



EVERYONE E-Team Charter

Background

Iowa's Strategic Highway Safety Plan (SHSP) 2019-2023 was developed to meet the significant challenge of reducing fatal and serious injury crashes on Iowa's roadways. According to the Federal Highway Administration (FHWA), an SHSP "is a statewide coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads." Iowa's SHSP was developed in consultation with a multidiscipline team of representatives that prioritized eight safety emphasis areas. For each emphasis area, the team identified strategies that provide the greatest opportunity to reduce fatalities and serious injuries on Iowa's roadways.

Five E's

Four primary categories of safety professionals drive the development of the strategies defined in Iowa's SHSP. These professionals include those in education, emergency medical services, enforcement, and engineering. Each discipline has a unique perspective on how to improve traffic safety while also remaining connected to the other disciplines. Iowa's SHSP also considers a fifth E of everyone because ultimately it is the responsibility of every driver on Iowa's roadways to make safe choices and drive responsibly.

The significant challenge of reaching Zero Fatalities requires not only the dedication of committed professionals who represent the four E's of roadway safety, but also those who use Iowa's roadways. NHTSA reports that for 94 percent of crashes nationwide the critical reason for the vehicle crash can be attributed to driver error. This finding suggests the important role that everyone plays in ensuring not only their safety but the safety of others traveling on the roadway. Further, this statistic also points to a broader need for Iowa to develop a culture of traffic safety. Below are the strategies identified in the SHSP that everyone can use to make Iowa's roadways safer.

Strategies



56%

Lane departures and roadside collisions

- Focus on the road, don't over-correct or veer for objects or animals in the roadway.



30%

Intersections

- Approach intersections with caution and get familiar with new designs in your community.



51%

Speed-related

- Give yourself enough time to reach your destination. Be patient, slow down, and don't engage with aggressive drivers.



22%

Impairment involved

- Designate a driver, call a cab, but don't risk driving impaired.



34%

Unprotected persons

- Buckle up everyone and every time.



18%

Older drivers

- Know when to put the keys down, or when to have a conversation with family members who may pose a hazard to others on the road.



33%

Young drivers

- Support young drivers to avoid distractions and impairment.



13%

Distracted or inattentive drivers

- Put the cell phone down, avoid distractions, be alert, and focus on the roadway.

Implementation and Evaluation

Implementation of the above strategies will ultimately support Iowa's long-term vision of Zero Fatalities. The implementation and progress of these strategies will be evaluated on an annual basis over the five-year planning period starting January 2019 and ending December 2023.