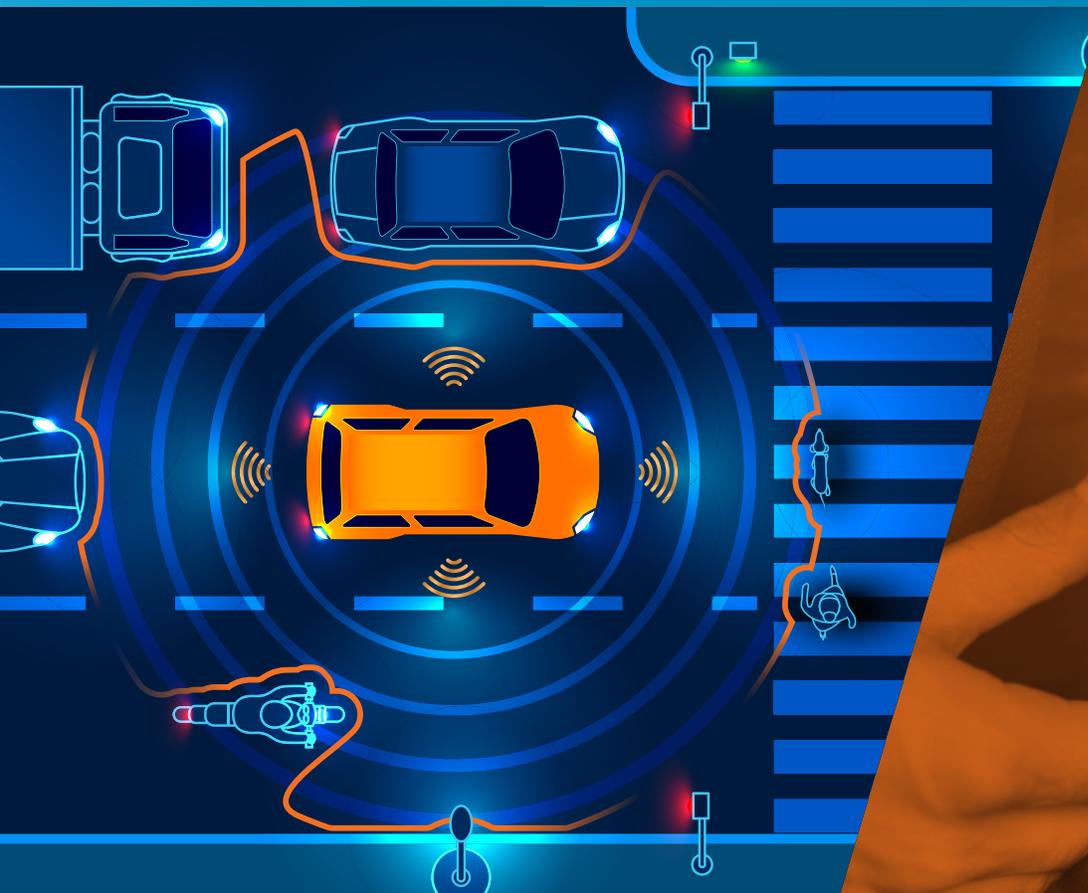


Governors Highway Safety Association

HIGHLIGHTS OF ASSOCIATION ACTIVITY

July 01, 2018 to June 30, 2019



Fiscal Year 2019

By the Numbers

135

National Media Mentions

7

Webinars

11

States Using GHSA's Consulting Service

5

New Reports

6,755

Twitter Followers

2,720

Facebook Followers

640

Annual Meeting Attendees

400,000+

Website Visits

35

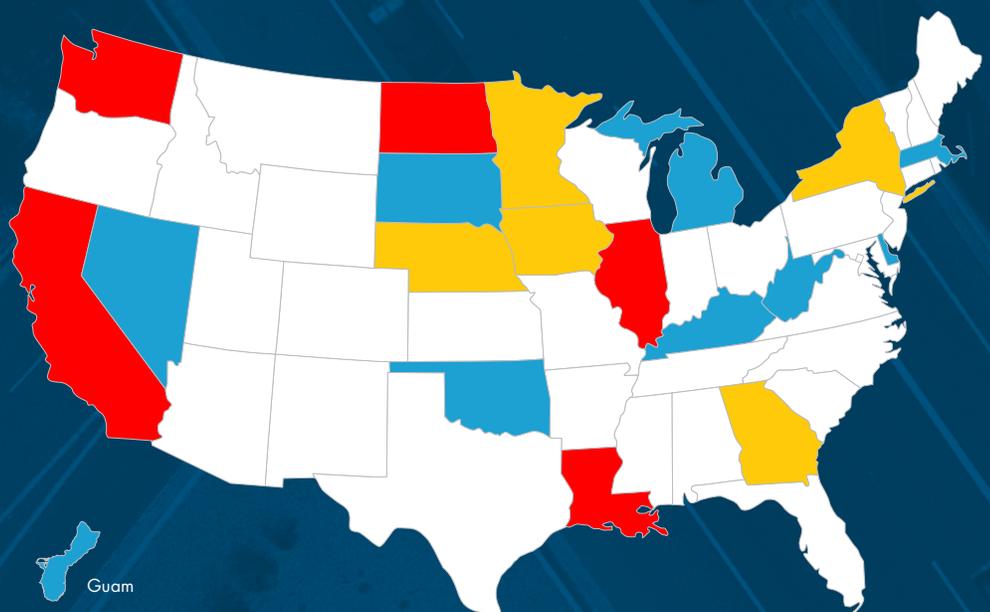
Organizations Supporting the Annual Meeting

65

Annual Meeting Exhibitors

26 states applied for 3 GHSA grant programs. **18 states** received grants totaling more than **\$375,000** in cash and ride credits to combat drowsy driving, promote ride hailing as a safe alternative to impaired road use and conduct training to support the arrest and prosecution of drug-impaired drivers.

- Drugged Driving
- Drowsy Driving
- Impaired Driving



Letter from the Chair



Darrin Grondel

GHSA Chair
Director, Washington Traffic
Safety Commission

Together, we continue to bring focus to traffic safety at the national level, strengthen member services, expand our partnerships and ensure the necessary resources to support GHSA's services and priorities.

Fellow Members and Friends:

Reflecting upon the past year, I am pleased to report on the Association's numerous achievements. Together, we continue to bring focus to traffic safety at the national level, strengthen member services, expand our partnerships and ensure the necessary resources to support GHSA's services and priorities.

At the federal level, GHSA has continued to push both Congress and the U.S. DOT to improve NHTSA's grant program and ease state burdens. As Congress drafts legislation for the next federal transportation reauthorization, GHSA promoted its priorities and engaged other stakeholders to build consensus. GHSA also encouraged NHTSA to make technical improvements to its grants management platform and clarify a range of regulatory issues in grant administration.

