

Be Safe Together Narrative and Messaging.

As of June 2024

Campaign Narrative

The International Bridge, Tunnel and Turnpike Association's (IBTTA) global road safety campaign showcases the tolling industry's commitment to ensuring our roads are safe for everyone. The campaign, "Be Safe Together," is a call to action and a reminder that every person on the road, including drivers, motorcyclists, passengers, and road workers, is part of a community of people who deserve empathy and respect.

Be Safe Together emphasizes the little choices drivers make at each step of their journey that can make a real difference in others' lives. By taking care to check the tires and clean the windshield before getting in the car, ditching the phone, using turn signals, yielding to others, and moving over and slowing down for road workers, drivers can work together to create a safer community on the road.

The Be Safe Together campaign is an education and awareness campaign led by IBTTA and championed by member agencies like ours and global supporters. We are joining with the global tolling industry to broadcast a unified message around our number one priority: safety. This summer, we are proud to participate in our industry's first Global Road Safety Week from June 24 – 28.

Key Messages

- Safety is at the core of the tolling industry's mission and everyone at our organization is personally committed to creating the safest road conditions possible for all road users, including

commuters, long-haul truckers, families on the road for errands and vacations, and our own road workers and first responders.

- Our industry's first global road safety campaign, "Be Safe Together," demonstrates the tolling industry's collective commitment to encouraging safe driving on toll roads around the world.
- Be Safe Together is a call to action and a reminder that every person on the road, including drivers, motorcyclists, passengers, and road workers, is part of a community of people who deserve empathy and respect.
- We are proud to join in the campaign and promote Be Safe Together during our industry's first Global Road Safety Week from June 24 – 28, 2024.

Talking Points

- This campaign is needed because road accidents are the leading cause of death globally for 5- to 29-year-olds and the 12th leading cause of death when all ages are considered. In 2021, there were 1.19 million road traffic deaths.
- In the United States, road deaths are increasing. In 2010, there were 32,999 fatalities; 12 years later, that number rose to 42,795.
- While safety advocates are having an impact on reducing deaths, there is still more work to be done.
- We are proud to be a part of the International Bridge, Tunnel and

Turnpike Association’s Be Safe Together campaign, which demonstrates how the tolling industry is doing our part to address the problem. We prioritize safety as we build, maintain, and operate toll roads, and through this campaign, we are educating drivers about the ways that their actions can positively impact everyone else on the road.

- The Be Safe Together campaign is an education and awareness campaign. It includes social media posts, media engagement, stakeholder outreach, and direct messaging to drivers on the roads, at toll facilities and rest areas, and through newsletters.
- We aim to improve safety for everyone on the roads, including our road workers and emergency responders who are at high risk of being struck by traffic every time they are on the road.
- This summer we are participating in IBTTA’s first Global Road Safety Week from June 24-28, which will focus on the steps the tolling industry takes to make roads safer as well as our commitment to addressing unsafe driving behaviors such as speeding, impaired driving, and distracted driving.
- The Be Safe Together campaign addresses these unsafe driving behaviors and worker safety with specific messaging and themes during Global Road Safety Week and throughout the year.
- The campaign features safety innovations and strategies being deployed on toll roads around the world. Examples include:
 - ASFINAG, an Austrian motorway operator, reduced fatalities on its roads by 50 percent from 2010-2020 through a safe system approach that includes

13 strategies and collaborations across the traffic network, including emergency responders, policymakers, and technology providers. ASFINAG deploys 42 traffic managers and regularly engages in public awareness campaigns such as the newly launched, “The street is my workplace. Thank you for paying attention.”

- Attikes Diadromes, the Attica Tollway in Greece, features a rapid response from safety patrols, which respond to accidents within 6 minutes, and upgraded infrastructure with better lighting, guard rail extensions, and more detailed signage. Attikes Diadromes also holds awareness campaigns targeted at both high schoolers and kindergarten and elementary schoolers.
- Elizabeth River Crossings in Virginia is structured to emphasize safety throughout its operations, running a systematic process to identify and treat safety at two levels: road safety (infrastructure and behavioral-oriented), and health and safety of workers.
- The North Texas Tollway Authority established a Traffic and Incident Management Department to enhance the agency’s ability to address safety issues. This department consolidated all management and operations functions, including responsibility for the Safety Operations Center (SOC), and provides input on larger planning issues, such as

roadway facility design. The SOC is also the focal point for operational integration with State Trooper Patrols.

- Pennsylvania Turnpike Commission (PTC) is reducing work zone crashes through innovations developed by its Work Zone Safety Subcommittee, which started meeting in 2015. PTC has seen a steady decline of more than 30% in work zone crashes since 2016, with efforts like the “Go Orange” pledge to commit to safe driving and new technology pilots to provide drivers with additional visual notification of work zones.
- The Tampa-Hillsborough Expressway Authority is updating its infrastructure to increase mobility access and physical safety features. THEA also closely integrates data into their safety work, enabling them to flag deficiencies, understand how its assets affect crashes, and pinpoint mitigation measures that will prevent future crashes.