



Governors Highway Safety Association

HIGHLIGHTS OF ASSOCIATION ACTIVITY

July 01, 2017 to June 30, 2018



Fiscal Year 2018

By the Numbers

97

National Media
Mentions

10

Webinars

09

States Using GHSA's
Consulting Service

05

New Reports

5,348

Twitter Followers

2,500

Facebook Followers

612

Annual Meeting
Attendees

500,000

Website Visits

31

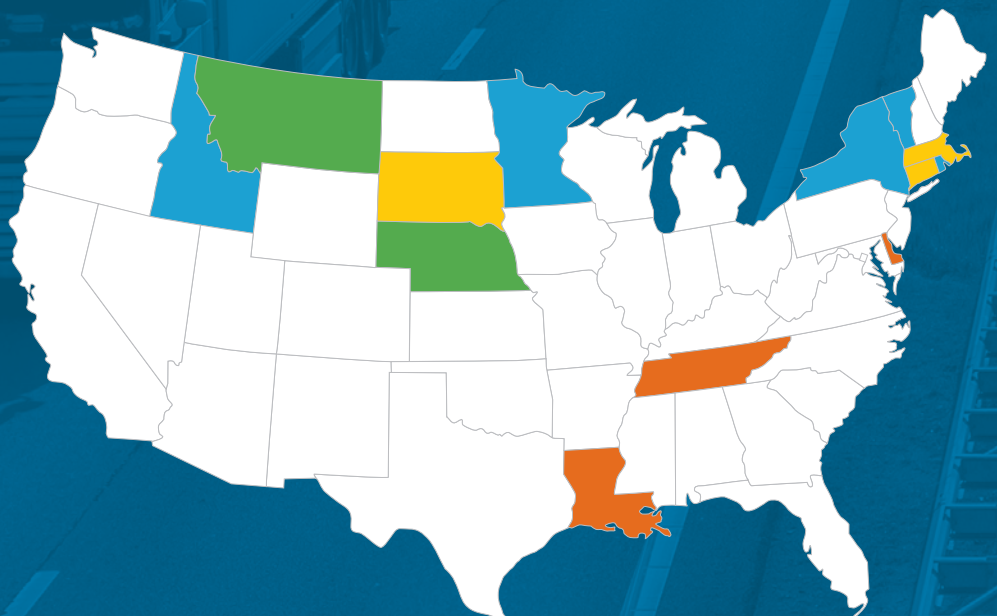
Organizations
Supporting the
Annual Meeting

62

Annual Meeting
Exhibitors

23 states applied for 3 GHSA grant programs. **14 states** received grants totaling more than **\$200,000** to improve teen driver safety, combat drowsy driving, and conduct training to support the arrest and prosecution of drug-impaired drivers.

- Teen Driving
- Drugged Driving
- Drowsy Driving
- Teen and Drowsy Driving



Letter from the Chair



Jana Simpler

GHSA Chair
Director, Delaware Office
of Highway Safety

Together, we continue to elevate traffic safety at the national level, enhance member services, expand our partnerships, and ensure the necessary resources to support the Association's services and priorities.

Fellow Members and Friends:

I am honored to report GHSA achievements for the past Fiscal Year. Together, we continue to elevate traffic safety at the national level, enhance member services, expand our partnerships, and ensure the necessary resources to support the Association's services and priorities.

At the federal level, GHSA has built and sustained strong relationships with highway safety leaders in both the executive and legislative branches of government. GHSA has fostered direct lines of communication with NHTSA's leadership and the Office of the Secretary of Transportation. As the next transportation reauthorization is pending, GHSA continues to build and reinforce relationships with key legislators on Capitol Hill.

Re-engaging law enforcement in traffic safety has been a top priority for me as GHSA Chair, and I am proud of the work we have done over the past year toward that goal. From our NLELP training conference last fall to our burgeoning efforts to strengthen relationships between law enforcement and State Highway Safety Office (SHSO) leaders, we are poised to make great strides in this area.

In cooperation with NHTSA and the Transportation Research Board, our newly launched Behavioral Traffic Safety Cooperative Research Program (BTSCRCP) is off to a great start, with four projects already underway. And several current projects spearheaded by NHTSA and the Volpe Center are now in the final stages. I am confident that the research results from all of these projects will provide actionable information that SHSOs can use to improve their own programs and practices.

