



Roadway Safety: Worthy of Investment

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The Traffic Safety Problem

- 30,000 fatalities each year in the U.S.
 - More than 80 every day
- 1,300,000 fatalities each year worldwide



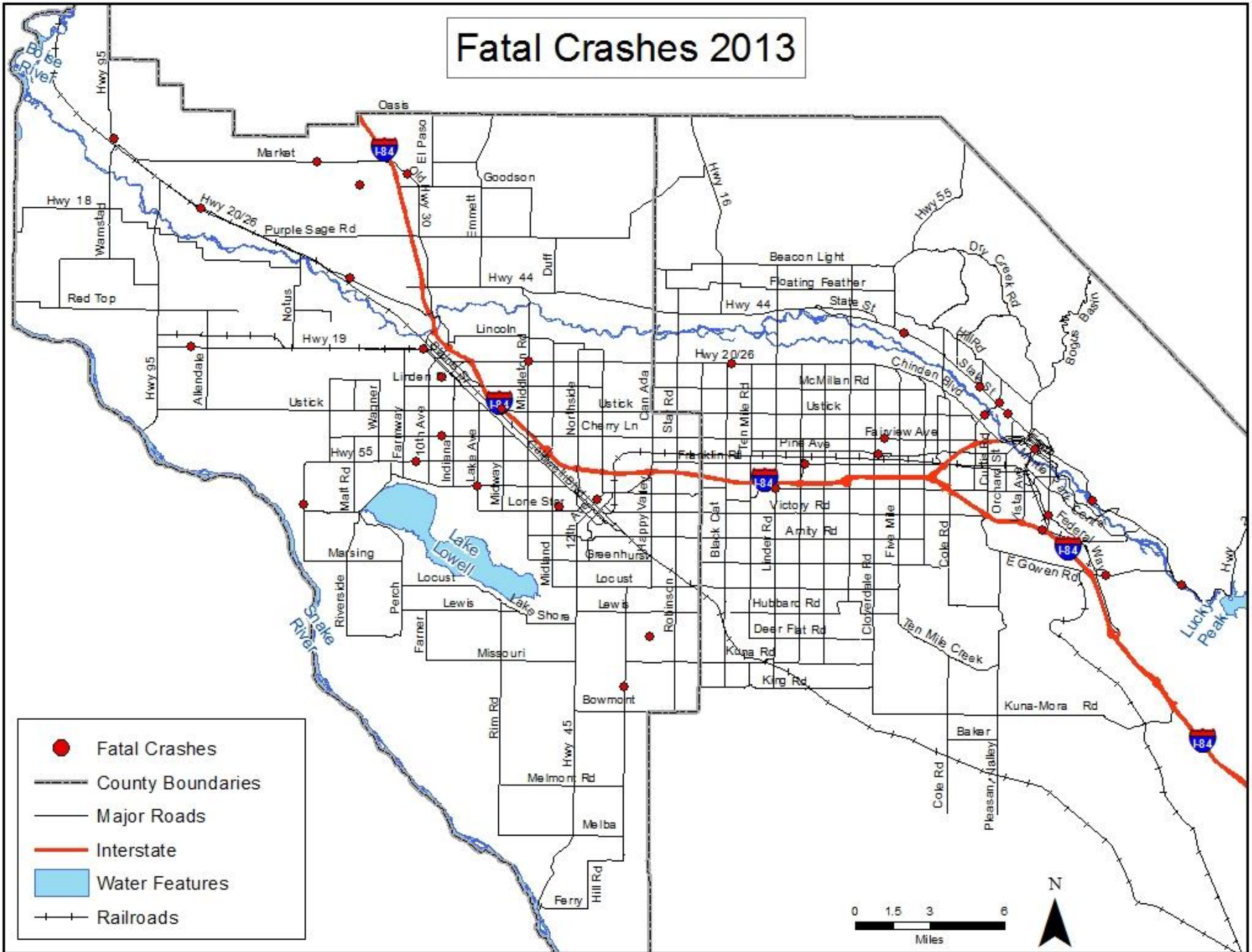
The IDAHO Traffic Safety Problem

- 200 fatalities each year
- 1,200 serious injuries each year
- Most are preventable

