

Dear Colleague,

You are cordially invited to participate in a webinar of a stakeholder workshop to develop a national strategic highway safety plan. The workshop is scheduled for **August 25-26, 2010**, at the Transportation Research Board headquarters in Washington, DC. The webinar registration can be found at

<https://www.nhi.fhwa.dot.gov/resources/webconference/viewconference.aspx?webconfid=20895>. Webinar participants can participate in all of the discussions as well as submit questions and comments via chat pods. Your input is needed to ensure consideration of a wide range of perspectives. You are welcome to distribute this information to your colleagues who may be interested in participating.

The national plan, entitled *Toward Zero Deaths: A National Strategy on Highway Safety*, will be a data-driven effort focusing on identifying and creating opportunities for changing American culture as it relates to highway safety. The effort will also focus on developing strong leadership and champions in the organizations that can directly impact highway safety through engineering, enforcement, education, emergency medical service (EMS), policy, public health, communications, and other efforts. The national strategy will be used as a guide and framework by safety stakeholder organizations to enhance current national, state and local safety planning and implementation efforts. The intent is to develop a mechanism for bringing together a wider range of highway safety stakeholders to work toward institutional and cultural changes.

The purpose of the August 25-26 workshop is to gather input as the plan is being developed and to determine how the plan should be implemented once it is finalized. The plan will have a 25-year horizon, so it will be particularly important to discuss innovative countermeasures that go beyond the countermeasures already known to be effective or identify research that will create them. Also, the discussions will focus on identifying bold policies and programs to create significant change for safety.

Several white papers were drafted to provide technical information on various highway safety issues. In addition, four webinars were held to raise issues on specific highway safety topics and to solicit stakeholder input. The white papers and the webinar summaries that will serve as workshop resources for participants are available at the following web page: <http://safety.transportation.org/activities.aspx> .

At the meeting, there will be six breakout sessions in which stakeholders can discuss specific highway safety topics and provide input on them. After registration for the main webinar, you will be asked to choose a breakout session in which you would like to participate.

Safety culture – This breakout will discuss how to change values in this country so that highway safety is a higher national priority and more attention and resources can be focused on it.

Safer drivers – This breakout will focus on improving the behavior of passenger and commercial motor vehicle drivers.

Safer vehicles – This breakout will focus on intelligent vehicle systems and other in-vehicle improvements that will make passenger and commercial motor vehicles safer.

Safer vulnerable users – This breakout will examine bicyclists, pedestrians, elderly people, people with disabilities, and motorcyclists and will discuss strategies for improving their safety.

Safer infrastructure – This breakout will focus on infrastructure improvements that will make roadways safer.

Emergency medical services – This breakout will focus on the changes that need to be made to emergency medical services (including those in rural areas) to improve post-crash outcomes

Additional information on the overall effort is provided in the attached file. A draft agenda is also attached.

We invite you to share the webinar information with others in your organization and other safety stakeholders.

If you have any questions, please contact Kelly Hardy at [khardy@aaashto.org](mailto:khardy@aaashto.org) or 202-624-5868.

Sincerely,

A handwritten signature in black ink, appearing to read "Thomas K. Sorel". The signature is fluid and cursive, with a prominent flourish at the end.

Thomas K. Sorel

Minnesota DOT

TZD Steering Committee Chair

A handwritten signature in black ink, reading "Vernon F. Betkey, Jr." in a cursive style.

Vernon F. Betkey, Jr

Maryland Highway Safety Office

TZD Steering Committee Vice Chair