Given my law enforcement background, one of my top priorities has been nourishing our relationships with law enforcement partners at the national, state and local levels. In the past year, working with NHTSA, we have made great strides on this front. We have developed a toolkit of resources for State Highway Safety Offices (SHSOs) to use to build and reinforce law enforcement engagement in traffic safety. Under new leadership, our National Law Enforcement Liaison Program (NLELP) continues to thrive and expand its reach.

In cooperation with NHTSA and the Transportation Research Board, our Behavioral Traffic Safety Cooperative Research Program is flourishing, with the release of two new reports and a total of 27 projects now underway on issues ranging from coordinating with Metropolitan Planning Organizations to oral fluid device testing. The research results from these projects provide actionable information that SHSOs can use to improve their own programs and practices.

I am proud of the continued growth our programs and partnerships have experienced this year. Between debuting a new state grant program with Lyft, hosting a national forum on speeding with the Insurance Institute for Highway Safety (IIHS), convening an expert panel on automated vehicles with State Farm® and entering our 16th year of partnership with Ford Driving Skills for Life, GHSA remains dedicated to exploring opportunities to collaborate with groups across industries and focus areas to advance traffic safety.

In the midst of all this, we also published a number of new reports for SHSOs and other stakeholders covering emerging safety issues including autonomous vehicles, drug-impaired driving, speeding and pedestrian safety.

I am extremely proud of GHSA's accomplishments throughout the past year, especially considering we achieved all this without increasing member dues for yet another year. I look forward to the Association's continued success in FY 2020.