35 fatalities in Ada/Canyon Counties



Fatal Crashes 2013



Most Common Crash Attributes *Ada & Canyon Counties*

2009

Intersections
Aggressive
Impaired

2010

Run Off Road
Aggressive
Impaired

2011

Intersections
Aggressive
Run Off Road

2012

Intersections
Aggressive
Impaired

2013

Intersections
Aggressive
Impaired

Note: Top 3 common elements each year. Not listed in 1-2-3 order

Most Common Crash Attributes

2013 Fatalities - Idaho

Statewide	Ada & Canyon Counties
<ol style="list-style-type: none">1. Run Off Road2. Unrestrained3. Impaired Driving4. Aggressive Driving5. Distracted Driving	<ol style="list-style-type: none">1. Aggressive Driving2. Impaired Driving3. Intersection Related4. Unrestrained5. Run Off Road



focus on the predictable

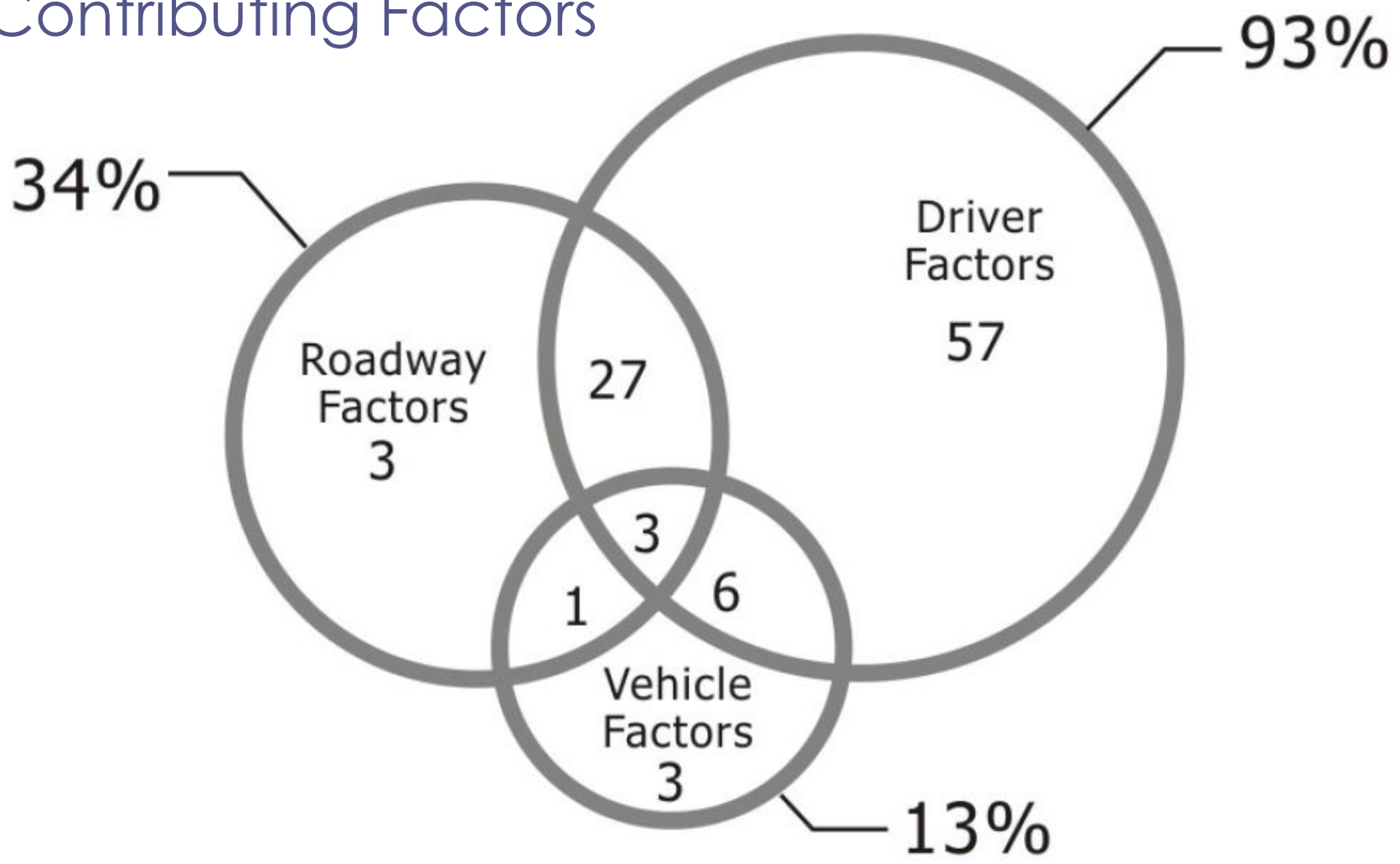
Our Job in Safety

1. Predict the Future

2. Intervene to Change the Future



Contributing Factors





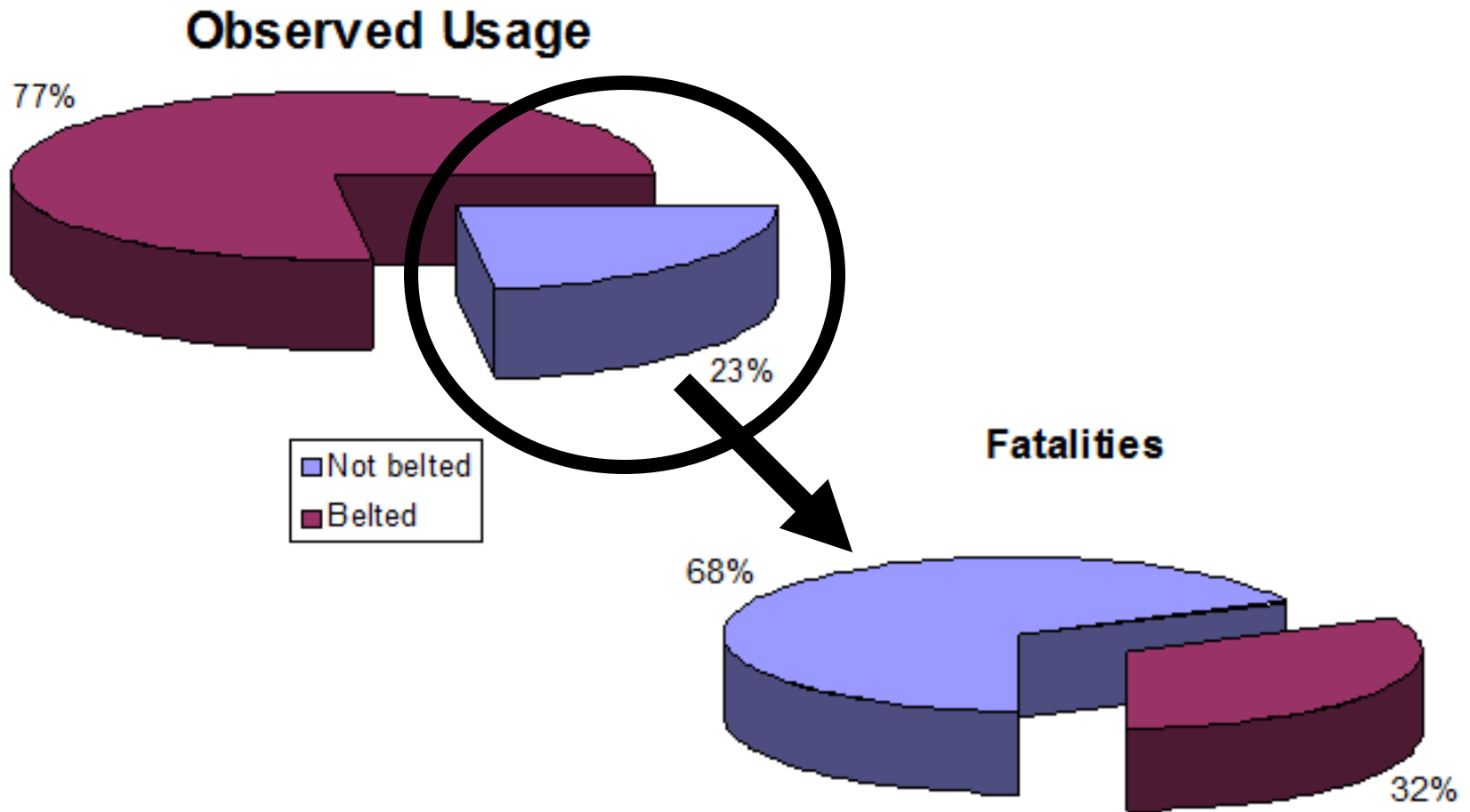
**How can we make
a difference?**



Behavioral Solutions

Figuring out the human
element

Example: Missouri Unrestrained Fatalities





Good News: Engineers can help, too

- Reduce number of mistakes
- Limit the ramifications of mistakes



Engineering Solutions

Intersections

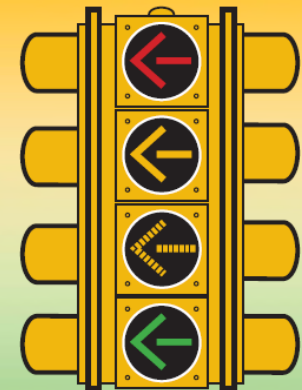
Intersections



Signals



Left-Turn Signal with Four-Arrow Display



Steady Red Arrow
If turning left, you must stop and wait



Steady Yellow Arrow
Prepare to stop



Flashing Yellow Arrow
Proceed with left turn after yielding to any oncoming traffic and pedestrians

