



April 9, 2009

Mr. Roger A. Wentz, CAE
President and CEO
American Traffic Safety Services Association
15 Riverside Parkway, Suite 100
Fredericksburg, VA 22406

Dear Roger,

On behalf of the nearly 100 members of the Asphalt Emulsion Manufacturers Association (AEMA), I wanted to express our support for the American Traffic Safety Services Association's (ATSSA) **Toward Zero Deaths** policy. ATSSA's goal of reducing the number of deaths on America's roadways is truly a noble one. Last year, over 41,000 men, women, and children lost their lives, unnecessarily, on the road. It's time that we reduce that number.

AEMA understands the need to make America's roads safer, more efficient, and more reliable as we continue to move into the 21st century. Together, with ATSSA, we support:

- A set aside of 10% of all highway dollars for safety so that our families can travel safely each and every day.
- A commitment to making high risk rural roads safer by investing \$1 billion annually.
- A separate obligation limit for the Highway Safety Program (HSIP).
- Reserving HSIP funds exclusively for saving lives and not making those dollars transferable to other programs.
- Establishing a process by which local governments can receive state and/or federal funds to meet obligations for minimum levels of retroreflectivity for traffic signs and pavement markings.
- Funding the Older Drivers section of the transportation authorization bill with a commitment of \$500 million annually.

The number of lives lost on American roads is equivalent to eighty-two 747 aircraft crashing each year...that is more than 1.5 jets per week. We, as a nation, must do more to protect all drivers. The Asphalt Emulsion Manufacturers Association takes pride in endorsing the American Traffic Safety Services Association's **Toward Zero Deaths** policy to reduce the number of fatalities on the road.

Regards,

Michael R. Krissoff
Executive Director
Asphalt Emulsion Manufacturers Association