Finally, I want to thank you for your dedication to traffic safety. Our successes would not be possible without the collective support from our state and associate members and partners like you.

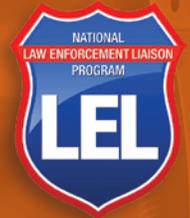
A handwritten signature in black ink, appearing to read "Darrin Grondel". The signature is fluid and cursive, written over a faint background of a road with lane markings.

Advancing Traffic Safety Issues

GHSA addresses the most pressing traffic safety challenges through leadership, partnerships and advocacy by offering programs and publications, sharing best practices, and providing funding opportunities for states.

Law Enforcement Engagement

Law enforcement officers are the traffic safety community's boots on the ground. GHSA launched a new project to enhance SHSO and law enforcement relationships and continues to foster connections among Law Enforcement Liaisons (LELs) through its National Law Enforcement Liaison Program (NLELP).



- NLELP, funded through NHTSA, strengthens communications between LELs, facilitates coordination of LEL activities nationwide and offers LEL training and guidance. NLELP's weekly email, quarterly newsletter, monthly webinars, website and social media channels keep LELs and partners updated on news and announcements. In April 2019, former Toronto Police Sergeant Tim Burrows began his role as the National Law Enforcement Liaison Program Manager.
- A new partnership between GHSA and the National Safety Council's Check To Protect campaign launched a pilot program in Texas, providing more than 40 law enforcement agencies a suite of materials to raise public awareness of open vehicle recalls.
- In collaboration with NHTSA, GHSA completed an analysis identifying opportunities to strengthen and support SHSO and law enforcement relationships and is launching new resources to implement these recommendations at its 2019 Annual Meeting.





AAMVA CEO Anne Ferro and Lia Theodosiou-Pisanelli of Lyft discuss automated vehicle technology with Michigan Office of Highway Safety Planning Director Michael Prince.

Autonomous Vehicles

GHSA continues to act as a national thought-leader on this rapidly-evolving issue, working to prioritize behavioral safety as autonomous vehicle technology develops.

- In partnership with State Farm®, GHSA published *Preparing for Automated Vehicles: Traffic Safety Issues for States*, outlining the safety issues automated vehicles will present to the states and making recommendations to address them.
- The GHSA 2018 Annual Meeting featured a roundtable discussion convening representatives from the technology, engineering, insurance and auto industries to consider the role of driver behavior in the transition from traditional to autonomous vehicles.
- In May 2019, GHSA and State Farm® hosted an Automated Vehicle Safety Expert Panel, bringing together more than 40 stakeholders across industries to discuss engaging drivers and law enforcement in automated vehicle education.

Substance-Impaired Driving

Alcohol- and drug-impaired driving are both alarmingly common on American roads. And toxicology reports show that combining both drugs and alcohol is becoming increasingly prevalent. Regardless of substance, GHSA is committed to leading the fight against impaired driving.

- GHSA created *Traffic Safety Impacts of Marijuana Legalization*, synthesizing the available research of the effects recreational legalization has on marijuana use and presence, fatal crashes involving marijuana and driver views on marijuana and driving.
- Ride hailing company Lyft and GHSA provided five states a total of \$100,000 in ride credits and grant funds to raise awareness of and prevent impaired driving during the 2018 winter holidays. Lyft is offering another round of grants to states for the 2019 season.
- GHSA and AAA co-hosted a Drug-Impaired Driving Policy Forum examining the unique challenges prescription and over-the-counter medications present to the criminal justice community when identifying and adjudicating drivers.
- In our third year of partnership with Responsibility.org providing funds for advanced training, information and skills to help law enforcement assess drug-impaired driving, GHSA awarded four states \$80,000. Through an agreement with NHTSA, GHSA allocated an additional \$120,000 in funds for similar programs in six other states.



GHSA Executive Director Jonathan Adkins; GHSA Treasurer and South Dakota Office of Highway Safety Director Lee Axdahl; NHTSA Deputy Administrator Heidi King; and AAA Director of State Relations Jennifer Ryan at the Drug-Impaired Driving Policy Forum.

Teen Driver Safety

GHSA supports programs and efforts educating teen drivers and their parents as they create lifelong safe driving habits.

