



**2011**

**NATIONAL ROADWAY  
SAFETY AWARDS  
CALL FOR NOMINATIONS**



**Jointly sponsored by the U.S. Department of Transportation  
Federal Highway Administration and Roadway Safety Foundation**

## Purpose

The National Roadway Safety Awards is a biennial competition sponsored by the U.S. Department of Transportation (USDOT) Federal Highway Administration (FHWA) and the Roadway Safety Foundation (RSF) to recognize roadway safety achievements that move the United States “toward zero deaths.” The competition highlights exemplary roadway safety efforts and publicizes best practices. Awards are given for infrastructure, operational, and program-related improvements and programs that address safety needs.

The FHWA and the RSF stress the importance of strategic, data-driven approaches to improving safety on our nation’s roadways. Applicants are encouraged to nominate projects or programs that exemplify innovative and effective safety activities and maximize the cost effectiveness of Federal, State, local, and/or private sector funds.

## Why Apply for an Award?

In addition to the personal and organizational rewards associated with saving lives and improving safety on our nation’s roadways, the tangible benefits of this program are numerous and far-reaching. Winning project designees will receive:

- An invitation to attend a national-level recognition event in Washington, DC.
- Meeting opportunities with legislators and key transportation officials in Washington, DC.
- National media coverage and additional local media support, identifying your organization as a leading safety improvement resource.
- Appearance in the *2011 Safety Best Practices Guide*, *Public Roads* magazine, the *Roadway Safety Reporter*, as well as other publications of national safety and transportation organizations.
- Recognition via several websites operated by FHWA, RSF, and other safety partners.

## Award Criteria

Paramount to the decision-making process for the judging panel is demonstrated evidence of data-supported results. Each entry will be judged among other nominations in its category. Including documentation supporting the project or program’s success through proven results is vital for advancing through the judging process. Nominees will be judged on the following criteria.

**Effectiveness** – Projects or programs that:

- Result in significant reduction in fatalities and injuries.
- Create a proven case for greater emphasis on roadway safety in transportation programming and project delivery.
- Support safety improvements through greater public awareness that yields a positive change in safety culture.

**Innovation** – Projects or programs that use innovative concepts at a national, state, or local level including:

- Creative approaches to address highway safety concerns.
- Original management approaches to overcoming hurdles.
- Inventive solutions to a particular crash problem.
- Proactive involvement of the public or stakeholders.

**Efficient Use of Resources** – This criteria includes:

- Cost-efficient implementation of a project/program.
- Efficient use of planning and engineering resources and/or cost-sharing through multi-agency partnerships, task forces, or coalitions.



## Infrastructure Improvements

This category is defined as “physical improvements to the roadway or roadside that improve safety.” Examples include safety devices; engineered design improvements; obstacle removal, relocation, or physical upgrades; intersection improvements; and signage and pavement markings.

**Examples of past winners** include intersection collision avoidance warning systems, bike lane/shoulder initiatives, roundabout safety improvements, median barrier installations, rumble strips, and pedestrian crosswalk enhancers.

## Operational Improvements

This category includes “non-physical improvements that contribute to roadway safety” such as innovative channelization; weather safety operations; ITS-based safety programs; multidisciplinary activities such as road safety audits; and road design and striping efforts aimed at reducing or minimizing the severity of crashes caused by speeding, distractions, and other offenses.

**Examples of past winners** include intersection enforcement lights, temporary traffic control for wildland fire incident activities, work zone crash analysis, senior zones, interim physical barriers as a safety solution, school safety programs, and speed management programs.

## Program Planning, Development, and Evaluation

This category is defined as “programs that identify and address State and local needs by making effective use of safety data and evaluations.” This includes public involvement in safety audits and planning; crash data analysis and integration; crash location identification and analysis for crash countermeasure development; development and implementation of excellent Strategic Highway Safety Plans; and use of data evaluations to produce targeted policies, processes, and practices that improve safety.

**Examples of past winners** in this category include highway safety GIS; comprehensive highway safety plans and programs; task forces to address concerns such as run-off-road crashes; intelligent transportation systems; crash data management systems; weather safety audits and intersection safety improvement programs.

