



# National Summit for Rural Traffic Safety Culture 2010

## A Local Perspective & Activities on Rural Traffic Safety



National Summit for Rural Traffic Safety Culture  
July 12, 2010  
Tony Giancola, P. E.

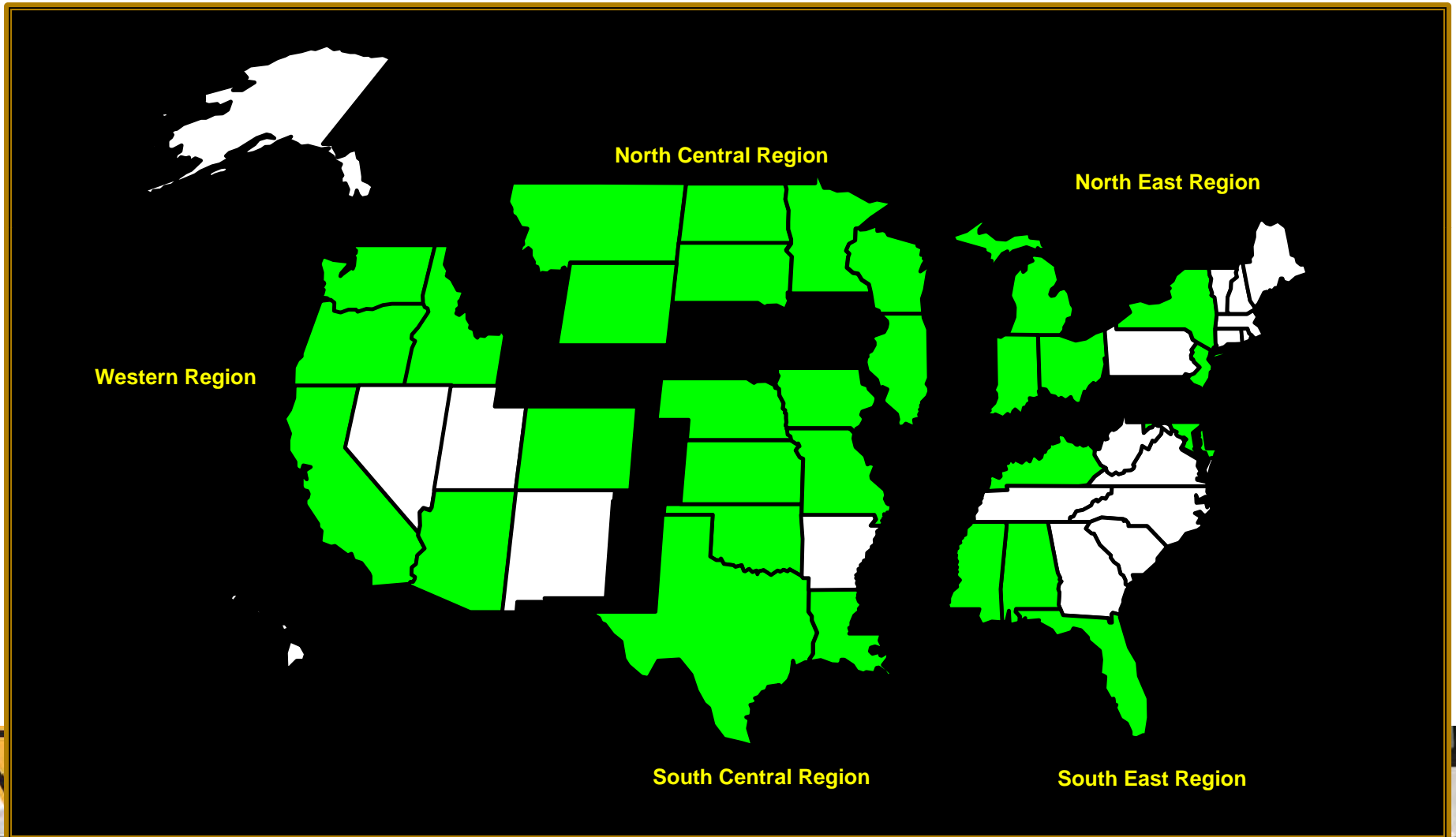
# What is NACE?