- In its 16th year, GHSA's partnership with Ford Driving Skills for Life (Ford DSFL) continued bringing advanced training to America's young drivers, visiting 13 different states and launching a new statewide program in Ohio.
- NHTSA published a *Peer-to-Peer Teen Traffic Safety Program Guide*, authored by GHSA. The guide outlines eight success indicators for peer-to-peer programs, determined by working with an expert panel of researchers, advocates, youth organization leaders and young adults.

Chuck DeWeese, Assistant Commissioner,
New York Governor's Traffic Safety Committee, with
GHSA Senior Director of Communications and Programs
Kara Macek at a Ford DSFL event in Syracuse, New York.



Speeding

Excessive vehicle speed continues to be a factor in more than a quarter of traffic fatalities each year, yet it lacks the focus it deserves as a critical safety issue. GHSA is committed to getting drivers to slow down and save lives.

- A GHSA spotlight report, "Speeding Away from Zero: Rethinking a Forgotten Traffic Safety Challenge," took a fresh look at the challenge of speeding, calling for increased attention through comprehensive public awareness campaigns, traditional and automated enforcement efforts, and speed management infrastructure.
- GHSA collaborated with IIHS to host a day-long National Forum on Speeding, during which experts from across the engineering, enforcement, communications and advocacy sectors considered necessary components for a forthcoming speed management pilot program.



IIHS President David Harkey with GHSA Chair Darrin Grondel (Wash.) at the speeding forum in Ruckersville, Va.

Distracted Driving

Distracted driving poses a serious threat to our roads. GHSA and its members remain committed to implementing education and enforcement measures to discourage driver distraction.

- GHSA collaborated with AT&T's *It Can Wait* campaign to help SHSOs share the message that distracted driving is never OK and encourage the public to join more than 35 million drivers in taking *It Can Wait*'s pledge to never drive distracted.
- GHSA launched two new research projects on this topic: one to explore child-to-adult interactions which helps teach children how they can modify potential unsafe behaviors of their adult caregivers; and another examining the influence of infrastructure design on distracted driving.

Drowsy Driving

As drowsy driving continues to be an often overlooked safety issue, GHSA seeks to prevent and raise awareness of this all-too-common behavior.

- GHSA's partnership with The National Road Safety Foundation, Inc. (NRSF) entered its third year, awarding a total of \$75,000 to five states supporting drowsy driving efforts. Prior year grantees completed programs addressing key audiences such as teens, motorcyclists and long-haul drivers.

The South Dakota Office of Highway Safety conducted a creative campaign focused on preventing drowsy motorcycle riding in conjunction with the Sturgis Motorcycle Rally.



Make it Click:
Every seat.
Every ride.

Rear seat passengers are 3X more likely to survive a crash if they buckle up.

SOURCE: NHTSA FATALITY ANALYSIS REPORTING SYSTEM 2017 DATA, UNBUCKLED, AGE 8 AND OLDER

Uber GHSA NHTSA

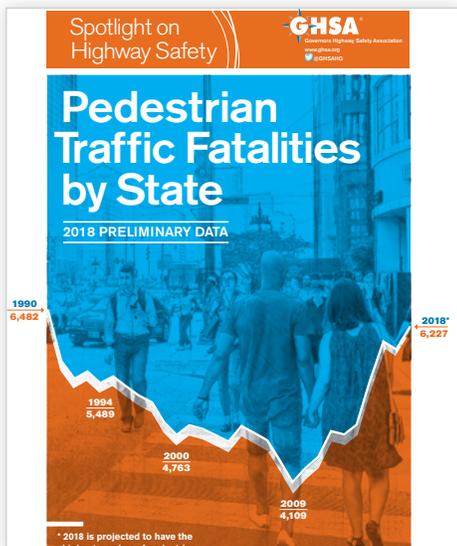
Occupant Protection

Though driver seat belt use has increased substantially in recent decades, many people still do not buckle up in the back seat. GHSA is calling attention to the need for belt use no matter where a passenger is seated.

- GHSA reinvigorated its partnership with Uber for a second year of the *Make it Click: Every seat. Every ride* campaign, which connects states with resources to spread the word about the importance of wearing one's seat belt in the rear seats of passenger and for-hire vehicles.

