



U.S. Department  
of Transportation

**Federal Highway  
Administration**

## **PRESS RELEASE - FOR IMMEDIATE DISTRIBUTION**

November 16, 2015

**CONTACT: Cathy Gillen**  
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### ***Arkansas Highway and Transportation Department Skid Resistance Project Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Arkansas State Highway and Transportation Department (AHTD) for its efforts to decrease the number of dangerous wet weather crashes along a 4-mile section of Interstate 30. AHTD's project was one of 10 recognized with a 2015 National Roadway Safety Award.

The Arkansas State Highway and Transportation Department identified 70 wet weather crashes on the segment of the interstate resulting in roadway departures over a four year period. The department implemented cost-effective countermeasures by installing an Ultra-Thin Bonded Wearing Course (UTBWC) pavement treatment to the roadway surface to increase traction and reduce the risk of skidding. Within four years, the improved pavement texture lowered wet weather crashes from 70 to five on the 4-mile segment of Interstate 30, which is a 93 percent reduction of crashes.

The crash-reduction potential of Arkansas's Interstate pavement surface treatment was so dramatic that department leadership quickly authorized the program to continue. Five additional locations were treated with UTBWC in 2013. Additional locations will be identified in the future.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said

Roadway Safety Foundation Executive Director Greg Cohen. “The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so.”

“The Ultra-Thin Bonded Wearing Course has been proven to be an effective safety improvement to reduce wet weather crashes on our interstates,” said Scott Bennett, director of the Arkansas State Highway and Transportation Department. “Because of its effectiveness, we have identified additional locations for this treatment and believe this not only supports our strategic goal but also helps Arkansas get one step closer Toward Zero Deaths.”

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

This year’s Blue Ribbon Panel Judges included: Gregory M. Cohen, executive director, Roadway Safety Foundation; King W. Gee, director of engineering and technical services, American Association of State Highway and Transportation Officials; Mike Griffith, director, Office of Safety Technologies, FHWA Office of Safety, Federal Highway Administration (FHWA); Peter Kissinger, president & CEO, AAA Foundation for Traffic Safety; Bernardo Kleiner, senior program officer and transportation safety specialist, Transportation Research Board; Jennifer Smith, director, Image and Brands, Michelin; Marie B. Walsh, PhD, director, Louisiana Local Technical Assistance Program (LTAP); Terecia Wilson, senior fellow, Clemson University Institute for Global Road Safety and Security.

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### ***Florida Department of Transportation Advanced Lighting Measurement System Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Florida Department of Transportation (FDOT) for its efforts to increase the safety and efficiency of collecting highway lighting level data to reduce serious injuries and fatal crashes on roadways. This FDOT program was one of 10 recognized with a 2015 National Roadway Safety Award.

The Advanced Lighting Measurement System (ALMS) was developed by FDOT to help safely and efficiently identify where inadequate lighting levels may be contributing to crash problems. Having the ALMS allows efficient real-time assessment of the adequacy of highway lighting. Data collection rates using ALMS are 300 times greater than traditional methods. This efficiency has allowed Florida to collect over 250 miles of data in a few months – rather than a few years – resulting in a savings in excess of \$1.2 million. The University of South Florida contributed to the effort as the research arm for the project.

“More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries,” said Federal Highway Administrator Gregory Nadeau. “Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation’s highways.”

“The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths,” said Roadway Safety Foundation Executive Director Greg Cohen. “The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so.”

“The Florida DOT is very fortunate to have the Advanced Lighting Measurement System as a tool to use on our roadways as a part of our efforts to reduce serious injury and fatal crashes,” said Brian McKishnie, director of transportation operations for FDOT. “Through the use of this system we are reducing nighttime crashes and making our roadways safer for all users.”

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

This year’s Blue Ribbon Panel Judges included: Gregory M. Cohen, executive director, Roadway Safety Foundation; King W. Gee, director of engineering and technical services, American Association of State Highway and Transportation Officials; Mike Griffith, director, Office of Safety Technologies, FHWA Office of Safety, Federal Highway Administration (FHWA); Peter Kissinger, president & CEO, AAA Foundation for Traffic Safety; Bernardo Kleiner, senior program officer and transportation safety specialist, Transportation Research Board; Jennifer Smith, director, Image and Brands, Michelin; Marie B. Walsh, PhD, director, Louisiana Local Technical Assistance Program (LTAP); Terecia Wilson, senior fellow, Clemson University Institute for Global Road Safety and Security.

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### ***Florida Department of Transportation Safe Mobility for Life Coalition Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Florida Department of Transportation (FDOT) for its efforts to address safety and mobility concerns for aging road users. This FDOT program was one of 10 recognized with a 2015 National Roadway Safety Award.

