

*Rural Traffic Safety
Issues for Teen Drivers*



Lifesavers Conference
Monday, March 28, 2011
Phoenix, AZ

Crash Victim Stories

- Excerpt from *Recognize, React, Recover: Using rumble strips to prevent run-off-the-road crashes* DVD (module 2)



Roadway Departure (RD) Crashes

- Occur when a vehicle crashes after crossing the centerline (crossover crash) or edgeline (run-off-the-road crash)
- Account for **majority of traffic fatalities** nationwide (53% in 2009)
- Are particularly problematic in **rural areas**, where **2/3** of such crashes occur

Causes of ROR Crashes

- Excerpt from *Recognize, React, Recover: Using rumble strips to prevent run-off-the-road crashes* DVD (module 4)



Teen Crashes

- **67%** of teen drivers (14-19) killed in 2009 died in roadway departure crashes (compared to 55.7% of drivers overall)
- Teen crash rates in rural areas **more than double** those in cities/suburbs
- Teens are the most likely to engage in certain risky behaviors, such as **speeding** and **not wearing seatbelts**: deadly combo on rural roads with limited safety features

Our Approach

- RSF promotes **roadway** safety:



Our Approach (cont.)

- Much can be achieved with education, training, and behavioral improvements, but teens will always be among the least experienced road users
- RSF promotes engineering enhancements to make roads **forgiving of teen drivers** while they gain driving experience

Cost-Effective Solution: Rumble strips

Rumble strips are grooves or raised bumps in the pavement that create a loud **noise and vibration** when your tires roll over them



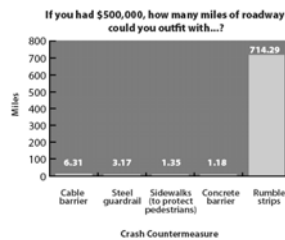
Edgeline rumble strips alert drivers they are about to **run off the road**



Centerline rumble strips alert drivers they are about to **cross into on-coming traffic**

Why this Solution?

- Rumble strips up to 80 percent effective in reducing single-vehicle ROR crashes
- Quick and relatively cheap to install
- Help get the attention of **distracted or drowsy** drivers!
- Crucial last line of defense against inevitable driver error



RSF Public Education Campaign

- “Safer Roads: Building Safety Into Your Drive” public awareness campaign



Recognize, React, Recover Campaign



6-panel oversized brochure corresponds with DVD or serves as standalone handout

6-module, 18-minute DVD. Also includes Powerpoints, fact sheets, brochure PDFs and other supporting materials



R,R,R Campaign (cont.)

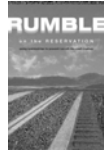
- DVD and brochure cover the causes of ROR crashes, and discuss real-life stories of teen victims of such crashes
- Promote rumble strips as a solution and explain how and why they work
- Education component: expert drivers provide tips on avoiding ROR crashes and reacting properly in the event of one

Rumble on the Reservation Campaign



6-panel oversized brochure delves into detail on rural road crash risks and rumble strip cost-effectiveness

11-minute DVD promoting the use of rumble strips on American Indian/Alaska Native reservation roads



Rumble on the Reservation (cont.)

- Heavy focus on rural traffic safety and the benefits of rumble strips as a cost-effective crash countermeasure
- Though targeted towards tribal transportation planners, information is very pertinent to any communities served by rural roads

Additional RSF Materials



Read Your Road Brochure

The Roadway Safety Guide



Read Your Road

- 8-panel educational brochure that explains how to read signs, signals, & pavement markings
- Includes facts, tips, & trivia regarding safe vehicle operations and driving situations that require extra caution
- Great resource for driver education courses and other training programs

The Roadway Safety Guide

- 77-page manual for community leaders, elected officials, and citizens concerned with roadway safety issues
- Written to help non-engineers identify roadway hazards and work with transportation officials to get concerns addressed
- Currently being updated; original version available as PDF at www.roadwaysafety.org

Roadway Safety Foundation

RSF is the only national organization solely dedicated to reducing motor vehicle deaths, crashes, and injuries by improving the physical characteristics of America's roadways.



RSF works to attain its goals by building awareness through media campaigns and outreach activities, developing educational materials, and forming partnerships. It is a private non-profit 501(c) (3) organization.

RSF is pleased to make all of its safety materials available free of charge. Stop by **Booth #704** to pick up copies of anything you're interested in! Full product listing also available at www.roadwaysafety.org
