

WELCOME

Iowa SHSP Strategies Workshop

January 23, 2013



Iowa Strategic Highway Safety Plan Development Overview

SHSP Strategies Workshop
January 23, 2013



What is a State Strategic Highway Safety Plan?

“A statewide coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads.”

USDOT Strategic Highway Safety Plans Quick Reference



Why Collaboration Matters

- **MAP-21 Federal Transportation Funding**
 - Requires states to have safety performance targets
 - Strengthens the expectations that the SHSP, Highway Safety Plan (DPS-GTSB), and Motor Carrier Safety Plan (DOT- MVD) have shared goals
 - Suggests other state and local plans intentionally align
- We believe the **SHSP** process can help identify elements of highway safety that each of our organizations can carry forward

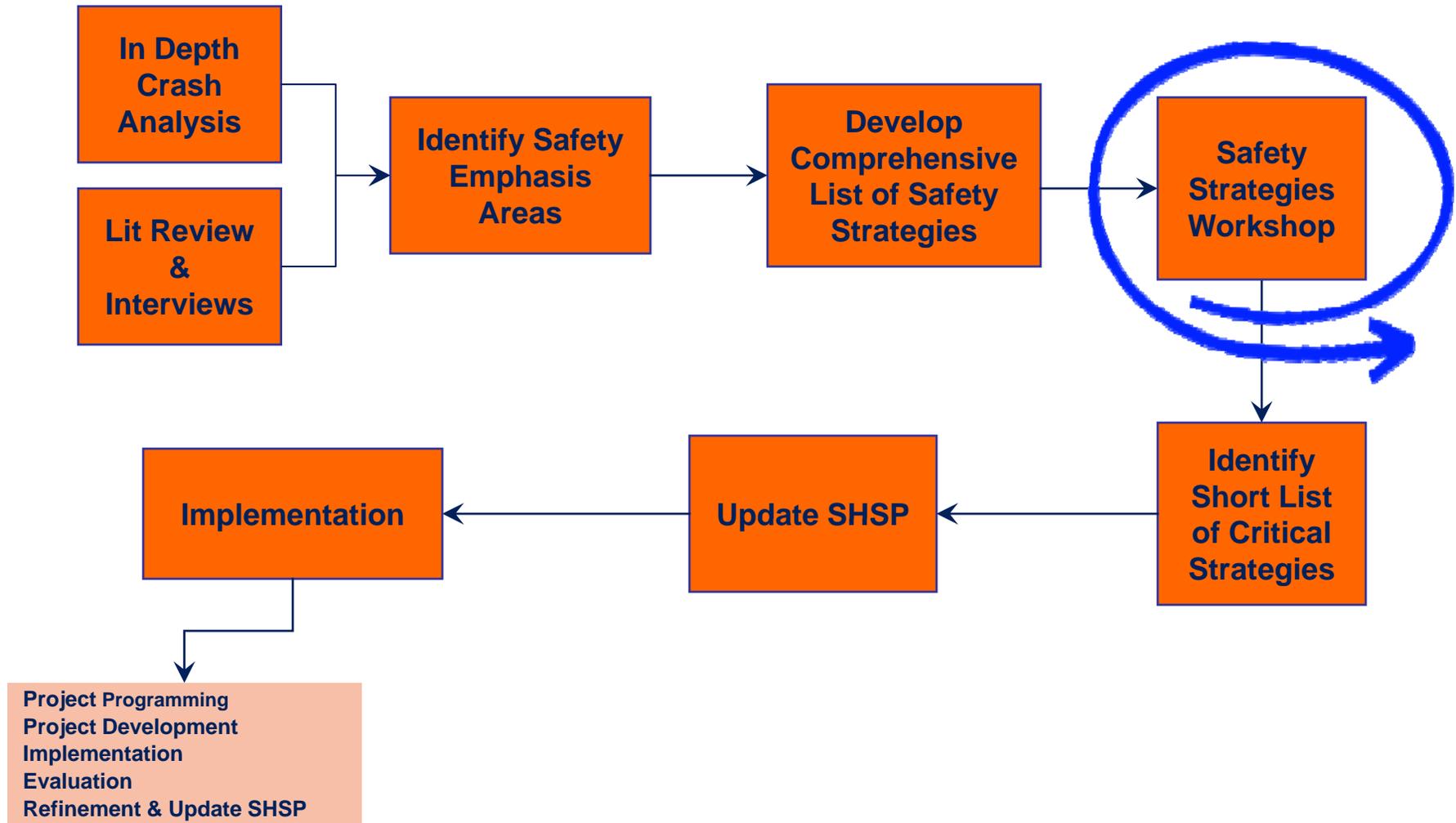


Map 21 - Highway Safety Improvement Program

- **(HSIP) Federal-aid program purpose:**
