

ARKANSAS TRUCKING ASSOCIATION

SAFETY MANAGEMENT COUNCIL
QUARTERLY MEETING

LORIE H. TUDOR | ARDOT DIRECTOR

JUNE 13, 2024



HIGHWAY SAFETY IMPROVEMENT PROGRAM

FEDERAL-AID PROGRAM UNDER THE US DOT

**GOAL TO REDUCE TRAFFIC FATALITIES &
SERIOUS INJURIES**

**VERIFY PROJECT ELIGIBILITY, IDENTIFY
AREAS FOR IMPROVEMENT & PRIORITIZE
PROJECTS**

STRATEGIC HIGHWAY SAFETY PLAN

2022 - 2027



ARKANSAS
STRATEGIC HIGHWAY SAFETY PLAN

**TOWARD
ZERO
DEATHS**
One is too many.



2022-2027

AR DOT
ARKANSAS DEPARTMENT
OF TRANSPORTATION

**TOWARD
ZERO
DEATHS**



One is too many.



STRATEGIC HIGHWAY SAFETY PLAN

2022 - 2027



STRATEGIC HIGHWAY SAFETY PLAN

2022 - 2027



SAFE ROAD USERS

- Occupant Protection
- Older Drivers
- Younger Drivers
- Impaired Driving
- Distracted Driving
- Non-Motorists



SAFE VEHICLES

- Large Commercial Motor Vehicles
- Motorcycles
- Connected and Automated Vehicles



SAFE ROADS

- Roadway Departure
- Intersections



SAFE SPEEDS

- Speeding and Aggressive Driving



POST-CRASH CARE

- Emergency Services and Incident Management
- Traffic Records and Data Analysis

ARKANSAS COMMERCIAL TRUCK SAFETY & EDUCATION PROGRAM (ACTSEP)

- State funded program
- Seeks to improve safety of the commercial truck industry
- 34 funding awards to date





