

Toward Zero Deaths



Photography Captions

- 13. High Friction Surfacing Bridge Deck
- 14. Striping Truck
- 15. Urban Work Zone with Pedestrian Walkway
- 16. Nighttime Retroreflectivity
- 17. Temporary Traffic Control with a Lane Closure
- 18. Temporary Traffic Control on a Highway
- 19. Enhanced Wet Line Yellow and White Lines
- 20. Pavement Marking Application
- 21. Guardrail with End Treatment
- 22. Pavement Marking Application with Bead Drop
- 23. Nighttime Retroreflectivity in a Work Zone
- Cover Photo: Pavement Marking Application



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American Traffic Safety Services Association
www.ATSSA.com



About ATSSA

The American Traffic Safety Services Association (ATSSA) is headquartered in Fredericksburg, Virginia. Our core purpose is To Advance Roadway Safety.

Since 1969, ATSSA has represented companies and individuals in the roadway safety infrastructure industry. Over 1,500 ATSSA members provide the majority of products, services, and devices used to make our nation’s roadways safer. These include

pavement markings, road signs, work zone traffic control devices, guardrail, high friction surface treatments. ATSSA members also include Departments of Transportation and other public agencies.

We believe that government must unite with private industry to help dramatically reduce the 37,000+ deaths that occur annually on our roadways and move Toward Zero Deaths.



ATSSA’s Top Priorities

- ATSSA supports retaining funding for the Highway Safety Improvement Program (HSIP) with a target minimum of \$3 billion or 10% of overall highway funding – whichever is greater.
- Funding for HSIP should be reserved exclusively for infrastructure safety projects and should not be transferrable to other programs.
- ATSSA supports retaining language in current law which ensures HSIP funds can only be used for eligible activities.
- ATSSA strongly supports efforts to increase funding for the Highway Trust Fund (HTF). The current federal user fees associated with the HTF do not support our nation’s infrastructure needs. Given this reality, ATSSA supports traditional and new funding options to ensure the HTF’s long-term solvency and that it meets our nation’s infrastructure needs. Additionally, ATSSA supports financing options to leverage federal investments in infrastructure projects.



Photography Captions

1. High Friction Surfacing Bike Path
2. Guardrail, Pavement Marking, and Rumble Strips
3. High Friction Surfacing Application
4. Double Bead Drop Enhanced Striping
5. Variable Message Board
6. Nighttime Retroreflectivity
7. Guardrail
8. Pavement Marking
9. Cable Barrier
10. Flagger with Temporary Traffic Control Devices
11. Nighttime Retroreflectivity