- ▣ Nonprofit, non-partisan professional association
- ▣ Representing over 1,900 members since 1956.
- ▣ Roads - about 1.74 million miles by counties.
- ▣ Bridges - counties also own 231,000 bridges and operate 1/3 of the nation's transit systems.



# Regions & State Affiliates

(31 State Affiliates Shown in Green)



# Advocacy

*Representing county engineers and professional road managers nationally*



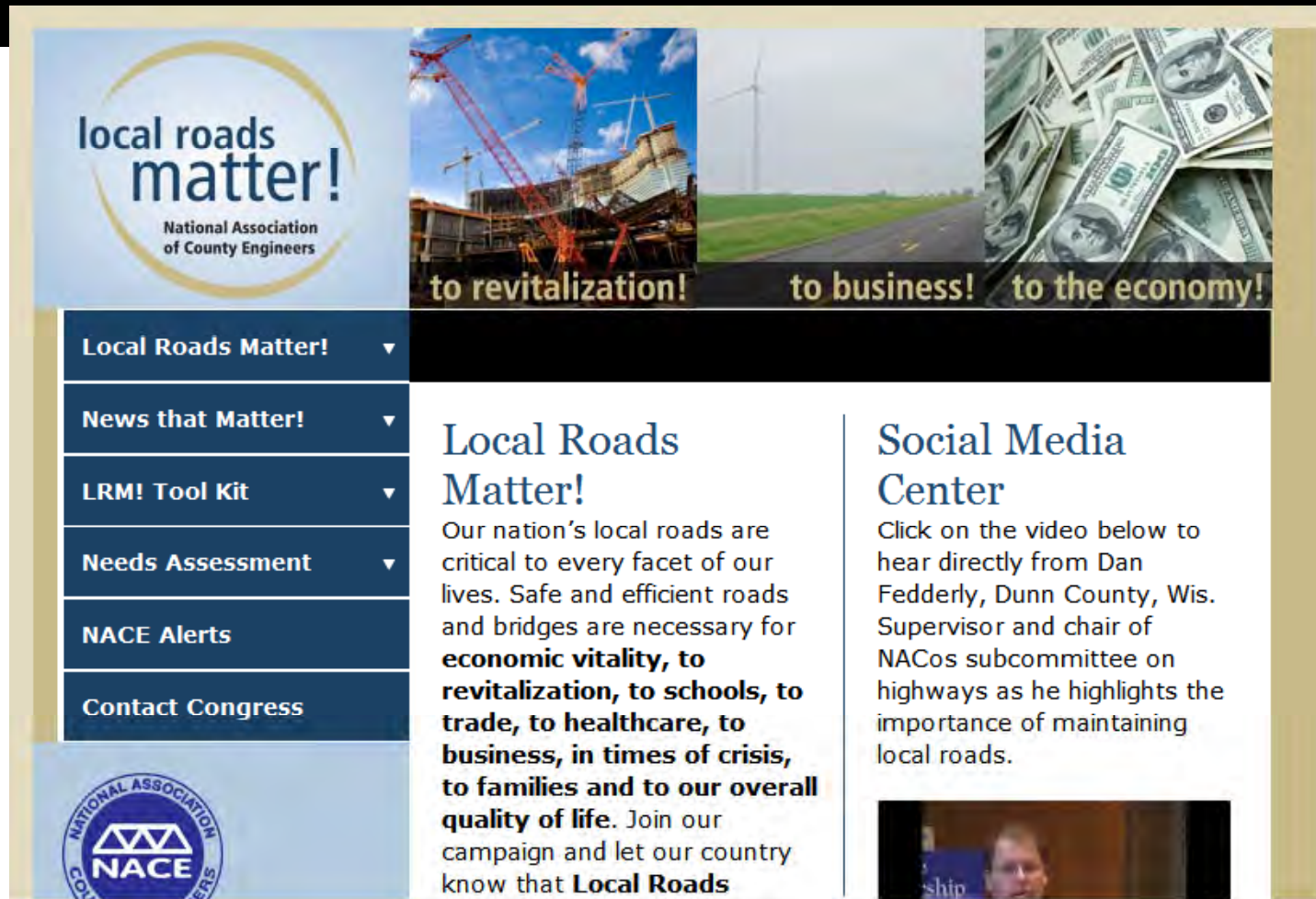
- Legislative Priorities - NACE and NACo
- Testimony before Congress
- Visits on the Hill and Legislative Fly-ins
- Information and Alerts for individual call to action