Bicyclist and Pedestrian Safety

GHSA and its members encourage implementation of proven education, infrastructure and enforcement approaches to enhance bicyclist and pedestrian safety.



- GHSA's annual "Pedestrian Traffic Fatalities by State" report projected more than 6,200 pedestrians were killed in the U.S. in 2018, the highest number since 1990. The report examines a number of factors that may be influencing the rise in pedestrian deaths, including increased exposure, unfriendly infrastructure, unsafe driving behaviors and increased presence of sport utility vehicles (SUVs).
- GHSA worked with the Pedestrian and Bicycle Information Center (PBIC) promoting and enhancing pedestrian and bicyclist safety efforts. In October 2018, GHSA and PBIC co-hosted a webinar discussing pedestrian and bicyclist safety education for children.

Collaborating with Congress and Federal Agencies

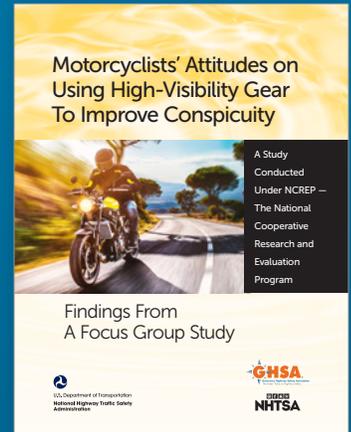
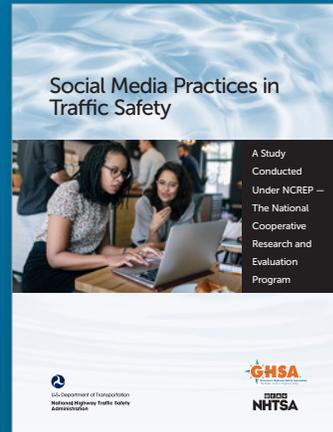
Implementing the FAST Act

GHSA continues to work with NHTSA to clarify FAST Act rules:

- GHSA and NHTSA collaborated to develop new Highway Safety Plan Amendment Policy Guidance.
- GHSA pushed NHTSA to make the use of Grants Management Solutions Suite (GMSS) for FY 2020 HSP submissions optional.
- GHSA and the SHSOs have advised NHTSA on ongoing technical improvements to GMSS. NHTSA has also increased in transparency on technical development and ramped up GMSS support for states.
- NHTSA released a new traffic records assessment program advisory reflecting GHSA advocacy for more state options and flexibility.

Preparing for the Future

- With the FAST Act expiring September 30, 2020, Congress has begun the next federal transportation reauthorization to replace this law, presenting an opportunity to update grant program rules.
- GHSA developed priority reauthorization recommendations with member input and has been communicating with key stakeholders on Capitol Hill on the importance of increasing state flexibility and reducing administrative burdens.
- GHSA organized a meeting with a large group of national highway safety stakeholders to share reauthorization priorities and develop consensus on the shape of the future grant program.
- GHSA continues to partner with other state associations to be the voice of the states as Congress considers national legislation on automated vehicles.



Research

The National Cooperative Research and Evaluation Program (NCREP) published two projects in FY 2019 investigating social media for highway safety and motorcycle conspicuity. Research continues on an additional 18 projects.

The Behavioral Traffic Safety Cooperative Research Program (BTSCRCP), GHSA's research program in partnership with NHTSA and the National Academies of Science, Engineering and Medicine's Transportation Research Board (TRB), selected six new projects for FY2020 on topics including messaging to vulnerable road users, rural safety and mature drivers.

Expanding and Delivering Member Services

Consulting Services Initiative (CSI)

GHSA's CSI continued to help states tackle new projects and expand their capabilities. In FY2019, GHSA consultants helped 11 states tackle projects including pre- and post-Management Reviews, a Highway Safety Plan update, grant writing training, a communications audit, Law Enforcement Liaison program and staffing reviews, onsite strategic planning facilitation, and a comprehensive evaluation of a state's Strategic Highway Safety Plan.

Executive Seminar

Twenty-four senior SHSO staff joined GHSA's 2018 Executive Seminar to learn the ins and outs of managing successful highway safety programs, strengthen their leadership skills and network with peers from around the country.



