Rural Road Safety & Toward Zero Deaths

**Policy Countermeasures**

- **Seat Belt Enforcement**
  - Research by the Center for Excellence in Rural Safety (CERS) projects an annual reduction of 2,633 rural deaths by 2020 if primary seat belt enforcement is fully implemented.

- **Graduated Driver Licensing (GDL) Programs**
  - Research shows that graduated driver licensing programs can help to reduce fatal crashes among young drivers.

- **Ignition Interlocks**
  - Ignition interlocks are used to prevent drunk drivers from starting their vehicles.

- **Universal Motorcycle Helmet Laws**
  - Universal motorcycle helmet laws can help to reduce fatalities among motorcycle riders.

- **Rural Traffic Camera Systems**
  - Rural traffic camera systems can help to improve traffic safety by providing real-time traffic data.

- **Staggered Sentencing for Repeat DWI Offenders**
  - Staggered sentencing programs have been shown to reduce recidivism among those convicted of drunk driving.

- **Severe Heat and Extreme Cold Countermeasures**
  - Countermeasures for severe heat and extreme cold can help to reduce fatalities among those affected.

**Engineering Countermeasures**

- **Rural Highways**
  - Rural highways can be particularly dangerous due to poor visibility and narrow lanes.

- **Urban Highways**
  - Urban highways can be dangerous due to high speeds and heavy traffic.

- **Rural Road Safety & Toward Zero Deaths**
  - Toward Zero Deaths (TZD) is a program aimed at reducing fatalities on rural roads.

**TZD at Work**

- **Roundabouts**
  - Roundabouts can help to reduce fatal and injury crashes by 60 to 87% in both rural and urban areas.

- **Rumble Strips and Retroreflective Signs**
  - Rumble strips and retroreflective signs can help to improve visibility and reduce accidents.

- **Cable Median Barriers**
  - Cable median barriers can help to reduce fatal and injury crashes by up to 55%.

- **Turn Lanes**
  - Turn lanes can help to reduce fatal and injury crashes by up to 55%.

- **Reduced Visibility**
  - Visibility can be a major factor in rural road accidents.

- **Increased GDL programs**
  - Increased GDL programs can help to reduce fatalities involving 16-year old drivers.

- **Unsignalized Intersections**
  - Unsignalized intersections can be dangerous due to lack of traffic control.

- **At-Grade Exits**
  - At-grade exits can be dangerous due to lack of proper signage.

- **Median Barriers**
  - Median barriers can help to reduce fatal and injury crashes by 60 to 87%.

**Technology**

- **Emergency Medical Services (EMS) Reform**
  - Reform of EMS services can help to improve response times and reduce fatalities.

- **CrashHelp**
  - CrashHelp is an app that allows emergency responders to send photos and videos from the scene.

- **Washington State's TZD Program**
  - Washington State's TZD program is a model for other states to follow.

- **Michigan's TZD Program**
  - Michigan's TZD program is another successful example of a rural road safety program.

**TZD Framework**

- **Roadway Management**
  - The TZD framework includes road design, engineering, and enforcement.

- **Community Engagement**
  - Community engagement is crucial to the success of rural road safety programs.

- **Evaluation and Adaptation**
  - Evaluation and adaptation are key components of the TZD framework.

- **Evidence-Based Practices**
  - Evidence-based practices are the foundation of the TZD framework.

**States with Zero Fatality Commitments**

- **U.S. Average Annual Rural Road Fatalities**

- **U.S. Rural Share of Annual Road Fatalities**

- **30,492 Average Total Annual U.S. Road Fatalities**

For more information, please contact CERS at: cers@umn.edu