



# HIGHLIGHTS OF ASSOCIATION ACTIVITY

JULY 1, 2016–JUNE 30, 2017



# FISCAL YEAR 2017: BY THE NUMBERS

90

NATIONAL  
MEDIA  
MENTIONS



MEMBER WEBINARS



10

STATES UTILIZING  
GHSA'S  
CONSULTING  
SERVICE



TWITTER  
FOLLOWERS  
4,903



FACEBOOK  
FOLLOWERS  
2,201



NEW REPORTS

1 million WEBSITE VISITS

570

ANNUAL MEETING  
ATTENDEES

WITH

56

EXHIBITORS

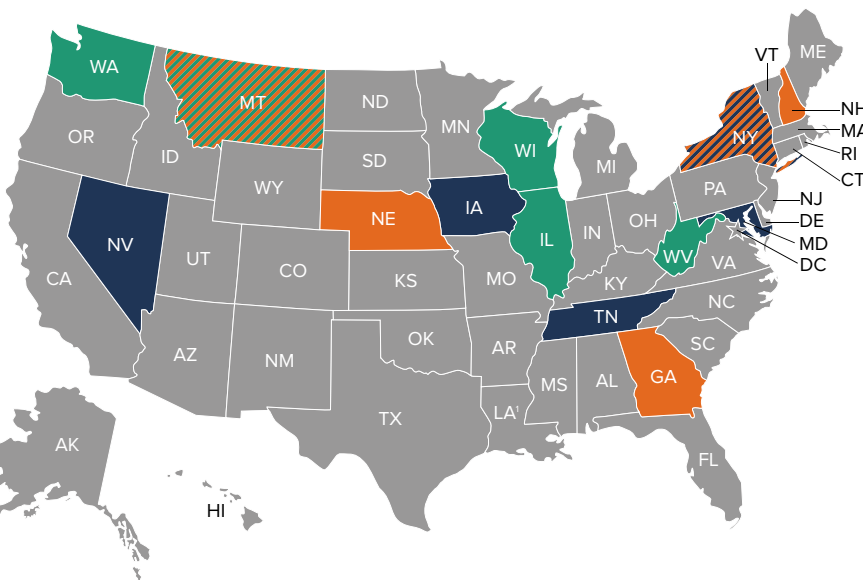
AND

26

SUPPORTING  
ORGANIZATIONS

26 states applied for 3 GHSA grant programs.

13 states received grants totaling nearly \$250,000 to improve teen driver safety, combat drowsy driving, and train law enforcement to arrest drug-impaired drivers.



Click on a color to highlight the states in that category

- Teen Driving
- Drugged Driving, Law Enf. Training
- Drowsy Driving

## FELLOW MEMBERS AND FRIENDS,

I am proud to report another year of GHSA accomplishments. Collectively, we continue to make great strides in promoting traffic safety as a national priority, expanding and delivering member services, developing our partnerships, and ensuring sufficient resources to support association services and priorities.

Our Federal Relations Committee has had an active year, most notably working with the National Highway Traffic Safety Administration (NHTSA) on the regulations governing state management of NHTSA funds. GHSA and NHTSA closely collaborated to prepare states for FY 2018 grant applications, including hosting two webinars. GHSA representatives are also working with NHTSA on revisions to both the Traffic Records Assessment Advisory and the voluntary Pedestrian and Bicyclist Safety Program Assessment Advisory.

Promoting traffic safety law enforcement is always paramount, but even more critical as traffic deaths are increasing. Under contract with NHTSA, we are elevating the issue through our National Law Enforcement Liaison Program (NLELP) and a training conference for LELs to be held in November, as well as other projects in development.

In other federal news, we have enhanced our National Cooperative Research and Evaluation Program (NCREP) by working with NHTSA to restructure the project management under the auspices of a research entity. This new arrangement will accelerate the project schedule, resulting in more timely research that states can use as they plan their program activities.

Through our private sector partners, we delivered a number of resources to the states, including publications and funding streams. GHSA and Ford Driving Skills for Life provided teen safe driving grants to five states, conducted hands-on events across the country, and published new research on teen driver-related traffic fatalities. The Foundation for Advancing Alcohol Responsibility supported another round of drug-impaired driving detection training for law enforcement officers in five states, as well as an updated drug-impaired driving guide for states. State Farm® provided funding for GHSA

to publish a detailed look at the problem of drowsy driving, including recommendations for action. And we launched a new state grant program to help states implement some of these recommendations, thanks to a generous contribution from The National Road Safety Foundation.

