



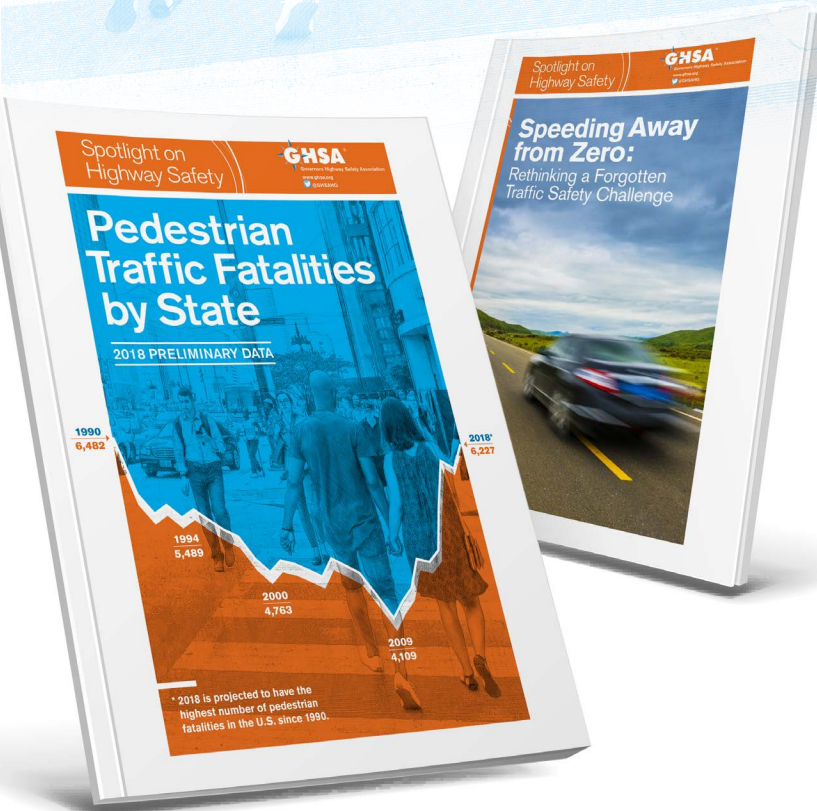
Directions in Highway Safety

March 2018

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Reducing Speeds and Keeping Pedestrians Safe: Renewed Priorities

GHSA began 2019 with the release of two major "Spotlight on Highway Safety" publications, shedding light on the issues of vehicle speed and pedestrian safety, two topics that often go hand-in-hand.



"Speeding Away from Zero: Rethinking a Forgotten Traffic Safety Challenge" highlights excessive vehicle speed as a persistent contributor to nearly a third of roadway deaths each year. Calling for increased attention to this issue, the report advocates a comprehensive approach of public awareness campaigns, traditional and automated enforcement, and speed management infrastructure. The report also examines successful speed reduction efforts in cities like

Boston and New York, noting the positive influence of Vision Zero concepts.

GHSA's annual report on pedestrian fatalities, **"Pedestrian Traffic Fatalities by State: 2018 Preliminary Data,"** projects 6,227 pedestrians were killed on U.S. roads in 2018, the highest number since 1990. The report notes a number of potential factors behind this increase, including unsafe behaviors like impairment and distraction; increased exposure coupled

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Reducing Speeds and Keeping Pedestrians Safe: Renewed Priorities

with unfriendly infrastructure; and the rising presence of SUVs. While there are many strategies proven to enhance pedestrian safety, the report emphasizes the need for broad, collaborative engineering, education and enforcement approaches.

“Speed, speed and speed. Anything we can do to reduce driver speed makes a huge impact, not only for drivers but all road users.”

– GHSA Executive Director Jonathan Adkins on pedestrian safety. USA Today

Find media coverage of both reports at ghsa.org/about/news.

It is clear that the traffic safety community must double down our efforts to address these frequently intertwining challenges. Reducing driver speeds is a critical component to reducing pedestrian fatalities – just a few miles per hour can mean the difference between life and death. GHSA is dedicated to prioritizing these issues and turning our research into action.

In February, Executive Director Jonathan Adkins and Director of Policy and Government Relations Russ Martin participated in [“Rethinking Speed Management for Safety,”](#) a webinar hosted by the Vision Zero Network considering the current climate and culture around speeding, best practices and how states can support local safety efforts.

April 15-16, GHSA and the Insurance Institute for Highway Safety (IIHS) are convening “Do You Know How Fast You Were Going,” a national forum to develop a model speed management pilot program. Stakeholders will gather to consider advocacy, enforcement, engineering and policy approaches to help states reduce driver speed.

Join GHSA and IIHS’ national forum on speeding, April 15-16 in Ruckersville, VA. Register for free at bit.ly/SpeedForum-Register.



SHSOs: See Your Projects Bloom this Spring with GHSA’s CSI!

If you’re feeling overwhelmed by your State Highway Safety Office’s 2019 “to-do” list or need a little extra support and expertise to take your program to the next level, GHSA’s Consulting Services Initiative (CSI) is here for you!

Why Use CSI?

CSI is a team of seasoned traffic safety experts who understand how SHSOs function. Their experience means there’s no learning curve, so they can jump right in to handle those projects you may not have the time, staff or burning desire to address.

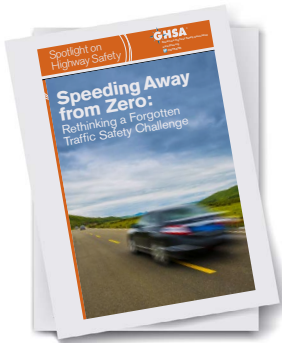
What Can CSI Help With?

With more than 20 projects successfully completed, CSI’s team is ready to tackle a wide range of projects, including strategic planning, Management Review preparation, LEL program development, professional development plans, and much more!

See the full list of [CSI services](#) (login required).

Ready to Get Started?

Complete and submit the inquiry form and GHSA will contact you to schedule a follow-up call. Or reach out to CSI Coordinator Pam Fischer at pamfischerconsulting@gmail.com.





Jonathan Adkins
Executive Director

Report from the Executive Director

We continue to work on the critical issue of law enforcement engagement in traffic safety, particularly through NLELP.

WITH SPRING IN THE AIR HERE in D.C., GHSA activities are in full bloom.

As outlined in our cover story, we hit the ground running in 2019, publishing two reports on the critical issues of speeding and pedestrian safety. Both received a great deal of media attention. We also kicked off the application process for more competitive state grants to combat drowsy driving (through funding from the National Road Safety Foundation) and drug-impaired driving (with support from the Foundation for Advancing Alcohol Responsibility).

We continue to work closely with NHTSA and other partners on the critical issue of law enforcement engagement in traffic safety, particularly through the National Law Enforcement Liaison Program (NLELP). Our long-time NLELP Manager and former GHSA Chair, Vernon Betkey, will retire from his position in mid-April. Vern has been a great friend to traffic safety and we wish him all the best in his well-earned retirement. The search for a new Program Manager is underway, and is ex-

pected to begin their role in May. The new NLELP Manager will certainly have big shoes to fill!

In other staffing updates, GHSA has added a new communications position. Stay tuned for more news on this.

NHTSA recently hosted two webinars for the states. A recording of a February 28 NHTSA Town Hall with Deputy Administrator Heidi King is available on GHSA's [member site](#) (login required). A March 6 NHTSA webinar on the Grants Management Solutions Suite (GMSS) is archived on the GMSS [website](#).

NHTSA plans to launch new GMSS technical improvements on March 28. States should have heard from their NHTSA Regional Office to sign up for training sessions on these new features. GHSA asks that states keep their Regional Representative updated on their Highway Safety Plan (HSP) submission choice, as well as this year's overall GMSS and HSP experience.

Meanwhile, U.S. Congress has kick-started preparations for

the next transportation reauthorization, which will replace the federal FAST Act. More details are available on [page 4](#).

Back at GHSA headquarters, we received a record 36 problem statements for research projects under the Behavioral Cooperative Research and Evaluation Program, and the GHSA Research Committee is working to determine which projects to fund.

We are still accepting nominations for our prestigious GHSA Highway Safety Awards. Submissions are due April 12. I encourage you to consider nominating a person or program deserving of recognition. Learn more at [ghsa.org/about/safety-awards](#).

Awards will be presented at GHSA's 2019 Annual Meeting, August 24-28 in Anaheim, California. See story on [page 6](#) for more on this upcoming meeting. I hope to see you there!

GHSA Welcomes New Associate Members

GHSA's Board of Directors recently approved nine new associate members:

- **Anheuser-Busch**
- **Begum Law Group**
- **Bisnar Chase Personal Injury Attorneys**
- **CellSlip**
- **Davis Injury Lawyers, PLLC**
- **Laser Technology**
- **Preusser Research Group, Inc.**
- **The Reflectory**
- **Rosen Injury Lawyers**

Thank you for your support of the Association, and we look forward to working with you!
To join GHSA, visit [ghsa.org/about/join](#).