Our programs and partnership efforts continue to flourish. From our long-standing teen driving work with the Ford Driving Skills for Life program to our three state grant programs, to our recent work with Uber to promote rear seat belt use, GHSA continues to explore opportunities to collaborate with both traditional and less traditional groups to advance traffic safety.

Amidst all of this, we also produced a number of new publications for SHSOs and other stakeholders, often in collaboration with our key partners, on a variety of hot-button safety issues, including bicyclist safety (supported by State Farm®), drug-impaired driving (in collaboration with the Foundation for Advancing Alcohol Responsibility), and pedestrian and motorcyclist safety.

Reflecting on the past year and looking ahead, I am extremely proud of all that we have achieved organizationally, especially considering we accomplished all this without increasing member dues for yet another year.

Lastly, I want to thank you for your continued dedication to traffic safety. Our successes would not be possible without the collective support from our state and associate members and partners like you.

Advancing Traffic Safety Issues

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

Law Enforcement Engagement

Law enforcement officers are the traffic safety community's boots on the ground. GHSA is placing increased focus on enhancing SHSO and law enforcement relationships, and continues to help LELs connect through its National Law Enforcement Liaison Program (NLELP).



NHTSA Region 2 Administrator Michael Geraci leads a session on Traffic Safety Leadership at the 2017 NLELP Training Conference.

- NLELP, funded through NHTSA, uses a variety of resources to enhance communications between LELs, facilitate coordination of LEL activities nationwide, and foster LEL training and guidance. In November 2017 GHSA hosted an NLELP Training Conference, which brought together more than 100 LELs to share knowledge, skills, and best practices.
- NLELP's weekly email, website, quarterly newsletter, monthly webinars, and social media channels keep LELs and partners updated on news, announcements and the latest resources from traffic safety partners.
- With support from NHTSA, GHSA convened a panel of subject matter experts to consider ways to enhance and support interactions between SHSO and law enforcement leaders.



GHSA's 2017 Annual Meeting brought together a panel of national experts on autonomous vehicle safety.

Autonomous Vehicles

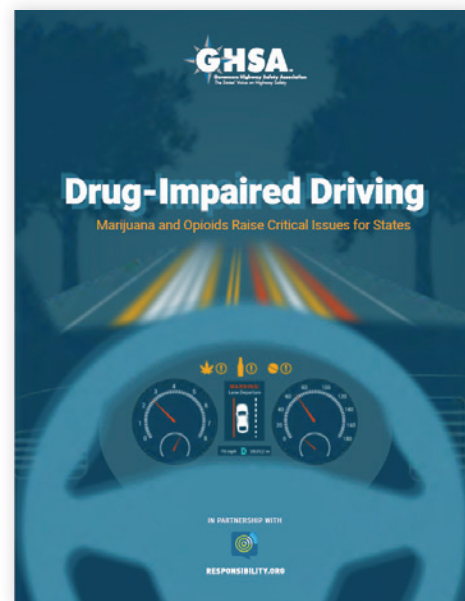
GHSA continues to serve as a national thought-leader on this rapidly evolving issue, working to prioritize safety as autonomous vehicle technology develops.

- The GHSA 2017 Annual Meeting hosted a roundtable discussion that brought together representatives from the engineering, technology, and auto industries to consider the importance of driver behavior in the transition from traditional to autonomous vehicles.
- In partnership with State Farm®, GHSA surveyed its members and assembled a panel of experts working to produce a guidebook for State Highway Safety Offices on this nuanced and challenging topic. The publication is slated for release in August 2018.
- GHSA and state members are representing the views of state highway safety offices and law enforcement partners in autonomous vehicle speaking engagements and planning meetings nationwide.

Substance-Impaired Driving

Alcohol- and drug-impaired driving are both alarmingly common on American roads. Regardless of substance, GHSA is dedicated to leading the fight against impaired driving.