 - achieving a significant reduction in *fatalities and serious injuries on all public roads*, including non-State-owned public roads and roads on tribal lands. (23 U.S.C. 148(b))
- **Develop, implement and update a strategic highway safety plan (SHSP) that identifies and analyzes highway safety problems and opportunities;**
 - Lay out strategies to achieving safety targets
 - **Define a clear linkage between behavioral and infrastructure disciplines**
 - Produce a program of projects or strategies to reduce identified safety problems; and
 - Evaluate the SHSP on a regularly recurring basis.
- **States will set targets for the number of serious injuries and fatalities and the number per vehicle mile of travel. (rate)**
- **The process must be data-driven**



Iowa's SHSP Update Process



Iowa SHSP Safety Strategies Workshop

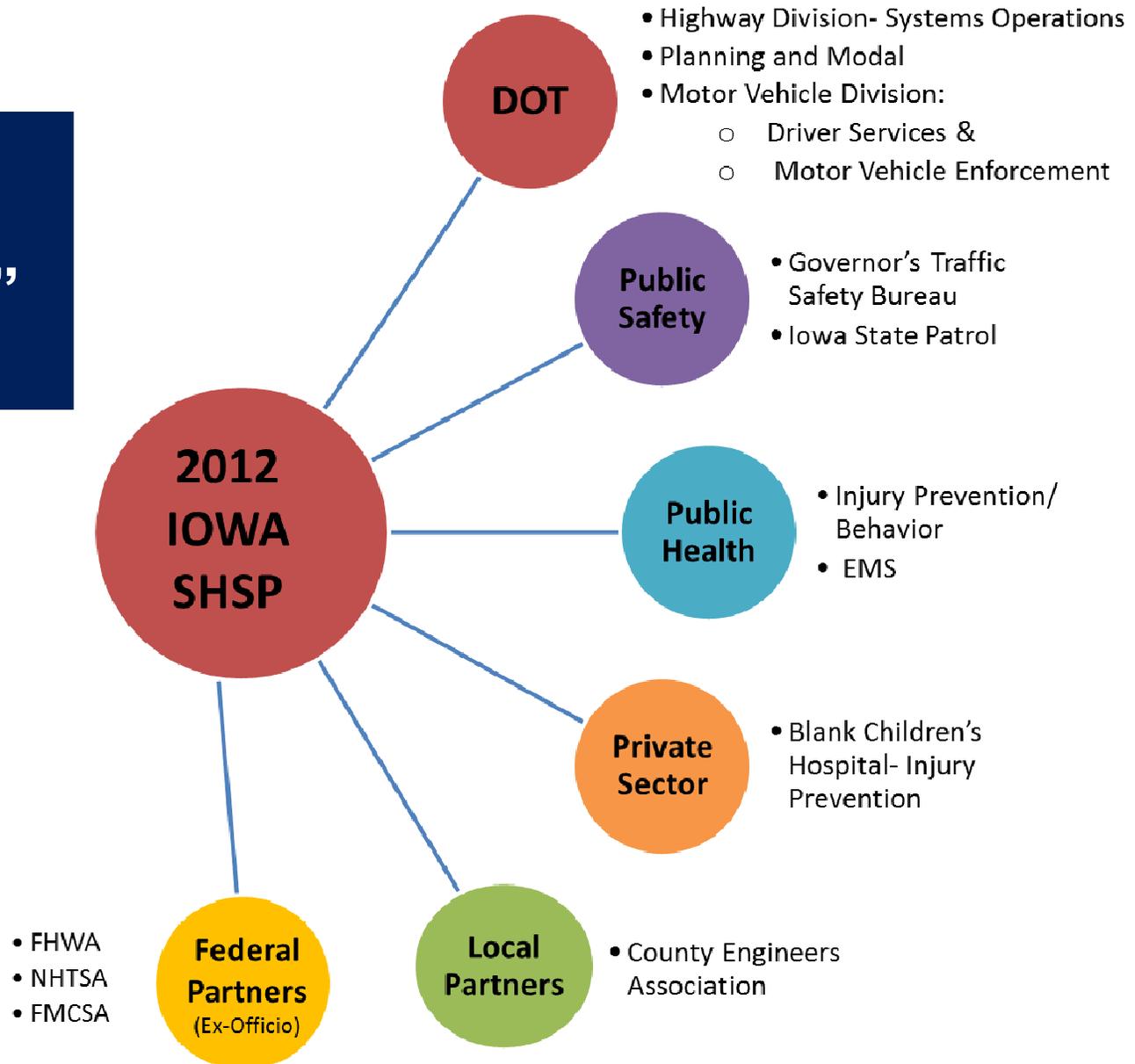
Objectives:

- Foster **safety culture** among stakeholders
- Identify '**targets of opportunity**' based on Iowa's experience and safety records
 - Establish safety emphasis areas
 - Determine high priority safety strategies
 - Initiate stakeholder input in the plan development process



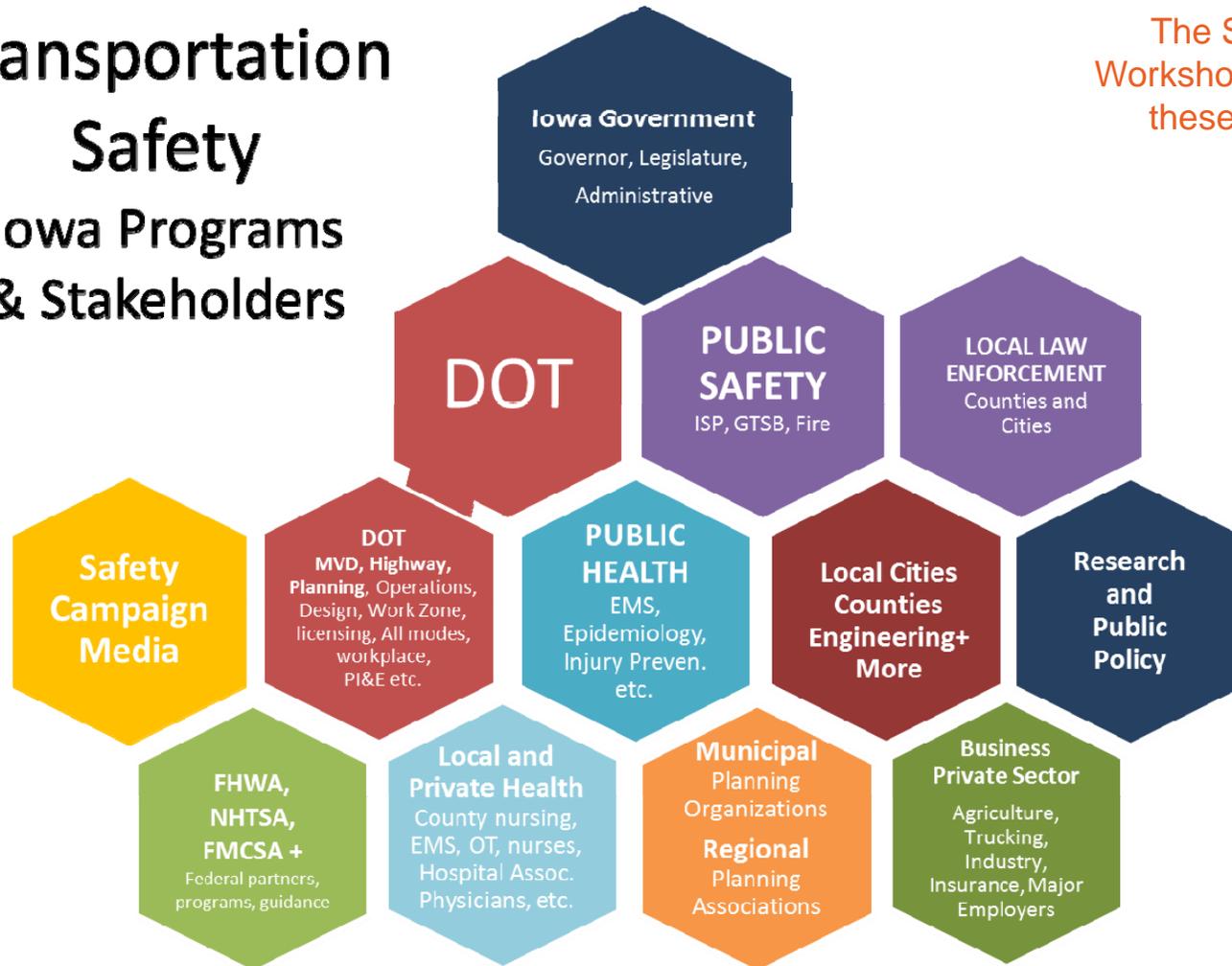
IOWA SHSP Project Advisory Team

SHSP “A-Team”



A State SHSP Recognizes “Everyone Else” Can Help

Transportation Safety Iowa Programs & Stakeholders



The SHSP Strategies Workshop invitees represent these partner entities.

...And everyone else



SHSP Background

Think of how far
we've come
improving road
safety...

Highway Safety
Decades of Change:
Roads, Vehicles, Drivers

Crashes are Complex...



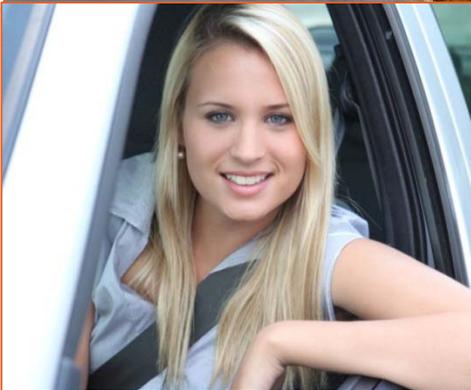
34%

More Forgiving
Road Systems



12%

Safer and Smarter
Easy to Operate
Vehicles



93%

??? Changing ???
Driver Behavior and Decisions



Crashes are Complex...

