

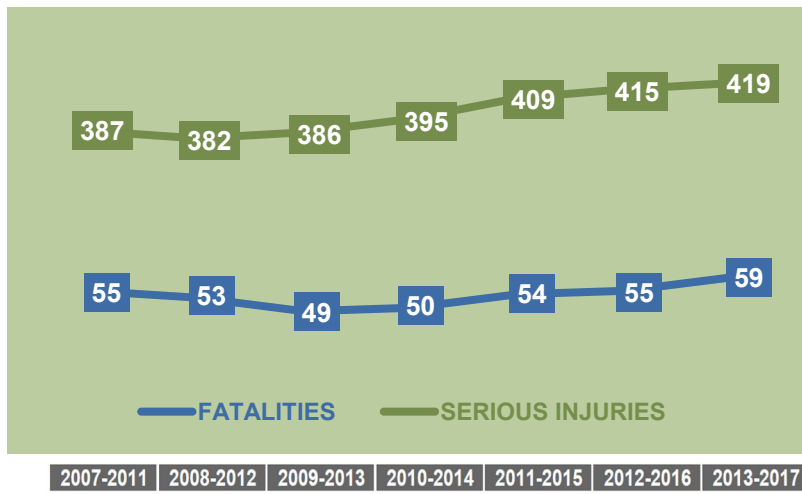
Emphasis Area: Roadway Departure



The Roadway Departure emphasis area includes types of crashes that occur when a vehicle leaves the travel lane and hits another vehicle head-on or strikes an object. This emphasis area was chosen because roadway departures tend to result in high fatalities and serious injuries. Roadway Departure crashes are the leading cause of traffic deaths in the NOACA region. Of all fatalities between 2013 and 2017, nearly half (299 of 614 fatalities) were the result of roadway departures.

Many of these crashes involve Young Drivers, Impaired Drivers, Speed, and unbelted drivers and passengers.

ROADWAY DEPARTURE 5-YR AVERAGE TRENDS



Crash Trend for Roadway Departure Fatalities

▲ 7%

5-Year Rolling Average from 2011 to 2017

Performance Measures:

Number of roadway departure fatalities

Number of roadway departure serious injuries

Targets:

2% reduction in roadway departure fatalities each year between 2017 and 2023, from 59 to 52

2% reduction in roadway departure serious injuries each year between 2017 and 2023, from 419 to 371

Strategies:

Collect and analyze data to identify high crash locations

Support the implementation of proven and low-cost infrastructure safety countermeasures

Promote safe behaviors that contribute to the reduction of roadway departure fatalities and injuries

Emphasis Area: Roadway Departure

Performance Measure #1: Number of roadway departure fatalities

TARGET: 2% reduction in roadway departure fatalities each year between 2017 and 2023, from 59 to 52

Performance Measure #2: Number of roadway departure serious injuries

TARGET: 2% reduction in roadway departure serious injuries each year between 2017 and 2023, from 419 to 371

Strategy #1: Collect and analyze data to identify high crash locations

Action	Measure
Assist local agencies by indentifying high roadway departure crash locations through network screening	# communties assisted # locations identified

Strategy #2: Support the implementation of proven and low-cost infrastructure safety countermeasures

Action	Measure
Support projects in the TIP that include proven and low-cost safety countermeasures that reduce the number and severity of roadway departure crashes	# projects included in TIP
Identify and prioritize locations for systemic improvements within the region for implementation	# locations identified

Strategy #3: Promote safe behaviors that contribute to the reduction of roadway departure fatalities and injuries

Action	Measure
Participate in regional and local safety meetings, coalitions and committees	# meetings attended
Promote partner messaging	# messages promoted