



Governors Highway Safety Association

ANNUAL REPORT

JULY 1, 2019 to JUNE 30, 2020



 **GHS**A

Fiscal Year 2020

By the Numbers

150

National Media
Mentions

6

Webinars

9

States Using GHSA's
Consulting Service

4

New Reports

400,000+

GHSA Website Visits

7,703

Twitter Followers

2,931

Facebook Followers

721

LinkedIn Followers

749

Annual Meeting Attendees

62

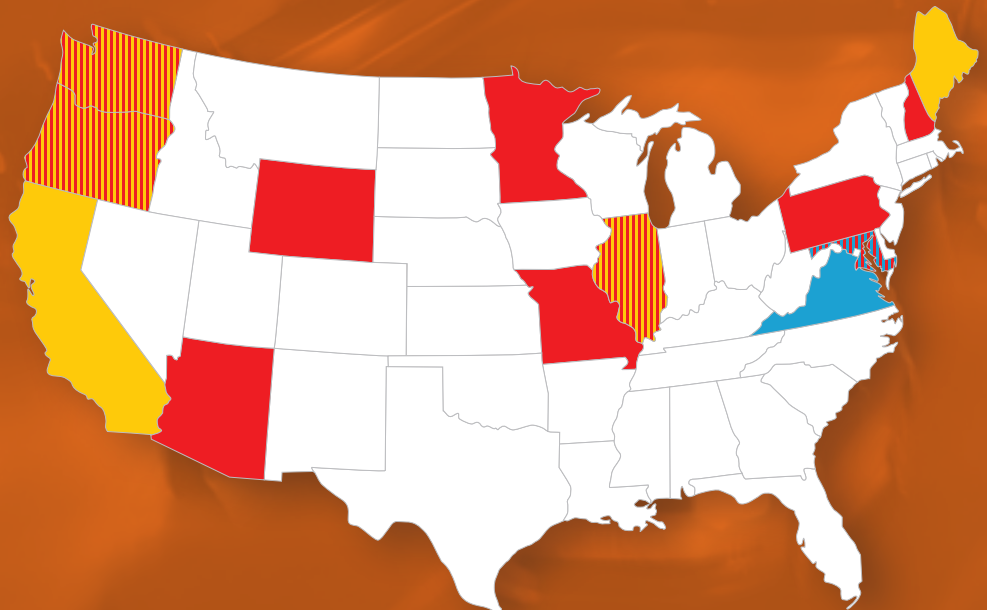
Annual Meeting Exhibitors

37

Organizations Supporting
the Annual Meeting

Twenty-two states applied for four GHSA grant programs. **13 states** received grants totaling more than **\$625,000** in cash and ride credits to combat high-risk and drug-impaired driving, promote ride-hailing as a safe alternative to impaired road use and conduct a speed management pilot program.

- High-Risk and Drug-Impaired Driving
- Ride Hailing
- Speeding



Letter from the Chair



Chuck DeWeese

GHSA Chair
Assistant Commissioner
New York Governor's Traffic
Safety Committee

Now more than ever, GHSA is committed to forging ahead toward a safer "new normal" on America's roadways, and I'm honored to lead this group of dedicated professionals collaborating to improve traffic safety.

Fellow Members and Friends:

During these unprecedented and challenging times, it is critical to reflect on the positive as we continue our collective work toward zero roadway deaths. I am pleased to report that the Governors Highway Safety Association has had another successful year in improving traffic safety.

GHSA was able to work quickly to obtain congressional authority for NHTSA to grant waivers for states unable to fulfill certain traffic safety administrative obligations in light of the COVID-19 pandemic. Other related accomplishments include strengthening relationships on Capitol Hill to educate lawmakers on how to improve the highway safety grant program in the next transportation reauthorization bill as well as collaborating with NHTSA in several regulatory areas.

We also worked with NHTSA and the Transportation Research Board to build a robust research program portfolio. The results of these projects will continue to provide actionable information that SHSOs can use to improve their own programs and practices.