ARKANSAS HIGHWAY POLICE

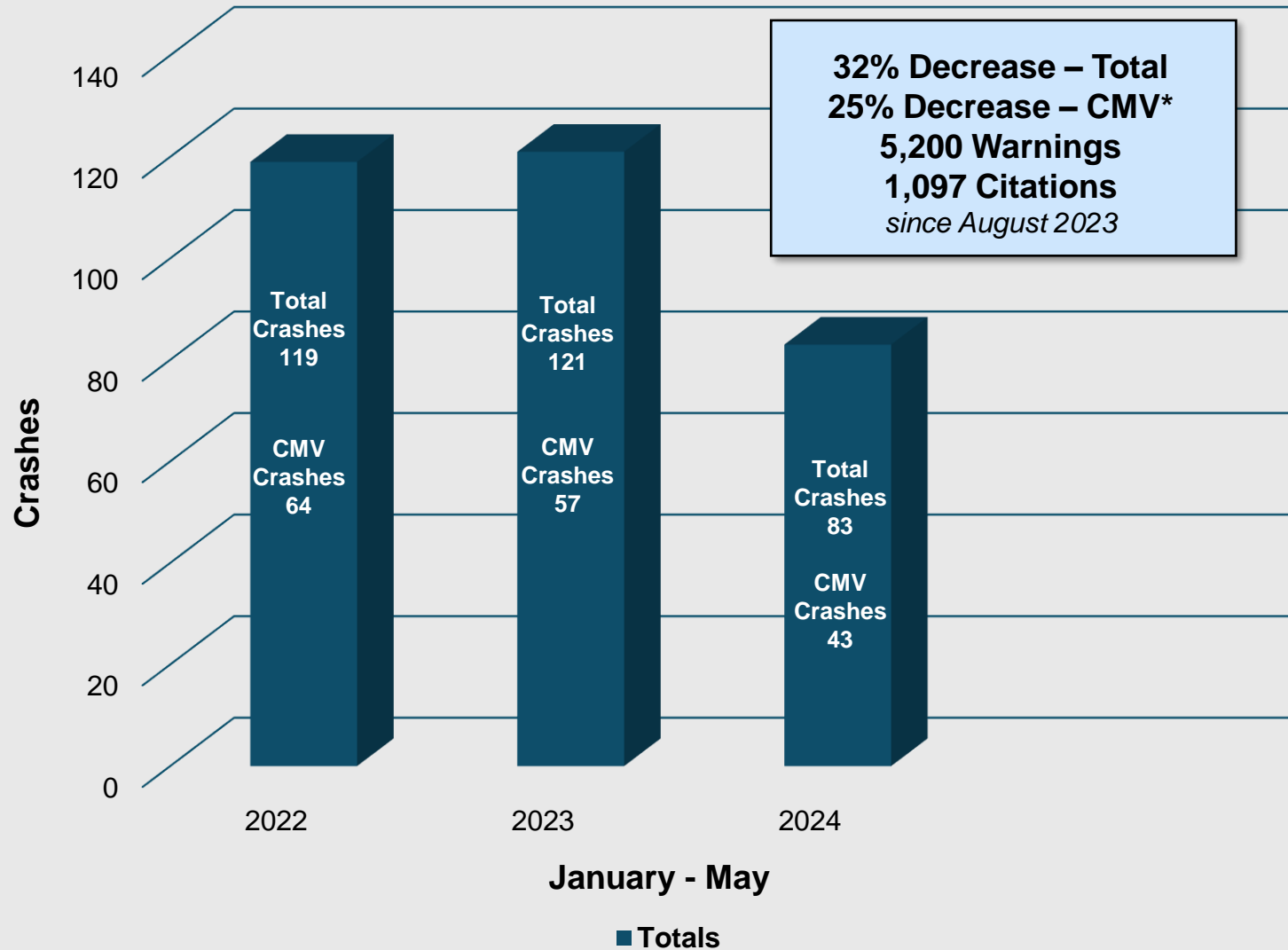
SPEED ENFORCEMENT CAMERAS

- Funded by the Motor Carrier Safety Assistance Program (MCSAP)
- Goal to reduce number and severity of crashes & hazardous materials incidents involving CMVs



Saline County (Benton) Work Zone

Before and After Crash Statistics / Speed Enforcement Camera



*CMV = Commercial Motor Vehicle



**ARKANSAS
HIGHWAY
POLICE
SPEED ENFORCEMENT
CAMERAS**

ARKANSAS HIGHWAY POLICE

EDUCATION AND OUTREACH



Arkansas' New Entrant
Program

Presentations & Inspection
Demonstrations

Driver/Vehicle Inspections



WARNING
DO NOT DISTURB THE AIR BAGS

WARNING
DO NOT DISTURB THE AIR BAGS

PHONE
DOWN

ROAD
WORK
AHEAD

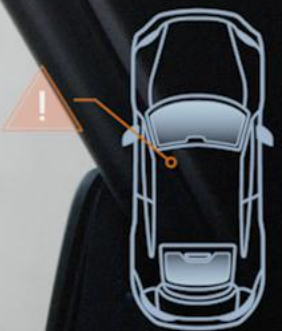
aight is the right
it's good!
Someone bring their
Speaker
can't stay for long
can't hear you