And so are the strategies to prevent and respond to them

Engineering



Enforcement



Education



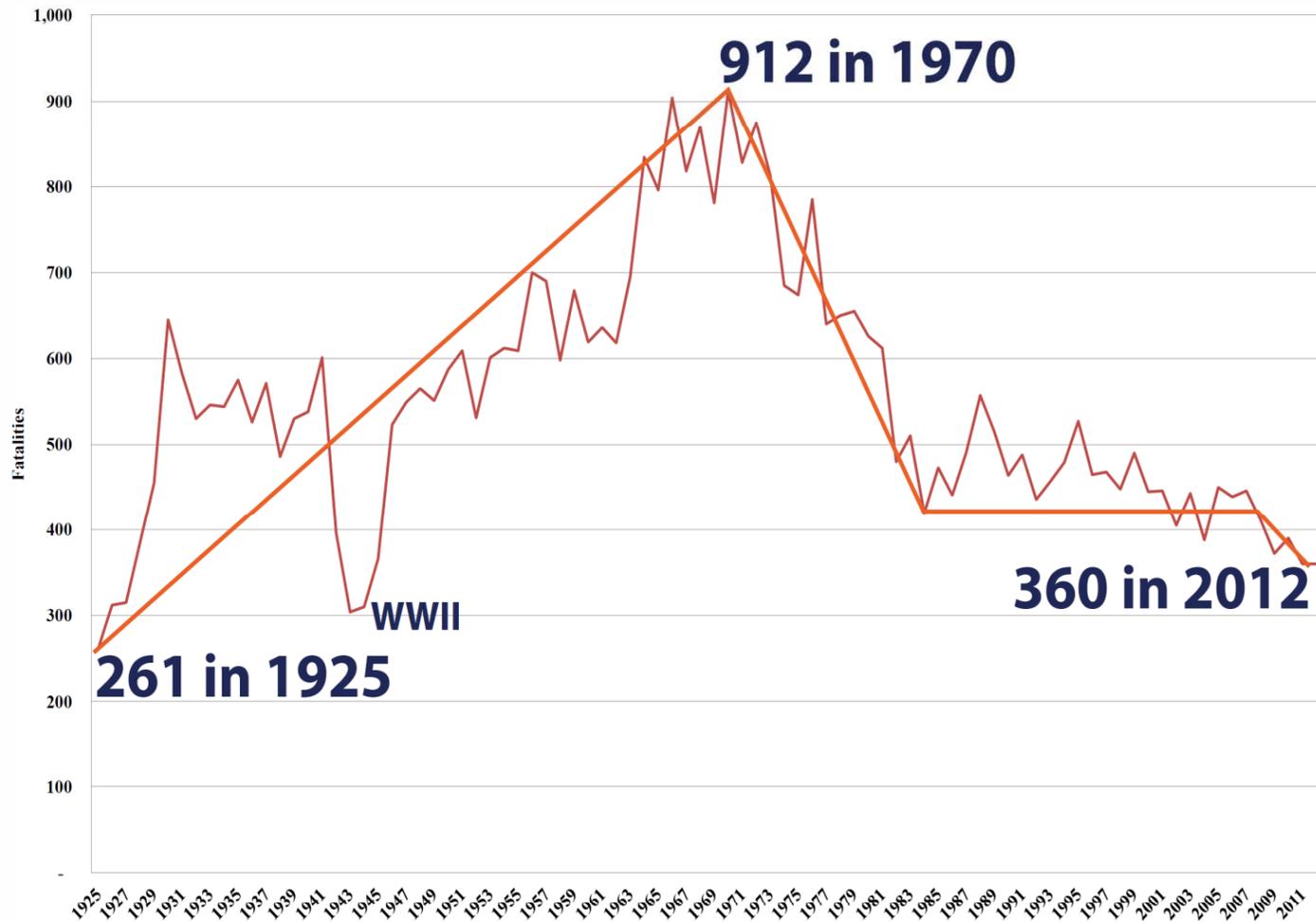
Emergency Services

Everyone Else



JOIN THE PLAN TO...
Save more lives

Fatality History Iowa 1925 - 2012



JOIN THE PLAN TO...
Save more lives

Haddon Matrix

"ENVIRONMENT"

CRASH	Driver	Vehicle	Road	Social/ Culture
Before				
During				
After				

Epidemiology

Iowa Fatal and Major injuries = Severe Crashes

Year	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012
Fatalities	446	405	443	388	450	439	446	412	371	390	360	361
Major Injuries	2368	2232	2051	2173	2091	1889	1982	1841	1615	1644	1501	pending
Total	2814	2637	2494	2561	2540	2328	2428	2253	1986	2034	1861	pending

Combined fatal and major injuries provide a more complete picture of risk.

SHSP Iowa's Strategic Highway Safety Plan
 Iowa Department of Transportation
 Join the plan to save more lives...