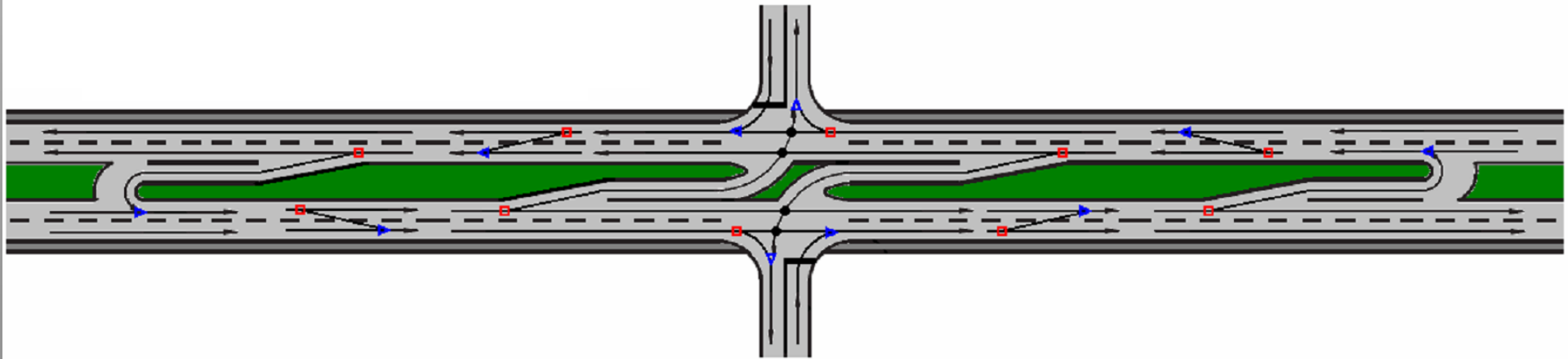


Steady Green Arrow
Proceed with left turn





Median U-Turns

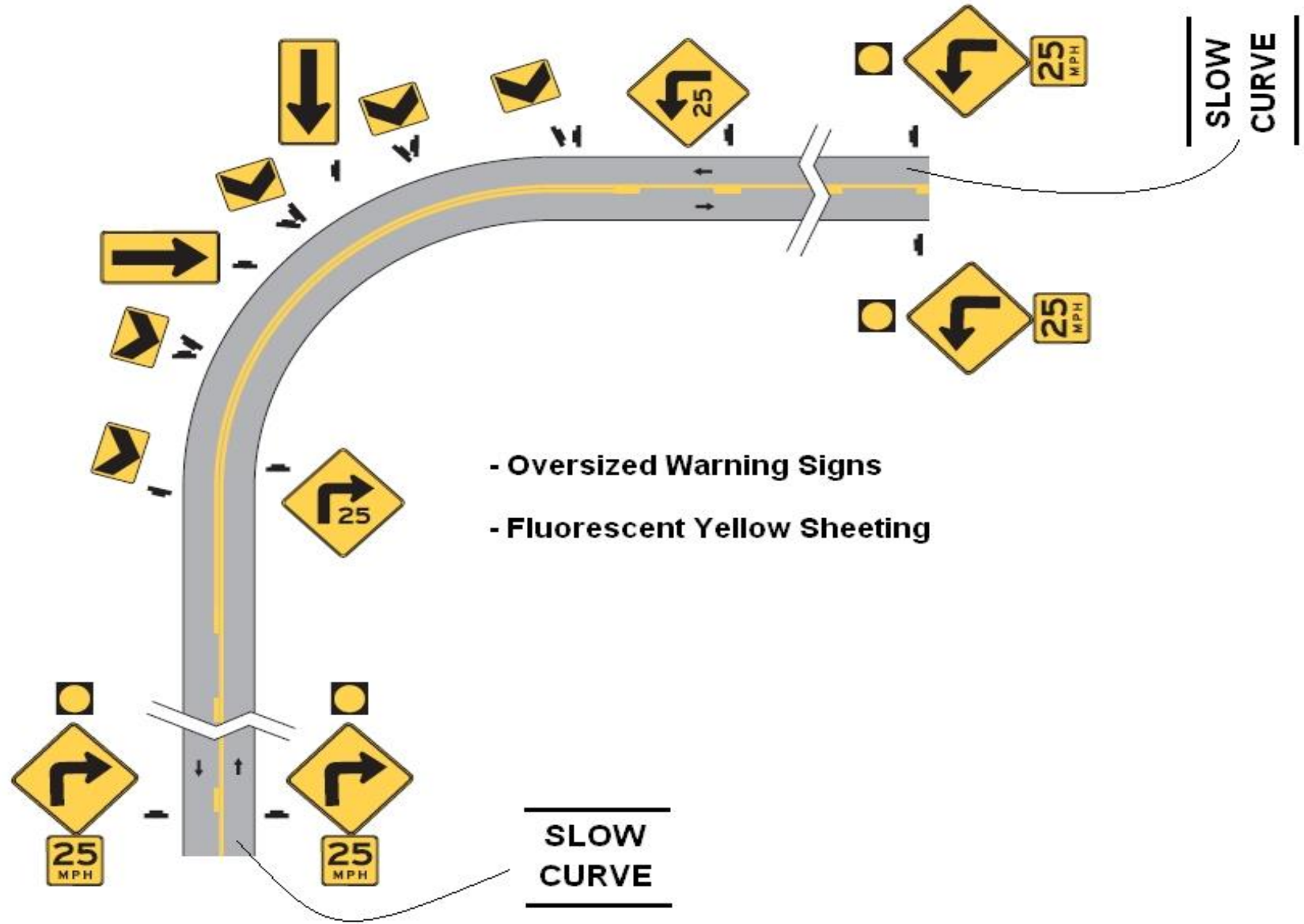




Engineering Solutions

