

## The International Bridge, Tunnel and Turnpike Association Kicks Off Tolling Industry's First Global Road Safety Week June 24 – 28

*IBTTA and global members unite to promote new “Be Safe Together” education and awareness campaign alongside U.S. and international transportation leaders.*

WASHINGTON (June 24, 2024) – Today, the International Bridge, Tunnel and Turnpike Association (IBTTA), the worldwide association for the owners and operators of toll facilities and the businesses that serve them, is proud to launch its first annual [Global Road Safety Week](#) to promote safe driving behaviors on toll roads and reduce vehicle crashes worldwide. The week includes a global messaging campaign, local events and activations, as well as online content featuring interviews and remarks from U.S. government speakers, U.S. and European road safety advocates, and IBTTA member organizations and global partners.

Global Road Safety Week punctuates IBTTA's “Be Safe Together” global road safety campaign, which educates drivers about the actions they can take to make our roads safer for all users and highlights the importance of empathy on the roadway. The Be Safe Together campaign seeks to overcome the tragic impact of traffic accidents.

Globally, road incidents are the leading cause of death for 5-to-29-year-olds and last year there were 1.19 million road vehicle fatalities. According to the World Health Organization, road traffic deaths have fallen by 5% since 2010, yet road crashes remain a persistent global health crisis, with pedestrians, cyclists and other vulnerable road users facing an acute and rising risk of death.

“One road death is one too many when distraction, speeding and impaired driving can be eliminated through the little choices we make,” said IBTTA CEO and Executive Director Pat Jones. “During Global Road Safety Week, we are proud to launch Be Safe Together and highlight how tolling organizations around the world are implementing safe system approaches to dramatically reduce crashes and fatalities while encouraging drivers to slow down, focus on the road, and make the road safer for everyone.”

The campaign is supported by the U.S. Department of Transportation's Federal Highway Administration (FHWA) and National Highway Traffic Safety Administration (NHTSA). FHWA Administrator Shailen Bhatt and NHTSA Deputy Administrator Sophie Shulman will deliver remarks during Global Road Safety Week, commending IBTTA and Be Safe Together for advancing the goals of the National Roadway Safety Strategy (NRSS) to eliminate roadway fatalities. Through the campaign, IBTTA has been recognized as an official [Ally in Action](#) for its commitment to encouraging safe driving practices on roads around the world.

"At FHWA, safety is our top priority and our goal is to have zero deaths and zero serious injuries on the nation's roads, whether they are publicly funded or privately owned," said Federal Highway Administrator Shailen Bhatt. "Our work is only one part of the solution and with the safety commitments from partners in the tolling industry, we are one step closer towards a safer future for all road users."

IBTTA's Global Road Safety Week, which runs today through Friday June 28, will mobilize IBTTA members from around the world. Each day of Global Road Safety Week will showcase the tolling

industry's commitment to safety and work to build, operate and maintain safe roads, while emphasizing to drivers that the little choices they make at each step of their journey can make a real difference in others' lives.

"As President of IBTTA, I am proud of the progress we are making to create a safer environment on the roads across the globe. I am very happy for this global reach, especially when I see that my past tenure as President of ASECAP, IRF and HELLASTRON contributed to bringing together all these associations, resulting in today's global alliance," said IBTTA President Bill Halkias. "Real change in road safety cannot and will not happen without global participation and cooperation. IBTTA's Global Road Safety Week aims to build that bridge worldwide."

As part of the worldwide kick-off of Global Road Safety Week, during a virtual media event, IBTTA released "How Toll Facility Operators Are Advancing Roadway Safety: Six Case Studies," featuring the safety investments, innovations, and initiatives of tolling organizations from around the world. Among them, ASFINAG in Austria has reduced fatalities by 50% from 2010 to 2020 through its Safe System Approach, the Attica Tollway in Greece features rapid response from safety patrols, which respond to accidents within 6 minutes, and the Pennsylvania Turnpike Commission has seen a decline of more than 30 percent in work zone crashes.

In addition to FHWA and NHTSA, the campaign is supported by leading road safety advocates in the U.S. and Europe, including the former U.S. Secretary of Transportation Ray LaHood, Mothers Against Drunk Driving (MADD), and four of the world's leading transportation advocacy organizations: European Association of Tolled Motorway, Bridge and Tunnel Concessionaires (ASECAP), International Road Federation (IRF), World Road Association (PIARC), and Project EDWARD (Every Day Without A Road Death).

