



GOVERNORS HIGHWAY SAFETY ASSOCIATION



Highlights
of Association
Activity
2004-2006

**2004-2005
GHSA EXECUTIVE BOARD**

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ROCKY MOUNTAIN DELEGATE

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California
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Richard Fimbres
Arizona
WESTERN DELEGATE

Lowell Porter
Washington
NORTHWEST DELEGATE

Fellow Members and Friends,

It has been my honor and privilege to serve as chair of the Governors Highway Safety Association (GHSA). These two years have been extremely busy for all of us in highway safety but also very productive. As we map out our future plans and goals, it is a good time to look back a bit.

Much of the focus of my first year was the reauthorization of the highway bill. We suffered through numerous extensions and uncertainty, but finally in the summer of 2005, a bill was signed by President Bush. The bill contained funding and provisions largely supported by GHSA. This did not just happen by chance—it happened because highway safety offices had an effective national association representing their interests.

I've spent much of my time as chair using my position as a "bully-pulpit" for highway safety. I've done more than 50 national media interviews on the issue of speeding. Too often this issue has been neglected from the national highway safety dialogue. As I have said on many occasions, if we are going to significantly reduce highway

fatalities and injuries, speeding must be given the same attention as occupant protection and impaired driving.

On those fronts, GHSA has been very active at the national level. I was delighted to help kick off national "Click it or Ticket" and "Over the Limit. Under Arrest." enforcement mobilizations. I know states have devoted countless hours and funding to occupant protection and impaired driving and it has been my honor to represent these efforts at the national level.

The Association has continued to be the beneficiary of multiple federal, state and private sector contracts/grants. This has provided resources for GHSA to help each State Highway Safety Office. I'm particularly proud of our efforts to enhance state planning and monitoring.

The passage of the highway bill is the perfect time for us to look to the future. GHSA is in the final stages of developing a strategic plan. This document will guide Association

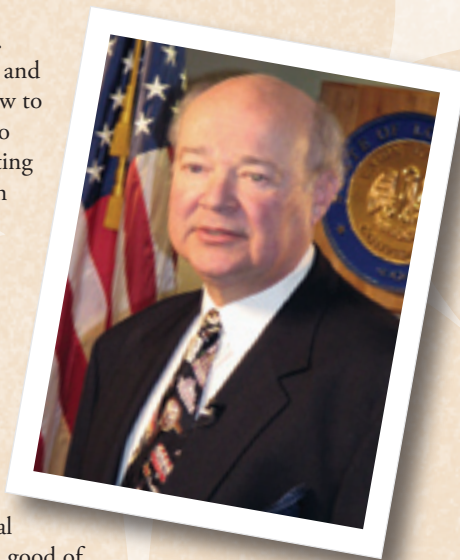
goals and activities until 2010. The Executive Board for 2007 and beyond will be focusing on how to implement the strategic plan to ensure that GHSA is representing and assisting its members in an optimal manner.

It has been a pleasure working with GHSA members and our partners. I plan to stay involved in the Association as Immediate Past Chair. This is a strong, effective organization and I encourage you to be actively involved both for your personal enrichment and for the overall good of highway safety.

Sincerely,



James E. Champagne
Chair 2004-2006
Louisiana



...on the Reauthorization of the Highway Bill and its Implementation



- The Association spent much of 2004 and 2005 focused on the reauthorization of TEA-21 and making sure the states' needs were met.
- GHSA Staff continually updated the membership about the progress of the bill and advised states on the numerous extensions.
- GHSA Staff and Executive Board Members kept in contact with Congressional Staff and frequently presented the Association's positions.
- When the House of Representatives passed a bill that contained nearly all of the Association's goals, GHSA issued a news release supporting the bill. The staff and Executive Board Members worked with the Senate authorizing committees to find acceptable compromises on positions held by the Association.
- GHSA Staff aggressively advocated on behalf of the provisions in the House bill by taking the message to the media. GHSA was quoted in reauthorization stories in *the New York Times*, *the Wall Street Journal*, *the Washington Post*, *CQ*, and *the National Journal*.
- A cornerstone of GHSA's reauthorization strategy was to work closely with other state-level organizations. Members of the State Highway Safety Alliance, which include GHSA, the American Association of State Highway Transportation Officials (AASHTO), the American Association of Motor Vehicle Administrators (AAMVA) and the Commercial Vehicle Safety Alliance (CVSA), communicated regularly about areas of mutual agreement. Letters were sent to Congress urging full funding and supporting other mutually held policy positions.
- When the Conference Committee enacted a bill that generally reflected GHSA's goals, the Association praised the action and promised to work with congressional staff and the federal agencies for quick implementation.
- The Association provided quick, thorough summaries of the reauthorization bill at each stage of the reauthorization process.