- GHSA published *Drug-Impaired Driving: Marijuana and Opioids Raise Critical Issues for States*, which found that 58% of fatally-injured drivers who tested positive for drugs had marijuana, opioids, or a combination of the two in their system. Created in collaboration with the Foundation for Advancing Alcohol Responsibility (Responsibility.org), the report notes that impaired driving programs should expand their focus to include both drugs and alcohol.
- For the third consecutive year, GHSA and Responsibility.org provided grant funding to states to provide advanced training, information and skills to detect drivers under the influence of drugs. Five states received nearly \$100,000 in funds.
- GHSA participated in a series of NHTSA drugged driving efforts, including a Call to Action Summit affirming the Administration's dedication to combatting drug-impaired driving and launching its new initiative and resources to help states address the issue. GHSA Consultant Dr. Jim Hedlund spoke at the Summit, and the Association continues to work closely with NHTSA on the issue.
- GHSA's reports on bicyclist safety, pedestrian safety, and motorcyclist safety noted the elevated role of alcohol impairment as a key factor in road deaths among specific road user populations. This points to the need for newly targeted efforts to combat the role of alcohol in traffic crashes. GHSA's report on drugged driving also documented the increased incidence of drivers mixing drugs and alcohol.



Teen Driver Safety

GHSA highlights programs and efforts engaging teen drivers and their parents as they create lifelong safe driving habits.

- GHSA's 15-year partnership with the Ford Motor Company Fund brought its Driving Skills for Life (DSFL) hands-on advanced teen driver training to 12 states. The Ford DSFL program provided \$70,500 to help five states augment their teen driver safety programs. Ford DSFL and GHSA also worked with Family, Career and Community Leaders of America (FCCLA) to recognize the top peer education traffic safety projects at the state and national level.
- In collaboration with NHTSA, GHSA assembled an expert panel to draft a peer-to-peer intervention development, implementation and evaluation guide that identifies essential program elements and provides examples of strong teen-led traffic safety initiatives. GHSA presented the results of this research at the 2018 SADD National Conference.



Distracted Driving

Distracted driving continues to pose a serious threat to our roads. GHSA and SHSOs remain dedicated to implementing education and enforcement measures to deter driver distraction.

- GHSA congratulated Georgia as it became the 16th state to ban handheld device use behind the wheel and applauded other states that strengthened their distracted driving laws.
- GHSA continued to collaborate with AT&T's *It Can Wait* campaign to help members spread the word that distracted driving is never OK and encourage the public to join the more than 20 million drivers who have taken *It Can Wait*'s pledge to never drive distracted.
- GHSA met with Congressional staff, spoke to the media, and joined with distracted driving advocates to elevate awareness of the risks of distracted driving, state law changes, and other promising countermeasures.
- As autonomous vehicle technology advances, GHSA publicly stressed the risks of inattention when using partially automated vehicles.
- The GHSA 2017 Annual Meeting featured a workshop on the state of distracted driving prevention efforts, considering the latest research, technology, and tools addressing this behavior.



Drowsy Driving

With millions of Americans driving sleep-deprived, GHSA raises awareness to the often-neglected issue of drowsy driving.

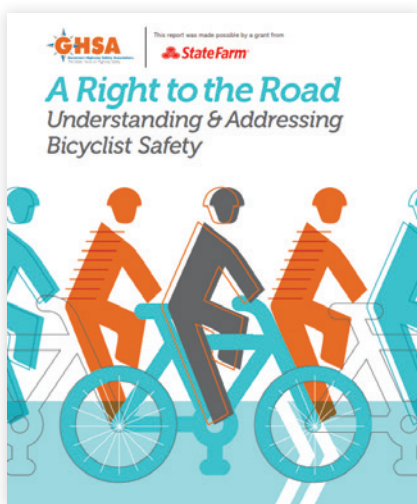
- GHSA's partnership with the National Road Safety Foundation (NRSF) entered its second year in 2018, awarding five states a total of \$75,000 to support drowsy driving efforts. Grant funding awarded in 2017 resulted in programs reaching key audiences such as teens, truckers, law enforcement, and health care shift workers.



Through its NRSF and GHSA grant, Iowa installed signs at state rest stops warning long-haul drivers about drowsy driving.

Bicyclist and Pedestrian Safety

GHSA and its members are focusing on enhancing bicyclist and pedestrian safety through a combination of education, enforcement and engineering measures.