In addition to our partner publications, GHSA also released other reports for the states, most notably an important spotlight on the traffic safety implications of autonomous vehicles, as well as our annual forecast of pedestrian traffic fatalities, with recommendations to address both issue areas. We also kept members apprised of the latest highway safety happenings through our many communications channels, including regular newsletters, emails, webinars, social media, and our newly streamlined and redesigned website.

We held another successful Annual Meeting in Seattle last fall, with near record attendance, exploring the intersection of technology and human behavior. And we partnered with other national organizations to address the tragic increases in traffic deaths through broad-based coalitions such as the Road to Zero, Toward Zero Deaths, and Vision Zero. While these groups may take slightly different approaches, the ultimate goal of zero traffic fatalities is at the heart of all of their missions, as well as ours.

As we reflect on the past Fiscal Year and look ahead to FY 2018, I continue to be proud of all that we have attained as an Association. I am especially pleased that we accomplished all of this without increasing member dues for yet another year.

Finally, I want to thank you for your continued support of traffic safety. Our achievements would simply not be possible without the dedicated support from our state members and numerous associate members and partners like you.



**Jana Simpler**

*GHSA Chair  
Director, Delaware Office  
of Highway Safety*



# ADVANCING TRAFFIC SAFETY ISSUES

Through leadership, partnerships and advocacy, GHSA confronts the most pressing traffic safety issues, offering programs and publications, sharing best practices, and providing funding opportunities for the states.

## ► TEEN DRIVER SAFETY

GHSA promotes programs and efforts that engage teen drivers and their parents, building safe driving habits to last a lifetime.

- The GHSA and Ford Driving Skills for Life (Ford DSFL) collaboration entered its 14th year, delivering \$74,000 in state grants for programs to advance teen driver safety. The Ford DSFL team provided hands-on training to teens in 12 states.



Texas Traffic Safety Director Terry Pence and Ford DSFL Global Program Manager Jim Graham welcome teens and parents to a hands-on training event in Houston.

- GHSA's research report *Mission Not Accomplished: Teen Safe Driving, the Next Chapter* demonstrated that improvements in teen-involved fatal crash rates have not been as dramatic for older teens (ages 18-20) as compared to their younger counterparts (ages 15-17) and provides a set of 11 policy and best practice recommendations for states.
- GHSA announced a new partnership with Ford DSFL and Family, Career and Community Leaders of America (FCCLA), connecting youth with state highway safety leaders to support and recognize peer-led traffic safety projects at the state level. The program will kick off during the 2017-2018 school year.



- GHSA participated in SADD's National Conference, educating students on the issue of drowsy driving and facilitating an interactive "Jammie Session," enabling youth to craft their own action plan to address the problem.

*SADD's Rick Birt with GHSA Consultant Pam Fischer and GHSA Executive Director Jonathan Adkins.*



- GHSA kicked off a new project with NHTSA to help states develop, implement and evaluate peer-to-peer teen traffic safety programs that can be incorporated into their Strategic Highway Safety Plans and Highway Safety Plans.
- GHSA worked with Michelin North America, Inc. to support their Beyond the Driving Test campaign, encouraging states to include tire safety in their driver education curricula.

## ► DISTRACTED DRIVING

Distracted driving can destroy lives. Unfortunately, the behavior is pervasive on America's roads. GHSA and SHSOs continue to educate Americans about the dangers and promote enforcement of distracted driving laws.

- GHSA celebrated Texas becoming the 47th state to prohibit texting while driving and congratulated Iowa for strengthening its texting law to primary enforcement through a national news release.
- GHSA supports AT&T's *It Can Wait* campaign, working with members to raise awareness that distracted driving is never OK and encouraging the public to pledge to never drive distracted.
- GHSA worked with distracted driving advocates to elevate the issue at the local, state and national levels.



## ► SUBSTANCE-IMPAIRED DRIVING

Alcohol and drug use contribute to an alarming number of traffic crashes and fatalities. GHSA is a leader on combatting impaired driving, regardless of the substance.

- In collaboration with the Foundation for Advancing Alcohol Responsibility (Responsibility.org), GHSA published *Drug-Impaired Driving: A Guide for States*, reporting that for the first time, a greater proportion of fatally injured drivers with known test results were positive for drugs than alcohol. The report recommends actions to address this troubling trend.



