



February 13, 2009

Mr. Roger A. Wentz
President and CEO
American Traffic Safety Services Association
15 Riverside Parkway Suite 100
Fredericksburg, VA 22406-1022

Dear Roger:

Thank you for the opportunity to review ATSSA's policy proposal, *Toward Zero Deaths*. We commend you, your staff, and members for developing a well-conceived and results-oriented plan that, if implemented, will certainly save thousands of lives every year. The American Highway Users Alliance (The Highway Users) shares your commitment to ending the horrific and epidemic number of deaths on our public roads. We also share your vision that our country will soon have safe roads where no one is killed or injured.

We have reviewed the plan in detail and are pleased to endorse all of ATSSA's recommendations in the following areas:

- √ The Highway Safety Improvement Program (HSIP)
- √ Strategic Highway Safety Plans (SHSP)
- √ The High Risk Rural Roads program
- √ Improving Roadway Hardware
- √ Improving the Brightness and Visibility of Signage and Markings
- √ Safety for Older Drivers
- √ Congestion Mitigation

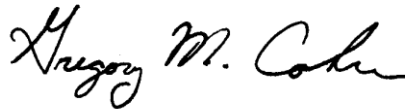
In addition, we are pleased to endorse the following additional recommendations in ATSSA's policy proposal:

- √ Provide a separate obligation limit for the Highway Safety Improvement Program
- √ Require that roadways developed or maintained under public private partnerships or other innovative financing mechanisms must meet or exceed the safety standards and specifications required of publicly owned roadways
- √ Continue the policy established in SAFETEA-LU of targeting funds toward the improvement and standardization of collection data
- √ Standardize the collection and reporting of nationwide fatality and crash data with an emphasis on gathering more standard and accurate information regarding crashes in work zones.
- √ Direct the FHWA to conduct a research program to measure the benefit cost ratios of various highway safety and congestion improvements.

The Highway Users may endorse other elements of ATSSA's proposal in the future as we develop our own highway authorization plan later this year. You should not view a lack of endorsement of any of your recommendations as a sign of opposition.

I expect that many of the elements of your plan will be incorporated into our own independent recommendations for the 2009 highway bill. We look forward to working with you to improve road safety and look forward to ATSSA's participation on our own policy committee as we develop The Highway Users' authorization proposal later this year.

Sincerely,

A handwritten signature in black ink that reads "Gregory M. Cohen". The signature is written in a cursive style with a large initial 'G'.

Gregory M. Cohen, P.E.
President and CEO

cc: Taylor Bowlden, 3M/TSS