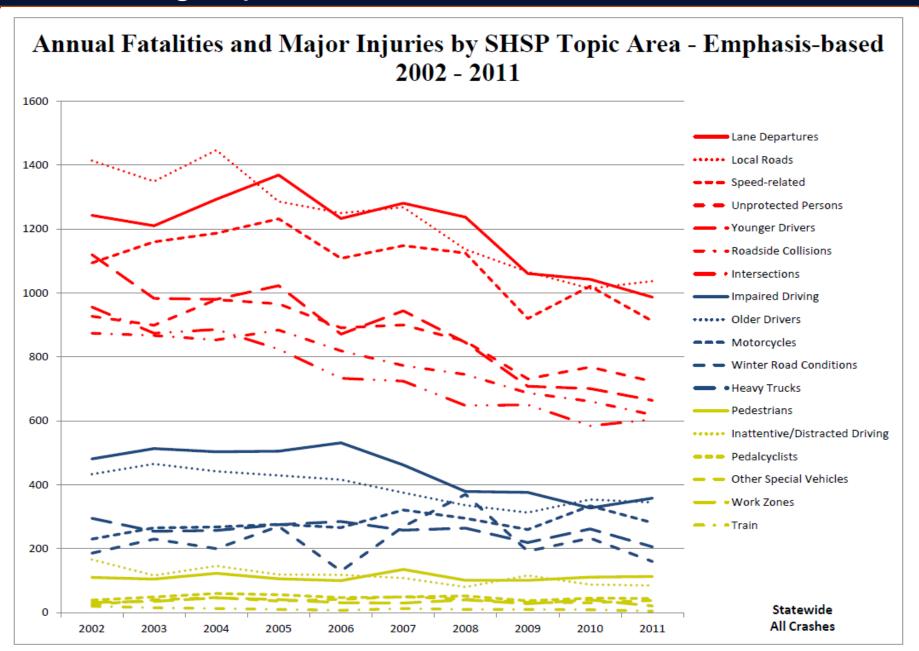
Total Crashes: 2007 - 2011 Statewide, Iowa All Crashes Frequency

2007 - 2011

		Crash			Injury			Severe	
								Injury	2006
Category	Topic	Fatal	Major	Severe*	Fatalities	Major	Severe*	Rank	CHSP
	Totals	1774	6969	8743	1977	8598	10575		
Drivers									_
	Younger Drivers	522	2531	3053	607	3255	3862	5	X
	Older Drivers	388	1033	1421	431	1292	1723	9	X
	Speed-related	890	3337	4227	991	4135	5126	3	
	Impaired Driving	435	1086	1521	492	1410	1902	8	
	Inattentive/Distracted Driving	54	315	369	66	411	477	14	X
	Unprotected Persons	930	2192	3122	1044	2927	3971	4	X
Highway									
	Train	12	31	43	13	34	47	18	
	Lane Departures	1184	3307	4491	1332	4277	5609	1	X
	Roadside Collisions	685	2274	2959	752	2733	3485	6	
	Intersections	390	2261	2651	425	2785	3210	7	X
	Work Zones	29	101	130	35	124	159	17	
	Local Roads	864	3887	4751	931	4590	5521	2	X
	Winter Road Conditions	191	794	985	213	1011	1224	11	
Special Users									•
	Pedestrians	105	420	525	112	449	561	13	
	Pedalcyclists	27	195	222	27	200	227	15	
Vehicles									•
	Motorcycles	244	1095	1339	257	1234	1491	10	X
	Heavy Trucks	321	669	990	371	838	1209	12	
	Other Special Vehicles	45	117	162	47	146	193	16	

^{*} Severe = Fatal + Major for both crashes and injuries, respectively.

