



# National Summit for Rural Traffic Safety Culture 2010

What institutional changes should we consider to more effectively address rural traffic safety?

## Breakout Group 01

# Challenges and Barriers

## CHALLENGES

- Funding
  - Access & Flexibility
- Politics
  - Strong leadership
- Data
  - Consistency
  - Commonality

## BARRIERS

- OT model
- Lack of Prioritization
- Inflexible budgeting processes
- Burdensome applications and reporting
- Politicians re-education
- Sharing



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# Promising Approaches

- Big Picture, Top-Down Leadership buy-in
  - Ollie Otter (Tennessee)
- Personalization
- FHWA Initiatives
  - 'Every Day Counts'
- Crash & Citation data Accessible Online
- Risk-based approach
- SHRP-2



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# Success Stories

- Ollie Otter
  - Governor mandated implementation
- Minnesota
- FHWA's Publications
- High Visibility Enforcement (HVE)
- Safe On All Roads (SOAR)
- Local Safety Plans



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# Information Gaps/Needed Research

## INFORMATION GAPS

- Lack of resources to localities
- Perceived magnitude vs.. Resource allocation
- Examples of effective data sharing
  - Iowa=good example

## NEEDED RESEARCH

- Corresponding research
- Examine 'Fusion-Center' approach to data gathering
- How to retain institutional knowledge of legislators (how to avoid re-training)



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# In closing...

- High level support
- Funding & Low-cost interventions
- Data driven decisions & priorities
- Local Plans and Support



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