Targeting User Safety Through Education
Roadway Safety Concern

- FHWA Safe Roads for a Safer Future
  A Joint Safety Strategic Plan
    - Vision toward zero deaths and serious injuries on the Nation’s roadways.
    - Mission to make the Nation’s roadway safer by:
      - Developing, evaluating, and deploying life-saving countermeasures
      - Advancing the use of scientific methods and data-driven decisions
      - Foster a safety culture
      - Promoting an integrated, multidisciplinary (4E’s) approach to safety
4 E’s of Safety

- Engineering
- Education
- Enforcement
- Emergency Response
Regional Emphasis

- Safety Projects HSIP
- Drive Safe Michiana
- Enforcement Police
- IN-TIME Coordination
HSIP Noteworthy Practice Series

- Use of the HSIP Flexible Funding Provisions
  - Alabama DOT
  - Michigan DOT
  - Nevada DOT
  - Utah DOT
Drive Safe Michiana
Emphasis Areas

• Roadway Safety is a broad subject
• Determine key emphasis areas
  – Roundabouts
  – Railroad Crossings
  – Distracted Driving
  – Bicycle and Pedestrian
Roundabouts

- Multiple studies have shown roundabouts to be safer than traditional intersections
  - Reduce fatal and injury crashes significantly

More than 90% reduction in fatalities*
76% reduction in injuries**
35% reduction in all crashes**
Roundabouts

• Evaluated crash data for ten intersections pre and post roundabout construction
• Noticed two (2) main populations having incidents at roundabouts
  – Elderly (65+)
  – Teens (16-19)
Railroad Crossings
Railroad Crossings

- Michiana has a significant number of railroad tracks, crossing, and rail-fright shipments
- A significant portion of Indiana’s highway-rail accidents occurred in Michiana
  - 29% of fatalities
  - 32% of injuries
  - 13% of property damages
Railroad Crossings

Incidents Involving Trains in MACOG Region

<table>
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<th>Year</th>
<th>Property Damage Only Crashes</th>
<th>Possible Injury Crashes</th>
<th>Non-Incapacitating Injury Crashes</th>
<th>Incapacitating Injury Crashes</th>
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Accident Data Source: Aries, The Indiana Police Accident Database
Distracted Driving

- National Focus (Distraction.gov)
- Distracted Driving includes:
  - Texting
  - Using a cell phone or smartphone
  - Eating and drinking
  - Talking to passengers
  - Grooming
  - Reading, including maps
  - Using a navigation system
  - Watching a video
  - Adjusting a radio, CD player, or MP3 player
Bicycle & Pedestrian

- Bicycle & Pedestrians tend to be the most vulnerable in a transportation network.
- Bicycling is continuing to grow throughout the region.
Bicycle & Pedestrian

Incident Involving Pedestrians in MACOG Region

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Accident Data Source: Aris, The Indiana Police Accident Database
CAMPAIGN MATERIALS