Prioritizing Topic Areas



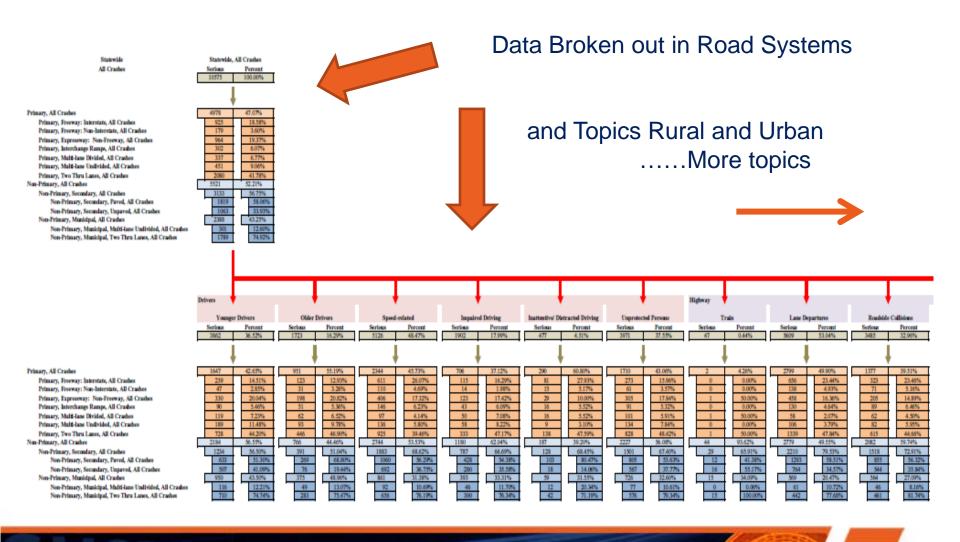
Screening Iowa's Topic Areas



The selected topic areas represent the greatest potential to reduce the number of traffic fatalities & major injuries in lowa.



Data Analysis Example



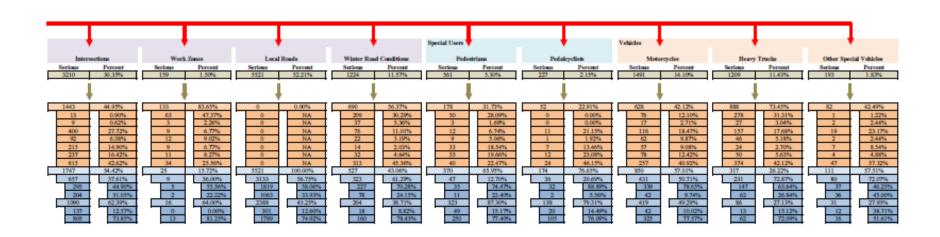


.... The rest of this story is.....