The Safe Mobility for Life Coalition was developed in order to meet the transportation challenges of the aging population in Florida. Florida leads the nation with over 18 percent of its population over age 65, and by 2030, it's estimated that over 27 percent will be over age 65. Nationwide, the number of aging drivers has increased by 17 percent from 2002 to 2011. Individuals over 65 represent about 16 percent of driver fatalities, and 19 percent of pedestrian fatalities, thus prompting officials to make improvements and change how agencies work together to address the challenges and develop resources. The multi-disciplinary statewide coalition identifies both engineering and behavioral solutions to meet the safety and mobility needs of an aging population by addressing infrastructure modifications, increased visibility, pedestrian-friendly intersections, transportation options, human factors, education and training.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said Roadway Safety Foundation Executive Director Greg Cohen. "The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer

and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so.”

“Florida’s Safe Mobility for Life Coalition is working together to make a difference for the thousands of people age 65 and older who call the sunshine state home,” said Mark Wilson, P.E., Director of the Office of Traffic Engineering and Operations. “With the implementation of the Aging Road User Strategic Safety Plan, the Coalition is effectively addressing every aspect of transportation safety and mobility to ensure this vital population maintains their independence and remains active in their communities even after they retire from driving.”

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

This year’s Blue Ribbon Panel Judges included: Gregory M. Cohen, executive director, Roadway Safety Foundation; King W. Gee, director of engineering and technical services, American Association of State Highway and Transportation Officials; Mike Griffith, director, Office of Safety Technologies, FHWA Office of Safety, Federal Highway Administration (FHWA); Peter Kissinger, president & CEO, AAA Foundation for Traffic Safety; Bernardo Kleiner, senior program officer and transportation safety specialist, Transportation Research Board; Jennifer Smith, director, Image and Brands, Michelin; Marie B. Walsh, PhD, director, Louisiana Local Technical Assistance Program (LTAP); Terecia Wilson, senior fellow, Clemson University Institute for Global Road Safety and Security.

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### ***Orange County Public Works Department Road Safety Study Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Orange County Public Works Department for its Texas-Americana road safety small area study that identified a cluster of intersections and roadways with high crash rates and implemented cost-effective measures to lower safety risks in the community. The Orange County Public Works Department's program was one of 10 recognized with a 2015 National Roadway Safety Award.

During the 2014 road safety audit, engineers found infrastructure issues and behavioral needs in the vicinity of Texas Avenue and Americana Boulevard that were a concern to the county and State. To address unsafe conduct of drivers, bicyclists and pedestrians in the area, the department conducted a bicycle helmet promotion and giveaway where children were fitted for free helmets, held a community forum to present the study findings to the public and identified low-cost maintenance activities such as sidewalk repair and vegetation control.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said Roadway Safety Foundation Executive Director Greg Cohen. "The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so."

“Orange County is proud of our hardworking team members who’ve been honored with this prestigious award,” said Orange County Mayor Teresa Jacobs. “As a community, we place a high priority on pedestrian safety initiatives, and on creating a culture in which everyone can share the road safely. The Texas-Americana Road Study, conducted by Orange County Public Works, provides data and insight that will be integral to those efforts.”

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

This year’s Blue Ribbon Panel Judges included: Gregory M. Cohen, executive director, Roadway Safety Foundation; King W. Gee, director of engineering and technical services, American Association of State Highway and Transportation Officials; Mike Griffith, director, Office of Safety Technologies, FHWA Office of Safety, Federal Highway Administration (FHWA); Peter Kissinger, president & CEO, AAA Foundation for Traffic Safety; Bernardo Kleiner, senior program officer and transportation safety specialist, Transportation Research Board; Jennifer Smith, director, Image and Brands, Michelin; Marie B. Walsh, PhD, director, Louisiana Local Technical Assistance Program (LTAP); Terecia Wilson, senior fellow, Clemson University Institute for Global Road Safety and Security.

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### ***Michigan Department of Transportation Rumble Strip Initiative Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Michigan Department of Transportation (MDOT) for its efforts to reduce run-off-the-road and fatal crashes caused by lane departure. MDOT's initiative was one of 10 recognized with a 2015 National Roadway Safety Award.

When looking at crash data from 2004 to 2007, MDOT determined that lane departure had contributed to nearly half of their fatal crashes. To address this concern, they embarked on a statewide effort to install rumble strips on all non-freeway high-speed rural roads managed by MDOT from 2008 to 2010. Crashes were reduced by 47 percent and fatal crashes by 51 percent when comparing three years of crash data following the installation to the three years before the rumble strips were installed.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said Roadway Safety Foundation Executive Director Greg Cohen. "The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so."

"Michigan Department of Transportation's statewide rumble strip installations and research confirmed that centerline rumble strips significantly improve public safety as

well as give transportation agencies in Michigan and other states the data they need to implement their own initiatives,” said Kirk Steudle, director of the Michigan Department of Transportation.