11:12

75

TIME IN WORK ZONE

0:09



TPMS

32 22





Keeping Georgians Safe

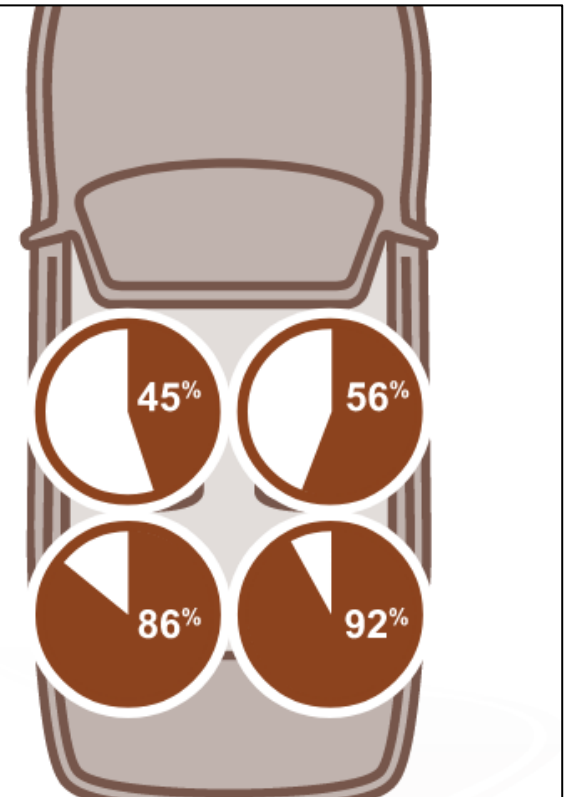
One classroom at a time

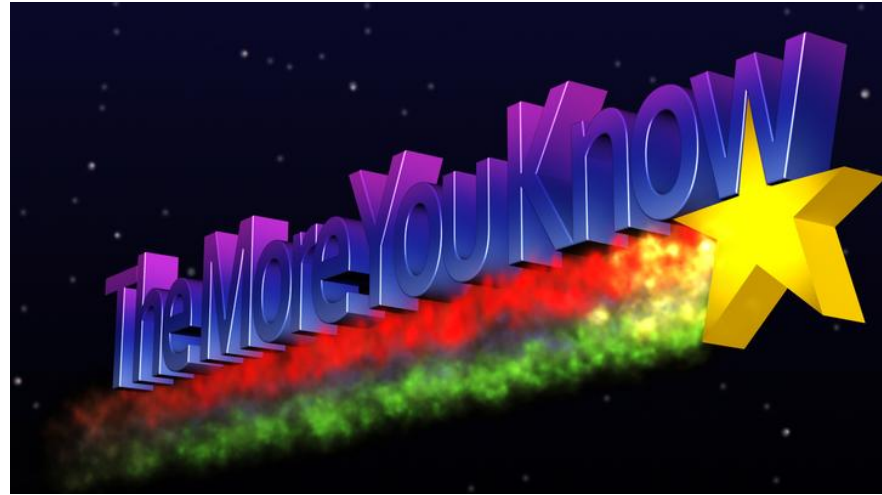
Georgia Young Driver Roadway Safety Facts

- 27% increase in number of young drivers involved in fatal crashes from 2019 to 2021
- Young drivers accounted for:
 - 8% of all licensed drivers in 2021
 - 10% of all drivers involved in fatal crashes
 - 18% of all drivers involved in serious injury crashes
- Contributing factors:
 - Speed
 - Nighttime Driving
 - Distracted
 - DUI
 - Seatbelt



Percent of fatally injured young drivers and their fatally injured passenger occupants (Aged 15-to-20 years) who were **unrestrained.**





It really is about
'the more you
know'



Road Safety Videos



Seatbelts



Distracted Brain



Bike Lanes



3 Seconds



Interactive Games



Virtual Field Trip Across Georgia

See great destinations and complete road safety challenges

For Grades 3-6

[Start](#)



Virtual Road Safety Game

Remove driving distractions and customize your car

For Grades 6-12

[Play Now](#)

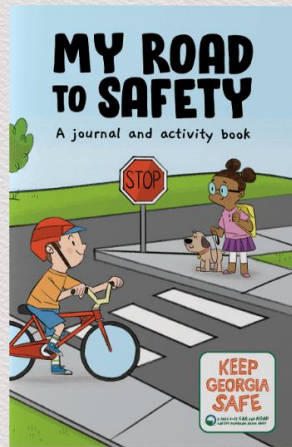


The screenshot shows a Kahoot! profile page for 'Keep Georgia Safe'. The profile name is 'Keep Georgia Safe' with the subtitle 'Georgia Road Safety'. It features a 'KEEP GEORGIA SAFE' logo and a 'KIA' logo. The profile statistics are: 8 Kahoots, 259 Plays, and 394 Players. There is a 'Follow' button. Below the profile information, there are tabs for 'Content' and 'About'. The 'Featured kahoots' section displays four kahoots:

- DRIVE SAFELY**: 15 questions, 68 players
- Seatbelt Savvy**: 11 questions, 91 players
- The ABCs of Driver Safety**: 14 questions, 82 players
- Are You a Good...**: 13 questions, 153 players

My Road to Safety

This journal and activity book is perfect for grades 3-5.



[Download a PDF of the Book](#)

STUDENT ACTIVITY BOOK

This book is made possible by **GDOT**
Georgia Department of Transportation

Let's keep Georgia roads safe for all.

It's not just your family and friends looking out for you. Now you know the Georgia DOT is, too!

1

Tip #5 **DON'T BE A DISTRACTION IN THE CAR.**

There's already a lot going on in a car.

As a passenger in a car, you often add to these distractions without even knowing it.

Stay in your seat, and let the driver drive. By doing this, you make the roads safer for **everyone**.

14 15

FREE Classroom Posters

Get PDFs of our road safety classroom posters

ROAD SAFETY
5 WAYS WE CAN MAKE AN IMPACT

BE SAFE WALKERS.
Pay attention, and be sure you can SEE AND BE SEEN at all times.

BE SAFE IN THE CAR.
Never use a phone while driving, and don't distract the driver.

BE SAFE RIDERS.
Wear a helmet on bikes, scooters, and other wheels.

BE SAFE ON THE BUS.
Follow the bus rules, and listen to the driver.

BE SAFE ON SIDEWALKS.
Use crosswalks, and always look left, right, and left again!

KEEP GEORGIA SAFE
Georgia Department of Transportation

This poster is brought to you by the Georgia Department of Transportation. Get more educational resources, videos, and materials at www.GADOTSafety.com.

Road Safety: 5 Ways We Can Make an Impact

For Grades K-5

Download

SAY NO TO DRIVING DISTRACTIONS

Did you know **50%** of all crashes are related to distractions?

TAKE THE PLEDGE
I won't be a distraction in the car. I won't drive distracted.

SIGN THE PLEDGE BELOW

KEEP GEORGIA SAFE
Georgia Department of Transportation

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Say No to Driving Distractions

For Grades 6-12

Download

DON'T BE A STATISTIC

WEAR YOUR SEATBELT. PUT YOUR PHONE DOWN. PAY ATTENTION. IT MATTERS.

#1 CAUSE OF DEATH FOR TEENAGERS IN THE UNITED STATES IS MOTOR VEHICLE CRASHES.

51% RECENT REPORTS SHOW 55% OF TEEN DRIVERS WHO DIED IN A CRASH WERE UNBUCKLED.

#2 AFTER ALCOHOL, MARIJUANA IS THE DRUG MOST OFTEN FOUND IN THE BLOOD OF DRIVERS INVOLVED IN CRASHES.

73% OF FATALITIES IN CRASHES ARE CAUSED BY CARELESS DRIVING, IMPAIRMENTS, AND DRIVING TOO FAST.

12x A PERSON MORE LIKELY TO CRASH IF THEY HAVE LESS THAN 4 HOURS OF SLEEP AT NIGHT.

53% DISTRACTIONS ARE REGULARLY A FACTOR IN ROUGHLY 53% OF TEEN CRASHES.

5 PEOPLE DIE EACH DAY RELATED TO A CAR ACCIDENT IN GEORGIA.

1,830 PEOPLE DIED ON GEORGIA'S ROADS RECENTLY IN A SINGLE YEAR.

62% OF TEEN CRASH DEATHS OCCUR BETWEEN 6 P.M. AND 6 A.M.

17x TEEN DRIVERS ARE 17 TIMES MORE LIKELY TO DIE IN A CRASH WITH AN ELEVATED BLOOD ALCOHOL CONTENT.