The association continued to produce top-notch publications to educate members and the public on pressing issues such as high-risk impaired driving, pedestrian safety, autonomous vehicles and rear seat belt use. We shined a spotlight on the problem of excessive speed during the COVID-19 pandemic, when fewer law enforcement were able to patrol for traffic violations, and garnered substantial media attention.

GHSA cultivated relationships with longtime partners while also building new alliances such as collaborating with Uber on a bike safety campaign and bringing several new organizations on board as Associate Members and Annual Meeting sponsors.

I am extremely proud of GHSA's accomplishments throughout the past year, especially considering we achieved all this without increasing member dues for yet another year. I look forward to the association's continued success in FY 2021.

Now more than ever, GHSA is committed to forging ahead toward a safer "new normal" on America's roadways, and I'm honored to lead this group of dedicated professionals collaborating to improve traffic safety.

Charles R. DeWeese

Collaborating with Congress and Federal Agencies

Making an Impact on Capitol Hill

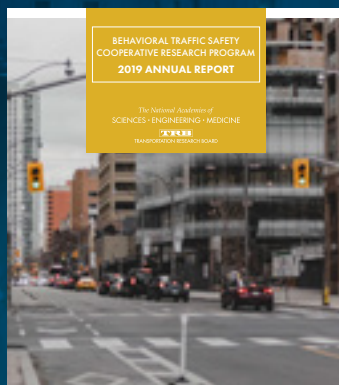
GHSA collaborates with policymakers on the issues pertinent to states:

- In the wake of the COVID-19 emergency, GHSA worked with Congress and NHTSA to grant the agency broad authority to waive or postpone highway safety program requirements impacted by the pandemic.
- GHSA engaged with key legislators and other highway safety stakeholders to craft the next federal transportation reauthorization and to promote GHSA-recommended reforms to NHTSA's highway safety grant programs, specifically to increase state flexibility, expand allowable use of grants funds and reduce regulatory burdens.
- GHSA partnered with AASHTO, AAMVA, National Conference of State Legislatures, National Governors Association, National League of Cities and other state and local partners to provide a unified state and local voice on congressional planning on federal autonomous vehicle legislation.

Research

Under the National Cooperative Research and Evaluation Program (NCREP), research continues on 22 projects addressing pressing issues such as drugged driving, law enforcement grant performance metrics, risk communication strategies and distracted driving training interventions for teens.

The Behavioral Traffic Safety Cooperative Research Program (BTSCRCP), GHSA's research program in partnership with NHTSA and the National Academies of Science, Engineering and Medicine's Transportation Research Board (TRB), selected four new projects for FY 2021 on: developing on-road driver skills tests to predict high-risk drivers, examining high visibility enforcement campaigns that target the spectrum of risky behaviors (rather than individual issue-specific campaigns), looking at the efficacy of non-enforcement public awareness campaigns, and exploring moped and motor scooter safety issues.



Collaborating with Regulators

GHSA works closely with NHTSA and other federal agencies to collectively represent the states, clarify federal regulations and otherwise work to improve national highway safety programs:

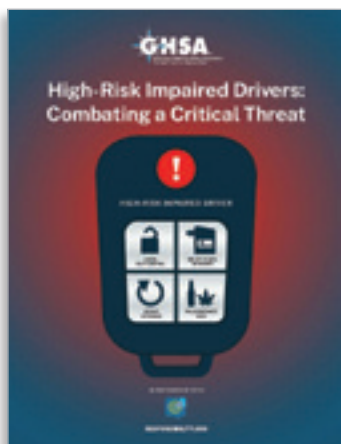
- GHSA shared the states' ongoing experiences with NHTSA's Grants Management Solutions Suite (GMSS), leading the agency to pause GMSS development and make the use of GMSS optional for future grant applications.
- In response to GHSA advocacy, NHTSA issued clarifying guidance on a range of regulatory matters, including match flexibility, allowable cost of government, maintenance of effort and the use of Section 405(c) traffic records funding.
- GHSA and NHTSA have maintained an ongoing dialogue on many matters of mutual concern. NHTSA has issued clarifying guidance on performance management and co-hosted a webinar on the issue with FHWA. NHTSA also hosted a training webinar for the states on fraud prevention.
- GHSA filed a number of federal comments:
 - Opposing a FMCSA proposal to allow drivers age 18-20 to operate commercial motor vehicles across state lines
 - Urging NHTSA to complete its rulemaking to require a safety belt use warning system for seating positions in the rear seat
 - Supporting new federal governmentwide guidance on grants from the Office of Management and Budget
 - Providing feedback on NHTSA's new Drug-Impaired Driving Criminal Justice Evaluation Tool
 - Opposing an FCC proposal to take wireless spectrum reserved for vehicle safety communications and open it up for commercial purposes