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

This year’s Blue Ribbon Panel Judges included: Gregory M. Cohen, executive director, Roadway Safety Foundation; King W. Gee, director of engineering and technical services, American Association of State Highway and Transportation Officials; Mike Griffith, director, Office of Safety Technologies, FHWA Office of Safety, Federal Highway Administration (FHWA); Peter Kissinger, president & CEO, AAA Foundation for Traffic Safety; Bernardo Kleiner, senior program officer and transportation safety specialist, Transportation Research Board; Jennifer Smith, director, Image and Brands, Michelin; Marie B. Walsh, PhD, director, Louisiana Local Technical Assistance Program (LTAP); Terecia Wilson, senior fellow, Clemson University Institute for Global Road Safety and Security.

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### ***Montana Department of Transportation Roadway Departure Study and Safety Information Management System Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Montana Department of Transportation (MDT) for its efforts to lower Montana's high rate of fatal crashes due to lane departure crashes. This MDT program was one of 10 recognized with a 2015 National Roadway Safety Award.

The MDT reports approximately 70 percent of the fatal crashes in Montana begin with vehicles leaving their lanes. More than 95 percent of these roadway departure fatal and serious injury crashes occur in rural areas. To address this concern, MDT developed a Roadway Departure Study and Safety Information Management System (SIMS) to analyze areas of concern contributing to lane departure crashes in Montana. These tools establish a baseline for how a roadway should be able to function at any given traffic volume which is then compared to how it actually performs in real life to identify areas for improvement. The SIMS software will also be used for more in-depth safety reviews and is expected to increase safety in Montana's planning, maintenance and operation procedures.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said Roadway Safety Foundation Executive Director Greg Cohen. "The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer

and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so.”

“The new Roadway Departure Plan and Safety Information Management System will enhance Montana Department of Transportation’s efforts for continued progress of meeting our goal of Vision Zero, zero fatalities and zero serious injuries,” said Mike Tooley, director of the Montana Department of Transportation.

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

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### ***Texas Department of Transportation San Antonio TransGuide Project to Prevent Wrong-Way Crashes Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Texas Department of Transportation (TxDOT) for its San Antonio TransGuide partnership with the City of San Antonio Police Department to prevent wrong-way crashes on US 281. TxDOT's project was one of 10 recognized with a 2015 National Roadway Safety Award.

Working with Texas A&M Transportation Institute, the partners identified a 15-mile segment of US 281 as the corridor with the highest occurrence for reports of wrong-way drivers. TxDOT installed illuminated warning signs and real-time alerts to law enforcement through radar-based sensors that detect the direction, speed and location of wrong-way drivers. Since 2012, the project has decreased the number of wrong-way events by 31 percent.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said Roadway Safety Foundation Executive Director Greg Cohen. "The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so."

“The work undertaken as part of the Wrong Way Driver Project to reduce and mitigate wrong way driving incidents on Texas roadways has been instrumental in not only reducing incidents in San Antonio, but also serves as a demonstration program that others around the state and nation are looking to replicate,” said Lieutenant General Joe Weber, USMC (Ret), executive director of the Texas Department of Transportation. “It is my belief that the San Antonio District’s Wrong Way Driver Project is a true reflection of the Texas Department of Transportation’s commitment to safety. We greatly appreciate this honor from the Federal Highway Administration and the Roadway Safety Foundation.”

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

This year’s Blue Ribbon Panel Judges included: Gregory M. Cohen, executive director, Roadway Safety Foundation; King W. Gee, director of engineering and technical services, American Association of State Highway and Transportation Officials; Mike Griffith, director, Office of Safety Technologies, FHWA Office of Safety, Federal Highway Administration (FHWA); Peter Kissinger, president & CEO, AAA Foundation for Traffic Safety; Bernardo Kleiner, senior program officer and transportation safety specialist, Transportation Research Board; Jennifer Smith, director, Image and Brands, Michelin; Marie B. Walsh, PhD, director, Louisiana Local Technical Assistance Program (LTAP); Terecia Wilson, senior fellow, Clemson University Institute for Global Road Safety and Security.

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### ***Virginia Department of Transportation Highway Safety Performance Model Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Virginia Department of Transportation (VDOT) for its deployment of highway safety improvement projects using Virginia-specific Safety Performance Functions (SPF). This VDOT program was one of 10 recognized with a 2015 National Roadway Safety Award.

Engineers implemented an advanced crash analysis technique that can determine the typical performance level of a roadway. Those typical levels are then compared to the actual performance that is observed in real life to identify the Potential for Safety Improvement (PSI). Locations with the greatest PSI are generally rated as the highest priority allowing the deployment of safety projects in locations where they will have the most impact.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said Roadway Safety Foundation Executive Director Greg Cohen. "The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so."