JOIN THE PLAN TO...
Save more lives

Crash Severity Frequency Fatalities and Major Injuries Iowa 2007-2011

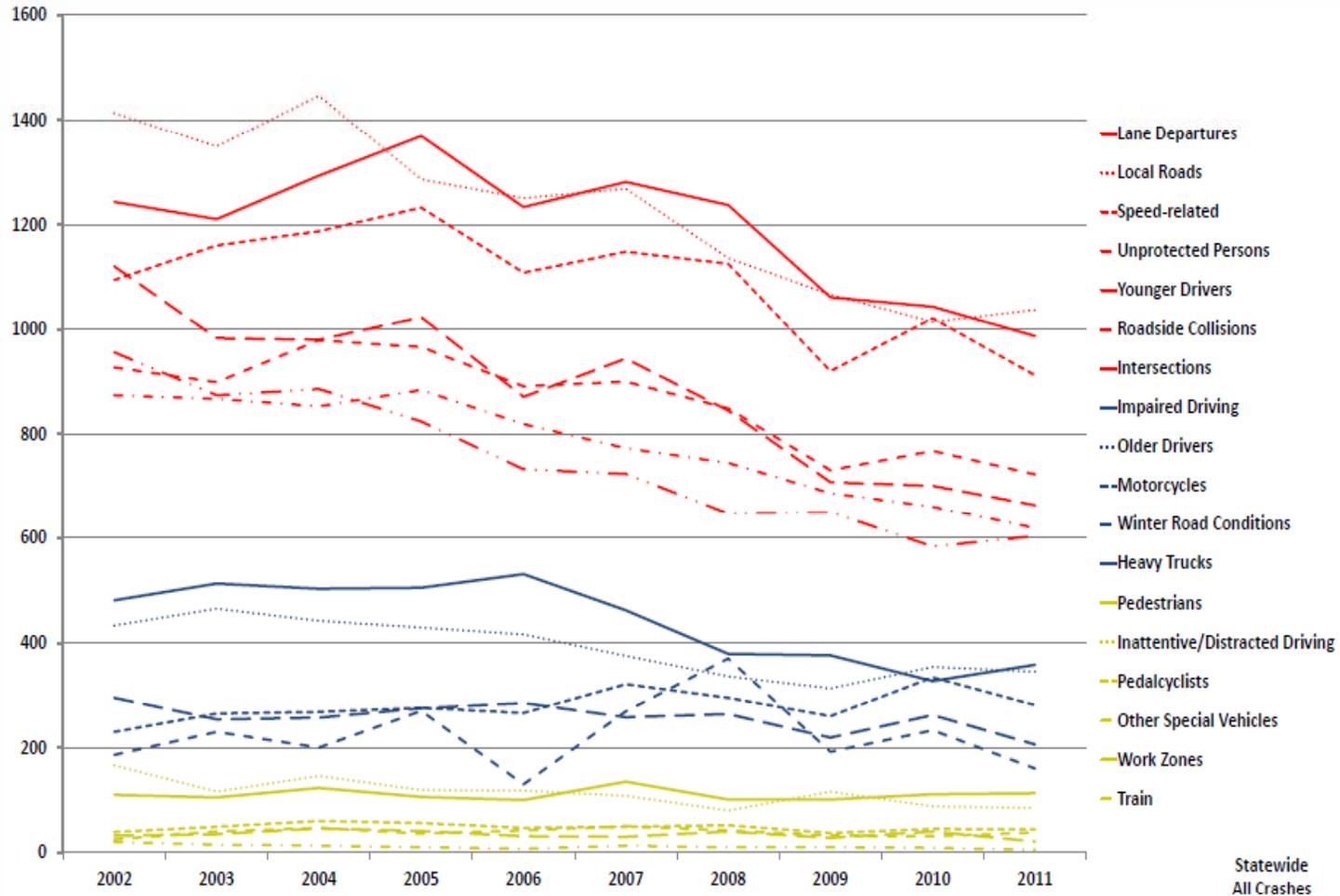
2007 - 2011

Category	Topic Totals	Crash			Injury			Severe Injury Rank	2006 CIISP	%age of Severe Injuries	
		Fatal	Major	Severe*	Fatalities	Major	Severe*				
		1774	6969	8743	1977	8598	10575				
Drivers											
	Younger Drivers	522	2531	3053	607	3255	3862	5	x	36.52%	D _{YNG}
	Older Drivers	388	1033	1421	431	1292	1723	9	x	16.29%	D _{OLD}
	Speed-related	890	3337	4227	991	4135	5126	3		48.47%	D _{SPD}
	Impaired Driving	435	1086	1521	492	1410	1902	8		17.99%	D _{IMP}
	Inattentive/Distracted Driving	54	315	369	66	411	477	14	x	4.51%	D _{UD}
	Unprotected Persons	930	2192	3122	1044	2927	3971	4	x	37.55%	D _{UP}
Highway											
	Train	12	31	43	13	34	47	18		0.44%	H _{TRN}
	Lane Departures	1184	3307	4491	1332	4277	5609	1	x	53.04%	H _{LD}
	Roadside Collisions	685	2274	2959	752	2733	3485	6		32.96%	H _{RC}
	Intersections	390	2261	2651	425	2785	3210	7	x	30.35%	H _{INT}
	Work Zones	29	101	130	35	124	159	17		1.50%	H _{WZ}
	Local Roads	864	3887	4751	931	4590	5521	2	x	52.21%	H _{LR}
	Winter Road Conditions	191	794	985	213	1011	1224	11		11.57%	H _{WRC}
Special Users											
	Pedestrians	105	420	525	112	449	561	13		5.30%	S _{PED}
	Pedalecyclists	27	195	222	27	200	227	15		2.15%	S _{CYC}
Vehicles											
	Motorcycles	244	1095	1339	257	1234	1491	10	x	14.10%	V _{MOT}
	Heavy Trucks	321	669	990	371	838	1209	12		11.43%	V _{TRK}
	Other Special Vehicles	45	117	162	47	146	193	16		1.83%	V _{OSV}