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# Local Roads Matter! web site



The screenshot shows the homepage of the 'Local Roads Matter!' website. At the top left is the logo with the text 'local roads matter!' and 'National Association of County Engineers'. To the right are three images: a bridge under construction, a wind turbine, and a pile of US dollar bills. Below these images are the phrases 'to revitalization!', 'to business!', and 'to the economy!'. On the left side is a vertical navigation menu with links: 'Local Roads Matter!', 'News that Matter!', 'LRM! Tool Kit', 'Needs Assessment', 'NACE Alerts', and 'Contact Congress'. The main content area is divided into two columns. The left column is titled 'Local Roads Matter!' and contains a paragraph about the importance of local roads, listing various sectors they serve: economic vitality, revitalization, schools, trade, healthcare, business, families, and overall quality of life. The right column is titled 'Social Media Center' and contains a paragraph about a video featuring Dan Fedderly, Dunn County Supervisor. At the bottom right of the main content area is a small video player showing a man speaking.

local roads matter!  
National Association of County Engineers

to revitalization! to business! to the economy!

Local Roads Matter! ▼

News that Matter! ▼

LRM! Tool Kit ▼

Needs Assessment ▼

NACE Alerts

Contact Congress

**Local Roads Matter!**

Our nation's local roads are critical to every facet of our lives. Safe and efficient roads and bridges are necessary for **economic vitality, to revitalization, to schools, to trade, to healthcare, to business, in times of crisis, to families and to our overall quality of life.** Join our campaign and let our country know that **Local Roads**

**Social Media Center**

Click on the video below to hear directly from Dan Fedderly, Dunn County, Wis. Supervisor and chair of NACos subcommittee on highways as he highlights the importance of maintaining local roads.

NATIONAL ASSOCIATION OF COUNTY ENGINEERS  
NACE

<http://www.countyengineers.org>

# 2010 NACE Safety Initiatives

- NACE Legislative Positions. (#1 Priority is Safety)
- Roadway Infrastructure Safety Coalition (RISC) – NACE is founding member.
- Roadway Safety Foundation (RSF) – NACE representative
- NACE Roadway Safety Working Group.
- NLTAPA Safety Working Group – NACE liaison
- FHWA Administrator's Every Day Counts Initiative – NACE Participation
- AASHTO SCOHTS & Safety Mgmt Subcommittee – NACE representatives.
- National "Towards Zero Deaths" Initiative – NACE on Steering Committee.
- **NACo Contract with FHWA "County Solutions to Improve Rural Road Safety".**
- Center for Excellence in Rural Safety (CERS) –NACE representative.
- Highway Safety Partners Venture (HSPV) – NACE representative.



# County Solutions to Improve Rural Road Safety Targeting Elected Officials

- Peer Exchange Network
- Forums and Workshops
- Publications and Outreach/Resource Center



# Peer Exchange Program

- Identify rural counties with high crash and fatality rates.
- Conduct need assessments of these counties.
- ID Safety Experts (NACE, LTAP) and Safety Champions (NACo).
- Select 5 to 7 counties as peer participants.
- Provide information on road safety approaches to county engineers and elected officials through an information forum.
- Pair them up with safety experts for dialogue during the year.



# Rural Road Safety

## *Needs Assessment Summary Report*

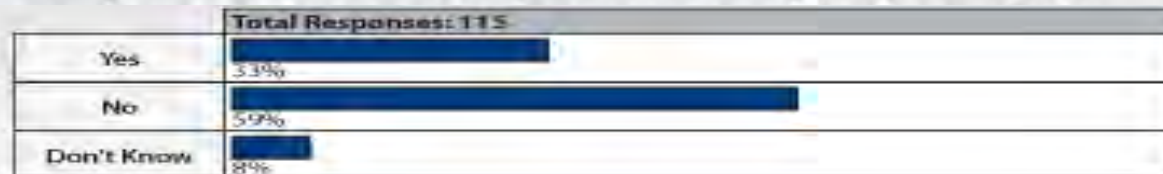
In January 2009, NACo conducted a needs assessment of counties with a relatively high number of vehicle fatalities per population with the purpose of gaining an understanding of traffic crashes and fatalities that take place on rural and isolated roads across the country. These counties were identified with federal data from 2005 through 2007. In addition, the results of the assessment will be used as reference information for a rural road safety forum that NACo is sponsoring in partnership with the Federal Highway Administration and the National Association of County Engineers (NACE).