Corridors

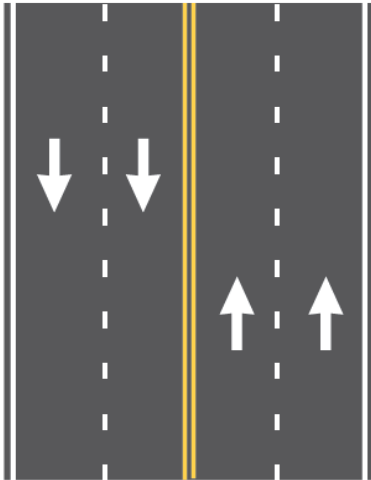
Run Off Road



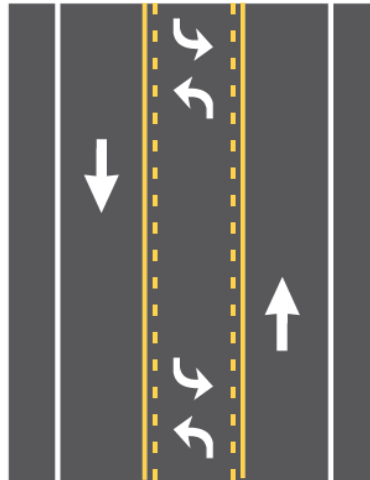


Road Diet

BEFORE



AFTER



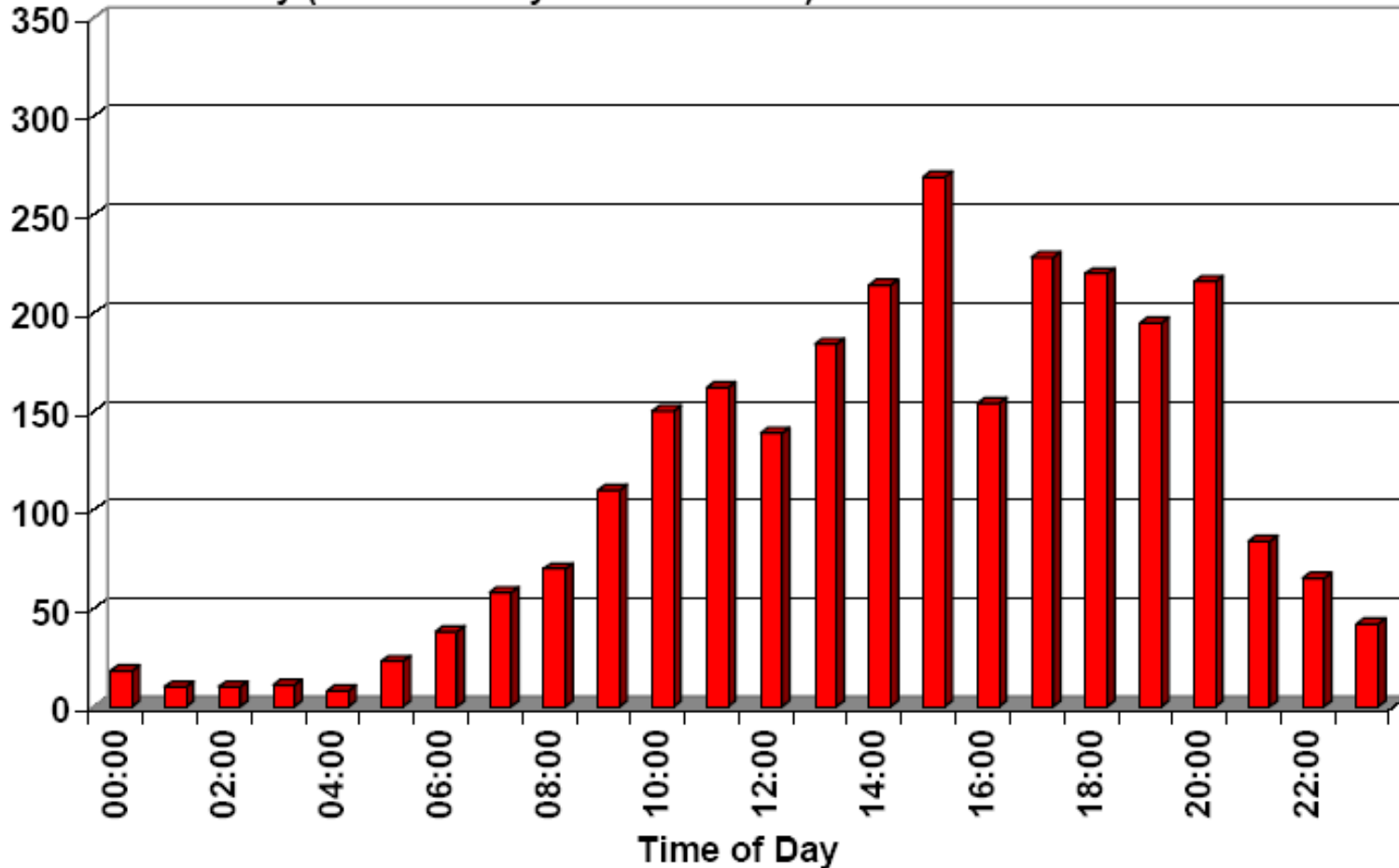