Website

The GHSA website continues to provide valuable resources to the traffic safety community and public. More than 400,000 individuals visited the GHSA website last year to access a wealth of information including state laws, issue overviews and examples of successful state programs.

Highway Safety Awards

During its 2018 Annual Meeting in Atlanta, GHSA honored the work of six individuals and two programs for their outstanding efforts to advance traffic safety.

Webinars

GHSA held seven webinars this year, covering key topics such as automated vehicle safety, traffic records and drug-impaired driving. Featured speakers included GHSA members, researchers and senior NHTSA staff.



Directions in Highway Safety

GHSA's quarterly newsletter provided members timely news and updates on pressing highway safety issues. Each newsletter was distributed to more than 1,000 SHSOs and Associate members.

2018 Annual Meeting

A record 640 attendees joined the GHSA 2018 Annual Meeting, which convened highway safety professionals to focus on “Joining Forces to Get to Zero: Partnerships in Traffic Safety.” Leaders from a variety of sectors addressed opportunities for states to work with the federal government, industry partners and others to advance traffic safety. Breakout workshops covered a number of hot topics, including law enforcement engagement, autonomous vehicles and drug-impaired driving.



GHSA Chair Darrin Grondel (Wash.), Federal Motor Carrier Safety Administration Administrator Ray Martinez and IIHS President David Harkey talk about the importance of collaboration to achieve shared goals.



Past GHSA Annual Meeting Planning Committee Chair Chuck DeWeese (New York) presents outgoing Board Chair Jana Simpler (Del.) with an award to thank her for her service to the Association.



Former NHTSA Associate Administrator Jeff Michael, Police Chief Daniel Sharp (Ariz.), Sheriff John Whetsel (Okl.), and Capt. Nikki Renfroe (Ga.) discuss building relationships with law enforcement to improve traffic safety.

State Members

Alabama Department of Economic and Community Affairs

Alaska Highway Safety Office

Arizona Governor's Office of Highway Safety

Arkansas Highway Safety Office

California Office of Traffic Safety

Colorado Office of Transportation Safety

Connecticut Highway Safety Office

Delaware Office of Highway Safety

District of Columbia Department of Transportation

Florida State Safety Office

Georgia Governor's Office of Highway Safety

Guam Office of Highway Safety

Hawaii Department of Transportation

Idaho Office of Highway Safety

Illinois Department of Transportation

Indiana Criminal Justice Institute

Iowa Governor's Traffic Safety Bureau

Kansas Department of Transportation

Kentucky Office of Highway Safety

Louisiana Highway Safety Commission

Maine Bureau of Highway Safety

Maryland Motor Vehicle Administration

Massachusetts Highway Safety Division

Michigan Office of Highway Safety Planning

Minnesota Office of Traffic Safety

Mississippi Office of Highway Safety

Missouri Traffic and Highway Safety Division

Montana State Highway Traffic Safety Office

Nebraska Department of Transportation Highway Safety Office

Nevada Office of Traffic Safety

New Hampshire Office of Highway Safety

New Jersey Division of Highway Traffic Safety

New Mexico Department of Transportation

New York Governor's Traffic Safety Committee

North Carolina Governor's Highway Safety Program

North Dakota Department of Transportation

Northern Mariana Islands Department of Public Safety

Ohio Traffic Safety Office

Oklahoma Highway Safety Office

Oregon Transportation Safety Division

Pennsylvania Department of Transportation

Puerto Rico Traffic Safety Commission

Rhode Island Office of Highway Safety

South Carolina Office of Highway Safety and Justice Programs

South Dakota Office of Highway Safety

Tennessee Highway Safety Office

Texas Department of Transportation

U.S. Virgin Islands Police Department

Utah Highway Safety Office

Vermont State Highway Safety Office - Behavioral Safety Unit

Virginia Highway Safety Office

Washington Traffic Safety Commission

West Virginia Governor's Highway Safety Program

Wisconsin Bureau of Transportation Safety

Wyoming Department of Transportation

Associate Members

GHSA appreciates the contributions of these individuals and organizations that support the Association's mission.

