



Rural Safety Initiative

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Rural roads carry less than half of America's traffic yet they account for over half of the nation's vehicular deaths.





Rural

Urban areas are defined in Federal-aid highway law (Section 101 of Title 23, U.S. Code) as follows:
"The term 'urban area' means an urbanized area or, in the case of an urbanized area encompassing more than one State, that part of the urbanized area in each such State, or an urban place as designated by the Bureau of the Census having a population of five thousand or more and not within any urbanized area, within boundaries to be fixed by responsible State and local officials in cooperation with each other, subject to approval by the Secretary. Such boundaries shall, as a minimum, encompass the entire urban place designated by the Bureau of the Census."

For clarity and simplicity this reference manual will use the following terminology, which is consistent with the above definition.

Small urban areas are those urban places, as designated by the Bureau of the Census having a population of five thousand (5,000) or more and not within any urbanized area.



- **8.4 million lane-miles of roads in the United States**
- **Operated by local entities**

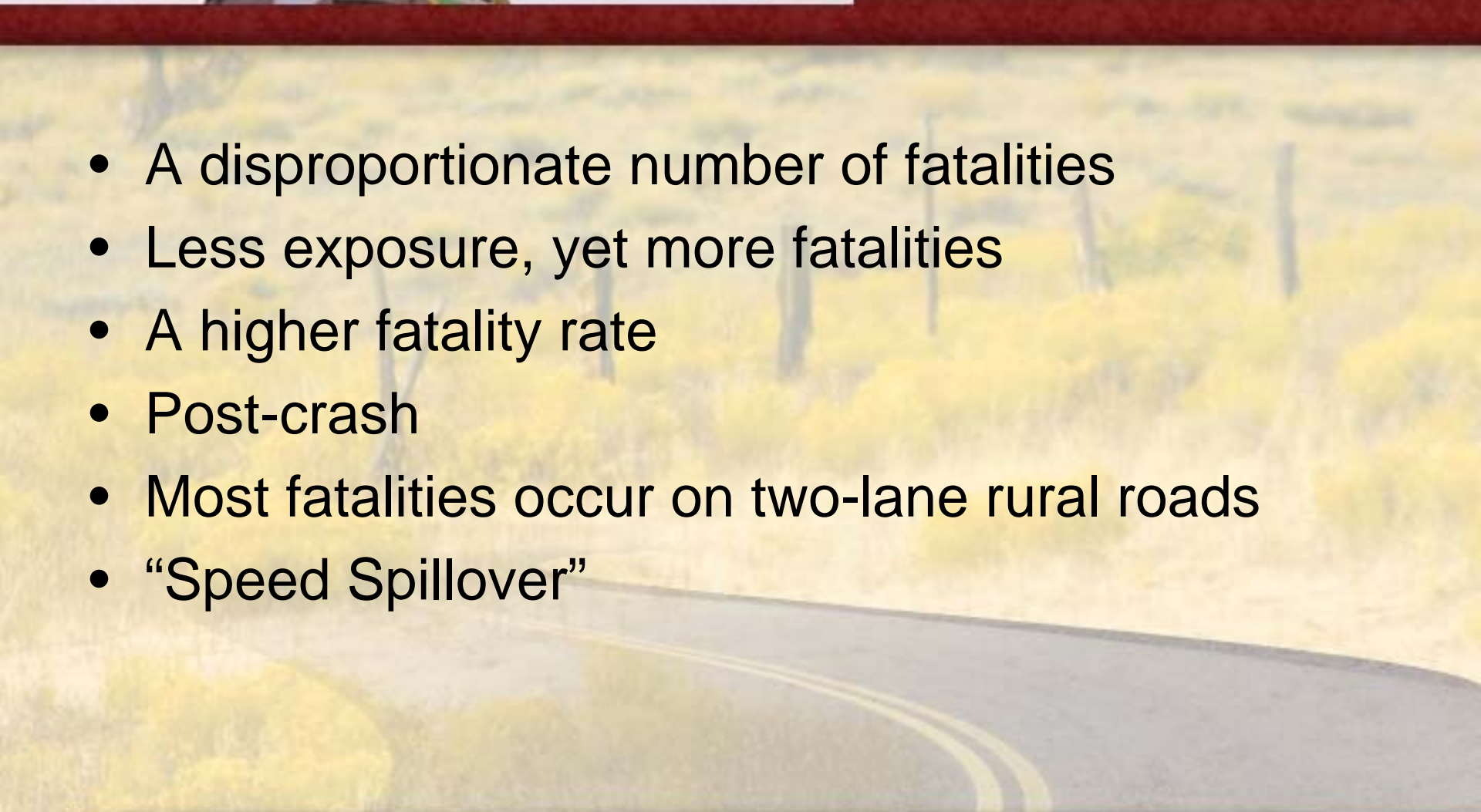




- **Safety challenges**
 - **Speed**
 - **Seat belts**
 - **Impaired driving**
 - **A lethal combination**
 - **Enforcement**
 - **First Responders**
 - **Roadway designs**



Characteristics of Rural Crashes

- A disproportionate number of fatalities
 - Less exposure, yet more fatalities
 - A higher fatality rate
 - Post-crash
 - Most fatalities occur on two-lane rural roads
 - “Speed Spillover”
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Solutions

Safer Drivers

- Seat belts and ignition interlocks
- Sobriety checkpoints
- Preventing rollovers
- Speed management
- Commercial vehicles
- Technology