Advancing Traffic Safety Issues

GHSA addresses the most pressing traffic safety challenges through leadership, partnerships and advocacy by offering programs and publications, sharing best practices and providing funding opportunities for states.



Former GHSA Chair Dr. Darrin Grondel speaks at NHTSA's national Drive Sober or Get Pulled Over campaign kickoff in August 2019.



Substance-Impaired Driving

Alcohol- and drug-impaired driving are all too common on American roads. On average, more than 10,000 people are killed each year in a motor vehicle crash involving an alcohol-impaired driver – and drugged driving is a growing concern. Regardless of substance, GHSA is committed to leading the fight against impaired driving.

- GHSA published “High-Risk Impaired Drivers: Combating a Critical Threat,” calling for a holistic, individualized approach to high-risk impaired drivers: those who drive with a high BAC, drive impaired repeatedly and/or drive under the influence of multiple substances.
- In partnership with Responsibility.org, GHSA provided \$210,000 to seven states to implement strategies to address high-risk impaired drivers and train law enforcement officers to detect drug-impaired drivers.
- Ride hailing company Lyft and GHSA provided five states nearly \$100,000 in ride credits and grant funds to raise awareness of and prevent impaired driving during the 2019 winter holidays. Lyft is offering another round of grants to states for the 2020 holiday season.

Autonomous Vehicles

GHSA is a national thought leader on this rapidly evolving issue, working to elevate behavioral safety as vehicle technology advances.

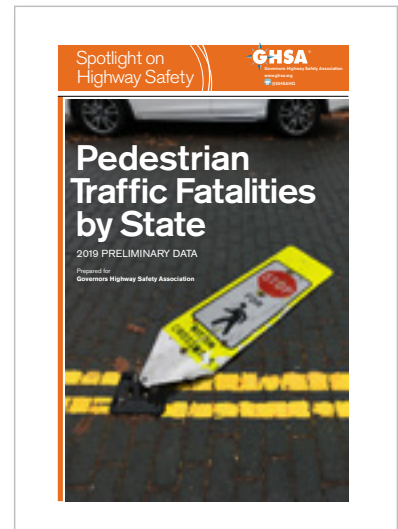
- In May 2019, GHSA and State Farm® convened a panel of more than 40 experts to consider the implications of autonomous vehicles for the everyday motorist and to provide safety recommendations for state highway safety agencies, law enforcement and other safety advocates. In August, GHSA published a white paper summarizing the outcomes of the panel discussion. The paper, made possible by a grant from State Farm, provides a number of recommendations for states and the broader safety community.
- GHSA formally joined Partners for Automated Vehicle Education (PAVE), a coalition of industry organizations, nonprofits and academic institutions devoted to informing the public about autonomous vehicles and their potential.



Pedestrian and Bicyclist Safety

More pedestrians and bicyclists are being killed on U.S. roads, and GHSA and its members are working hard to reverse this alarming trend.

- GHSA's annual "Pedestrian Traffic Fatalities by State" report projected that more than 6,500 pedestrians were killed in the U.S. in 2019, the highest number since 1988. The report looks at not only why more pedestrians are dying, but also what we can do about it.
- Given the surge in reckless driving and the need for safe social distancing during the COVID-19 pandemic, GHSA increased its social media focus on pedestrian and bicyclist safety tips as well as warnings to drivers about sharing the road safely.
- In October, we wrapped up a series of five bicyclist delivery partner safety events with Uber Eats (New York City, Miami, Chicago, San Francisco, Los Angeles), with Pam Fischer presenting in both San Francisco and Los Angeles. At these events, we gave safety tips and distributed gear.