The forum is scheduled for April 23, 2009 in Peoria, Illinois at the NACE 2009

Annual Conference. The forum will provide training in developing solutions to improve rural road safety. It is designed for elected county officials and county transportation professionals from counties with relatively high number of traffic fatalities per population.

The needs assessment revealed many important developments related to rural road safety. For instance, 42% of counties surveyed maintained a database that tracks the number and types of crashes on their roads and slightly under half of the respondents have conducted a road safety audit. Furthermore, just 33% of those surveyed had county-wide safety programs in place.

### Does your county have a county-wide road safety program in place?



[www.naco.org](http://www.naco.org)



# Peer Exchange Program kicked off at:

Developing County Solutions to  
Improve Rural Road Safety  
NACE 2009 Annual Meeting -  
Management & Technical Conference  
April 23, 2009  
Peoria, IL

Workshop Objectives: Develop a system  
for sharing rural road safety best  
practices among counties



# County Action Plan

## Questions to Consider:

### 1. WHERE ARE WE NOW?

- Major rural road safety needs/issues
- Are you using data to make safety decisions
- What type of crash data is available for roadways within county boundaries
- What data, if any, is accessed from state roadway databases?

### 2. WHERE DO WE WANT TO BE?

- What type steps need to be taken to show a positive improvement in safety for your county?
- What projects are currently being planned?
- How will you know when you've succeeded?

### 3. WHAT BARRIERS DO WE NEED TO OVERCOME?

### 4. WHAT RESOURCES CAN WE UTILIZE?

### 5. ACTION PLAN



# Road Safety Needs

- Removal of trees from the clear zone, animal collisions, and pavement maintenance.
- Road Width, Lack of Shoulders and Fixed Objects
- Have many old “farm to market” roads that have had minimal improvement and high usage.
- Resources—in terms of funding our state and local revenues are continuing to deteriorate. Federal funds limitations.

## Data

- Coordinate with State, Federal and other local agencies



# ACTION PLAN

## Stated Goals

- Conduct Road Safety Audit on priority county road
- Contact GIS Department to assist in more accurately locating crashes and map accurately
- Establish contact with FHWA Safety Resource staff
- Look for money to stripe roads and improve traffic markings (check with DOT Safety staff for options and variances where geometric width does not meet standards for striping)
- Consider a Public Involvement Team? Consider getting input to develop consensus on importance/need for safety funding.
- Also work with Metropolitan Planning Organization and Council of governments.



# **“Saving Lives by Making Rural Road Safety a Priority Workshop” – July 2009 Nashville, TN**

## Questionnaire Results

- Top Priority Issues - Roadway deterioration, Need for funding alternatives, and Speeding.
- As needed first step, securing funding was the top choice.
- Top two barriers were funding and time.
- Top countermeasures were retroreflectivity and shoulders repavement & safety edge.



# Rural Road Safety Webinar Series

There are nearly four million miles of public roads in the U.S. Approximately 75 percent of those roads are rural and experience the highest rates of accidental fatalities — over six times that of urban interstates.

The Rural Road Safety Webinar Series share approaches that can reduce costs to counties and save the lives of residents.

## ■ Webinar 1: Saving Lives in Your County — A systematic process for developing a road safety

January 28, 2010 • **AVAILABLE ONLINE**

Participants will be able to identify key programs and approaches to assist them in reducing the number of crashes and fatalities on rural and isolated roads. Participants will also learn about the various support services available to counties, specifically the Center for Excellence in Road Safety and NACo Rural Road Safety Peer Exchange Program, to assist them in this effort.