4x IF USING A CELL PHONE WHILE DRIVING, DRIVERS ARE FOUR TIMES MORE LIKELY TO CRASH, WHETHER IT'S HANDS-FREE OR NOT.

23x A PERSON TEXTING AND DRIVING IS 23 TIMES MORE LIKELY TO BE IN A CRASH.

KEEP GEORGIA SAFE
Georgia Department of Transportation

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Don't Be a Statistic

For Grades 6-12

Download



FREE Lesson Plans

Please click on the appropriate image below to download the lesson plan.

K-5 Lessons and Worksheets

DESIGN YOUR OWN ROUNDABOUT

Students will put their engineering skills to the test while improving safety on the road.

Roundabouts do an incredible job of ensuring the road safety of all motorists, whether driving, walking, or riding a bike. We a lot of people don't understand how they work or what they do. In this lesson, students will learn about the value of roundabouts, and they'll even design their own using Play-Doh.

Time Required: 15-20 minutes

Materials:

- Play-Doh
- Scale intersection handout

Prep: Gather pipe cleaners, marbles, tape, and other supplies. Print multiple copies of the Scale Intersection handout to all students can use.

Objective: Students will learn why roundabouts are so effective compared to traditional intersections. They will also have the chance to build and test their own intersection to better understand how they work.

Elevate Your Lesson: Here are some ideas for ways to expand this lesson:

- Discuss statistics and the value of roundabouts.

Learn about roundabouts at www.gdot.ga.gov/GDOT/psas/roundabouts.aspx

2. BUILD A ROUNDABOUT: Ask them to build their own roundabout and let students create their own.

Design Your Own Roundabout

Name: _____ Date: _____

SAFE INTERSECTIONS

Learn how roundabouts can make a big difference in road safety.

Traditional Intersection: Traditional intersections have 32 potential conflict points.

Roundabout: With a roundabout design, there are only 8 conflict points.

3 More Roundabout Facts: Research and write facts you learn.

DID YOU KNOW? Roundabouts can decrease fatal crashes by 70%.

Safe Intersections

CREATE YOUR OWN SAFETY SIGN

Students will put their creativity to the test while also helping their communities.

Students can have a powerful impact on the way others think about certain topics. This can be especially true when it comes to car and road safety because the design of safety signs is so important. In this lesson, students will be encouraged to use their creative skills to design strong messages for their own communities.

RESPECT GEORGIA WORK ZONES

Time Required: 30-45 minutes

Materials:

- Poster
- Sign template

Prep: Print copies of the safety sign template, and make sure you have all supplies for everyone.

Objective: Students will learn about common road and car safety challenges and how they will use their own creativity to come up with solutions through art.

Elevate Your Lesson: Here are some ideas for ways to expand this lesson:

- Have students research facts and statistics about road safety. Some of the topics could be: how to look into might include: water to school, bike safety, crosswalk safety, and being a smart pedestrian. Have students focus on a single message for their sign.

3. CREATE SHOPS: After your research, have students create a shared list.

Create Your Own Safety Sign & Template

6-12 Lessons and Worksheets

UNDERSTANDING INERTIA

Students will put toy cars to the test in this hands-on experiment.

Inertia is easy enough to talk about and understand at multiple age levels, but it makes a much bigger impact when you can see it happening with your own eyes. This is especially true for understanding inertia's importance for a subject like statistics. In this hands-on physics lesson, students will engineer their own car tracks, using toy cars, Play-Doh, and tape to see just how important seatbelts are.

Time Required: 15-20 minutes

Materials:

- Toy cars, car ramp
- Play-Doh
- Tape, pencil

Prep: Buy a toy car ramp or make your own out of cardboard. Find a set of toy cars that have enough room on the hood to build a makeshift seat out of Play-Doh. Get pencils ready for students to set up the test area.

Objective: Students will gain a stronger understanding of inertia, and they will see how a person can be impacted by factors like speed, mass, and also better understand the role seatbelts have in cars.