**Application form and instructions are included with Call for Nominations.  
Visit the program website for additional details.**

<http://www.roadwaysafety.org>

# NATIONAL ROADWAY SAFETY AWARDS

## The U.S. Department of Transportation Federal Highway Administration

FHWA, in partnership with the highway and transportation community, is developing a “Toward Zero Deaths” strategy to end the tragic loss of lives on American roads. We seek to keep the world’s preeminent highway system as safe and efficient as possible – to reduce crashes, delays, and congestion; to ease the movement of freight; to safely accommodate pedestrians and bicyclists; to protect ecosystems and air quality; to ensure maximum mobility; and to quickly and cost-effectively restore transportation services after disasters and emergencies.

U.S. Department of Transportation  
Federal Highway Administration  
1200 New Jersey Avenue, SE  
Washington, DC 20590  
<http://safety.fhwa.dot.gov>

Karen Timpone  
202.366.2327



U.S. Department of Transportation  
**Federal Highway Administration**

## The Roadway Safety Foundation

RSF is the only national organization solely dedicated to reducing deaths by improving the physical characteristics of America’s roadways – design and engineering, operating conditions, removal of roadside hazards, and the effective use of safety features. RSF works to attain its goals by building awareness through media campaigns and outreach activities, developing educational materials, and forming roadway safety partnerships between the private and public sectors. It is a private, non-profit 501(c)(3) organization chartered by the American Highway Users Alliance.

Roadway Safety Foundation  
1101 14th Street NW, Suite 750  
Washington, DC 20005  
<http://www.roadwaysafety.org>

Greg Cohen  
202.857.1228



**2011 National Roadway Safety Awards  
Nomination Application**

Jointly sponsored by U.S. Department of Transportation  
Federal Highway Administration and Roadway Safety Foundation

Project Name \_\_\_\_\_

Submitted by \_\_\_\_\_ (name of agency or organization)

Parent Organization(s)/Project Owner(s) \_\_\_\_\_  
(if different from submitting agency)

Project Contact Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

**Program Categories (check as applicable)**

- \_\_\_\_\_ Infrastructure Improvements
- \_\_\_\_\_ Operational Improvements
- \_\_\_\_\_ Program Planning, Development, and Evaluation

**Type of Funds Used (check as applicable)**

- \_\_\_\_\_ State and/or Local
- \_\_\_\_\_ Federal-Aid Highway
- \_\_\_\_\_ Federal Highway Safety Program (Section 402)
- \_\_\_\_\_ Private Sector
- \_\_\_\_\_ Other (please specify) \_\_\_\_\_

Has this project been initiated within the last five years? \_\_\_\_\_ Yes \_\_\_\_\_ No

**Nomination Packet and Supporting Documentation Checklist**

- \_\_\_\_\_ Completed application
- \_\_\_\_\_ Description of project
- \_\_\_\_\_ Comment on project's applicability
- \_\_\_\_\_ Data supported results/reports
- \_\_\_\_\_ Safety statistics and outcomes
- \_\_\_\_\_ Evaluations and/or evaluation plans
- \_\_\_\_\_ Photos, if applicable (include up to three photos, not to exceed 5" x 7"; if sending electronically, photo files should not exceed 3.0 MB per image)
- \_\_\_\_\_ Press releases and media coverage, if applicable

See reverse for submission deadline and mailing/shipping details.

## Entry Documentation Required

\_\_\_\_\_ Completed application

\_\_\_\_\_ Description of project including overall problems and safety problems addressed – 300 words or less

\_\_\_\_\_ Comment on project's applicability to award criteria and program category (provide a brief statement explaining how your project meets the criteria of effectiveness, innovation and efficient use of resources) – no more than three pages

\_\_\_\_\_ Supporting documentation and data supported results (see checklist on reverse) – no more than 10 pages of text, not including graphics, photos, or videos

\_\_\_\_\_ If application is submitted electronically, include brief project title and State in the file name(s), e.g., Seniorzones\_FL.docx

**Multiple entries must be submitted separately.**

**Applications and corresponding required documentation may be submitted electronically through the program website at <http://www.roadwaysafety.org> or via U.S. Mail or express shipping company as follows:**

National Roadway Safety Award Nominations  
Roadway Safety Foundation  
1101 14th Street NW, Suite 750  
Washington, DC 20005

**All nominations must be received by June 30, 2011 to be considered.**



U.S. Department of Transportation  
**Federal Highway Administration**



Program available to U.S. nominees only, including U.S. territories and funded operations such as District of Columbia, Puerto Rico, Guam, and the Mariana Islands.