- With the support of State Farm®, GHSA published *A Right to the Road: Understanding and Addressing Bicyclist Safety*. The report includes a compendium of recommendations and actions steps for states and traffic safety stakeholders to increase bicyclist safety
- GHSA worked with NHTSA to update the agency's Pedestrian & Bicyclist Safety Program Assessment Advisory. GHSA was invited to further optimize this voluntary program for states to invite outside technical experts to assess and offer recommendations on states' pedestrian and bicycle safety programs.
- GHSA's *Pedestrian Traffic Fatalities by State: 2017 Preliminary Data* projected that pedestrian fatalities remained near 6,000 for the second year in a row in 2017 and suggested steps to reverse this trend.
- GHSA is partnering with the Pedestrian and Bicycle Information Center to coordinate and share information related to the behavioral components of bicyclist and pedestrian safety, specifically regarding law enforcement and public education.

Occupant Protection

Though driver seat belt use has increased substantially in recent decades, many people still are not buckling up in the back seat. GHSA is bringing awareness to the necessity of belt use no matter where an occupant is seated.

- GHSA partnered with Uber to launch *Make it Click: Every seat. Every ride*, a campaign reaching the company's millions of users and drivers with messages about the importance of wearing one's seat

belt in the rear seats of passenger vehicles. The campaign included a toolkit of materials for states and other traffic safety stakeholders to share and raise the profile of this issue.



Collaborating with Congress and Federal Agencies

Implementing the FAST Act

GHSA has continued to share publications and information to keep key congressional contacts current on the most cutting-edge challenges related to traffic safety and the national highway traffic safety grant programs.

This year, NHTSA's grant programs went through some significant evolutions.

- NHTSA released the Final Rule governing the programs under the 2015 FAST Act. The GHSA Federal Relations Committee played an active role to ensure the Final Rule was released as soon as possible and reduced administrative burden on the states.
- NHTSA launched its new electronic platform to manage the program—the Grants Management Solutions Suite. GHSA and a number of states collaborated with NHTSA to the states to conduct testing and identify problems for correction.

Connecting with the New Administration

- GHSA was pleased to invite U.S. Secretary of Transportation Elaine Chao to deliver the opening keynote at GHSA's 2018 Annual Meeting.
- GHSA has cultivated a strong relationship with NHTSA Deputy Administrator Heidi King since her appointment in October 2017. GHSA has held several in-person meetings, conference calls and webinars with Deputy Administrator King, who has demonstrated exceptional interest in and attention to GHSA and the states.

Research

GHSA and NHTSA solidified a new partnership with the National Academies of Science, Engineering and Medicine's Transportation Research Board (TRB) to conduct the Behavioral Traffic Safety Cooperative Research Program (BTSCRP). BTSCRP provides practical solutions to save lives, prevent injuries, and reduce costs of road traffic crashes associated with unsafe behaviors. Four new BTSCRP projects were launched to address the states' most pressing research needs.

Research continued on the 18 projects begun under the National Cooperative Research and Evaluation Program (NCREP).

Communications

GHSA supported the planning and delivery of NHTSA's Strategic Communications Forum, attended by 36 states and a number of key partners. The forum provided a unique opportunity for SHSOs to learn about the latest public relations tools and tactics from across the country and brainstorm challenges and solutions.



GHSA Executive Director Jonathan Adkins (L) and Chair Jana Simpler (R), with U.S. DOT Secretary Elaine Chao.

Expanding and Delivering Member Services

Consulting Services Initiative (CSI)

GHSA's CSI continued to grow this past year. GHSA consultants helped nine states tackle projects ranging from general strategic planning to grants management manual updates.



Directions in Highway Safety

GHSA's member newsletter offered SHSO and Associate members the latest news and updates on critical highway safety issues. Each newsletter reached more than 1,000 GHSA members.

