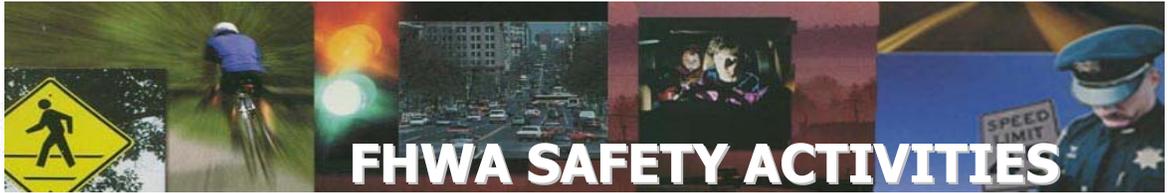




U.S. Department
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Federal Highway
Administration



FHWA SAFETY ACTIVITIES

WHAT'S NEW

Announcements

Put the Brakes on Fatalities Day - This nationwide observance will occur on October 10. Motorists are being asked to "Drive as if Your Life Depends on It - Slow down, buckle up and drive sober!"

On October 10, public and private organizations will join together to increase safety on America's roadways. The goal is to unite the country in achieving a full day of zero traffic deaths by encouraging safer behavior and actions. Safety events will be conducted to encourage the traveling public to focus on their own behavior when using the roadways as pedestrians, bicycle and motorcycle operators, motor vehicle operators, and passengers. Posters in English and Spanish have been distributed to State DOT Public Affairs Officers. A limited supply is still available, contact Ann Walls at 202-366-6836 or ann.walls@fhwa.dot.gov. Be sure to check out the official web site at www.brakesonfatalities.org - a new 10 second PSA is featured, along with safety tips, talking points, and fact sheets.

Office of Safety is pleased to announce its new staff member:

Safety Welcomes John R. Baxter to the Office of Safety Design. On August 11, 2003 John Baxter became Director, Office of Safety Design. He leads a multi-disciplinary staff in the development and incorporation of road and roadside features that impact highway safety performance. Prior to this appointment, he held the title of FHWA Division Administrator in Indiana.

John joined the FHWA in 1983, and advanced through the Highway Engineer Training Program to assume engineering program positions in Michigan and Utah. From 1988 to 1992 he held positions in traffic operations and Intelligent Transportation Systems at the national level. From 1992 to 1995 he assumed the position of Planning and Program Management Engineer in New Mexico, working with New Mexico's MPOs and National Laboratories in research. From 1995 to 1999 he became the Assistance Division Administrator in the Utah Division, assisting in the development of plans for the 2002 Winter Olympic Games and delivering the \$1.59 Billion I-15 megaproject. As Indiana Division Administrator he administered a \$700+ million Federal-aid highway program in partnership with the Indiana Department of Transportation, Metropolitan Planning Organizations and others.

John holds a bachelors degree in Civil Engineering and a master's degree in Transportation Engineering from Clemson University in South Carolina. He is a registered Professional Engineer in the state of Utah.

Road Safety Audit and Road Safety Audit Reviews

The National Highway Institute, the training arm of the Federal Highway Administration, has updated the Road Safety Audit course. Participants in this training will learn how to improve transportation safety by applying a new, proactive approach to reduce accidents and their severity: Road Safety Audits (RSA) and Road Safety Audit Reviews (RSAR). This technique provides an examination of a roadway by an independent, qualified audit team. The RSA is a way for an agency to improve safety and to communicate to the public how they are working toward accident reductions. This course includes "hands-on" application of the training materials, including topics such as: RSA definition and history, stages and how to conduct a RSA, and legal considerations.





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Students will receive a copy of the Road Safety Audits and Road Safety Audit Reviews Reference Manual along with a Participant's Workbook. An Instructor's Guide is available on request. The course is available to federal, state, and local transportation personnel, as well as consultants involved in highway safety issues.

If you would like to convince your State to sign up for this course, a speaker can travel to give an overview presentation of the benefits a RSA program can provide them, as well as an overview of the RSA and RSAR course. For information on scheduling a speaker, contact Louisa Ward at 202-366-2218 or Louisa.Ward@fhwa.dot.gov. For information on scheduling the NHI course, contact Danielle Mathis-Lee at 703-235-0534 or Danielle.mathis-lee@fhwa.dot.gov.

Human Factors for Transportation Engineers Workshop

These workshops use a range of interactive exercises to describe the skills and capacities drivers need to use our roadways, discusses the relationships between the specific highway standards and human needs, and includes "micro" case studies to allow participants to apply what they have learned. Workshops are now scheduled for:

September 24 – Augusta, ME – contact Mike Davies, 207-622-8350
October 6 and 7 – New Jersey – contact Karen Yunk, 609-637-4207

FHWA Safety Activities for Traffic Sign Retroreflectivity

Train-the-Trainer Sign Retroreflectivity Workshops

The purpose of these workshops is to prepare a core of individuals who can train state and local agency personnel on sign retroreflectivity principles and issues. After completing the workshop the participants will be able to teach a 4-hour retroreflectivity workshop course or make appropriate presentations as part of a state or local highway agencies training program. The FHWA believes that teaching sign retroreflectivity courses to state and local agency personnel will help practitioners gain a better understanding of sign retroreflectivity issues and improve the overall nighttime visibility of traffic signs. The 1-½ day workshop presentations in College Station Texas are scheduled as follows.