GHSA Executive Director Jonathan Adkins is interviewed by FOX 5 DC, Washington, D.C.'s local FOX affiliate, for a story on pedestrian safety.



GHSA is partnering with Uber to develop six driver safety educational videos for drivers who use the Uber platform. The videos will address the following topics: distraction/mobile interaction, right of way/sharing the road, speeding, passenger pickup/drop-off, occupant protection and impaired driving. GHSA plans to distribute a national news release upon completion of the videos.

Distracted Driving

Distracted driving poses a serious threat to our roads. GHSA and its members remain committed to implementing education and enforcement measures to discourage driver distraction.

- GHSA featured a workshop on promising approaches to distracted driving legislation and programs during its 2019 Annual Meeting, bringing top name speakers to share their tips.
- In 2020, states have continued to adopt new distracted driving laws, including Indiana and South Dakota, which established new bans on the use of handheld wireless devices while driving. Many states, including Idaho, Maine and West Virginia, also continue to update existing laws. GHSA encourages states to continue strengthening statewide policies to facilitate safe driving and empower law enforcement to stop dangerous driving.

Law Enforcement Engagement

Law enforcement is a pillar of traffic safety. GHSA continues to prioritize law enforcement relationship building and fostering connections among state Law Enforcement Liaisons (LELs) — the individuals who work directly with the law enforcement offices receiving grant funding, through its National Law Enforcement Liaison Program (NLELP).

- NLELP, funded through NHTSA, coordinates communications among LELs, facilitates LEL activities nationwide and offers LEL training and guidance. NLELP's weekly email, quarterly newsletter, monthly webinars, website and social media channels keep LELs and partners updated on news and announcements.
- Through funding from NHTSA, GHSA debuted a suite of materials, including a self-assessment toolkit and PowerPoint template, to strengthen the relationship between law enforcement and SHSO leadership.
- GHSA and the National Safety Council renewed the “Check To Protect” partnership, providing law enforcement agencies in several states with resources to raise public awareness of open vehicle recalls.



Panelists discuss how states can develop and enhance relationships with law enforcement leaders.



California Office of Traffic Safety Director Barbara Rooney welcomes teens and their parents to a Ford DSFL event in Anaheim, Calif. in February 2020.

Teen Driver Safety

Youngest drivers are often the most vulnerable. Educating both them and their parents can build a lifetime of safe driving habits.

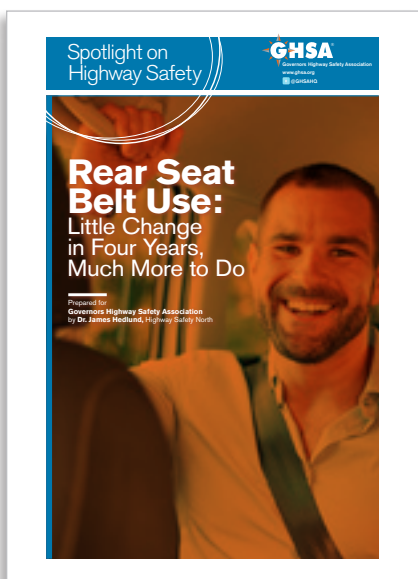
- GHSA's longstanding partnership with Ford Driving Skills for Life (Ford DSFL) brought free, advanced driver training to hundreds of teens in eight states before being cut short by the coronavirus pandemic. With tour events cancelled, Ford DSFL instead hosted a series of hands-on driver training events through “The Daily Drive” on Facebook Live. Featured GHSA guests included Pam Fischer and Tim Burrows. The program features conversations with people who are helping to keep teens safe on the road, with safety tips, campaign ideas, personal stories and more.
- GHSA continued its longstanding partnerships with peer-to-peer education programs Students Against Destructive Decisions (SADD) and Family, Career and Community Leaders of America (FCCLA). GHSA participated in the FCCLA Leadership Conference in July 2019 and helped facilitate the inclusion of several SHSOs as judges in selecting teen traffic safety award winners.



Speeding

GHSA made strides to address this often-overlooked traffic safety problem, contributing to at least a quarter of traffic fatalities annually.