- For the second year in a row, GHSA provided grant funding to states to equip law enforcement officers with the specialized skills to detect and arrest drug-impaired drivers. Funding for this critical training was provided through Responsibility.org.



*GHSA Secretary Darrin Grondel (Director, Washington Traffic Safety Commission), IACP Third Vice President and Buffalo Grove, Illinois Police Chief Steven Casstevens, and Responsibility.org President and CEO Ralph Blackman share a laugh with NBA superstar Shaquille O'Neal.*

- GHSA released *Impact of the Legalization and Decriminalization of Marijuana On the DWI System*, a summary of an expert panel discussion providing advice to states grappling with changes to their marijuana policies.
- GHSA supports the Driver Alcohol Detection System for Safety (DADSS) program, which is developing technology to detect when a driver is intoxicated and prevent the car from moving, and DADSS experts presented at GHSA's Annual Meeting.
- GHSA supported national and state drunk driving mobilizations and held webinars to equip states with the latest resources and strategies to maximize the effectiveness of education and enforcement campaigns.

## ► DROWSY DRIVING

Drowsy driving can be an overlooked issue in highway safety. GHSA is addressing the problem through research and funding.

- GHSA published *Wake Up Call! Understanding Drowsy Driving and What States Can Do*, made possible with the support of State Farm®. This comprehensive, first-of-its-kind report examines the cause and effect of drowsy driving as well as how to address it.



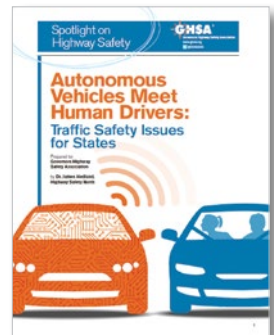
- Through the generous support of The National Road Safety Foundation, GHSA provided funding to five states to put into practice several of the report's recommendations to confront this challenging problem.



## ► AUTONOMOUS VEHICLES

GHSA positioned itself as a thought-leader on this ever-changing issue, emphasizing the importance of driver behavior during the transition period between traditional and autonomous vehicles.

- *Autonomous Vehicles Meet Human Drivers: Traffic Safety Issues for States* examines the implications of new vehicle technologies for highway safety agencies and advocates, recommending public education campaigns and collaboration with law enforcement.

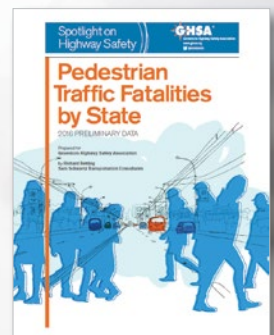


- GHSA was invited to speak on this topic at several prestigious conferences, including the Northeast Autonomous Vehicle Summit and the Lifesavers Conference on National Highway Safety Priorities, with more presentations scheduled.

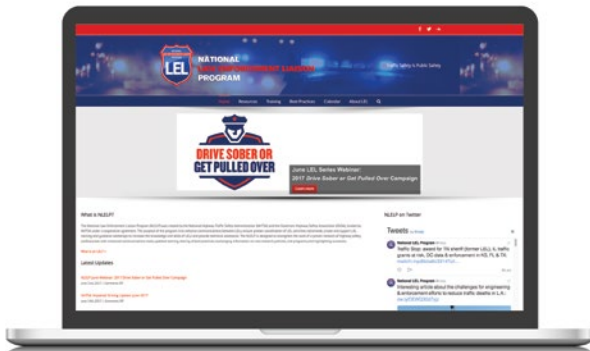
## ► BICYCLIST AND PEDESTRIAN SAFETY

GHSA and its members are focusing on keeping pedestrians safe through a combined approach of education, enforcement and engineering.

- GHSA's *Pedestrian Traffic Fatalities by State: 2016 Preliminary Data* projected an 11% percent increase in pedestrian deaths in 2016 and suggested steps to reverse this trend. The report was featured on the TODAY Show and NBC Nightly News.



- GHSA partnered with the Pedestrian and Bicycle Information Center to coordinate and share information related to the behavioral side of bicyclist and pedestrian safety, specifically regarding law enforcement and public education.