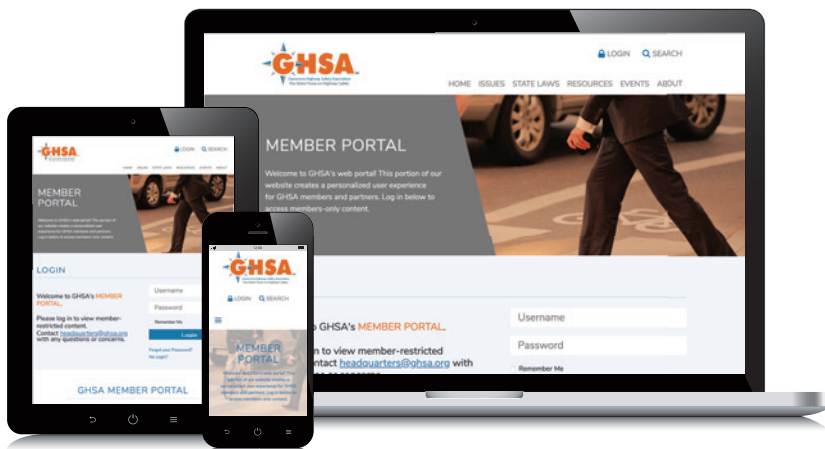
Webinars

GHSA hosted 10 webinars this year on topics ranging from fraud prevention to new research to communications tactics. Featured speakers included GHSA members, researchers, and senior NHTSA staff.



Highway Safety Awards

GHSA honored the work of three individuals and three programs for their outstanding contributions to traffic safety during its 2017 Annual Meeting in Louisville.



Website

GHSA redesigned and reorganized its member-restricted content to match the look of its public site and enhance user friendliness. This private-facing site provides GHSA members access to crucial information and resources.

Nearly 500,000 individuals visited the GHSA website last year to access a wealth of information including state laws, issue toolkits, and examples of successful state programs.

2017 Annual Meeting

The 2017 Annual Meeting drew record attendance, bringing together more than 600 highway safety professionals in Louisville, Kentucky to consider highway safety in light of developing technologies, changing communications strategies, and a new Administration. Leaders from a variety of sectors and industries shared their perspectives on how the traffic safety landscape is evolving and what states can do to adapt to those changes. Breakout workshops covered a number of hot topics, including law enforcement engagement, autonomous vehicles, and drug-impaired driving.



Executive Seminar

Twenty-seven senior SHSO staff attended GHSA's 2017 Executive Seminar to learn the ins and outs of running a successful highway safety program, hone their leadership skills and network with their peers from across the country.



The students and staff of GHSA's 2017 Executive Seminar in Albuquerque, NM.

State Members

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Alaska Highway Safety Office

Arizona Governor's Office of Highway Safety

Arkansas Highway Safety Office

California Office of Traffic Safety

Colorado Office of Transportation Safety

Connecticut Office of Highway Safety

Delaware Office of Highway Safety

District Highway Safety Office

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Hawaii Department of Transportation

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Missouri Traffic and Highway Safety Division

Montana State Highway Traffic Safety Office

Nebraska Department of Transportation
Highway Safety Office

Nevada Office of Traffic Safety

New Hampshire Office of Highway Safety

New Jersey Division of Highway Traffic Safety

New Mexico Traffic Safety Bureau

New York Governor's Traffic Safety Committee

North Carolina Governor's Highway Safety
Program

North Dakota Department of Transportation

Northern Mariana Islands Highway Safety
Program

Ohio Traffic Safety Office

Oklahoma Highway Safety Office

Oregon Transportation Safety Division

Pennsylvania Bureau of Maintenance and
Operations

Puerto Rico Traffic Safety Commission

Rhode Island Office of Highway Safety

South Carolina Office of Highway Safety and
Justice Programs

South Dakota Office of Highway Safety

Tennessee Highway Safety Office

Texas Traffic Safety Section

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Talking Brains Initiative

TEAM Coalition

Teens Learn to Drive Foundation

The Krist Law Firm

The MITRE Corporation

The National Road Safety Foundation, Inc.*

ThinkFirst National Injury Prevention Foundation

Thomas M. McGovern, Ph.D.

Together for Safer Roads*

ToughLove Corporation

Toyota Motor Sales U.S.A., Inc.*

Traffic Injury Research Foundation

Transportation Improvement Association

Truck Accident Attorneys Roundtable

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3	John Saunders, Virginia	Dr. Noelle Hunter, Kentucky
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