

# Iowa's Strategic Highway Safety Plan Update

Multidisciplinary Roadway Safety Series Workshop



# What is a Strategic Highway Safety Plan (SHSP)?

- It is a statewide coordinated safety plan that provides a comprehensive framework for reducing fatalities and serious injuries on all public roads.
- It establishes statewide goals, objectives and key emphasis areas developed in consultation with federal, state, local and private sector safety stakeholders to make roadways safer.

# Benefits of SHSPs

- Establishes common statewide goals and priorities
- Strengthens existing partnerships
- Builds new safety coalitions
- Promotes data, knowledge, and resource sharing
- Focus on the State's most serious traffic safety problems

# Benefits of SHSPs

- Avoids redundant activities and leverages existing resources, such as funding, personnel, and leadership
- Provides a multidisciplinary approach to solving problems
- Incorporates both behavioral and infrastructure strategies and countermeasures to more effectively reduce highway fatalities and serious injuries on all public roads

# Cycle of updating the plan



# Safety Emphasis Areas

- Bicyclists
- Distracted Driving
- Heavy Trucks
- Impaired Driving
- Intersections
- Lane Departures
- Local Roads
- Motorcycles
- Older Drivers
- Other Vehicles
- Pedestrians
- Roadside Collisions
- Speed-Related
- Train
- Unprotected Persons
- Winter Road Conditions
- Work Zones
- Younger Drivers

# Multidisciplinary Approach – Addresses the 5 E's

- Education
- Enforcement
- Engineering
- EMS
- Everyone

# Strategies

- Strategies focus on the emphasis areas to reduce fatal and serious crashes such as:
  - Safety messages on social media or dynamic message boards
  - Increased targeted enforcement
  - Increased training for detection of impaired drivers
  - Fresh look at safety engineering of roadways
  - How EMS are provided at crashes



# SHSP Implementation and Evaluation

- Iowa must evaluate our SHSP as part of the regularly recurring SHSP update process. Regular evaluation, based on current safety data, confirms the validity of the emphasis areas and strategies.
- During SHSP development, Iowa needs to pay particular attention to what will be measured (i.e., performance measures) and how progress will be determined.
- Iowa will have in place mechanisms for regularly tracking SHSP implementation and monitoring progress.

# Timeframe

- The Advisory Team is being assembled currently.
- External stakeholders input sought through Safety Conferences/Meetings around the state.
- Plan will be completed by December 2023.