## ► LAW ENFORCEMENT

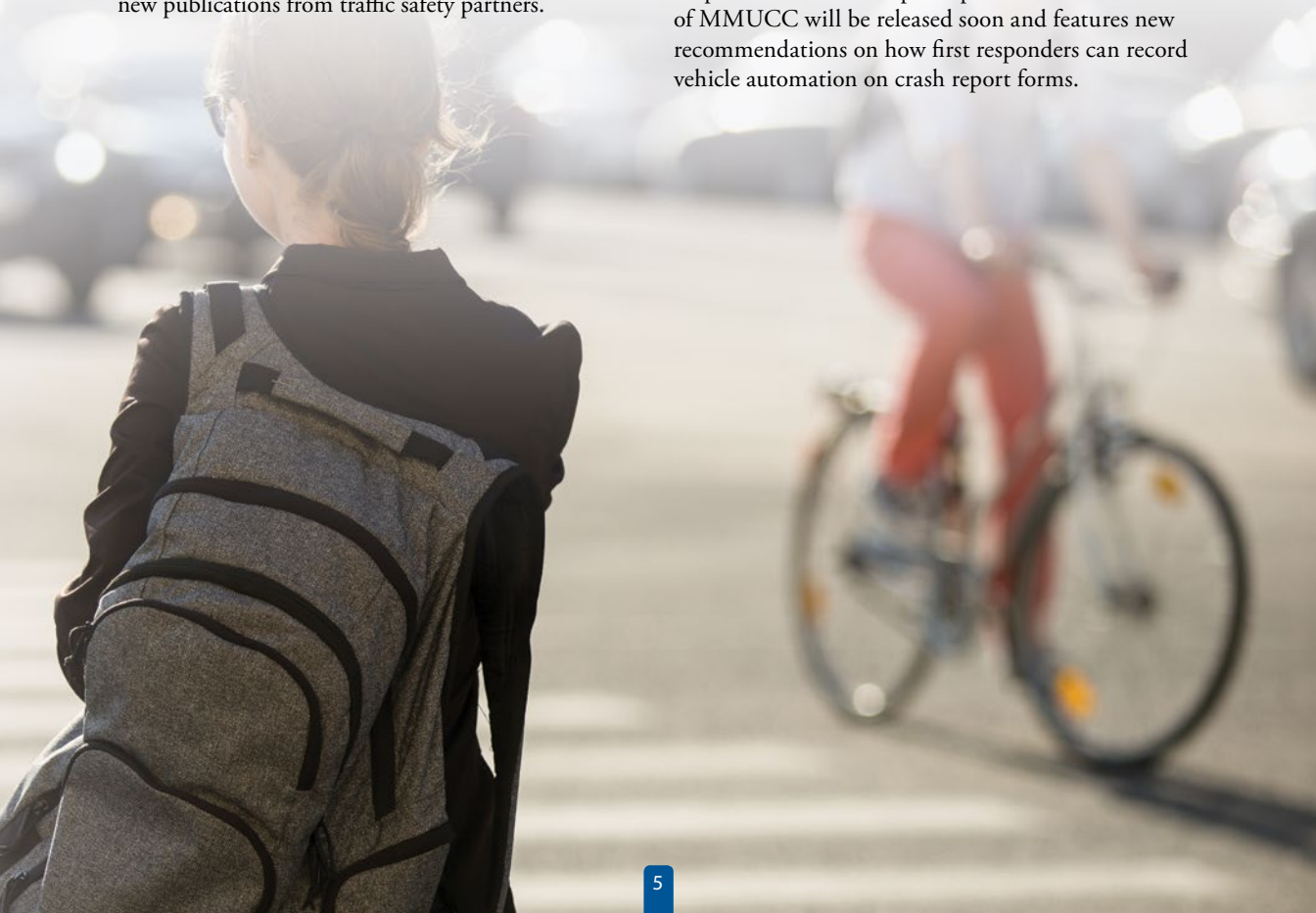
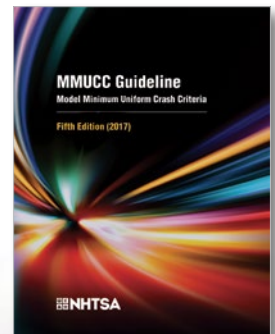
GHTSA manages the National Law Enforcement Liaison Program (NLELP), funded through NHTSA. The program enhances communications between LELs, ensures greater coordination of LEL activities nationwide, creates and supports LEL training and guidance to increase the knowledge and skills of LELs, and provides technical assistance.

