



TOWARD ZERO DEATHS POLICY

AMERICAN TRAFFIC SAFETY SERVICES ASSOCIATION



American Traffic Safety Services Association
www.atssa.com





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National Strategy On Highway Safety™
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TowardZeroDeaths.org



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PHOTOGRAPHY CAPTIONS:

1. Epoxy Application at Intersection
2. Modular Lane Separation System
3. Sensor Trailer for ITS Work Zone
4. Guardrail
5. Pavement Marking Application
6. Work Zone



Urban Work Zone with Pedestrian Walkway

Priorities

ATSSA supports efforts to increase funding for the Highway Trust Fund (HTF). It is evident that 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 the funding meets our nation's infrastructure needs. Additionally, ATSSA supports financing options to leverage federal investments in infrastructure projects.

ATSSA supports retaining funding for the Highway Safety Improvement Program (HSIP) with a target minimum of \$3 billion or 10 percent of overall highway funding – whichever is greater.

ATSSA supports that 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.



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 traffic control and roadway safety industry. Over 1,500 ATSSA members provide the majority of features, 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 treatment, and other roadside safety features. ATSSA members also include public agency officials, mostly safety professionals, from state and local governments.

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



Top – Guardrail
Bottom – Sign Retroreflectivity

ATSSA's Toward Zero Deaths Policy

Highway Trust Fund

ATSSA strongly supports efforts to increase funding for the Highway Trust Fund (HTF). It is evident that 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 solvency and meet our nation's infrastructure needs. In addition, ATSSA supports continued and new financing options to leverage federal investments in infrastructure projects.

Highway Safety Improvement Program

ATSSA supports retaining funding for the Highway Safety Improvement Program (HSIP) with a target minimum of \$3 billion or 10 percent of overall highway funding – whichever is greater. Funding for HSIP shall be reserved exclusively for infrastructure safety projects and shall not be transferrable to other programs. ATSSA also supports retaining language in current law which ensures HSIP funds can only be used for eligible activities, and requires that private sector roadway safety industry representatives, as well as local government officials and Metropolitan Planning Organization (MPO) representatives, be included in the development of each state's Strategic Highway Safety Plan (SHSP).

ATSSA supports amending HSIP to provide that a sign or pavement marking project approved by a state shall be deemed to address one or more of a state's SHSP priorities, and meet all crash data and safety benefit requirements necessary to qualify for HSIP funding. Additionally, ATSSA supports adding portable temporary rumble strips to the list of eligible activities under HSIP.

Grants

ATSSA supports continuing the Work Zone Safety Grant and ensuring that it is sufficiently funded. The association supports maintaining the list of eligible activities for the Work Zone Safety Grant to include guardrail installation and maintenance training for guardrail installers, inspectors, and designers.

ATSSA also supports creating a competitive grant to host training programs that train individuals who are returning from incarceration back to the workforce. Activities that would occur during these conferences include:

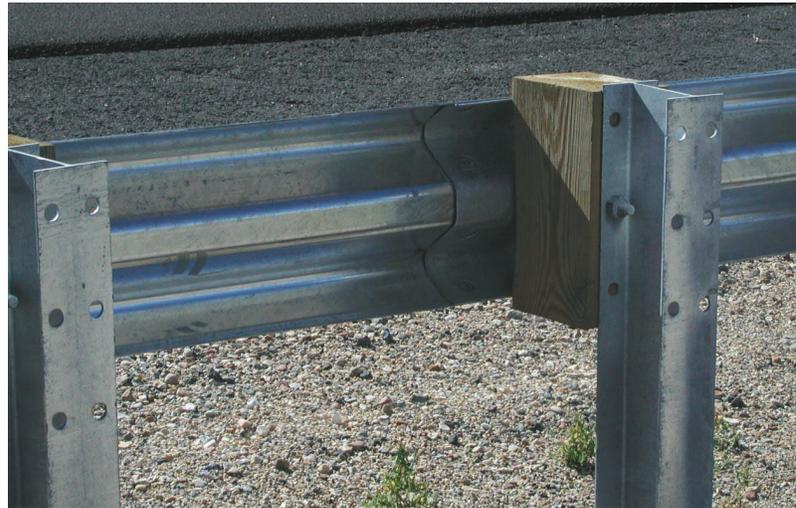
- Life skills training
- Work zone safety training
- Workforce training
- Additional skills training



Classroom Training

Guardrail

ATSSA supports requiring the U.S. Secretary of Transportation to maintain and promote guidelines for all states to come into compliance with the Manual for Assessing Safety Hardware (MASH) standards with respect to guardrail and other roadway safety devices on all national highway systems and high risk rural roads. The association also supports requiring Congress to continue the HSIP as a core program with the focus on saving lives through targeted funding of MASH compliant highway safety devices.