- GHSA hosted a distinguished panel of experts in a town hall discussion about why speeding remains so prevalent on American roadways and how to combat it.
- GHSA partnered with The National Road Safety Foundation, Inc. and the Insurance Institute for Highway Safety to develop an ambitious, competitive state grant program to pilot test a comprehensive speed management project bringing together engineers, law enforcement and local governments.
- GHSA issued a news release and helped shape a national dialogue about the preponderance of reckless driving behavior during the pandemic, earning media coverage from *The Washington Post* and *The Today Show*, among other key outlets.



Occupant Protection

Nearly half of all passenger vehicle occupants who are killed in crashes are unbuckled, including hundreds in the back seat. GHSA supports belt use no matter where a passenger is seated.

- GHSA published “Rear Seat Belt Use: Little Change in Four Years, Much More to Do,” shining a light on the lack of progress at improving rear belt laws and use rates, and calling for more action to address this issue.
- GHSA worked with Uber to launch the first National Seat Belt Day on November 14 to raise awareness of the history of the seat belt and its lifesaving effect.

Expanding and Delivering Member Services

Consulting Services Initiative (CSI)

GHSA's CSI continued to help states tackle new projects and expand their capabilities. GHSA consultants helped nine states tackle projects including pre-Management Reviews, policy and procedure manual updates, grant writing training facilitation, onsite strategic planning facilitation, RFP development for commercial motor vehicle grants and a comprehensive review of a statewide coalition tasked with implementing a Strategic Highway Safety Plan.

Directions in Highway Safety

GHSA's quarterly newsletter provided members timely news and updates on pressing highway safety issues. Each newsletter was distributed to more than 1,000 SHSO and Associate members.



Highway Safety Awards

During its 2019 Annual Meeting in Anaheim, Calif, GHSA honored the work of six individuals and two programs for their outstanding efforts to advance traffic safety.



Left to right: Former South Dakota highway safety director Lee Axdahl, Montana FCCLA State Advisor Megan Vincent, Connecticut Superior Court Deputy Director of Court Operations Stacey Manware, MADD founder and We Save Lives President Candace Lightner, Ford Driving Skills for Life Global Program Manager Jim Graham, and Washington Regional Alcohol Program President & CEO Kurt Anderson.

Website

The GHSA website continues to provide valuable resources to the traffic safety community and public. More than 400,000 individuals visited the GHSA website last year to access a wealth of information including state laws, issue overviews and examples of successful state programs.

Webinars

GHSA held six webinars this year, covering topics such as social media for traffic safety, performance measures, fraud prevention and speed management. Featured speakers included GHSA members, researchers and senior NHTSA staff.



2019 Annual Meeting

Nearly 750 highway safety professionals — a new GHSA Annual Meeting attendance record — joined GHSA in Anaheim, Calif., to “Imagine the Future” of traffic safety. Throughout the event, attendees considered how states and their partners can harness the potential of technological advancements and engage innovative strategies to reduce crash injuries and fatalities.



Executive Seminar

Twenty-seven senior SHSO staff enrolled in GHSA’s 2019 Executive Seminar to learn the ins and outs of managing successful highway safety programs, strengthen their leadership skills and network with peers from around the country.