- NLELP's weekly email, website content, quarterly newsletter, monthly webinars, podcast interviews and a growing presence on social media keeps LELs and partners up to date with news, announcements and new publications from traffic safety partners.

- GHTSA secured funding to host an NLELP Training Conference in Maryland this fall covering LEL best practices, challenges and successes, national programs and initiatives, and techniques for building, managing, and sustaining strong law enforcement relationships that increase police involvement in state and national highway safety programs, among other topics.
- Sixty LELs participated in a networking session at the 2017 Lifesavers Conference on Highway Safety Priorities to share best practices from their states and discuss how to encourage more law enforcement participation in traffic safety.

## ► TRAFFIC RECORDS

In collaboration with NHTSA, GHTSA facilitated updating the Model Minimum Uniform Crash Criteria (MMUCC), a voluntary set of standards for crash report data. GHTSA collected input on proposed changes from various stakeholders and shepherded the entire update process. The 5th Edition of MMUCC will be released soon and features new recommendations on how first responders can record vehicle automation on crash report forms.



# COLLABORATING WITH CONGRESS AND FEDERAL AGENCIES



*GHSA Vice Chair Harris Blackwood (Director, Georgia Governor's Office of Highway Safety) with U.S. DOT Secretary Elaine Chao*

## ► NHTSA'S INTERIM FINAL RULE

GHSA and SHSOs submitted comments on NHTSA's FAST Act Interim Final Rule (IFR). Until the publication of a Final Rule, the IFR will govern all highway safety grant programs. GHSA is keeping members up to date on the new federal requirements and the timing of additional regulations.

- The GHSA Federal Relations Committee met with NHTSA to discuss outstanding federal-state issues and upcoming NHTSA initiatives.
- A task force of members is collaborating with NHTSA to optimize the new Grants Management Solutions Suite (GMSS).
- GHSA hosted two webinars with NHTSA presenting to help states prepare for FY 2018 highway safety grant applications.
- GHSA provided feedback to NHTSA on revisions to the Traffic Records Assessment Advisory and a member has joined the development team of a new Pedestrian Bicycle Safety Assessment Advisory.

## ► NEW ADMINISTRATION, NEW CONGRESS

GHSA introduced the Association to and strengthened working relationships with federal policymakers, including the Trump Administration and new members of Congress. GHSA also engaged with the new leaders at U.S. DOT, including Secretary of Transportation Elaine Chao, monitoring new regulatory directives and political appointments.

- GHSA Chair Jana Simpler met with NHTSA leadership to discuss member concerns with the Traffic Records Assessment Advisory revision.
- GHSA shared its publications with key members of Congress and met with Congressional committee and personal staff to promote GHSA's policy priorities.
- GHSA participated in briefings to help shape federal legislation on autonomous vehicles.

## ► RESEARCH

GHSA and NHTSA will partner with a nationally recognized research entity to manage future National Cooperative Research and Evaluation Program (NCREP) research projects. This new structure will elevate the profile of the program, accelerate the project schedule, and provide additional funding to GHSA.

Research is currently underway on 18 projects addressing a number of critical topics, including drug-impaired driving, teen driving interventions, communications strategies, law enforcement approaches, and more.



# EXPANDING AND DELIVERING MEMBER SERVICES

## ► CONSULTING SERVICES INITIATIVE (CSI)

GHSA's CSI service continues to grow. This past year, GHSA consultants helped 10 states on a number of projects, including strategic planning, pedestrian safety analysis, and drafting highway safety plans, annual reports and grants manuals.

## ► WEBINARS

With topics ranging from program management to communications to new research, GHSA hosted 10 webinars this past year. Speakers included GHSA members, researchers and senior NHSTA staff.

## ► DIRECTIONS IN HIGHWAY SAFETY

GHSA's newsletter provides states and partners with key updates on highway safety issues. GHSA published five issues this past year, with each reaching more than 1,000 GHSA members and partners.