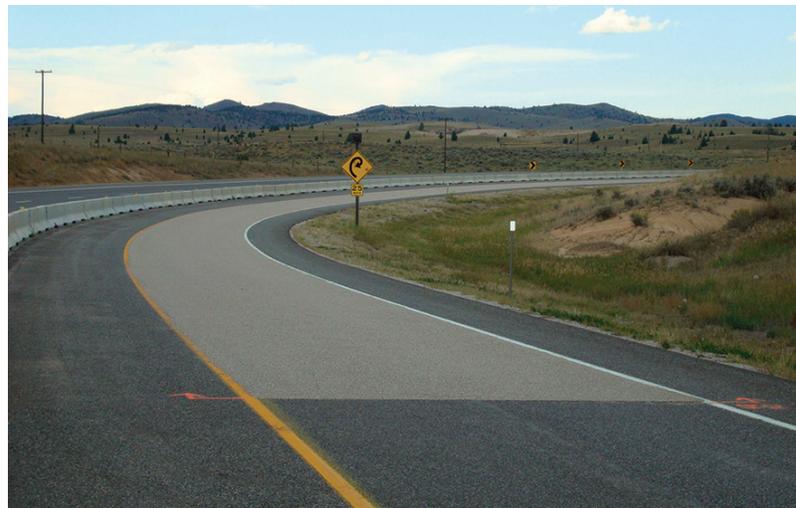
Guardrail

High Friction Surface Treatment

ATSSA supports including high friction surface treatment (HFST) as an eligible activity for 100 percent federal reimbursement.

Local Roadway Safety

ATSSA supports establishing a process to distribute federal and state funding to local and tribal government entities to assist counties, cities, and towns when implementing cost-effective roadway safety improvements.



High Friction Surface Treatment
(The Transtec Group)

Manual on Uniform Traffic Control Devices

ATSSA supports requiring that the Federal Highway Administration (FHWA) release a 2020 edition of the Manual on Uniform Traffic Control Devices (MUTCD) by Oct. 1, 2020 and that a process be included within the 2020 MUTCD that results in a decennial release of MUTCD updates. ATSSA further requests that Congress require the FHWA to include within the 2020 Edition to the MUTCD detailed information that outlines the process for traffic control device experimentation, the development and receipt of interim approvals, and what if any process may be developed to allow interim approvals to be rescinded. Additionally, the association requests that the U.S. Secretary of Transportation is directed to release a process through which traffic control issues associated with the deployment of in-vehicle enhanced safety and highly Connected and Automated Vehicle (CAV) technologies will be incorporated into the MUTCD by Oct. 1, 2020.

Older Driver Safety

ATSSA supports continuing to focus investments to address the needs of older drivers through the use of roadway safety infrastructure improvements.

Temporary Traffic Control

ATSSA supports requiring the U.S. Secretary of Transportation to conduct a rulemaking process, under which each state would develop and submit traffic control plans – which include addressing the needs of pedestrians and individuals with disabilities – prior to advertising projects to bid.

ATSSA also supports requiring the U.S. Secretary of Transportation to issue regulations within 24 months from enactment to establish the work zone conditions under which the use of fixed and portable electronic message signs and other work zone delay devices shall be considered on highway routes. ATSSA also supports that they be included in the list of eligible activities under the HSIP.

Global Roadway Safety

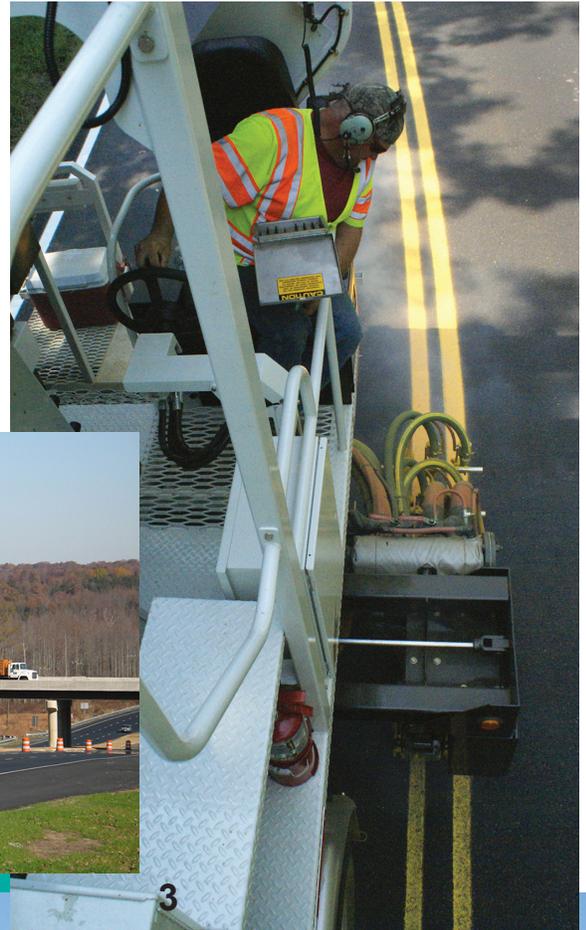
ATSSA supports the permanent reauthorization of the Export-Import Bank. The association also encourages the Bank to use best practices, expertise, and technologies to reduce roadway crashes around the world, especially in emerging economies.



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PHOTOGRAPHY CAPTIONS:

- 1. Nighttime Retroreflectivity and Temporary Traffic Control
- 2. Work Zone
- 3. Pavement Marking Application
- 4. Temporary Traffic Control Drums



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PHOTOGRAPHY CAPTIONS:

- 1. Crash Cushion
- 2. Temporary Traffic Control
- 3. Striping Truck
- 4. Cable Barrier
- 5. ITS System
- 6. Nighttime Retroreflectivity



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