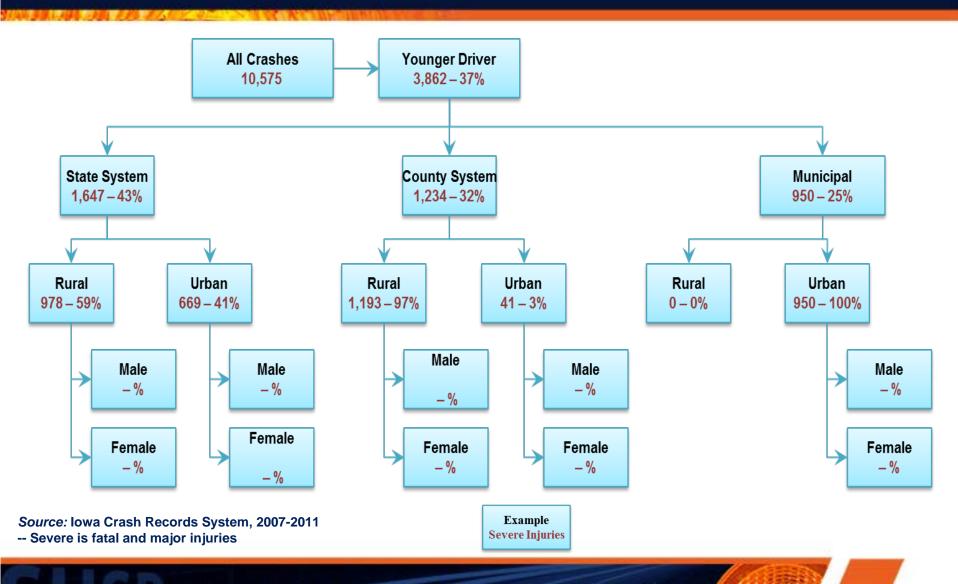
Data Broken out in Road Systems



and Topics Rural and Urban

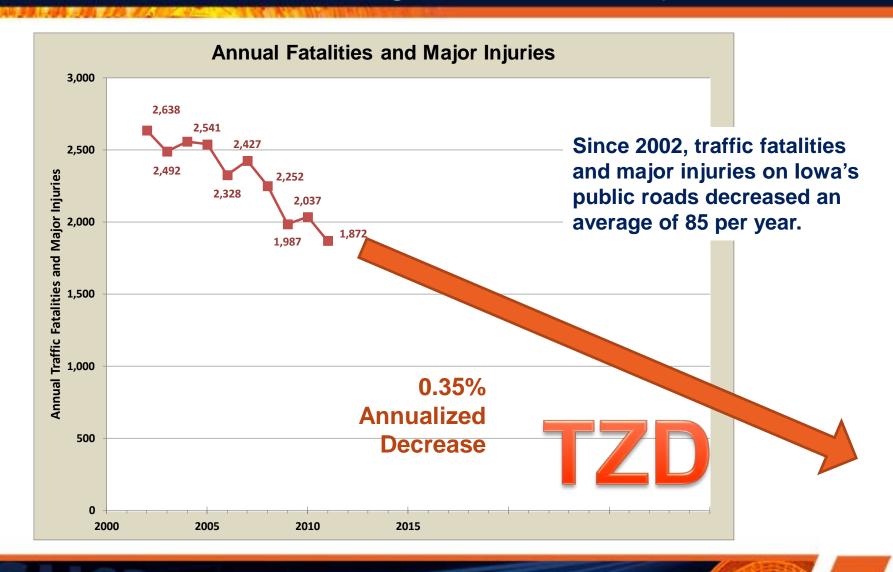


Young Driver Analysis



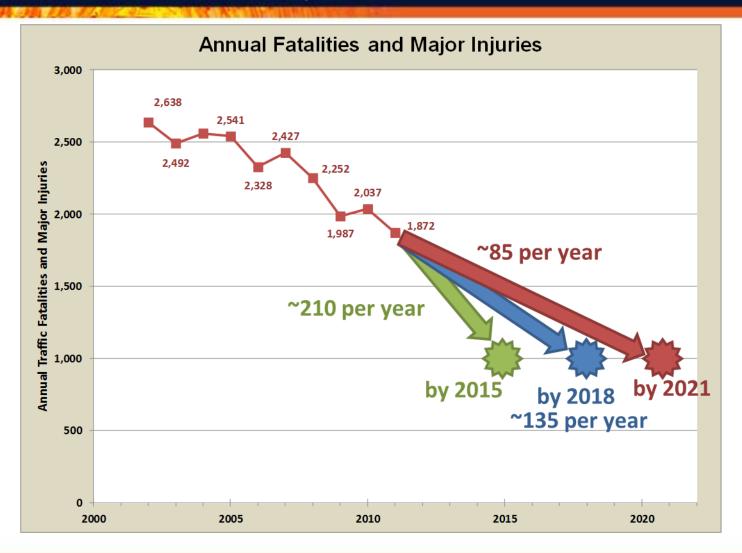


Iowa's SHSP Long-Term Safety Goal





Short-Term Injury Reduction Goal







Iowa SHSP Safety Strategies Workshop

Date: January 23, 2013

Location: Ankeny Marriott Courtyard

Objectives:

- Create a common understanding among stakeholders
- Multi-disciplinary discussion of a short list of safety strategies