Elevate Your Lesson: Here are some ideas for ways to expand this lesson:

- Have students talk their cars, sending them down the ramp to collide.

Understanding Inertia

WRITE A LETTER TO LEADERSHIP

Students will share their opinions with community members and leaders through writing.

Students are empowered when you encourage them to form their own opinions and then to share those with others. When they do this for important topics like car and road safety, they will see how they have a real impact on people around them. In this lesson, students will write their own letter or op-ed to encourage safer habits in their own neighborhoods and communities.

Time Required: 30 minutes

Materials:

- Poster
- Opinion Planning worksheet

Prep: Print enough copies of the planning worksheet so all students can use it to prep their letter or article on their topic of choice.

Objective: Students will form their own opinions on car and road safety topics to create a letter or op-ed, which they can then send to a public official, community leader, or to a media outlet.

Elevate Your Lesson: Here are some ideas for ways to expand this lesson:

- Have students write their own letter or op-ed.

Write a Letter to Leadership

TAKE THE PLEDGE Say NO to Driving Distractions

I pledge not to drive distracted, both now and in the future. I also pledge not to be a distraction when I'm a passenger in the car.

I will:

- Put my phone down
- Keep my music at a reasonable volume.
- Not multitask while driving.
- Let the driver focus.

Here's why this matters to me:

Name: _____ Date: _____

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Here's why this matters to me:

Name: _____ Date: _____

Distracted Driving Pledge Cards

OPINION PLANNING WORKSHEET

Name: _____ Date: _____

Here's the type of writing I plan to do:

HELLO!

3 things I want people to know about this topic:

1. _____
2. _____
3. _____

Here are 2 statistics I believe are important:

1. _____
2. _____

Who should know about this topic?

Why?

What am I trying to convince people of?

How or why would someone disagree with my opinion? Other ideas I have:

Opinion Planning Worksheet

THE REALITY OF THE NEED FOR SPEED

Students will calculate the impact speed can have during crashes.

The need for speed is something you hear about in games, movies, and pop culture. There's this desire to acquire speed, especially when it comes to fast cars and driving. But the impact speed can have on crashes, cars, and ultimately, people, can be surprising. Even just driving an extra 10 or 20 miles per hour can make a big difference in a crash. In this lesson, students will calculate the impact of speed and gain a better understanding of why it matters.

Time Required: 15-20 minutes

Materials:

- YouTube video
- Poster
- Calculator

Prep: Watch the YouTube educational video, "Calculating a Car Crash" by Numberphile. Understand how the calculator works; energy to you can demonstrate it for students.

Objective: Students will understand kinetic energy and how this has a big impact on speed, especially when traveling at high speeds.

Elevate Your Lesson: Here are some ideas for ways to expand this lesson:

- Have students write out mini stories with scenarios to understand how they relate to real life. Example: You're late to work, you're not getting attention on the way to the store, etc.
- Calculate kinetic energy for

The Reality of the Need for Speed

CREATE YOUR OWN PSA

Students will create a car and road safety PSA.

Public Service Announcements (PSAs) can have a big impact on your school, neighborhood, and community. These announcements often share information and facts a lot of people aren't aware of. PSAs are important in educating the public, and when they are used like car and road safety, they can actually save lives. In this lesson, students will be inspired to create their own PSA through their writing, art, or in a video.

RESPECT GEORGIA WORK ZONES

Time Required: 30+ minutes

Materials:

- Planning worksheet
- Other materials as needed for an art video

Prep: Print enough copies of the planning worksheet so all students can use it to prep their PSA.

Objective: Students will form their own opinions on a road and safety topic to create a PSA.

Elevate Your Lesson: Here are some ideas for ways to expand this lesson:

1. Have a PSA night, having students to share their work in a public forum. They could even add a social library to boot.
2. Encourage students to send their PSAs to local news and media outlets for potential publication or to be featured.

Create Your Own PSA



Keeping Georgians Safe

One classroom at a time

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