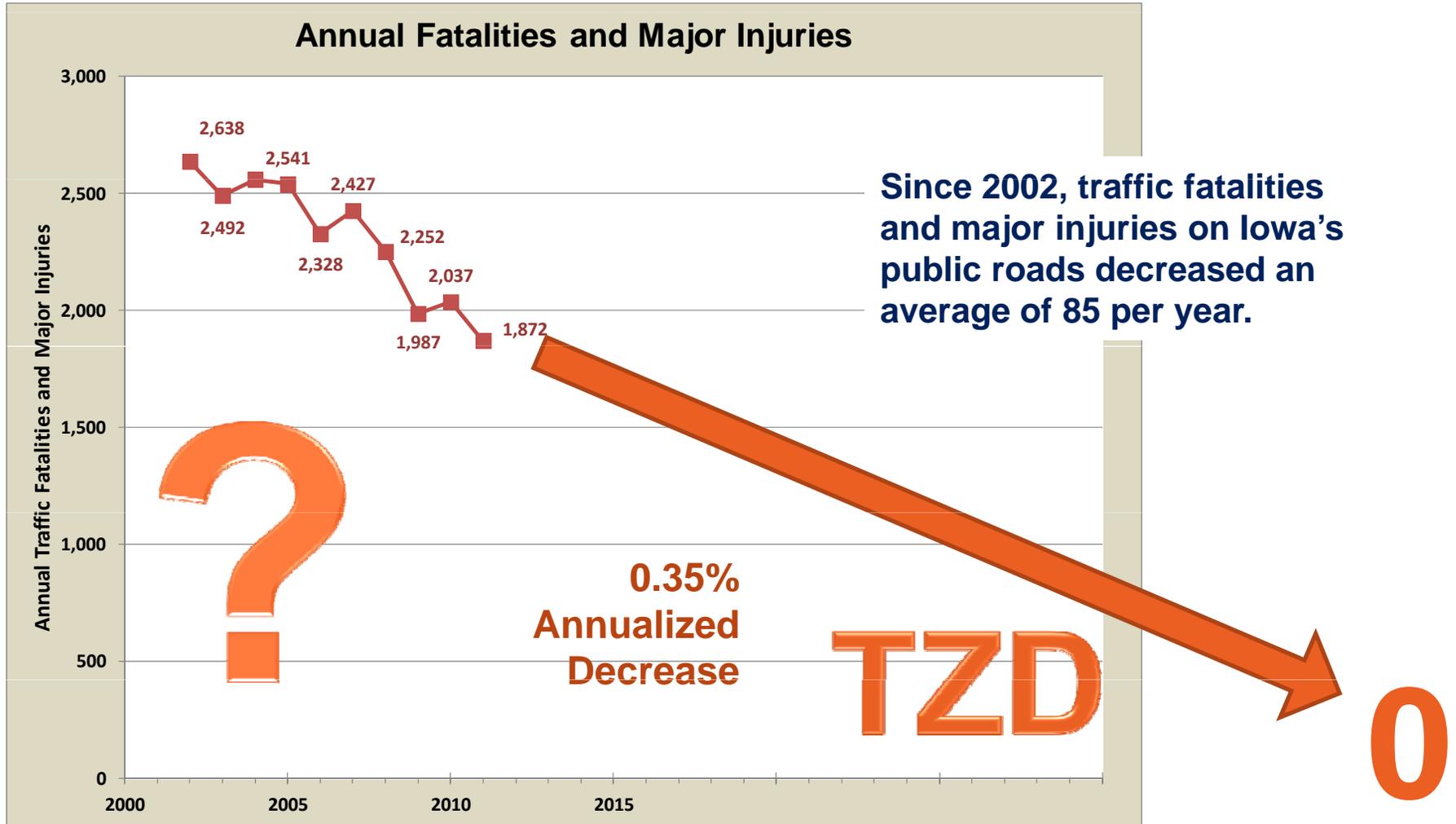
* Severe = Fatal + Major for both crashes and injuries, respectively.