From Washington



GHSA Executive Director Jonathan Adkins, GHSA Treasurer Lee Axdahl, NHTSA Deputy Administrator Heidi King, and AAA Government Relations & Traffic Safety Director Jill Ingrassia.

The Impairing Dangers of Rx and Over-The-Counter Drugs

ON FEBRUARY 27, GHSA AND AAA hosted the “Drug-Impaired Driving Policy Forum: Prescription and Over-The-Counter Drugs” in Washington, D.C. While much of the drug-impaired driving discussion has focused on marijuana and illicit substances, a significant proportion of drugged driving involves medications. GHSA and AAA organized this forum to consider the opportunities and challenges of deploying countermeasures like better pharmaceutical labeling, patient counseling, law enforcement training and expanded

reporting on drug toxicology. The presentations delivered at the forum can be viewed [here](#). An in-depth review of many of these specific countermeasures can be found in a 2018 [report](#) published by the AAA Foundation for Traffic Safety.

The forum featured welcome remarks from GHSA Treasurer Lee Axdahl, Director of the South Dakota Office of Highway Safety, and a welcome address from NHTSA Deputy Administrator Heidi King. GHSA Chair Dr. Darrin Grondel, Director of the Washington Traffic Safety Commission; Tim Kerns, the Maryland Highway Safety Office’s new Director; and GHSA consultant

Dr. Jim Hedlund all participated in the proceedings.

GHSA and AAA are collaborating on a report on the proceedings that will summarize the key findings and offer recommendations on how AAA clubs, State Highway Safety Offices, and others in the traffic safety community can better combat prescription and OTC drug impairment on our roads.

The FAST Act... Going Away FAST

THE FIVE-YEAR DURATION OF the current federal transportation authorization – the FAST Act – expires on October 1, 2020. Congress is already beginning to plan for the successor transportation authorization law, which will re-establish the rules for many federal transportation activities, including NHTSA’s highway traffic safety grant programs. As Congress begins to reconfigure these grants and create new initiatives to address emerging issues, GHSA will also seek opportunities to increase state flexibility and reduce administrative burdens.

The GHSA Executive Board has formed a reauthorization subcommittee to help the Association navigate this advocacy process, and staff in Washington, D.C. has already begun sharing priority recommendations on Capitol Hill. GHSA has also initiated dialogue with other national partner organizations to reach

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From Washington



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consensus on changes to the federal highway safety programs.

In addition to updating safety policy, Congress likely will also need to devise a long-term transportation funding solution. One of the most promising but controversial options is to increase federal fuel taxes, which already account for most of the federal Highway Trust Fund's revenues. Anticipating the political nature of this vote and the 2020 presidential and congressional elections, the 116th Congress is gearing up reauthorization early. However, in lieu of an agreement, Congress may also enact "short term extensions" that would temporarily extend the FAST Act beyond the expiration deadline while negotiations continue.

Rhonda Craft Elected GHSA Vice Chair

THIS FEBRUARY, RHONDA Craft, Director of the California Office of Traffic Safety (OTS), was elected as Vice Chair of the GHSA Executive Board.

Craft has also served as the Chair of GHSA's Workforce Development and Technology Committee since 2014 and has been the Region 9 Alternate since 2015. Appointed to OTS by former Governor Jerry Brown, Craft brings to the table 30 years of state service dedicated to addressing traffic safety issues throughout California.

Congratulations, Rhonda!



DUID Mini-Grants

THROUGH FUNDING FROM NHTSA, six states are carrying out grant activities to help law enforcement combat drug-impaired driving. The SHSOs in Delaware, Guam, Kentucky, Massachusetts, Oklahoma and West Virginia are working to grow the number of officers certified as Drug Recognition Experts (DRE) and/or trained in Advanced Roadside Impaired Driving Enforcement (ARIDE).

Delaware will provide DRE training for officers throughout the state. Guam plans to provide a combination of DRE and ARIDE training for officers. Kentucky and Massachusetts will hold ARIDE trainings in their states. Oklahoma will provide oral fluid device training to officers as well as test the effectiveness of these devices. West Virginia plans to hold an event on drugged driving for DREs and prosecutors.

These mini grants supplement GHSA's continued partnership with the Foundation for Advancing Alcohol Responsibility (Responsibility.org) to support DRE and ARIDE training for officers. Another round of Responsibility.org-funded grants will be provided to select states this year. Applications were due on March 25, and 11 states applied.