Results of Safety Improvements

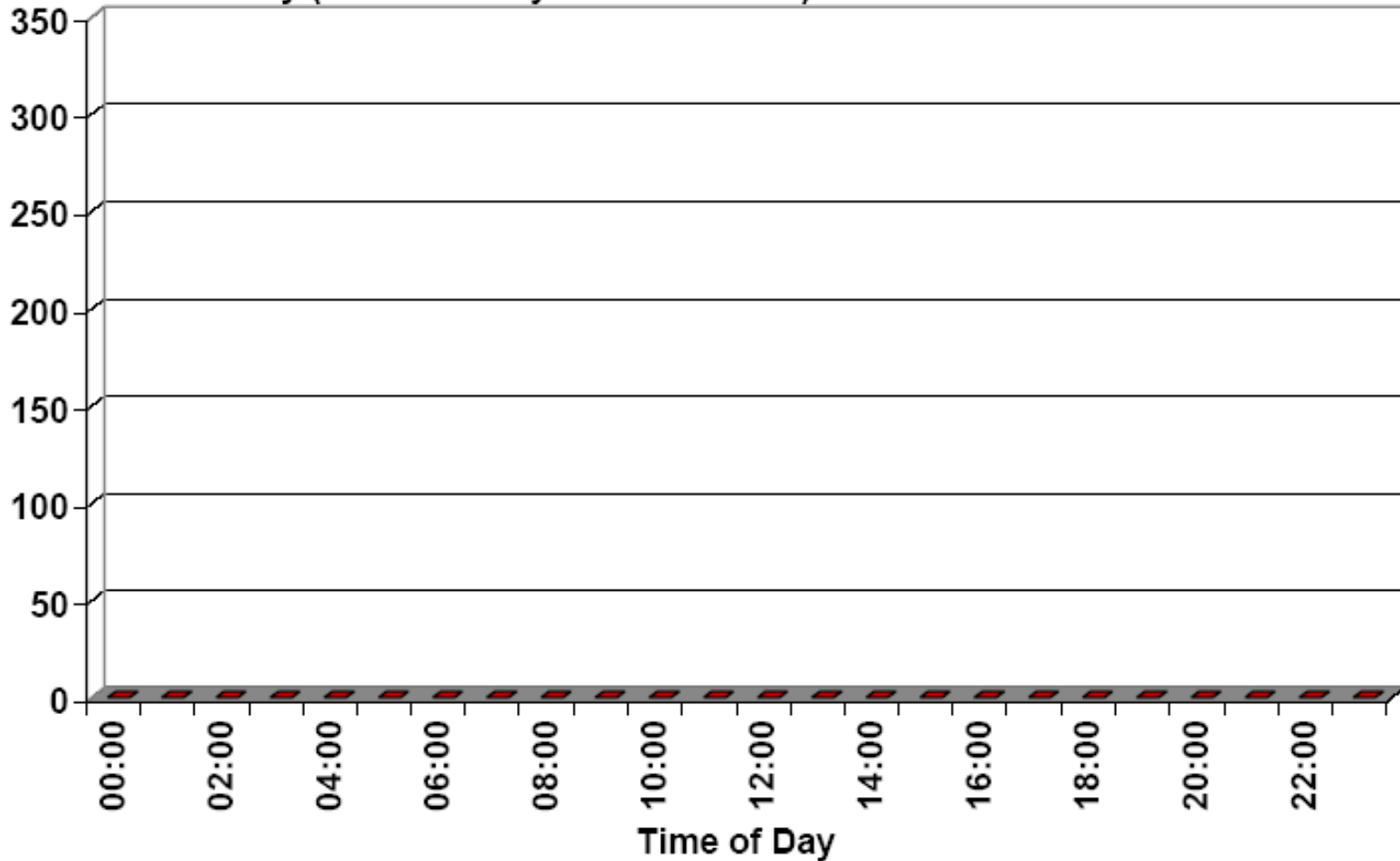
Engineering & Enforcement

Friday (Memorial Day Weekend 2004) - Drivers Over 80 M.P.H.