State Members

Alabama Department of Economic and
Community Affairs

Alaska Highway Safety Office

Arizona Governor's Office of Highway Safety

Arkansas Highway Safety Office

California Office of Traffic Safety

Colorado Office of Transportation Safety

Connecticut Highway Safety Office

Delaware Office of Highway Safety

District of Columbia Department of
Transportation

Florida State Safety Office

Georgia Governor's Office of Highway Safety

Guam Office of Highway Safety

Hawaii Department of Transportation

Idaho Office of Highway Safety

Illinois Department of Transportation

Indiana Criminal Justice Institute

Iowa Governor's Traffic Safety Bureau

Kansas Department of Transportation

Kentucky Office of Highway Safety

Louisiana Highway Safety Commission

Maine Bureau of Highway Safety

Maryland Motor Vehicle Administration

Massachusetts Highway Safety Division

Michigan Office of Highway Safety Planning

Minnesota Office of Traffic Safety

Mississippi Office of Highway Safety

Missouri Traffic and Highway Safety Division

Montana State Highway Traffic Safety Office

Nebraska Department of Transportation
Highway Safety Office

Nevada Office of Traffic Safety

New Hampshire Office of Highway Safety

New Jersey Division of Highway Traffic Safety

New Mexico Department of Transportation

New York Governor's Traffic Safety Committee

North Carolina Governor's Highway
Safety Program

North Dakota Department of Transportation

Northern Mariana Islands Department
of Public Safety

Ohio Traffic Safety Office

Oklahoma Highway Safety Office

Oregon Transportation Safety Division

Pennsylvania Department of Transportation

Puerto Rico Traffic Safety Commission

Rhode Island Office of Highway Safety

South Carolina Office of Highway Safety and
Justice Programs

South Dakota Office of Highway Safety

Tennessee Highway Safety Office

Texas Department of Transportation

U.S. Virgin Islands Police Department

Utah Highway Safety Office

Vermont State Highway Safety Office –
Behavioral Safety Unit

Virginia DMV Highway Safety Office

Washington Traffic Safety Commission

West Virginia Governor's Highway Safety
Program

Wisconsin Bureau of Transportation Safety

Wyoming Department of Transportation

Associate Members

GHSA appreciates the contributions of these nearly 150 individuals and organizations that support the association's mission.

Automotive Industry

Alliance for Automotive Innovation
Automotive Coalition for Traffic Safety
FCA US LLC
Ford Motor Company Fund & Community Services
Michelin North America, Inc.
NASCAR
Toyota Motor Sales U.S.A., Inc.
U.S. Tire Manufacturers Association

Enforcement

Conduent
Institute of Police Technology & Management
National Sheriffs' Association

Insurance Industry

Allstate
American Property Casualty Insurance Association
Breathe Easy Insurance Solutions
Insurance Institute for Highway Safety
QuoteWizard
State Farm

Issue Advocacy

AAA
American Association of Motor Vehicle Administrators
AT&T
B.R.A.K.E.S.
Beer Institute
Commercial Vehicle Safety Alliance
CTIA
DRIVE SMART Virginia
EndDD.org
Family, Career and Community Leaders of America
FIA Foundation
Foundation for Advancing Alcohol Responsibility
Impact Teen Drivers
Kentucky Distillers' Association
Mothers Against Drunk Driving
Motorcycle Safety Foundation
National Association of State Motorcycle Safety Administrators
National Association of Women Highway Safety Leaders
National Coalition for Safer Roads
The National Road Safety Foundation, Inc.
National Safety Council
Network of Employers for Traffic Safety
RADD
SADD, Inc.
Safer New Mexico Now

SmartDrive Foundation
ThinkFirst National Injury Prevention Foundation
Together for Safer Roads
Transportation Improvement Association
U-Haul International, Inc.
Washington Regional Alcohol Program
Youth Accident Prevention Program

Law Firms

Allen & Scofield Injury Lawyers, LLC
Begum Law Group
Belt & Bruner, P.C.
Bisnar Chase Personal Injury Attorneys
Buckfire & Buckfire, P.C.
Burg Simpson Eldredge Hersh & Jardine, P.C.
Citywide Law Group
Davis Injury Lawyers, PLLC
Emerald City Law Group Inc.
Flanagan Law Firm, P.A.
Gilley, Dandurand & Summerfield Law Group, LLP
Gonzales Law Offices
Hasner Law, P.C.
Hecht, Kleege & Damashek, P.C.
The Krist Law Firm
Lavent Law, P.A.
Lawsuit Legal
Lorenz & Lorenz, L.L.P.
Lugar Law PC
Michigan Auto Law

Mirman, Markovits & Landau, P.C.

Oronoz & Ericsson Injury Lawyers

Patrick Malone & Associates, P.C.

Patterson Law Group

Paul Padda Law

Randall & Stump, PLLC

Rosen Injury Lawyers

Rosenfeld Injury Lawyers

Solnick & Associates, LLC

Staver Accident Injury Lawyers, P.C.

