

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

August 12, 2009

RE: Endorsement of the ATSSA "Towards Zero Deaths" Policy

Dear Roger,

On behalf of SplitSecond, I wish to express our board of director's support for the American Traffic Safety Services Association's (ATSSA) **Toward Zero Deaths** policy. ATSSA's goal of significantly reducing the number of deaths on America's roadways is truly a noble one. Last year, over 37,000 men, women, and children lost their lives, unnecessarily, on the road. Although that number is lower than the previous year, it is 37,000 deaths too many. A comprehensive and innovative effort is needed to bring the number closer to zero.

As a not-for-profit company whose mission is to teach and inspire young drivers to drive safely, SplitSecond fully understands the need for safer roads in America. Roads and highways that are as forgiving as possible will have a profound effect on the lives of not only young Americans, but all who drive on our nation's roads.

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

- A set aside of 10% of all highway dollars dedicated towards safety improvements.
- 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.
- Establishing a process by which local governments can receive state and/or federal funds to meet obligations for minimum levels of retro-reflectivity for traffic signs and pavement markings.
- Funding the Older Drivers section of the transportation authorization bill with a commitment of \$500 million annually.

ATSSA has done an excellent job of outlining infrastructure-related recommendations that will result in huge improvements to the safety of our roadways. In our view, the only thing missing from the proposed policy is a recommendation to promote better driver's education and a cultural shift for our young drivers-- something that SplitSecond is focusing on with our pilot program in Orange County, Florida. If our program proves to be successful, we hope to be able to launch the program nationwide and we would appreciate any collaboration and support ATSSA can direct towards our efforts.

SplitSecond takes pride in endorsing the American Traffic Safety Services Association's **Toward Zero Deaths** policy to reduce the number of fatalities on the road.

Sincerely,  
**SPLITSECOND**

A handwritten signature in cursive script that reads "Jackie R VanderPol".

Jackie VanderPol  
President

cc: Frank Carlile, SplitSecond Board Chairman  
Lennon Moore, SplitSecond Board Vice President  
Elisa Rohr, SplitSecond Board Secretary  
Nancy Clements, SplitSecond Director  
Bob Hartnett, SplitSecond Director  
Douglas Nesbitt, SplitSecond Director  
Kerry Schwartz, SplitSecond Director  
Joe Yarid, SplitSecond Director