

New Hampshire School Transportation Association April 12, 2025

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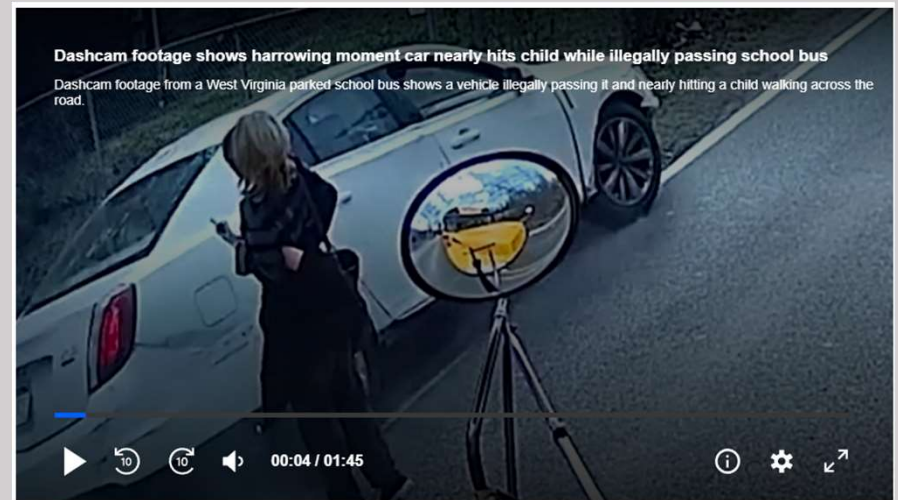


If not now, when?



BOW, N.H. — Bow police are cracking down on drivers after they said more people are ignoring the law about stopping for school buses.

- [Complaints of drivers not stopping for school buses increase in Bow](#)



[Dashcam footage shows harrowing moment car nearly hits child while illegally passing school bus – CTVNews](#)

Driving Toward Zero



- Roadway crashes are **PREVENTABLE**, not inevitable
- Targets **ALL** roadway users
- Generating Safety Culture
- Role of Human Behavior
 - Education
 - Awareness
 - Personal Responsibility

One Bad Driving Decision. A Lifetime of Regrets.



New Hampshire
DOT
Department of Transportation



Don't Drive
Impaired



Buckle Up



Limit Distractions



Obey Speed
Limits



Socializing Highway Safety at NHDOT



Project Delivery

- Provide Highway Safety subject matter expertise
- Compile and Examine Roadway Crash Data
- Recommend infrastructure improvements
- Conduct Road Safety Audits

Program Management

- Provide data analytics and highway safety planning
- Promote awareness of highway safety strategies
- Coordinate with highway safety partners and stakeholders

Highway Safety Project Delivery



Safety Countermeasures for Roadways

Keep Vehicles in Their Lane

- