



Governors Highway Safety Association

ANNUAL REPORT

JULY 1, 2023 to JUNE 30, 2024



Fellow Members and Friends:

The past 12 months have been a time of significant change in roadway safety, and the Governors Highway Safety Association (GHSA) remained committed to navigating this new territory and championing safer roads for all. Despite ongoing challenges, including persistent dangerous driving behaviors and a nationwide reduction in traffic enforcement, GHSA provided national leadership and advocacy on behalf of our members, working tirelessly toward a future where no one dies in a motor vehicle crash.

GHSA played a pivotal role during the National Highway Traffic Safety Administration's (NHTSA) implementation of revisions to federal behavioral traffic safety programs required by the Infrastructure Investment and Jobs Act (IIJA). We collaborated closely with State Highway Safety Offices (SHSOs) and NHTSA to ensure that states have the necessary flexibility and resources to meet new requirements affecting highway safety planning and administration. This included providing guidance addressing the move from an annual to Triennial Highway Safety Plan, development of detailed Public Participation and Engagement (PP&E) plans, compliance with the new Annual Grant Application, changes to grant expense coding and the new Title VI requirements.

GHSA participated in the work group tasked with producing the 6th edition of the Model Minimum Uniform Crash Criteria (MMUCC), which aims to harmonize data elements, attributes, definitions and guidance to improve the timeliness and accuracy of Fatal Analysis Reporting System (FARS) data. GHSA also helped create a guide for SHSOs and their partners that includes nine key strategies for increasing alignment with the 6th edition of MMUCC and advancing data integration among each state's core traffic record systems.

GHSA also marked the second anniversary of the U.S. DOT's *National Roadway Safety Strategy* (NRSS) in February. We are proud to be designated a "First Mover" for supporting the strategy from the day it was first unveiled in 2022. We are also pleased that so many of our partners are "Allies in Action," and are committed, like GHSA, to implementing the proven principles of the Safe System approach.

Our dedication to engaging with diverse communities and advancing equitable traffic safety outcomes remains steadfast. GHSA is committed to achieving racial justice and equity for all road users through leadership, culture change, training and accountability. Amid national discussions on social justice, GHSA issued recommendations to SHSOs on advancing equity in traffic enforcement, while reaffirming the critical role of high visibility enforcement. We've called upon the highway safety community to institutionalize equity in their programs, promoting diversity and comprehensive safety services. By broadening community involvement, diverse voices can shape highway safety programs and take a leadership role in their implementation.

GHSA, in partnership with the Transportation Research Board (TRB) and NHTSA, oversaw numerous research projects addressing critical safety issues through the Behavioral Traffic Safety Cooperative Research Program (BTSCRCP). Final reports produced this year include studies on high visibility enforcement, communicating safe behavior to vulnerable road users, e-scooter safety, behavioral and engineering strategies to improve rural and Tribal road safety, and more – all of which offer valuable and actionable resources to SHSOs and their safety partners. We also selected six new projects for FY 2025 that will explore a range of issues from equitable access to driver training for youth to the future of automated traffic enforcement.

GHSA continued to partner with many organizations to provide unrestricted grants to SHSOs. Grants awarded over the past year address issues such as safe teen mobility, youth active transportation safety, alcohol and drug-impaired driving, distracted driving and providing access to advanced traffic safety data and analysis. We also celebrated the 21st year of our partnership with Ford Philanthropy to make free safety training available to novice drivers through the Ford Driving Skills for Life program.

GHSA persisted in our efforts to raise awareness and advocate for positive change on a range of critical safety issues through the release of new research publications. Three Spotlight reports were produced. Two projected state-by-state pedestrian fatalities and highlighted how SHSOs are working to



Jonathan Adkins
Chief Executive Officer

improve safety for people walking. The other analyzed 20 years of teen driver fatality data and identified the policies and programs responsible for the gains in teen driver safety and recommendations for building on that success. These reports, along with others discussing ignition interlock devices and automated traffic enforcement, attracted significant media attention, helping to educate policymakers and the public.

Expanding and delivering member services remained a priority for GHSA. Our Consulting Services Initiative (CSI) had a record-setting year, providing expert technical assistance to 21 SHSOs. We also hosted a successful 2023 Annual Meeting in New York City, where more than 800 traffic safety professionals gathered to discuss the Safe System approach, equity and other critical traffic safety issues.

GHSA remained focused on providing educational opportunities to our members. The graduates of our inaugural Emerging Leaders in Highway Safety Seminar continued to build their skills through online and in-person networking, and we're looking forward to hosting the 2024 class this fall. Additionally, GHSA's digital newsletter, *Directions in Highway Safety*, and a series of webinars kept our members informed on the latest traffic safety information, research and resources.

Looking back, the accomplishments of the past year make me proud to lead GHSA. While we have made significant strides, there is much more to do to reach our goal of zero roadway deaths. I remain optimistic and energized as we continue to work toward this goal in FY 2025 and beyond.

I want to extend a special thank you to the GHSA staff, Executive Board and our consultants who work hard to make our achievements possible. Lastly, I want to thank each of our State and Associate Members for your continued dedication to traffic safety. GHSA values your partnership and looks forward to working with you and for you over the next year and into the future.

Collaborating with Congress and Federal Agencies

The past year marked an important milestone as NHTSA implemented numerous changes in a long-awaited Final Rule governing state highway traffic safety grant programs. The Final Rule put into place program changes included in the IIJA signed into law in 2021. GHSA worked closely with the SHSOs and NHTSA to make sure the requirements were not only clear, but also that states would be able to successfully comply with them. This included developing and submitting their first-ever Triennial Highway Safety Plans (THSPs) that included PP&E programs and Annual Grant Applications (AGAs), along with meeting new grant expense coding requirements. Additionally, GHSA worked with SHSOs and NHTSA to secure guidance on the new Title VI compliance requirements.

GHSA expressed concern about the continued lack of permanent leadership at NHTSA that has prevailed since 2017. The association has urged the U.S. DOT to work with the President to name a proven safety leader who can win swift Senate confirmation and provide the leadership needed to ensure the agency tackles a wide array of pressing safety challenges.

GHSA served on the Advisory Committee that worked with the National Center for Statistics and Analysis to develop the 6th edition of MMUCC released in January 2024. In June, GHSA published a resource guide to help states with MMUCC alignment that highlights promising practices and provides concrete examples they can use to improve crash data collection and integration with other critical data sets.

GHSA also celebrated the second anniversary of the release of U.S. DOT's NRSS. U.S. DOT's continued commitment to implementing the Safe System approach across the surface transportation agencies is helping move traffic safety forward. GHSA is proud to be an early adopter of the strategy and to see so many of our partners embracing it as well.

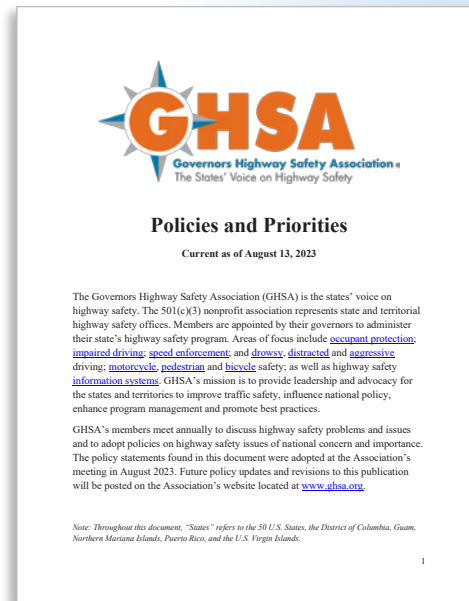


Equity, Engagement and the Safe System Approach

A vast body of research shows that people of color are disproportionately impacted by traffic crashes and deaths. GHSA continued to support actions and initiatives to reduce those disparities and advance more equitable safety outcomes. In August, State members adopted updated Policies and Priorities that affirm the association's commitment to equity as a guiding principle in all our work.

GHSA's Policies and Priorities also call on the roadway safety community to institutionalize equity throughout their programs. Doing this will require promoting diversity in the highway safety discipline; involving more communities, particularly those that are overrepresented in crashes and underserved; delivering safety services more comprehensively and avoiding disparities. Working with diverse communities was highlighted at the GHSA 2023 Annual Meeting at a widely attended general session and addressed in several association reports.

The Policies and Priorities also memorialize GHSA's adoption of the Safe System approach and our commitment to strengthening partnerships with other organizations and agencies working to prevent traffic violence. The GHSA 2023 Annual Meeting featured an honest discussion about the progress made to date since the rollout of the NRSS – and what must be done in the years ahead – to implement it nationwide.



At the 2023 Annual Meeting, GHSA adopted policies across 17 issue areas including equity, injury control, impaired driving, motorcycle safety and more.



At the GHSA 2023 Annual Meeting, a panel of national safety experts offered an early prognosis on implementation of the Safe System approach. (Left to right: Jonathan Adkins, GHSA CEO; Toks Omishakin, Secretary, California State Transportation Agency; Lorraine M. Martin, President and CEO, National Safety Council; Russ Rader, Senior Vice President for Communications, Insurance Institute for Highway Safety.)



How to create and sustain a roadway safety dialogue with diverse communities was the focus of a widely attended General Session at the 2023 Annual Meeting. (Left to right: Dimitrios (Jim) Mastoras, Co-Founder and Executive Vice President, Safe Night LLC and Master Police Officer (Ret.); Torine Creppy, President, Safe Kids Worldwide; Stacey D. Stewart, Chief Executive Officer, Mothers Against Drunk Driving (MADD); Shelly Baldwin, Director, Washington Traffic Safety Commission.)

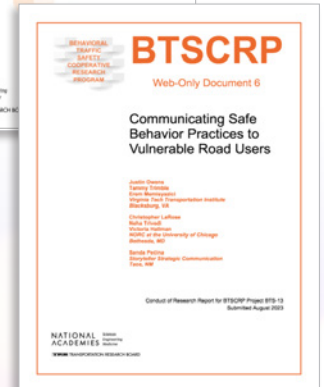
Research

GHSA, in collaboration with NHTSA and TRB, selects and monitors projects under BTSCRCP, chartered by Congress. BTSCRCP conducts research that can be put into practice by the SHSOs and their partners to advance highway safety. Since its inception in 2014 (when it was known as the National Cooperative Research and Evaluation Program), BTSCRCP has received \$2.5 million annually. That funding was increased to \$3.5 million in FFY 2024 under the IJJA.

Six research reports were released in FY 2024:

- [Combined High-Visibility Enforcement \(HVE\): Determining the Effectiveness](#)
- [Communicating Safe Behavior Practices to Vulnerable Road Users](#)
- [E-Scooter Safety: Issues and Solutions](#)
- [Highway Safety Behavioral Strategies for Rural and Tribal Areas](#)
- [Improving Moped and Seated Motor Scooter \(50 cc or less\) Rider Safety](#)
- [MPO and SHSO Coordination on Behavioral Traffic Safety](#)

Work continued on 20 research projects focusing on advanced driver assistance systems, addressing racial disparities in traffic enforcement, micromobility, impaired driving and novice drivers, among other critical safety issues. GHSA's Research Committee also selected six new projects for FY 2025, exploring a range of issues from equitable access to driver training for youth and move over law best practices to workplace-based approaches to driver behavior and understanding the challenges of impaired mobility.



Advancing Traffic Safety Issues

Teen Safe Mobility

In October, GHSA released a report detailing advancements in young driver safety over the past two decades. Young drivers are nearly four times more likely to be involved in a fatal traffic crash than their older counterparts, but their crash and fatality rates have improved drastically over the past two decades – more so than for other drivers. The report, *Young Drivers and Traffic Fatalities: 20 Years of Progress on the Road to Zero*, includes an analysis of FARS data for 2002-2021, identifies the policies and programs responsible for the gains in teen driver safety and makes recommendations for building upon that success.

The [Ford Driving Skills for Life \(DSFL\)](#) program – a partnership between Ford Philanthropy and GHSA – celebrated its 21st year with a national tour that included the addition of a new module focused on vulnerable road users. The module is designed to teach teen drivers how to safely share the road with pedestrians, bicyclists, scooter riders and other vulnerable road users through a series of interactive, non-driving activities. More than 4,000 teens and their chaperones attended one of the nine ride-and-drive events offered across the country in 2023.

GHSA also partnered with Ford Philanthropy to award \$100,000 in grants to the SHSOs in the District of Columbia and Montana to enhance access to safe mobility for teenagers in underserved communities, with an emphasis on promoting safe travel even when a car is not involved.



Non-Motorized Road User Safety

GHSA continues to highlight the dangers pedestrians face on our roads and how SHSOs are working to make it safer for people on foot. We once again published our annual Pedestrian Spotlight reports, which offer the first comprehensive look at state and national trends in fatalities involving people walking. The initial report examined the first six months of state data for 2023. That was followed by a comprehensive report that included data for the entire year along with an in-depth analysis of 2022 pedestrian fatality data reported by FARS. The GHSA analysis revealed that while pedestrian deaths fell 5% in 2023 – the first decrease since the pandemic – they remain 14% above 2019. These reports generated a large amount of national media coverage, elevating the profile of this important roadway safety issue in the national dialogue.

GHSA and the National Road Safety Foundation (NRSF) provided \$125,000 in funding to the SHSOs in Hawaii, Idaho, Maryland, Oregon and Texas to partner with community-based groups to implement safe youth mobility programs focusing on walking, biking and/or riding a scooter. This marked the third consecutive year that GHSA and NRSF have funded youth transportation safety initiatives in socioeconomically disadvantaged areas with limited financial resources.

Traffic Safety Cameras

Numerous studies confirm that traffic safety camera programs, also known as automated enforcement (AE), are a proven countermeasure for changing driver behavior, resulting in increased safety for everyone on the road. GHSA, with the support of State Farm®, [issued a report](#) discussing the benefits of traffic safety cameras that detect speeding, red-light running and school bus stop-arm violations. The report makes recommendations to states and traffic safety partners considering implementing or expanding the use of this proven technology as part of a comprehensive approach to safety. These recommendations address equity, community participation and engagement, transparency and accessibility, site selection, reciprocity and a focus on safety.



Data Collection

Through funding provided by a partnership with MICHELIN Mobility Intelligence, GHSA awarded three states – California, Minnesota and Washington – \$100,000 each in access to MICHELIN data services. This support will help these states gain a more current and complete understanding of traffic safety issues, their underlying causes and potential solutions. By harnessing both long-term data and real-time insights, states can better comprehend behavioral issues and implement impactful countermeasures.

Impaired Driving

During the 2023 holiday season, GHSA, in collaboration with Lyft and Responsibility.org, provided \$40,000 in funding to the SHSOs in Georgia and Maryland to bolster efforts aimed at preventing impaired driving by offering ride-hailing as a safer, convenient alternative. The funding facilitated the provision of a total of 1,335 safe rides, resulting in fewer potentially impaired drivers taking to the wheel during the holiday season.



Maryland Governor Wes Moore announced at the "Maryland Remembers" ceremony for victims of drunk driving that the state would utilize a grant from GHSA, Lyft and Responsibility.org to provide ride-hailing discounts to prevent impaired driving during the 2023 holiday season.

In collaboration with Responsibility.org and the National Alliance to Stop Impaired Driving, GHSA awarded two rounds of grants totaling over \$220,000 to seven states for initiatives targeting alcohol, cannabis, and multiple-substance impaired driving. These projects equip law enforcement officers with enhanced training and resources to detect and deter impaired drivers effectively. Now in its tenth year and surpassing \$1.1 million in total funding, this longstanding grant program demonstrates GHSA's ongoing commitment to supporting SHSOs in tackling this critical roadway safety issue.

Ignition interlock devices (IIDs), which prevent a vehicle's engine from starting if alcohol is detected on the driver's breath, are a proven and effective tool for significantly reducing drunk driving. GHSA issued a research study indicating that state laws dictating when IIDs may be removed from drunk driving offenders' vehicles can help reduce repeat offenses. The analysis found alcohol-impaired driving recidivism rates of 1.7% and 3.7% in two states with compliance-based removal laws, and rates of 5.6% and 6% in two states without a similar mandate.





Distracted Driving

GHSA, in collaboration with General Motors (GM), awarded a total of \$175,000 in grants to SHSOs in the District of Columbia and Washington state to develop, implement and assess local distracted driving prevention programs. A third grant supported training for youth journalists in diverse and underserved communities who developed news stories, videos and social media posts about distracted driving and the danger it poses for all road users.

To commemorate Distracted Driving Awareness Month in 2024, GHSA, with support from GM, launched a social media campaign showcasing personal video messages about why people choose to drive, walk and/or bike distraction-free and a call for others to do the same. More than 30 safety videos were posted by GHSA staff, safety partners and advocates, youth, sports figures and more. The social media campaign featured 84 posts across Facebook, X (formerly Twitter), and LinkedIn, garnering over 60,000 impressions and 2,259 engagements, resulting in a strong 3.7% engagement rate. The campaign also achieved an impressive 707 link clicks, representing a 31% click-through rate.



GHSA and Cambridge Mobile Telematics partnered to release a report discussing how distracted driving fell in four states – Ohio, Michigan, Alabama and Missouri – after they implemented hands-free laws. [A Road Map for Safer Roads](#) makes the case for a comprehensive approach to distraction that includes strong and clear state laws, robust public education campaigns, equitable and consistent enforcement practices and the use of technology-based programs to incentivize drivers to put down their phones.

Automated Vehicle (AV) Technology

Through funding provided by Waymo, GHSA partnered with the Emergency Responder Safety Institute to develop and pilot an “AV for First Responder” training hosted by the Minnesota Office of Highway Safety. Hennepin County police, fire and EMS officials learned what to expect when AVs come to their community. The brand-agnostic training covered likely scenarios, such as crashes, traffic stops and other emergency situations. The training was also offered as a pre-conference workshop at the Lifesavers Conference on Roadway Safety in Denver. GHSA also participated in Waymo’s “Every Mile Together” Safety Forum, held in the spring in Washington, D.C., where GHSA Senior Director of External Engagement Pam Shadel Fischer shared the association’s viewpoint on the safety potential of AVs and the need to do more to educate drivers about advanced driver assistance systems.



GHSA's Pam Shadel Fischer speaks during a panel discussion during Waymo's "Every Mile Together" Safety Forum held in Washington, D.C.



GHSA's Daniel Zimmerman, Pam Shadel Fischer and Jonathan Adkins (left to right) attended a Waymo AV safety demonstration in Washington D.C.

Expanding and Delivering Member Services

Consulting Services Initiative (CSI)

GHSA's CSI had another record-setting year as it provided expert technical assistance to 21 SHSOs. CSI consultants updated FARS and policy and procedure manuals; helped states prepare THSPs and AGAs; conducted programmatic and public participation and engagement gap analyses and Pre-Management Reviews; developed statewide safety conference agendas, identified and confirmed speakers and managed their travel expense reimbursement; facilitated an occupant protection strategic plan update; and provided strategic guidance to a new SHSO Director and a statewide speed management advisory consortium. CSI consultants also completed work on several multi-year projects that included an e-citation and data integration plan and a research project to refresh a more than two decades old impaired driving high visibility enforcement program.

2023 Annual Meeting

A record number of attendees convened in New York City in August for four days of learning and networking at the GHSA 2023 Annual Meeting. The theme, "Connecting Communities: Putting Vision Zero into Action," set the stage for engaging and meaningful conversations about the Safe System approach, reaching new and diverse communities, and protecting vulnerable road users. In addition, 17 workshops tackled timely road safety issues, including how to reign in speeding drivers, new innovative approaches to combatting distracted and impaired driving, effectively communicating road safety messages and more.

GHSA presented our 2023 Highway Safety Awards at the Annual Meeting. Bella Dinh-Zarr, Ph.D., MPH, was honored with the James J. Howard Highway Safety Trailblazer Award for her lifelong commitment to global roadway safety. The Kathryn J.R. Swanson Public Service Award was given to Amy Miles for her work in forensic toxicology to prevent drug-impaired driving. The Delaware Office of Highway Safety, the ECU Health Medical Center and Flagman, Inc. were honored with Peter K. O'Rourke Special Achievement Awards. The first-ever meeting in the Big Apple concluded with a conversation with Al Roker, weather and feature anchor, and co-host of the 3rd Hour of NBC's TODAY.



Winners of the 2023 Highway Safety Awards. (L to R: Dinh-Zarr; Ellen Walston, Injury Prevention Coordinator, Eastern Carolina Injury Prevention Program, ECU Health Medical Center; Miles; former Delaware Office of Highway Safety Deputy Director Richard Klepner; and Flagman, Inc. Founder and President Cindy Iodice.



▲ Al Roker took the time to meet attendees and take photos at GHSA 2024.

▼ Opening General Session at the GHSA 2023 Annual Meeting.





Executive Seminar and Leadership Development Training Program

More than 20 state GRs, SHSO directors and senior staff traveled to Grand Rapids, Michigan to participate in GHSA's Executive Seminar on Program Management. This two-and-a-half day course helped students understand SHSO operations more holistically and develop management, communications, problem-solving and decision-making skills. The seminar was led by a faculty of experienced SHSO directors, GHSA staff and consultants.

GHSA's 2024 edition of the Emerging Leaders in Highway Safety Seminar will be held this October in Washington, D.C.

State GRs, SHSO directors, and senior staff attended GHSA's Executive Seminar in Grand Rapids to enhance their program management and leadership skills.

Directions in Highway Safety

GHSA's digital newsletter continued providing readers an easy way to quickly catch up on the latest traffic safety information with links to more information for those who want a deeper dive. *Directions in Highway Safety* is now distributed every other month to more than 5,000 State and Associate Members and others who have signed up for GHSA updates.

Webinars

To promote new research reports and grant opportunities, as well as highlight the GHSA 2023 Annual Meeting, GHSA hosted seven discussion-focused webinars. More than 500 people took advantage of these virtual education opportunities that delved into automated enforcement, young drivers and equity in mobility. A webinar specifically for SHSOs discussed GHSA's comments on NHTSA's new proposal for states to submit multi-faceted nondiscrimination compliance plans to comply with Title VI of the Civil Rights Act of 1964.

Website

The [GHSA website](#) continues to be a valuable traffic safety resource for State and Associate Members and others in the traffic safety community, as well the public, media and elected officials. The site features a compilation of state laws that are often cited in news stories, our latest reports that dive deep into a range of safety issues, upcoming events and other learning opportunities, a database of federally funded research projects, current traffic safety career opportunities, recent media coverage and much more.

The GHSA Members-Only website includes additional information and resources exclusive to State and Associate Members. This includes a directory of SHSO leadership and staff, timely updates highlighting relevant traffic safety issues and member activities and a first look at GHSA requests for proposals.

State Members

Alabama Department of Economic and Community Affairs

Alaska Highway Safety Office

American Samoa Department of Public Safety

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West Virginia Governor's Highway Safety Program

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Wyoming Department of Transportation

Associate Members

GHSA appreciates the contributions of these nearly 180 individuals and organizations that support the association's mission.

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Acusensus Inc.

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