

### Program Concept

The Federal Highway Administration (FHWA) has developed the Focused Approach to Safety in order to better address the most critical safety challenges by devoting additional attention to high priority States. The purpose of the Focused Approach is to further decrease the number of fatalities and serious injuries on the Nation's highways through a more targeted delivery of technical assistance and resources. FHWA's safety focus also calls for the transportation community to think beyond traditional approaches and to consider low cost, comprehensive, systematic safety solutions. This approach allows focus States to demonstrate dramatic results and to take advantage of the lessons learned across the country from States and localities that have shown safety improvements on their highways.

### Features and Benefits

#### Overall Benefits:

- Increases awareness of critical severe crash types.
- Provides data analysis and action plan development for Focus Areas from initiation to implementation.
- Leads to critical safety infrastructure improvements.
- Promotes use of effective safety countermeasures.
- Assists FHWA, State DOTs, and localities when prioritizing resources.
- Creates positive organizational changes in safety culture, policies, and procedures.

#### Benefits to the Focus States:

- Assists with existing Strategic Highway Safety Plan (SHSP) fatality reduction goals in Roadway Departures, Intersections, and Pedestrians.
- Provides additional access to FHWA Resource Center technical experts to further advance safety programs.
- Provides additional training and technical assistance, individualized to meet the State needs, to support deployment of effective safety countermeasures.
- Identifies and implements research on proven safety countermeasures.
- Provides additional tools and technologies to identify and address safety problems.
- Improves awareness and understanding of infrastructure-related crash factors.

### What's New with the Focused Approach to Safety?

- Three focus areas – Intersection Safety, Roadway Departure Safety, and Pedestrian Safety.
- Studies show 12 to 19% fatality reduction in Focus State areas from 2002 to 2008.
- Revised eligibility criteria for focus States.
- Prior focus State experiences provide key lessons learned.

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