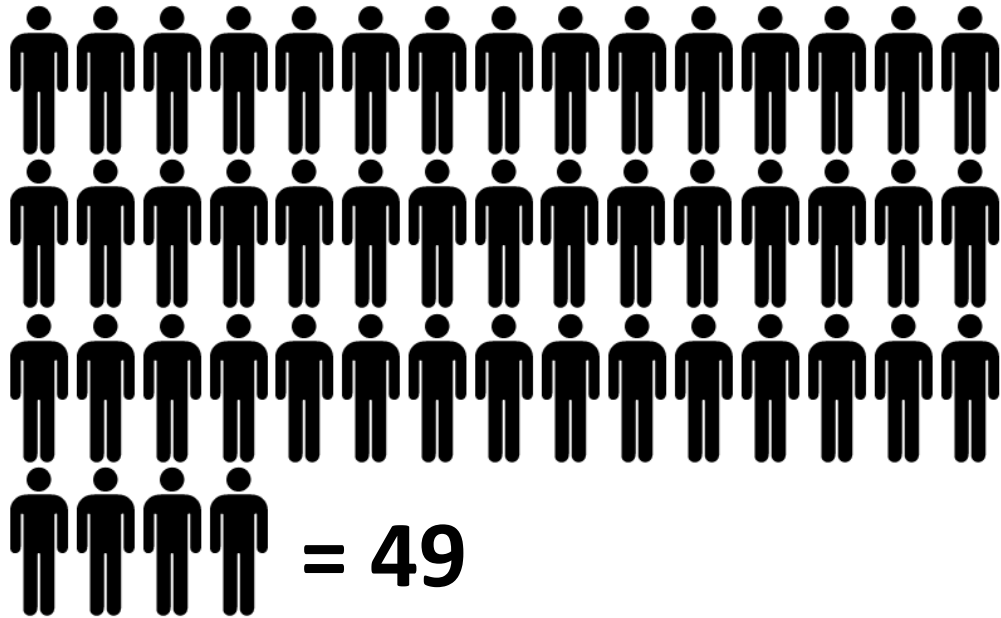
Engineering & Enforcement

Friday (Memorial Day Weekend 2005) - Drivers Over 80 M.P.H.