Steven M. Sweat Personal Injury Lawyers APC

Sutliff & Stout, PLLC

Zavodnick/Zavodnick & Lasky

PR/Communications/Marketing

Alliance Highway Safety

Anheuser-Busch

Chris Cochran Communications

DCCCA

Heinrich Marketing, Inc.

KPoole Strategic Relations

Marketing Solutions

Matrix Entertainment

Medmen Enterprise

TEAM Coalition

WagTree IRON WILL Network

Product Providers

Accident Support Services International, Ltd.

ADEPT Driver

American Traffic Safety Services Association

Auto Glass Safety Council

BiotechPharma Corp

Booster Fuels

CellGuardians

CellSlip

Cruise Automation Inc.

Defensive Driving by IMPROV

Diagnostic Driving, Inc.

Draeger, Inc.

Driving-Tests.org

Emergency Safety Solutions

Hound Labs

Laser Technology, Inc.

Ledge Light Technologies, Inc.

LexisNexis Risk Solutions

Literary Engineers

Lyft

Medical Data Carrier

messageLOUD

Mobileye Inc.

NoCell Technologies

Numeric

PowerFlare Safety Beacons

Quick Transport Solutions Inc.

Redflex Traffic Systems, Inc.

Reflection Band, LLC

The Reflectory

Simpler Studios LLC

SKIDCAR SYSTEM, INC.

Smart Start, Inc.

Uber

Verra Mobility

Researchers and Consultants

101 Research LLC

Cambridge Systematics, Inc.

Casanova Powell Consulting

Clemson University Institute for Global Road
Safety & Security

Highway Safety North

Institute for Traffic Safety Management &
Research

Jennings Consulting, LLC

John A. Webber

Kimley-Horn

KLS Engineering, LLC

Leanna Depue

Lorrie Laing

Mercer Consulting Group LLC

NORC at the University of Chicago

North Dakota State University

Preusser Research Group, Inc.

Robert F. Dallas, Esq. – Attorney,
Transportation Policy & Law

Ryan Klitzsch

Sam Schwartz Consulting

Tom Gianni

Traffic Injury Research Foundation

Westat

Executive Board Officers



CHAIR

Chuck DeWeese

Assistant Commissioner,
New York Governor's
Traffic Safety Committee



SECRETARY

Lauren Stewart

Director, Maine Bureau of
Highway Safety

Regional Representatives

Region	Designate	Alternate
1	William Haynes, New Hampshire	Keith Flynn, Vermont
2	Chuck DeWeese, New York	Tom Glass, Pennsylvania
3	John Saunders, Virginia	Mark Ezzell, North Carolina
4	Lora Hollingsworth, Florida	John Westerhold, South Carolina
5	Felice Moretti, Ohio	Adam Gabany, Illinois
6	Paul Harris, Oklahoma	Franklin Garcia, New Mexico
7	Chris Bortz, Kansas	Bridget White, Arkansas
8	Carol Gould, Colorado	Karson James, Wyoming
9	Barbara Rooney, California	Bob Lung, Hawaii
10	John Tomlinson, Idaho	Vacant

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Lisa Freeman, Louisiana

FEDERAL RELATIONS

Chuck DeWeese, New York

MEMBER SERVICES

Mike Sandoval, New Mexico

RESEARCH

Tom Glass, Pennsylvania

NOMINATIONS

**William Haynes, New
Hampshire**

STRATEGIC PLANNING

Lora Hollingsworth, Florida

WORKFORCE DEVELOPMENT

Barbara Rooney

GHSA Team



Jonathan Adkins

Executive Director



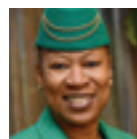
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Senior Director of External Engagement
and Special Projects



Russ Martin

Senior Director of Policy and
Government Relations



Denise Alston

Director of Finance and Administration



Stephanie Nguyen

Programs Coordinator



Adrian Nicholas

Communications Coordinator



Tim Burrows

Nat'l Law Enforcement Liaison Program Manager



Brittany Holbert

Administrative Assistant



Kara Macek

Research and Program Consultant



Amadie Hart

Communications and Events Consultant



Betty Mercer

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