“We’re proud of the important work done by our talented staff identifying critical safety issues on Virginia’s roads and planning improvement to address the worst locations,” said VDOT Commissioner Charles Kilpatrick. “Our commitment to highway safety is focused on reducing crashes, deaths and injuries in Virginia.”

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

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### ***Virginia Department of Transportation Road Diets in Reston Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Virginia Department of Transportation (VDOT) for its two Reston Road Diet projects, which were designed to increase safety by reducing the number of lanes on 2-mile segments of both Lawyers Road and Soapstone Drive in Fairfax County. Together, these projects jointly received one of 10 2015 National Roadway Safety Awards.

These heavily traveled sections of roadway carry about 10,000 vehicles per day and were prone to excessive speeding. VDOT implemented the Road Diets by cutting the number of through lanes in half to two and adding a center turn lane. There was virtually no cost since the projects were implemented in conjunction with other paving projects. In addition, the extra width of the roadways were converted into bicycle lanes, building on the multimodal transportation network in the Reston area focused on improving safety and mobility of cyclists, pedestrians and motorists. Following project completion, crashes decreased by 69 percent on Lawyers Road and 67 percent on Soapstone Drive.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said Roadway Safety Foundation Executive Director Greg Cohen. "The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer

and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so.”

“We are just pleased that in working with the community, we have been able to put in minor changes that make a major improvement to safety for drivers, cyclists and pedestrians,” said Helen Cuervo, Northern Virginia district administrator for VDOT. “We are making the best use possible of the pavement, and because we’re seizing the opportunity to adjust the designs during regularly scheduled work, these changes come at very low cost.”

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

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### ***Washington State Department of Transportation County Safety Program Honored with a National Roadway Safety Award***

(Washington, DC) -- During a national awards ceremony on Capitol Hill, the Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today honored the Washington state Department of Transportation (WSDOT) for its efforts to encourage counties to develop data-driven local road safety plans. This WSDOT program was one of 10 recognized with a 2015 National Roadway Safety Award.

In 2014, Washington state Department of Transportation implemented the County Safety Program, which requires counties to develop data-driven local road safety plans before they can apply for Highway Safety Improvement Program funding. The agency provided the counties with training and a summary of data that prioritized crash types, roadway characteristics and conditions in comparison to other counties. Nearly 80 percent of Washington State's 39 counties submitted safety plans. This resulted in funding for high priority projects around the state and increased local-level engagement in the safety planning process.

"More than 32,000 people died in traffic crashes in 2013 and millions of individuals suffered injuries," said Federal Highway Administrator Gregory Nadeau. "Innovative roadway safety programs are a critical part of saving lives and preventing injuries on our nation's highways."

"The innovative highway safety projects honored today are vital because deficiencies in the roadway environment contribute to nearly one-third of all traffic deaths," said Roadway Safety Foundation Executive Director Greg Cohen. "The National Roadway Safety Awards are an opportunity to recognize the unsung heroes who plan, engineer and implement creative measures to help save lives on a daily basis and rarely receive credit for doing so."

“The use of local road safety plans has taken us another step forward in changing the safety culture in Washington State,” said Kathleen Davis, director of Washington state Department of Transportation Local Programs. “This new tool will be a significant benefit to counties Statewide in our efforts to eliminate fatalities and serious injuries to achieve Target Zero. We will continue to support the development of local road safety plans for additional agencies going forward.”

The National Roadway Safety Award recipients were evaluated on three criteria: 1) Effectiveness, 2) Innovation, and 3) Efficient use of resources. There were two award categories: 1) Infrastructure and Operational Improvements and 2) Program Planning, Development, and Evaluation.

This year’s Blue Ribbon Panel Judges included: Gregory M. Cohen, executive director, Roadway Safety Foundation; King W. Gee, director of engineering and technical services, American Association of State Highway and Transportation Officials; Mike Griffith, director, Office of Safety Technologies, FHWA Office of Safety, Federal Highway Administration (FHWA); Peter Kissinger, president & CEO, AAA Foundation for Traffic Safety; Bernardo Kleiner, senior program officer and transportation safety specialist, Transportation Research Board; Jennifer Smith, director, Image and Brands, Michelin; Marie B. Walsh, PhD, director, Louisiana Local Technical Assistance Program (LTAP); Terecia Wilson, senior fellow, Clemson University Institute for Global Road Safety and Security.

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**ATTENTION EDITORS** – Please contact Cathy Gillen at (443) 463-4449 or [cathy@thegillengroup.com](mailto:cathy@thegillengroup.com) for digital photographs of the award winners following the luncheon in Washington, DC. For more information on the National Roadway Safety Awards visit: [www.safety.fhwa.dot.gov/roadwaysafetyawards/](http://www.safety.fhwa.dot.gov/roadwaysafetyawards/).