Cable Median Barrier - Missouri

One year before on I-70, I-44

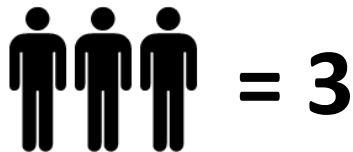


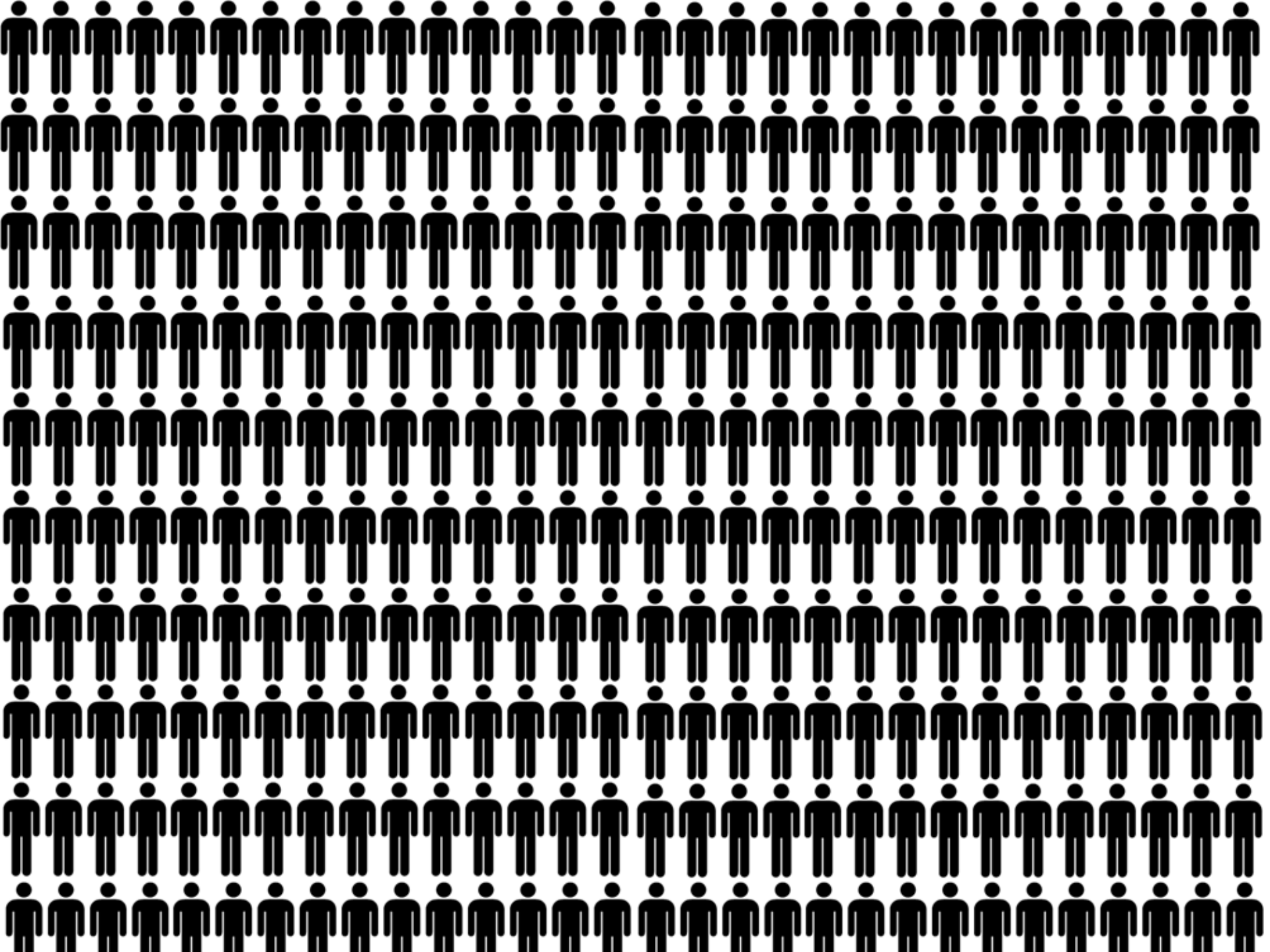
**Overall
Missouri
fatalities**

2005: 1,257

2013: 757

One year after







Investing in Roadway Safety

Sources of Safety Funding

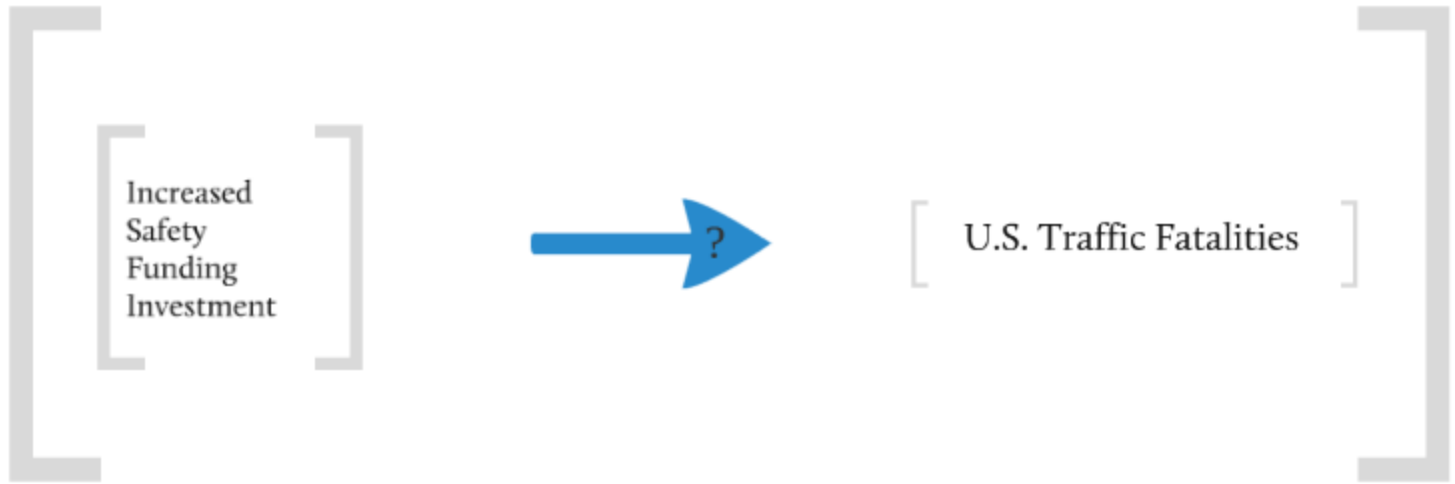
- Highway Safety Improvement Program (HSIP)
 - Infrastructure Solutions
- National Highway Safety Traffic Administration (NHTSA) funds
 - Behavioral focus (impaired, speed, seat belts)
- State Safety Funds
- **KEY FACT: Nearly every transportation funding source can be used for safety improvements.**



But wait...

Is there really a direct correlation between Safety spending and increased roadway safety?

Is there a real-world return on investment?



Roadway Safety: Worthy of Investment

- The problem is real
- The solutions work
- Return on investment: saved lives

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