Access recorded webinars: [www.naco.org/webinars](http://www.naco.org/webinars)

## ■ Webinar 2: Why Should a County Conduct a Road Safety Audit?

March 25, 2010 • **AVAILABLE ONLINE**

This webinar will expand upon the basics of a County Action Plan and Strategic Highways Plans and examine road safety audits (RSA) and the legal issues surrounding the development of an RSA.

Access recorded webinars: [www.naco.org/webinars](http://www.naco.org/webinars)

## ■ Webinar 3: The Nine Road Safety Countermeasures — Cost-Effective Can Save Lives in Your County

June 24, 2010 • 2:00–3:15 p.m. EST

This webinar will focus on the implementation of proven safety countermeasures. Participants will be introduced to the countermeasure implementation process, the benefits of the nine countermeasures, and how they can save lives and county resources.

To register: [www2.gotomeeting.com/register/403539835](http://www2.gotomeeting.com/register/403539835)

Please contact Cindy Wasser at 202/942-4274 or [cwasser@naco.org](mailto:cwasser@naco.org) with questions.



[www.naco.org/webinars](http://www.naco.org/webinars)

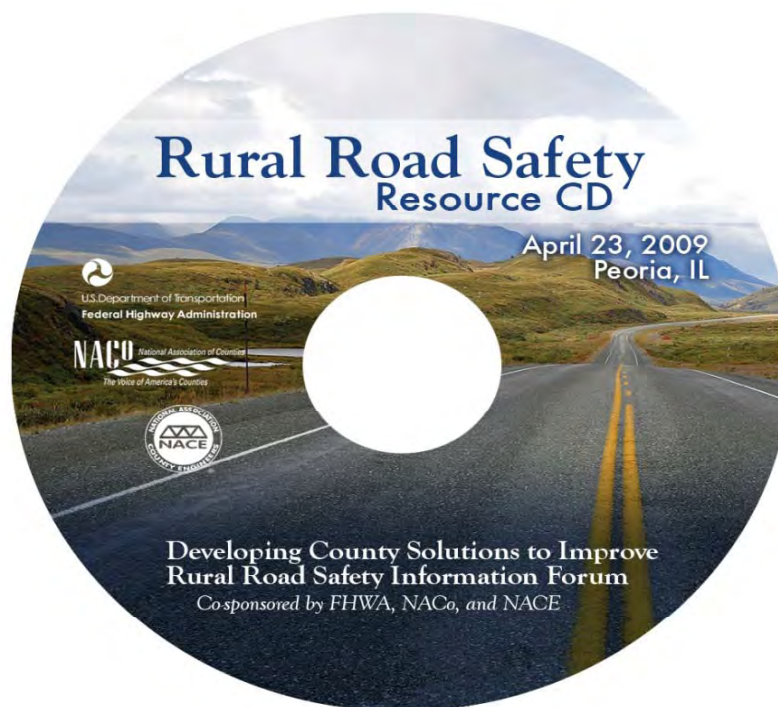
25 Massachusetts Avenue, NW | Suite 500 | Washington, DC 20001 | 202.393.6226



NATIONAL ASSOCIATION OF COUNTIES

# Rural Road Safety

## Resource Center



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# The Process for the Development of a Strategic Local Safety Plan

1. Establish Safety Issues and Challenges
2. Identify and Engage Representative from the Local Leadership to Support Road Safety Plan
3. Identify Champion (s)
4. Establish Process and Technical Resources for the Collection and Analyzing of Data
5. Identify Priority Areas
6. Establishing a Traffic Safety Committees Consisting of Staff Professionals from Various Local Agencies and Representatives from State DOT and LTAPs.
7. Conduct Education and Outreach to Update Elected Officials, Staff and State Representatives
8. Define Goals and Objectives (short term vs. long term)
9. Request Technical and Financial Resources
10. Submit Plan to Elected Body for Approval and Authorization
11. Implementation
12. Ongoing Review of Safety Plan





# North Star NACE 2011

## Guiding with Vision

**NACE 2011 Annual Meeting *and*  
Management & Technical Conference**

Hosted by the Minnesota County Engineers Association  
April 17 - 21, 2011



# Contact NACE

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[www.countyengineers.org](http://www.countyengineers.org)



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