1. October 21-22, 2003
2. October 22-23, 2003
3. October 28-29, 2003
4. October 29-30, 2003

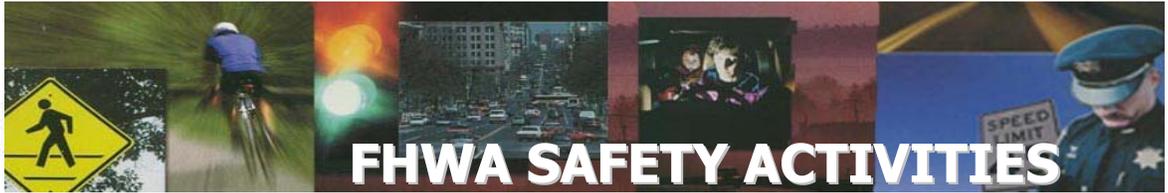
For FHWA Resource Center and Division Office staff interested in teaching the 4-hour sign retroreflectivity workshops please contact Peter J. Hatzi at 202-366-8036 or Martin Knopp at 708-283-3514. They will make arrangements for you to attend instructor training at one of the above workshops.

Pedestrian Safety Campaign Evaluation

FHWA has selected Missoula, MT, Oceanside, CA, and Washington, DC for evaluation of the Pedestrian Safety Campaign materials. These locations were chosen because they each had a well-planned pedestrian campaign with the necessary elements. FHWA plans to provide technical assistance to these communities for conducting a base-line evaluation and a follow-up evaluation. For more information contact Aida Berkovitz (415-744-2996 x16) or Frank Julian (404-562-3689). To view the Campaign materials go to: <http://safety.fhwa.dot.gov/fourthlevel/ped.htm> and click on "Pedestrian Campaign."



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Blue Ribbon Panel Meets to Select the Winners of the 2003 National Roadway Safety Awards

A panel of nationally respected highway safety leaders met in July to evaluate over 128 applications for this year's Safety Awards. The Panel noted the number of applications doubled and there was a significant increase in the quality and diversity of safety projects and initiatives nominated for awards. Award winners will be notified in September. The Awards ceremony is scheduled for November 19, at the National Press Club with Federal Highway Administrator Mary Peters presiding. For more information, contact Kathleen Hoffman 202-366-9265.

Rational Speed Limit Demo Project

The Tippecanoe County (IN) Highway Department, City of Taylor (MI) Police Department, and Virginia Department of Transportation have been awarded cooperative agreements totaling approximately \$800,000 in federal funds to participate in the third and final wave of demonstration projects on setting and enforcing rational speed limits. The recipients will be contributing at least 20 percent of the total project cost. The objective of these demonstration projects is to determine the extent to which a cooperative program of rationally established, well-publicized, and strictly enforced speed limits lead to higher compliance and improved safety. These agencies join demonstrations currently underway in Mississippi, Connecticut, Massachusetts, and Louisiana. For more information, contact Davey Warren 202-366-4668.

Saving Lives – A Vital Goal

Vision: Improving Transportation for a Strong America.

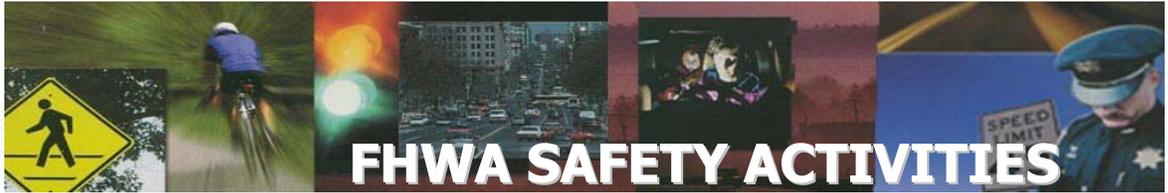
Goal: To continually improve highway safety by reducing the number of highway fatalities and injuries including large trucks. Ensuring safe travel on highways is a guiding principle throughout the FHWA.

Focus: High-risk areas through technical assistance, research, training, data analysis, and public information as well as through compliance and education. The FHWA is working with safety partners to heighten safety awareness within the highway community, business, industry, and the Public.

Top Priorities: Roadway Departure, Intersections, and Pedestrians



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EVENTS AND MEETINGS		
Dates	Location	Event
2003		
September 5 – 12	Chicago, IL	National Safety Council Annual Congress & Expo http://www.nsc.org/
September 5 – 9	Minneapolis, MN	2003 AASHTO Annual Meeting www.aashto.org
October 6 - 10	Nationwide	Drive Safely Work Week www.trafficsafety.org
October 10	Nationwide	<i>Put the Brakes on Fatalities Day</i> www.brakesonfatalities.org
October 21 – 25	Philadelphia, PA	International Assoc. of Chiefs of Police Annual Conference http://www.theiacp.org
November 2 – 5	San Antonio, TX	National Highway-Rail Grade Crossing Safety Conference
November 12 – 15	Nashville, TN	American Society of Civil Engineers Conference www.asce.org
November 18 – December 1	Nationwide	<i>Click It or Ticket</i> Mobilization http://www.nhtsa.dot.gov
November 30 – December 4	Indianapolis, IN	National League of Cities
January 11 - 15, 2004	Washington, DC	Transportation Research Board (TRB) Annual Meeting http://gulliver.trb.org/
January 30 - February 3, 2004	San Antonio, TX	American Traffic Safety Services Association (ATSSA) Annual Meeting and Expo www.atssa.com
April 4 - 9, 2004	Orlando, FL	National Association of County Engineers (NACE) www.countyengineers.org
April 4 - 10, 2004	Nationwide	National Work Zone Awareness Week

For a complete listing of FHWA Safety Programs and Resources

Visit our website at <http://safety.fhwa.dot.gov>