JOIN THE PLAN TO...
Save more lives

Topic Area Trends Fatalities and Major Injuries Iowa 2002 – 2011



Iowa's SHSP Long-Term Safety Goal ??



Toward Zero Deaths- National Strategy

- There is a renewed worldwide focus on fatalities; this is the USA's contribution to the global "Decade of Action"
- To build on the recent successes in fatality reduction
- To build on the lessons of states in their **strategic highway safety plans**
- To build on experiences gained from safety planning and multidisciplinary approaches and involvement from wide variety of highway safety stakeholders & "owned" by all stakeholders



Toward Zero Deaths

0

TZD Concepts and Communications

- **Cultural change:** change Americans' attitudes toward highway safety (NEW emphasis)
- Encourage an **aggressive approach** based on the ideal that no death is acceptable and that we can eliminate highway fatalities.
- **Make "TZD" the common goal for Americans**
- **Non-traditional areas:**
 - Public health, safety culture
- **Supporting areas:**
 - Data, communications, education and training, planning



Toward Zero Deaths

0

2013 Iowa Traffic Fatality Count for 01/22/13

©Iowa Department of Transportation, Motor Vehicle Division, Office of Driver Services

A fatality is considered "crash-related" when death occurs within 30 days of a crash. Because complex crash investigations can delay the official report of fatalities, the numbers for the two most current months are preliminary and can change considerably.

Year to Date



Month to Date



Number of Fatalities Reported on this Day for Each Year

2013-2012 Comparison	2013	2012	2011	2010	2009	2008	2007
-4	14	18	13	8	15	16	23

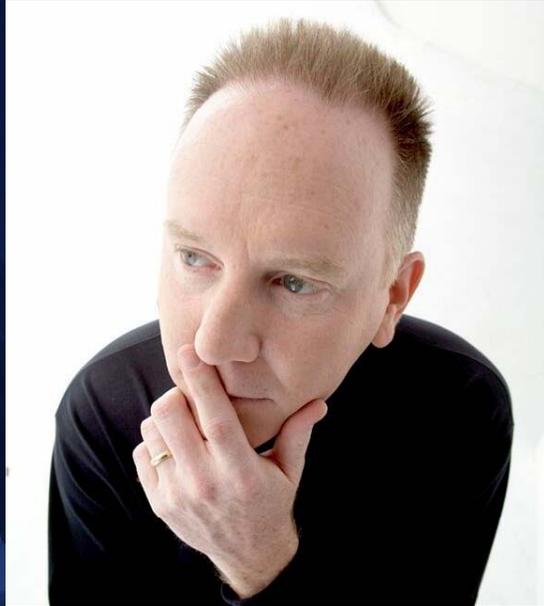
Fatalities

Month	2013	2012	2011	2010	2009	2008	2007
January	14	39	19	18	27	36	33
February		23	14	30	21	30	24
March		29	40	19	27	29	25
April		15	25	23	37	25	35
May		48	26	31	46	23	40
June		27	25	36	33	43	37
July		23	36	35	31	30	51
August		39	29	56	29	44	42
September		35	43	30	32	37	44
October		25	37	43	29	33	34
November		34	28	48	35	45	45
December		25	38	21	24	37	36
Total	14	362	360	390	371	412	446

Toward Zero Deaths

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What
Goal?





January 23, 2013

Iowa SHSP
Safety Strategies
Workshop

www.iowadot.gov/traffic/shsp

Join the plan
to save more lives...

To make a significant headway
Towards Zero Deaths,
we will need to adopt a culture of
safety where individual citizens
and officials will not accept
fatalities from vehicle crashes
as a price for mobility.

-Hugh W. McGee, Ph.D., P.E.