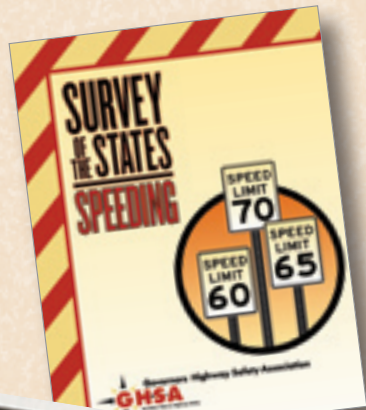
- Once the President signed the highway bill, GHSA turned its focus to making sure the National Highway Traffic Safety Administration (NHTSA) and Federal Highway Administration (FHWA) would interpret the language in a fair and appropriate manner.
- When guidelines were published in the federal register for the new grant programs, GHSA filed comments praising the Agency's interpretation or suggesting alternative regulatory approaches where appropriate.
- GHSA supported the highway safety provisions of the SAFETEA-LU technical corrections bill which would increase funding for small states and encourage greater use of ignition interlocks by high risk drivers.
- GHSA also wrote Congress to oppose the line item veto which would threaten funding for surface transportation programs, including highway safety grant programs.



Above: The GHSA Executive Board was in Washington for Hill visits to urge Congress to fully fund safety programs.

GHSA: A VOICE FOR THE STATES...

...on the Issues



GHSA's report on speeding received national media coverage.

- GHSA continued to be a leader in the highway safety community, advocating smart and sensible solutions to highway safety challenges.
- When the GHSA Executive Board identified speeding as a key issue deserving of more attention, the Association took action on a multitude of fronts:
 1. A report entitled “Survey of the States: Speeding” was completed by GHSA. This publication detailed efforts to address speeding on a state-by-state basis. The report also detailed enforcement practices and challenges related to speed-related fatalities. The publication garnered national attention for the speeding issue. The report was covered extensively by publications including *USA TODAY*, *the Washington Post*, *the New York Times*, *the Chicago Tribune* and *the Wall Street Journal*. GHSA also took this issue to the airways and discussed the report on national appearances on ABC, CNN, MSNBC and Fox News.
 2. The Association and the U.S. Department of Transportation co-sponsored a National Forum on Speeding which brought together top experts from around the world to develop a plan to address this difficult highway safety problem. A recommendation report was issued which was designed to offer some solutions.
 3. To continue momentum, GHSA and the Insurance Institute for Highway observed the 10th anniversary of the repeal of the national maximum speed limit. By noting IIHS research and GHSA’s hands-on experience, the media and the public were reminded of the consequences of speeding.
 4. GHSA and the National Campaign to Stop Red Light Running jointly praised a report from the French Government that indicated speed cameras had dramatically reduced fatalities in that country. The two groups indicated the United States could learn from the French on this issue.
 5. GHSA also submitted comments on NHTSA’s Speed Management initiative.
- The Association remained a prominent national voice on the issue of distracted driving. GHSA responded to studies from the IIHS and NHTSA. GHSA continually stressed the message that all distractions pose a danger to drivers.
- GHSA was active in issues such as motorcycle safety. The Association issued a news release lamenting the reversal of helmet laws and the subsequent increases in fatalities.
- GHSA was vocal on the issue of older drivers. GHSA’s immediate past Chair spoke on the organization’s behalf at a listening session of the White House Conference on Aging. The Executive Director was interviewed on her personal experiences on the issue by *USA TODAY*. The story was picked up by papers around the country.

- Retirements and turnovers in the federal and state safety workforces are resulting in many new employees who may not have significant experience or knowledge. GHSA has been actively involved in an effort to enhance the professional capabilities of the federal and state safety workforces by actively participating in a Transportation Research Board committee that developed core highway safety competencies representing the basic, minimum knowledge that highway safety professionals should possess. GHSA helped market the core competencies broadly to the members and in its publications. GHSA members also participated in a study on the highway safety workforce that will result in recommendations to Congress and others.

- GHSA remained a leader in the critical issue of teen driving.

1. The Association issued news releases praising new research from AAA and NHTSA that demonstrated the effectiveness of graduated licensing laws. GHSA positions on this issue received extensive coverage in *USA TODAY* and by the Associated Press.
2. GHSA and Ford Motor Company successfully embarked upon a re-launch of the *Driving Skills for Life* (DSLIF) program. This program helps teens develop skills necessary for safe driving beyond what they learn in standard driver education programs. Among the accomplishments for this program:

- A new website, www.drivingskillsforlife.com, was launched. While on the site, teens can complete various e-learning modules, pass a safe driving quiz, play safe driving games and complete a variety of other online activities. Several features on the site award points that teens may use to enter prize drawings.
- An educational kit was updated and made available to every high school in the country. The kit includes: a thirty minute video to raise teens' awareness of four key driving skills they should master to be safe drivers: hazard recognition, vehicle handling, space management, and speed management.
- "Ride and Drives" designed to showcase these key skills in a high-tech, hands-on manner were held in Irvine, California, San Antonio, Texas, and Orlando, Florida.
- An innovative "teen driving camp" was held near Detroit. Over three days, 700 teens and many of their parents were able to experience the *Driving Skills* program at the Michigan Proving Grounds.



Top: Teens from San Antonio gathered for a *Driving Skills for Life* program.

Bottom: Instructors teach safe tire care to teens.

GHSA: A VOICE FOR THE STATES...