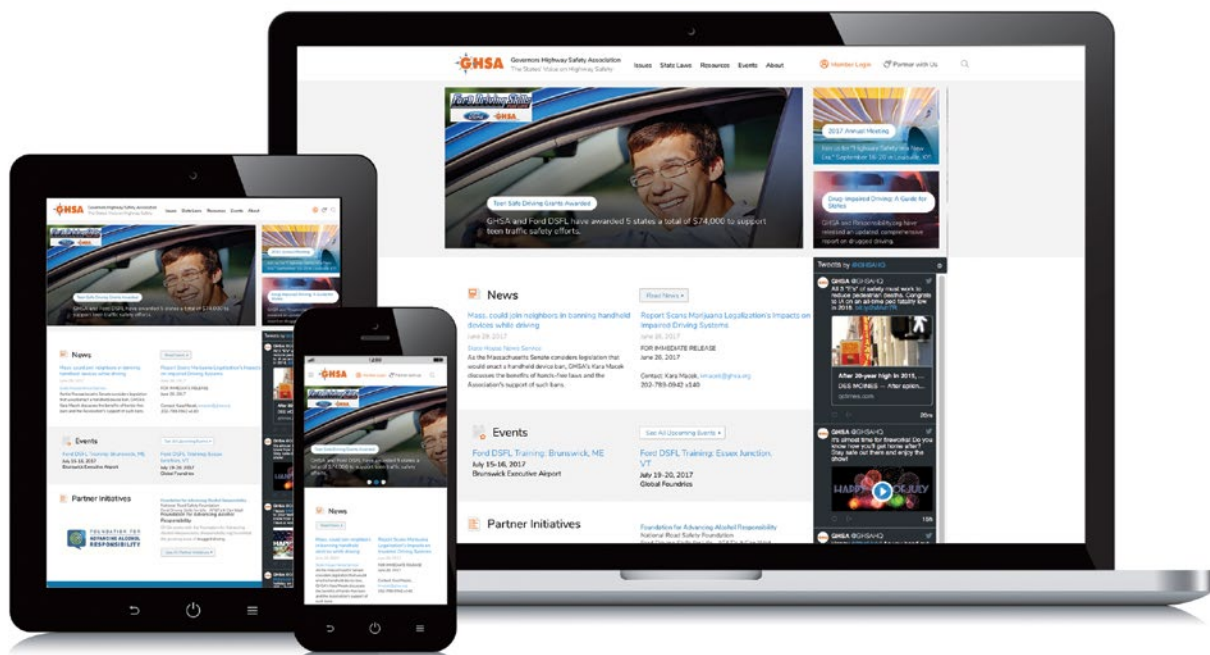


## ► HIGHWAY SAFETY AWARDS

GHSA recognized two individuals and four programs for outstanding contributions to highway safety efforts during its 2016 Annual Meeting in Seattle.

*The 2016 GHSA Highway Safety Award honorees.*





## ► WEBSITE

GHSA launched a new public website last December, with updated content and a fresh, modern design. The new site is mobile-responsive, making it easier to access on the go.

There were more than one million visits to the website to access resources, including state laws and successful program examples.



Left to right: Washington State Patrol Chief John R. Batiste, New York Times Journalist Matt Richtel, GHSA Chair Jana Simpler and former NHTSA Administrator Mark Rosekind.

## ► 2016 ANNUAL MEETING

The 2016 Annual Meeting drew nearly 600 attendees to Seattle, Washington to consider the intersection of technology and driver behavior and learn about the latest state highway safety challenges and successes. Government leaders and experts from the automotive and insurance industries shared their perspectives on how technology can help – or hinder – the road to zero traffic fatalities. Breakout workshops covered a number of emerging highway safety topics, including drug-impaired driving, ride sharing and autonomous vehicles.



## EXECUTIVE BOARD OFFICERS



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*Director, Delaware Office  
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**Vice Chair**  
Harris Blackwood  
*Director, Georgia  
Governor's Office of  
Highway Safety*



**Secretary**  
Darrin Grondel  
*Director, Washington Traffic  
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Office of Highway Safety*

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2	Chuck DeWeese, New York	Tom Glass, Pennsylvania
3	John Saunders, Virginia	
4	Bill Whatley, Alabama	Phil Riley, South Carolina
5	Felice Moretti, Ohio	Mike Prince, Michigan
6	Mike Sandoval, New Mexico	
7	Chris Bortz, Kansas	Bill Whitfield, Missouri
8	Carol Gould, Colorado	Ken Ledet, Wyoming
9	Rhonda Craft, California	Robert Lung, Hawaii
10	Darrin Grondel, Washington	John Tomlinson, Idaho

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REPORT DESIGN BY WINKING FISH

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