MADD Announces Support for 0.05 BAC Laws

IN MARCH, MOTHERS AGAINST Drunk Driving (MADD) announced support for state legislation to lower illegal blood alcohol concentration (BAC) levels from 0.08 to 0.05. While MADD continues to stand behind the 0.08 BAC national standard, this announcement offers new backing to states that want to establish stronger local laws.

MADD unveiled its new policy at an event in support of proposed Michigan legislation to lower the BAC to 0.05 and require ignition interlocks for all DUI offenders. The bill was introduced by Michigan Representative Abdullah Hammoud following a January drunk driving crash in Kentucky that killed a Michigan family of five, including three children. The National Transportation Safety Board and National Safety Council also participated in support of the proposal. Utah was the first state to adopt 0.05 BAC in 2017 but several other states are considering this change as well.

DID YOU KNOW?



IMAGINE THE FUTURE:



Advancing Traffic Safety
through Technology and Innovation

GHSA 2019 Annual Meeting

Imagining the Future of Traffic Safety

PLANNING FOR THE GHSA 2019 Annual Meeting (August 24-28 in Anaheim, CA) is underway! Here is a sneak peek of what's in store.

After a Board Meeting and VIP reception for Board Members and sponsors on Saturday, August 24, the conference kicks off in earnest Sunday evening with a networking reception and exhibit showcase. At Monday's Welcome Luncheon, FDNY **Chief Richard Picciotto**, the highest ranking firefighter to survive the 9/11 World Trade Center collapse, will share how a career in firefighting and law enforcement helped him navigate crises.

Fifteen workshops will examine hot topics in safety, with a workshop in each time slot centering on traffic safety law enforcement. Law enforcement's role in safety will be emphasized throughout the meeting, which will also feature a general session on the issue. SHSO grantees are encouraged to attend and participate in these vital conversations.

On Tuesday, August 27, GHSA's Highway Safety Awards Lun-

cheon will recognize outstanding achievements in traffic safety. Know someone deserving? **Nominations** are open through April 12. Tuesday evening, attendees will mix, mingle and bowl at our **Taste of the State Reception** at Splitsville Luxury Lanes.

We'll "stick the landing" Wednesday as America's best-known Olympian **Mary Lou Retton** joins our Closing Luncheon to motivate attendees as they reflect on lessons learned at the Meeting. Plan your travel so you can attend!

Meeting registration opens in April. **Make your hotel reservation** now and keep up with the latest at ghsa.org/ghsa2019.

MN Studies Pedestrian Safety Enforcement

FUNDED BY THE MINNESOTA Department of Transportation (MnDOT), researchers at the University of Minnesota's HumanFIRST lab **studied** the efficacy of high-visibility enforcement (HVE) on drivers' compliance with crosswalk laws.

The project, executed throughout 2018 in St. Paul, began with the distribution of educational flyers warning drivers to yield to pedestrians and not to pass other cars yielding. Police were then stationed at eight crosswalks throughout St. Paul, issuing warnings to drivers failing

to yield for pedestrians. The next month, officers began ticketing drivers, and "feedback signs" were installed displaying the weekly percentage of drivers who stopped for pedestrians at those crosswalks. Finally, researchers added signage drawing attention to the crosswalks and reminding drivers that the law requires them to stop.

Researchers found that the rate of drivers complying with the law at the eight crosswalks rose 45 percent compared to the year prior, demonstrating the impact of HVE on pedestrian safety, particularly when complemented by engineering and education efforts.

GHSA at Lifesavers

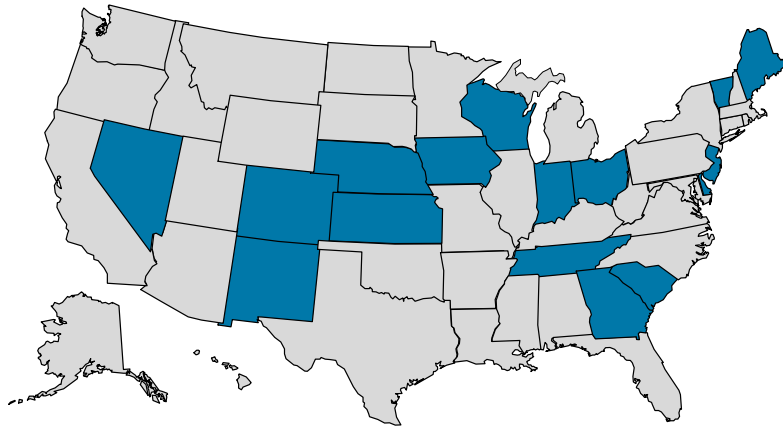
GHSA WILL BE WELL-REPRESENTED at the National Lifesavers Conference on Highway Safety Priorities, both on stage and behind the scenes.

