CIA TEAM Safety

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### EDC 1-4 Recap

Institutionalized

EDC 2: High Friction Surface Treatments (HFST) EDC 3: Road Diets (Roadway Reconfiguration)

Assessment

EDC 3/4: Data-Driven Safety Analysis (DDSA) EDC 4: Safe Transportation for Every Pedestrian (STEP)





#### **Reducing Rural Roadway Departures**

Systemic application of proven safety countermeasures on rural roads helps keep vehicles in their travel lanes and reduce the incidence and severity of roadway departure crashes. Reducing fatalities on rural roads remains a major challenge in the United States. In 2016, 18,590 lives were lost on rural roads—more than half of all traffic deaths—even though only 19 percent of the U.S. population lives in rural areas. Two-thirds of these rural fatalities involved a roadway departure, where a vehicle crosses a center line, an edge line, or otherwise leaves its travel lane.

Substantial safety improvements on rural roads can be difficult to make due to the size of the rural road network, which accounts for approximately 70 percent of public road mileage. Additionally, these roads are often operated by local agencies with limited resources and technical expertise in safety analysis or planning. With so many miles of rural roads, it can be difficult to decide where to apply roadway departure countermeasures in order to reduce injuries and fatalities as much as possible with available resources.

# **Reducing Rural Roadway Departures**

#### **Benefits**

**Safer Roads.** Practitioners can systemically apply safety treatments that mitigate roadway departure crashes at areas diagnosed as high risk.

**Quick Deployment.** Various pilot efforts have shown it is possible to implement a streamlined process to address the problem on more roads owned by more agencies, even with limited data, using existing crash modification factors and standards.

**Flexibility.** A wide range of analysis, diagnostic, and countermeasure selection tools and processes are possible to fit the data availability and technical expertise of the agency, while considering the SHSP goals of the State.

#### **EDC – 5**

#### **Reducing Rural Roadway Departures**



Where are we now?:

Where do we plan to be in two (2) years?:

How do we plan to get there?:

# Safe Transportation for Every Pedestrian (STEP)

Systemic application of cost-effective countermeasures with known safety benefits can help reduce pedestrian fatalities at both uncontrolled and signalized crossing locations. According to the National Highway Traffic Safety Administration, 2016 witnessed the most pedestrian fatalities since 1990, accounting for approximately 16 percent of all roadway fatalities (5,987). In 2016, 72% of pedestrian fatalities occurred away from intersections (e.g., mid-block locations) and approximately 26% occurred at intersections. Cost-effective countermeasures can be systemically applied to reduce these crashes and save lives.

#### Pedestrian Safety Countermeasures

Uncontrolled crossing locations and signalized intersections often give priority to vehicles and may hinder the safety of pedestrians. At signalized intersections equipped with pedestrian signals, conflicts with turning vehicles may occur when pedestrians see a walk signal and vehicles see a left turn signal. By focusing on all pedestrian crossing locations, urban and rural, and taking a systemic approach, agencies can comprehensively address a significant national safety problem and improve quality of life for pedestrians of all ages and abilities.

# Safe Transportation for Every Pedestrian (STEP)

#### **Benefits**

**Improved Safety.** Countermeasures are available that offer proven solutions for reducing pedestrian fatalities at uncontrolled and signalized crossing locations.

**Targeted Investment.** By focusing on pedestrian crossing locations, agencies can address a significant national safety problem.

**Enhanced Quality of Life.** Improving crossing opportunities boosts quality of life for pedestrians of all ages and abilities.

Building on the 4 'E' approach (engineering, enforcement, education, and emergency medical services) within each State, communities can deploy proven, cost-effective countermeasures to improve pedestrian safety.

# Safe Transportation for Every Pedestrian (STEP)

Where are we now?:

Where do we plan to be in two (2) years?:

How do we plan to get there?:

