



**Green Cross  
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**Green Cross for Safety® Awards 2020 Finalist - Advocate**

# National Center for Rural Road Safety

A vast majority of our national total lane miles (70%) are rural roadways. Rural roads are where **46% of all roadway fatalities occur**, yet are home to just one-fifth of the nation's population. In addition, according to the U.S. Department of Transportation ROUTES Initiative, urban residents traveling to destinations outside their home metro areas account for 44% of personal vehicle miles traveled on rural roadways.

*Everyone travels on rural roads - rural roadway safety matters for everyone.*

- Roadway departures account for 2/3 rural fatalities
- Travel time for first responders is twice as long in rural areas
- Local agencies have more lane miles to manage with fewer resources than urban counterparts

Rural road operators and users **need advocates** to raise awareness about rural safety, share and disseminate critical information and build coalitions of changemakers. Established in 2014, *the National Center for Rural Road Safety (Rural Safety Center)* is a rural safety advocate, listening to the needs of rural road owners and developing custom resources to help them achieve their safety mission, thereby reducing crashes and saving lives.

The Rural Safety Center shines a constant light on rural needs, challenges and solutions, providing the impetus for implementing action and change by telling the rural story. In five short years, the Rural Safety Center has developed and launched effective, **no-cost programs and services** specifically for rural road owners:

- **Focus on rural change:** National Rural Transportation Safety Summits facilitate collaboration and nurture ongoing conversations among stakeholders, while breaking-down traditional transportation silos. Each of the 3 summits brought together 100+ transportation, safety, law enforcement and public health leaders.
- **Transferability:** Monthly webinar series featuring nationally recognized transportation leaders and technical experts, advance professional development with topics crossing transportation modes and disciplines. Offered free CEUs to 4,450+ attendees





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and issued 1,450+ certificates of completion. Archived catalog offers 50+ recorded webinars allowing rural stakeholders on demand access.

- **Evidence based practices: A digital gateway of training resources and guidance documents** viewed 50,000+ times by 14,000+ unique visitors; seven custom training videos; a revamped and updated Rural ITS Toolkit; and creation of more than ten rural focused trainings.
- **Expanded workforce development for local and rural stakeholders: The Road Safety Champion Program** was launched in March 2020. This workforce development certificate effort expands safety training opportunities for transportation practitioners, aiming to improve the safety training for local road operations, maintenance, design and enforcement.
- **Future advocacy: Rural Road Safety Awareness Week** will be held in September 2020. Partners across the country will have access to rural specific infographics, marketing materials, and social media posts.

Learn more about the Rural Safety Center and their offerings at [www.ruralsafetycenter.org](http://www.ruralsafetycenter.org).

**Road Safety  
CHAMPION PROGRAM**

Established by

National Center for  
Rural Road Safety

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