

NYSMPO SWG Scan: August 2011

A. Roadway Safety:

Safety Evaluation of the Safety Edge Treatment: This evaluation was conducted as part of an eight-State Federal Highway Administration (FHWA) pooled-fund study. Three States—Georgia, Indiana, and New York—implemented the safety edge treatment and participated in a multiyear evaluation of the treatment. This study evaluated the safety effectiveness of the safety edge treatment in conjunction with resurfacing, a cost-effective safety improvement that can reduce crashes and fatalities. Development of the safety edge treatment was based on a need to reduce drop-off-related crashes and on engineering judgment. The evaluation utilized a before-after analysis for determining a crash reduction factor for this roadway treatment. Furthermore, the study conducted a benefit-cost analysis to determine the advantages of applying this treatment to rural highways. This analysis of the safety edge highlights the benefits of a low-cost improvement through improved roadway design and evaluation.

Full report available: <http://www.fhwa.dot.gov/publications/research/safety/11024/>

Seatbelt Compliance Report for NYS: The Department of Motor Vehicles announced that the seat belt compliance rate for New York has reached an all-time high. This year's statewide usage rate increased from 90 percent in 2010 to 91 percent for 2011.

The statewide survey for this year, conducted by the University at Albany's Institute for Traffic Safety Management and Research (ITSMR), shows an increase in seat belt use on New York State roadways when compared to 88 percent and 90 percent usage rates in 2009 and 2010, respectively. The New York State Seat Belt Observation Survey was conducted at 200 individual locations in 20 counties where drivers and front-seat passengers were monitored for seat belt compliance. The June 2011 survey used the same methodology as previous surveys and was funded by the Governor's Traffic Safety Committee. A copy of the report is available:

<http://www.itsmr.org/pdf/2010%20%20NY%20OBSERVATIONAL%20SURVEY%20OF%20SEAT%20BELT%20USE.pdf>

B. Pedestrian and Bicycle Safety:

Hawaii proclaims "Pedestrian Safety Month": The month of August was proclaimed by Hawaii Lieutenant Governor Brian Schatz as "Pedestrian Safety Month," the only statewide pedestrian safety month in the nation. Pedestrian-related community events and campaigns will be taking place throughout the month to encourage safe pedestrian behaviors, as well as heighten awareness in drivers toward pedestrians, with the ultimate goal of saving lives and making Hawaii a safer place to walk.

<http://hawaii.gov/dot/news/state-dot-launches-2nd-annual-pedestrian-safety-month>

"Don't be a Jerk" Bike Safety Campaign: In May, New York City Department of Transportation (DOT) Commissioner Janette Sadik-Khan announced the launch of the "Don't Be A Jerk" bike safety ad campaign, featuring celebrities Mario Batali, John Leguizamo and Paulina Porizkova on bikes humorously highlighting essential do's and don'ts of safe, responsible riding that are

crucial to keeping New York City's streets as safe as they can be for everyone using them, including cyclists. The new ads combine satire and humor to convey the need for bicyclists to follow the rules of the road. "Don't Be a Jerk" is part of DOT's larger Bike Smart initiative, which includes the Bike Smart Pledge and the LOOK campaign, designed to educate cyclists and other road users about sharing the streets and roadways safely.

<http://www.nyc.gov/html/dot/html/bicyclists/dontbeajerk.shtml>

New ITSMR New York State Fact Sheet on Pedestrian Crashes:

<http://www.itsmr.org/pdf/Pedestrian%20Fact%20Sheet%20July%202011.pdf>

C. Impaired Drivers:

Drive Sober or Get Pulled Over week: August 19 to September 5 is Drive Sober or Get Pulled Over week, in which law enforcement agencies target alcohol- and drug-impaired drivers. This year's crackdown is supported by \$14 million in paid national advertising to help put motorists on notice that if they are caught driving while impaired, they will be arrested. The national ads, produced by the National Highway Traffic Safety Administration in English and Spanish, are targeted at young male drivers and motorcycle riders, who are the most common perpetrators of this deadly crime. Forty-eight states, the District of Columbia, and three military branches participate in the program.

<http://www.stopimpaireddriving.org/planners/crackdown2011/index.cfm>

D. Other:

New ITSMR New York State Fact Sheet on Motorcycle Crashes:

<http://www.itsmr.org/pdf/Motorcycle%20Fact%20Sheet%20July%202011.pdf>

Hyperthermia Prevention Campaign: The National Highway Traffic Safety Administration (NHTSA) has begun a series of efforts to prevent these deaths of children left alone in vehicles during hot weather, known as hyperthermia. According to NHTSA research, hyperthermia is the leading cause of non-crash vehicle deaths for children under the age of fourteen. There have been 21 reported deaths so far this summer. In the coming weeks and months, listening sessions and other activities will be held in some of the states hardest hit by hyperthermia deaths. They will engage concerned parents, advocacy groups, automotive experts, and health and law enforcement professionals, to discuss the best ways to raise awareness and to propose strategies for preventing these tragic events. Events have been held in Fort Worth, Texas, and Atlanta Georgia.

<http://www.nhtsa.gov/safety/hyperthermia>