Chair Dr. Darrin Grondel will have speaking and moderating roles. Executive Director Jonathan Adkins will present on rear seat belt use, while Senior Director of Communications Kara Macek and NLELP Manager Vernon Betkey will both moderate workshops. Director of Policy and Government Relations Russ Martin helped craft the teen traffic safety track, and Consultant Amadie Hart co-chaired the communications track.

GHSA is grateful to continue contributing to this important national conference.

Fifteen workshops will examine hot topics in safety, with a workshop in each time slot centering on traffic safety law enforcement.

State of the States



Territorial Changes:

- Guam
- Puerto Rico

New State Leadership

IN 2018, 36 STATES AND THREE TERRITORIES HELD GUBERNATORIAL elections. With many newly elected governors taking office this year, including a number shifts in party control, there were bound to be some changes in the Governor’s Highway Safety Representatives (GRs) as well. In fact, at last count, GHSA has tallied 17 new GRs and/or State Highway Safety Office directors in the last three months alone. GHSA welcomes all new SHSO members and encourages them to check out the many resources that the Association offers!

DeWeese asked participants to make highway safety and traffic enforcement a priority within their new roles.

NY SHSO Talks to New Sheriffs

IN DECEMBER 2018, NEW YORK State Governor’s Traffic Safety Committee (GTSC) Assistant Commissioner Chuck DeWeese presented at the New Sheriffs and Undersheriffs training hosted by the New York State Sheriffs’ Association. The annual training brings together individuals new to these positions to hear from speakers on topics relevant to law enforcement, corrections and civil process.

While addressing participants, DeWeese asked them to make highway safety and traffic enforce-

ment a priority within their new roles. DeWeese discussed grant opportunities and other resources available through GTSC, as well as the ways GTSC can assist law enforcement training, education and outreach efforts. Participants also had the opportunity to discuss any concerns about potential obstacles to traffic enforcement efforts, such as staffing levels and competing priorities.

This training allowed GTSC to highlight the need for enhanced prioritization of enforcement of traffic laws and better understand the challenges facing its law enforcement partners. To facilitate SHSO relationships with

law enforcement leaders, GHSA has compiled contact and event information for state associations of chiefs of police and sheriffs as well as chapters of the National Organization of Black Law Enforcement Executives (NOBLE). SHSOs can access the list [here](#) (login required).

Texas Seeks to “End the Streak”

LAST FALL, THE TEXAS DEPARTMENT of Transportation (TxDOT) launched its new safety campaign, #EndTheStreakTX. The campaign derives its name from the fact that every single day since November 7, 2000, at least one person has died on Texas roads.

#EndTheStreakTX reminds Texans that both road users and engineers have a role to play in keeping the road safe, encouraging drivers to abstain from the risky behaviors that contribute to the majority of crashes.

“Ending this deadly daily streak is a shared responsibility,” TxDOT Executive Director and GR James Bass said in a statement. “We will continue to engineer our roads to be more forgiving of drivers’ errors, but we all must work toward ending such preventable contributing factors as distracted driving, speeding and drunk driving.”

To recognize the more than 66,000 people killed in crashes in the state since 2000, Texans have been asked to share stories, photos and video testimonials about lost loved ones using the [#EndTheStreakTX](#) hashtag. Additionally, TxDOT has created a host of materials including social media posts, public service announcements and infographics to help its partners and the public share these important messages.



Directions
in Highway Safety

GHSA Calendar



MARCH 31 – APRIL 2

Lifesavers National Conference on Highway Safety Priorities

Louisville, KY

lifesaversconference.org

APRIL 15-16

“Do You Know How Fast You Were Going?”

IIHS/GHSA National Forum on Speeding

Ruckersville, VA

ghsa.org/events/SpeedingForum19

APRIL 17-19

LEL Professional Development Course

Orlando, FL

nlelp.org/lel-professional-development-course

APRIL 27-28

Ford Driving Skills for Life

Memphis, TN

bit.ly/DSFL_Memphis

AUGUST 24-28

GHSA 2019 Annual Meeting

Anaheim, CA

ghsa.org/ghsa2019

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