Safety Workshop - Agenda

- Introductions & Welcome
- SHSP Overview
- Safety Panel
 - 4Es of Discussion
- Iowa Crash Data
 - Analysis and programs
- Breakout Groups
 - By topic areas
 - Prioritization
- Draft strategies and plan



Attendees for the Strategies Workshop





Safety Strategy Guides - NHTSA and AASHTO / NCHRP

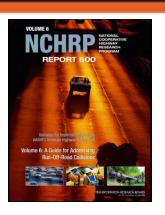


Countermeasures That Work GHSA

Governor's Highway Safety Association

- Assists State Highway Safety Offices (SHSOs) in selecting effective, sciencebased traffic safety countermeasures for major highway safety problem areas.
- Describes major strategies and countermeasures relevant to SHSOs;
- Summarizes their use, effectiveness, costs, and implementation time; and
- Provides references to the most important research summaries and individual studies.
- Revised every two years

http://www.ghsa.org/html/publications/countermeasures.htmlyears



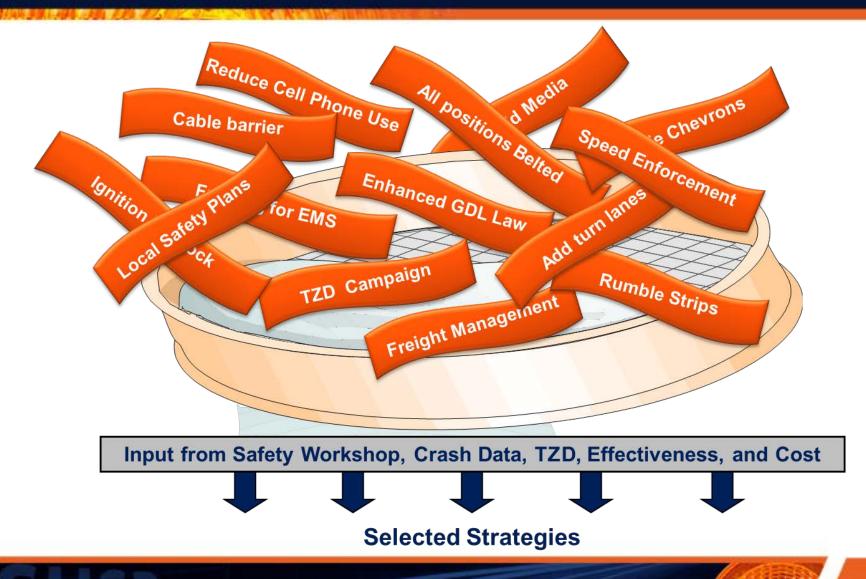
Series 500 Guidebooks AASHTO + NCHRP

American Association of Transportation Officials National Cooperative Highway Research Program

- The implementation process outlined in the series of guides promotes forming working groups and alliances that represent all of the elements of the safety system.
- Provide comprehensive guidance in 22 topic areas...
- In this formation, highway safety specialists can draw upon their combined expertise to reach the bottom-line goal of targeted reduction of crashes and fatalities associated with a particular emphasis area.
- Intended to facilitate agency implementation of SHSP objectives.
- Focus is on low-cost, readily implementable strategies
 - Proven
 - Effective
 - Tried
 - Experimental



Screening - Initial Strategies to match topics





Example – Typical Run-Off Road Strategies

Lane Departure Crashes

Key Objectives: Keep Vehicles in Their Lane

Key Strategies:

- Improved curve delineation
- Improved lane markings





Key Objectives: Improve Shoulders

Key Strategies:

- Safety edge
- Paved shoulders
- Shoulder rumble strips





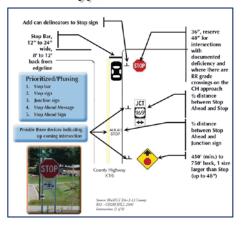


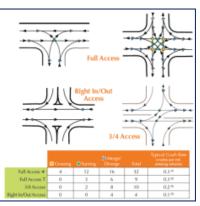
Example – Typical Intersection Strategies