Automotive Industry

Alliance of Automobile Manufacturers, Inc.
Automotive Coalition for Traffic Safety
FCA US LLC
Ford Motor Company Fund & Community Services
Michelin North America, Inc.
NASCAR
Toyota Motor Sales U.S.A., Inc.
U.S. Tire Manufacturers Association

Enforcement

Conduent
Institute of Police Technology & Management
National Sheriffs' Association

Insurance Industry

Allstate
American Property Casualty Insurance Association
Breathe Easy Insurance Solutions
The Data Entry Company
Insurance Institute for Highway Safety
QuoteWizard
State Farm

Issue Advocacy

AAA
American Association of Motor Vehicle Administrators
AT&T
B.R.A.K.E.S.
Beer Institute
Commercial Vehicle Safety Alliance
CTIA
DRIVE SMART Virginia
EndDD.org
Family, Career and Community Leaders of America
FIA Foundation
Foundation for Advancing Alcohol Responsibility
Impact Teen Drivers
Kentucky Distillers' Association
MADD
Motorcycle Safety Foundation
National Association of State Motorcycle Safety Administrators
National Association of Women Highway Safety Leaders
National Coalition for Safer Roads
The National Road Safety Foundation, Inc.
National Safety Council
Network of Employers for Traffic Safety
RADD
SADD, Inc.

Safer New Mexico Now
Talking Brains Initiative
ThinkFirst National Injury Prevention Foundation
Together for Safer Roads
Transportation Improvement Association
U-Haul International, Inc.
Washington Regional Alcohol Program
Youth Accident Prevention Program

Law Firms

Allen & Scofield Injury Lawyers, LLC
Attorney Brian White & Associates
Begum Law Group
Belt & Bruner, P.C.
Bisnar Chase Personal Injury Attorneys
Buckfire & Buckfire, P.C.
Cates Mahoney, LLC
Citywide Law Group
Davis Injury Lawyers, PLLC
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Injury Trial Lawyers
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The Krist Law Firm
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Law Offices of John Rapillo
McCormick & Murphy, P.C.

Michigan Auto Law

Patrick Malone & Associates, P.C.

Patterson Law Group

Paul Padda Law

Randall & Stump, PLLC

Robert F. Dallas, Esq. - Attorney Transportation Policy & Law

Rosen Injury Lawyers

Rosenfeld Injury Lawyers

Solnick & Associates, LLC

Staver Accident Injury Lawyers, P.C.

Sutliff & Stout, PLLC

PR/Communications/Marketing

Alliance Highway Safety

Anheuser-Busch

Chris Cochran Communications

DCCCA

Heinrich Marketing, Inc.

KPoole Strategic Relations

Marketing Solutions

Matrix Entertainment

TEAM Coalition

WagTree Global Give Network

Product Providers

Accident Support Services International, Ltd.

American Traffic Safety Services Association

Auto Glass Safety Council

Be Crash Free

BiotechPharma Corp

BrakeAudit

CellSlip

Diagnostic Driving, Inc.

Draeger, Inc.

Driver Knowledge

Driving-Tests.org

IN3 LLC

Laser Technology, Inc.

Ledge Light Technologies, Inc.

LexisNexis Risk Solutions

Literary Engineers

Lyft

messageLOUD

North America Traffic Inc.

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Quick Transport Solutions Inc.

Reflection Band, LLC

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North Dakota State University

Pacific Institute for Research & Evaluation

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Ryan Klitzsch

Sam Schwartz Consulting

Tom Gianni

Traffic Injury Research Foundation

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Lauren Stewart
 Director, Maine Bureau of Highway Safety



TREASURER
Lee Axdahl
 Director, South Dakota Office of Highway Safety

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Region	Designate	Alternate
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2	Chuck DeWeese, New York	Tom Glass, Pennsylvania
3	John Saunders, Virginia	Mark Ezzell, North Carolina
4	Vic Donoho, Tennessee	Lora Hollingsworth, Florida
5	Felice Moretti, Ohio	Mike Prince, Michigan
6	Mike Sandoval, New Mexico	Paul Harris, Oklahoma
7	Chris Bortz, Kansas	Pat Hoye, Iowa
8	Carol Gould, Colorado	Karson James, Wyoming
9	Robert Lung, Hawaii	Rhonda Craft, California
10	John Tomlinson, Idaho	Troy Costales, Oregon