...in the Federal Agencies



GHSA Chairman Col. Jim Champagne helped launch NHTSA's national *Click It or Ticket* campaign.

- The Association's Interagency Relations Task Force served as a liaison between GHSA and NHTSA. The Task Force was a vehicle for information exchange and negotiation on outstanding issues between the two organizations.
- GHSA was represented on the National Cooperative Highway Research Program 17-18 panel that is overseeing the implementation of the AASHTO Strategic Highway Safety Plan. Panel members spent innumerable hours reviewing and assisting in developing new countermeasures guidebooks.
- GHSA continued to coordinate the Crash Outcome Data Evaluation System (CODES) project which is funded by NHTSA. CODES links information from different government agencies including crash reports, EMS records, and emergency room hospital records. The information resulting from the data linkage can be used to show the correlation between different types of crashes and hospital outcomes.
- GHSA completed work on the NHTSA-funded publication, "Countermeasures That Work: A Highway Safety Countermeasure Guide for State Highway Safety Offices." The publication serves as a quick reference guide for members so that they can select effective, science-based solutions for their major problem areas.
- The Association successfully partnered with the University of North Carolina Highway Safety Research Center and AASHTO to receive a grant to assist communities in enabling and encouraging children to safely walk and bike to school.
- GHSA staff and its Strategic Communications Committee worked with NHTSA on the development of the new impaired driving campaign, *Over the Limit. Under Arrest.*



GHSA helped develop and launch the new impaired driving campaign.

GHSA: A VOICE FOR THE STATES...

...with other Organizations

- GHSA continued its longstanding partnership with AASHTO as the organizations worked together on numerous issues. GHSA's Executive Director and many of its members were active participants in AASHTO's Standing Committee on Highway Traffic Safety. GHSA and AASHTO worked together closely to organize the second Strategic Highway Safety Plan (SHSP) Peer Exchange. The purpose of the Peer Exchange was to identify best practices and help states develop their SHSPs. One AASHTO President spoke at the 2005 GHSA Annual Meeting. The subsequent AASHTO President met with the GHSA Executive Board and discussed mutual goals and ways to address pressing safety problems such as speeding. GHSA's Chairman spoke at the 2005 leadership conference on safety for Department of Transportation chief executive officers.
- GHSA was actively represented on the National Child Passenger Safety (CPS) Board. The Association's representative kept members apprised of the developments and collected member concerns to address with the CPS Board.
- A GHSA member served as the organization's liaison to the International Association of Chiefs of Police (IACP) and the National Sheriff's Association. This representation helped strengthen the relationship between GHSA and law enforcement communities.
- The GHSA Executive Director served as a liaison to the governing board of the Association of Transportation Safety Information Professionals (ATSIP). GHSA continued to be actively involved in the critical area of traffic records.
- GHSA and MADD worked together on the national impaired driving campaign, including editorial board outreach and reaching out to state partners.
- Association staff continued to serve on the planning committee of the annual National Lifesavers Conference on Highway Safety Priorities.
- GHSA representatives served on several committees of the Transportation Research Board: the Occupant Protection Committee, the Safety Management Committee, the Alcohol and Other Drugs Committee, and the Safety Workforce Subcommittee.
- GHSA was an active participant in the Transportation Safety Planning Working Group. This informal group is overseeing federal, state and local efforts to implement the SHSP and safety-conscious planning requirements.



AASHTO President Harold Linnenkohl and Chris Murphy, Vice Chair of GHSA. AASHTO is a key partner of GHSA's.

GHSA: A VOICE FOR THE STATES...

...in their Personal and Program Development



Above: Governor Linda Lingle (R-HI) addresses the 2004 GHSA meeting.



Right: Dr. Larry Sabato speaks at the 2005 GHSA meeting.

- New members attended Executive Seminars that were held in Savannah, Georgia and Memphis, Tennessee. Veteran members and a senior staff member from NHTSA taught this three-day course on how to best manage a state program.
- GHSA's Annual Meetings were held in Honolulu and Norfolk. These gatherings continued to be one of the most important highway safety events of the year. Prominent speakers included: Hawaii Governor Linda Lingle, NTSB Chairman Ellen Engleman Conners, Political Scientist Larry Sabato, Chief of Staff to the Virginia Governor William Leighty, *USA TODAY* Reporter Jayne O'Donnell and other notables.
- GHSA coordinated a national strategic communication forum to help states enhance this aspect of their program. The initial conference was held in 2004 and was co-sponsored by GHSA, NHTSA and the National Road Safety Foundation. GHSA is also assisting in organizing a follow-up conference to be held in November of 2006.
- GHSA fine-tuned its efforts to enhance state planning capabilities by revising its template for completing state annual reports. The Association also updated its planning template and guidebook.
- GHSA began development of a new tool to assist states in their monitoring of grants.
- GHSA's newsletters continued providing members updates on the latest highway safety news, as well as providing opportunities for sharing best practices.
- GHSA worked with the Alaska Highway Safety Office to develop planning and management policies and procedures and a desk manual that outlines planning and management practices in detail. The desk manual will serve as a best practice document for other states.

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