"Countless lives have been tragically cut short due to reckless behavior on our nation's roads," said Stacey D. Stewart, CEO of Mothers Against Drunk Driving. "Impaired driving fatalities are on the rise, up 33% since 2019. This deadly public health crisis demands a transformative solution. Passive, lifesaving auto technology, required by The HALT Act, will ultimately end drunk driving. But until this technology is in all cars, we must collectively work toward making our roads safer. MADD is proud to support IBTTA, and its Be Safe Together campaign. Thank you for helping make road safety and driving with empathy a priority."

IBTTA's Global Road Safety Week Schedule Includes:

**Monday, June 24: Announcing Global Road Safety Week:** IBTTA will host a media event featuring remarks from Federal Highway Administrator Shailen Bhatt, global campaign partner ASECAP, Mothers Against Drunk Driving, and the Ohio Turnpike and Infrastructure Commission, and others

**Tuesday, June 25: Distracted Driving Awareness – IBTTA Conversations**

IBTTA will feature recorded content on distracted driving, including an interview with Former U.S. Secretary of Transportation Ray LaHood and a conversation on state initiatives to engage with new drivers about responsible driving behaviors.

Confirmed Speakers:

- Pat Jones, Executive Director and CEO, IBTTA

- Ray LaHood, Former U.S. Secretary of Transportation
- Justina Wentling, Traffic Engineering Manager, Pennsylvania Turnpike Commission

### **Wednesday, June 26: Speeding Awareness – IBTTA Conversations**

IBTTA will feature recorded content about speeding with a focus on new technologies and innovations that address high-speed driving on toll roads.

Confirmed Speakers:

- Pat Jones, Executive Director and CEO, IBTTA
- Laura Chace, President and CEO, Intelligent Transportation Society of America (ITSA)
- ITS Safety Technology Providers

### **Thursday, June 27: Impaired Driving Awareness – IBTTA Conversations**

IBTTA will feature recorded content about impaired driving initiatives including interviews with the CEO of Mothers Against Drunk Driving (MADD) and the President of Road Safety Institute – R.S.I. “Panos Mylonas.”

Confirmed Speakers:

- Pat Jones, Executive Director and CEO, IBTTA
- Stacey Stewart, CEO, Mothers Against Drunk Driving (MADD)
- Vassiliki Danelli-Mylona, President, Road Safety Institute – R.S.I. “Panos Mylonas”

### **Friday, June 28: The Tolling Industry’s Commitment to Safety – Live IBTTA Member Webinar and Remarks from NHTSA**

IBTTA will host a live webinar for all IBTTA members that will highlight the tolling industry’s commitment to safety for all road users, including road workers, with case study examples from members and global partners. Additionally, IBTTA will present remarks from NHTSA Deputy Administrator Sophie Schulman.

Confirmed Speakers:

- Pat Jones, Executive Director and CEO, IBTTA
- Diane Shields, Director of Capex and Business Process, Elizabeth River Crossings
- Patrick Mallejacq, Secretary General, PIARC
- Craig Shuey, COO, Pennsylvania Turnpike Commission
- Malika Seddi, Secretary General, ASECAP
- Greg Slater, Executive Director & CEO, Tampa-Hillsborough Expressway Authority
- James Luckhurst, Founder, Project EDWARD
- Bernhard Lautner, Strategy Owner for Road Safety, ASFINAG
- Eric Hemphill, Director of Traffic and Incident Management, North Texas Tollway Authority
- Susanna Zammataro, Director General, International Road Federation
- Fanis Papadimitriou, Chair of Transport Statistics Working Group, HELLASTRON
- Bill Halkias, President, IBTTA

- Ferzan Ahmed, Executive Director, Ohio Turnpike and Infrastructure Commission

Remarks:

- Sophie Shulman, Deputy Administrator, National Highway Traffic Safety Administration (NHTSA)

Global Road Safety Week and Be Safe Together are uniting the transportation industry, bringing together toll road organizations, policymakers, and stakeholders to promote safer roads for all. Learn more about Be Safe Together at [www.besafetogether.org](http://www.besafetogether.org).

#### **About IBTTA**

The International Bridge, Tunnel and Turnpike Association (IBTTA) is the worldwide association for the owners and operators of toll facilities and the businesses that serve them. Founded in 1932, IBTTA has members in more than 23 countries on six continents. Through advocacy, thought leadership, and education, members are implementing state-of-the-art, innovative user-based transportation financing solutions to address the critical infrastructure challenges of the 21st century. For more information, visit [www.ibtta.org](http://www.ibtta.org).

###