Included Strategies:



Change Intersection Type





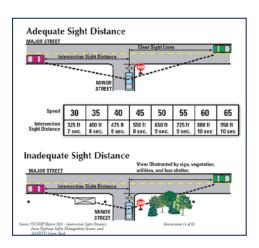
Indirect Turns



Street Lighting







Improve Sight Distance

Young driver example strategy -GDL

- Young drivers are involved in fatal crashes at over twice the rate of drivers aged 21 and older.
- Three-stage GDL laws address these factors by reducing high-risk exposure for novice drivers. Evaluations clearly show the benefits of adopting GDL laws, generally indicating 20- to 50-percent reductions in crashes of young novice drivers.

Enhanced Graduated Driver Licensing (GDL):

- Minimum Age 16 for Learner's Permit
- 6-Month Holding Period
- 30-50 Hours Supervised Driving
- Nighttime Driving Restriction
- Passenger Restriction
- Cell Phone Restriction
- Age 18 for Unrestricted License

Example Safety Strategy: New Jersey GDL



2006-2010

Fatalities from crashes involving young drivers (16-20) declined at a faster rate than overall fatalities.

US overall -23%

US Teens -39%

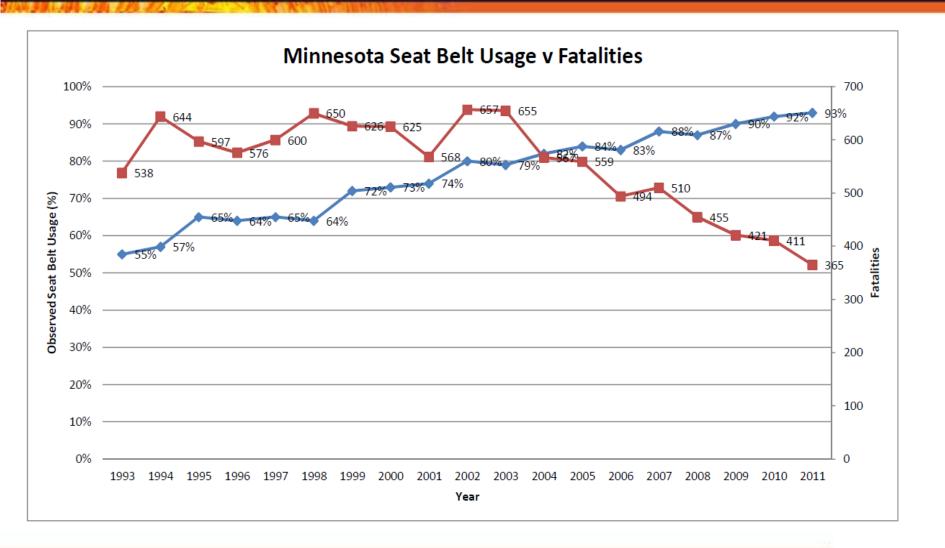
New Jersey overall -23%

New Jersey teens -54%

with comprehensive Graduated Drivers License



Example Safety Strategy – Enact a Primary Law





2012 Iowa SHSP Current Process Summary

- Engage Stakeholders November 2012
- Literature Reviews
- Interviews
- Data driven
 - The new National Safety Performance measure = severe crashes
- Foster safety culture among stakeholders
- Strategies Workshop- January 2013
- Identify 'targets of opportunity' based on lowa's experience and safety records
 - Establish safety emphasis areas
 - Determine high priority safety strategies
 - Discuss safety investment options



Next Steps

Safety Strategies Workshop January 23, 2013

> Draft SHSP March 2013





Save the Date January 23, 2013

Iowa SHSP
Safety Strategies
Workshop

Join the plan to save more lives...

To make a significant headway
Towards Zero Deaths,
we will need to adopt a culture of
safety where individual citizens
and officials will not accept
fatalities from vehicle crashes
as a price for mobility.

-Hugh W. McGee, Ph.D., P.E.