Idaho's Strategic Highway Safety Plan Overview

Toward Zero Deaths, Every Life Counts

What is a Strategic Highway Safety Plan (SHSP)?

An SHSP is a statewide-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads. The SHSP is developed by the State DOT in a cooperative process with Local, State, Federal, and private sector safety stakeholders. The SHSP is a data-driven, comprehensive plan that establishes statewide goals, emphasis areas, and strategies. It integrates the four E's - engineering, education, enforcement, and emergency response. An SHSP is a major component and requirement of the Highway Safety Improvement Program (HSIP) which was established by SAFETEA-LU, 23 U.S.C. § 148 as a core federal program.

Benefits of an SHSP

An important benefit of an SHSP is better coordination of statewide goals and safety programs that most effectively reduce highway fatalities and serious injuries on all public roads through a comprehensive approach. The collaborative process of developing and implementing a State SHSP brings together and draws on the strengths and resources of all safety partners. More specifically, the SHSP will:

- ✓ Establish common statewide safety goals and priorities,
- ✓ Strengthen existing partnerships,
- ✓ Support the value of safety coalitions,
- ✓ Share data, knowledge, and resources,
- ✓ Quantify the existing and needed resources and activities to meet the State's safety goal,
- ✓ Avoid redundant activities,
- ✓ Leverage limited existing resources such as funds, people, and leadership attention, toward common objectives,
- ✓ Communicate the impact of investing additional resources for highway safety countermeasures, and
- ✓ Incorporate both behavioral and infrastructure strategies and countermeasures to have a greater impact on reducing highway fatalities and serious injuries on all public roads.

Guiding Principles

Our primary short-term goal of no more than 200 traffic deaths by 2012 will be achieved using the following:

1. **Data-driven Decisions** - Return on investment will be maximized by thoroughly studying the crash data and all pertinent data, including best practices garnered from other states, so that we make effective and efficient use of limited resources.
2. **Culture Change** - We will promote a cultural change toward the concept that it is irresponsible and unacceptable to make poor choices when behind the wheel in Idaho. We also will work to change the belief that traffic deaths are just part of life in Idaho.
3. **Commitment** – We will stay the course. We will leave no stone unturned in our efforts to save lives and keep families whole.
4. **Partnerships** – Partnerships multiply the message and commitment.
5. **Evaluation** – We will focus our efforts, review our progress, and evaluate to see how we can do better in the future.

Relationship between SHSPs and other safety plans and programs

To achieve the goal of the SHSP, it should be the guiding document for the emphasis areas and strategies of the other safety plans and be consistent with ITD's Strategic Plan and the Statewide Transportation Improvement Programs (STIP).

Highlights of Idaho's Strategic Highway Safety Plan

Theme: Toward Zero Deaths, Every Life Counts

Overall Goal: Fewer than 200 annual traffic deaths by 2012

SHSP Emphasis Areas	Percent of Idaho Economic Costs of Crashes (2004-2008)*
Behavior	
Aggressive Driving	45%
Distracted Driving	30%
Safety Restraints	29%
Impaired Driving	24%
Youthful Driver	18%
Vulnerable Users (bike 1%, pedestrian 3%, mature 13%)	17%
Commercial Vehicles	9%
Motorcycle	8%
Infrastructure	
Lane Departure (single vehicle run-off-road 35%, head-on/side-swipe 10%)	45%
Intersections	27%
Other	
Emergency Response	% not available

* Economic costs by emphasis area are not mutually exclusive.

Key Elements to Achieve Goals:

- Continued focus on behavioral safety utilizing programs proven to be effective.

- Development of the Idaho Highway Safety Coalition (IHSC) - a network of individuals, organizations and agencies throughout Idaho who are working together to create a culture of safety on Idaho's roads. With the overarching guidance from the Strategic Highway Safety Plan (SHSP), the IHSC will work on the ground level to implement activities, projects and educational components that support the SHSP goals and objectives. The combined planning of the SHSP at a policy level and the IHSC at the local level will increase program effectiveness. See http://idahohighwaysafety.org/.

- Improve safety with infrastructure improvements including the following elements -
    - Road Safety Audit Program
    - Address high crash locations
    - Implementation of Local Safety Corridors – develop data driven safety corridors.
    - Utilize a system-wide approach to infrastructure safety issues by implementing low cost near term improvements.

- Marketing – Increase visibility of all partner's efforts to reduce traffic deaths and serious injuries by tagging events and programs with *Toward Zero Deaths, Every Life Counts*.