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ANNUAL MEETING

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Chuck DeWeese, New York

FINANCIAL & OPERATIONS

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Tim Burrows
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Amadie Hart
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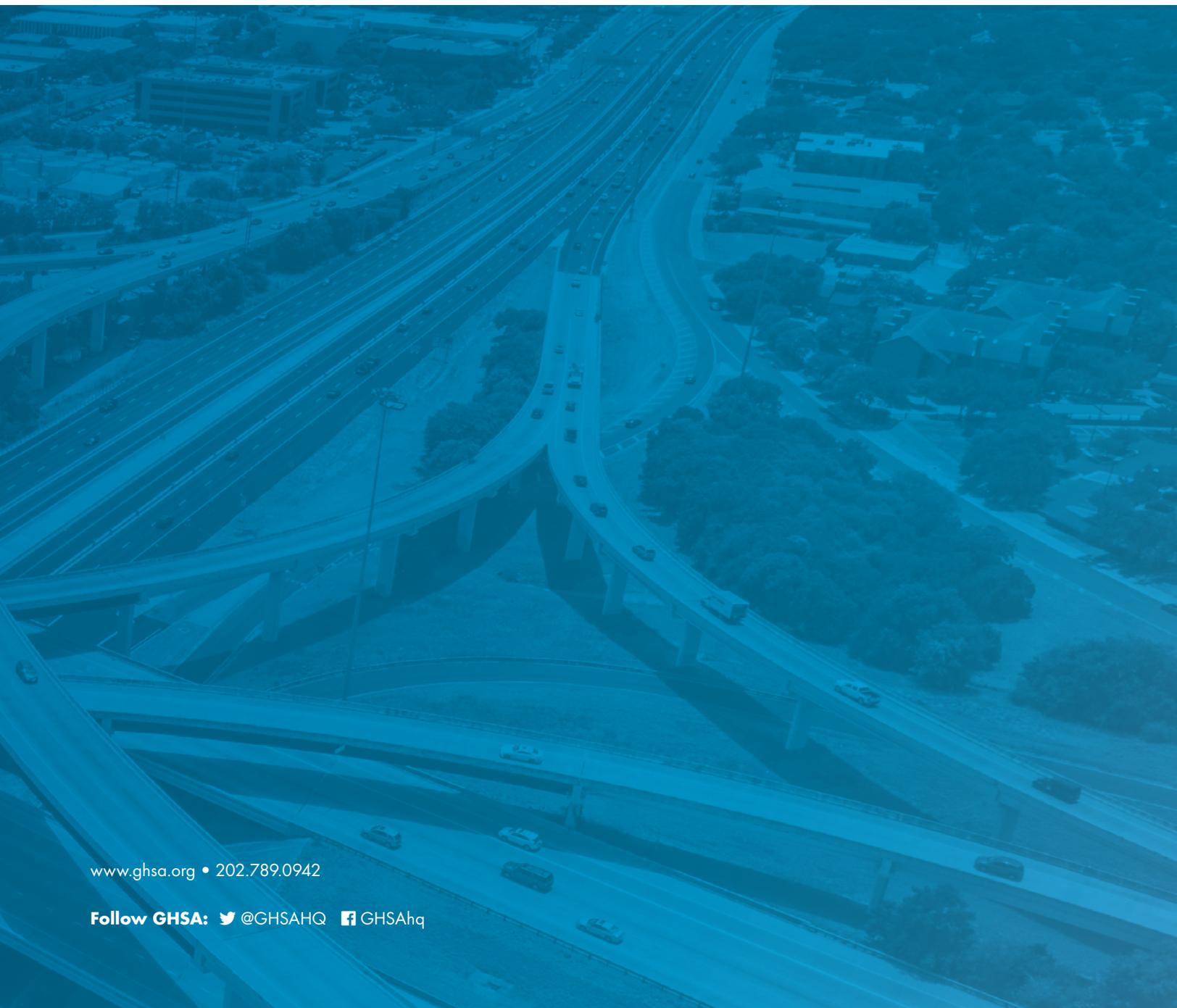
Pam Fischer
 Special Projects Consultant



Betty Mercer
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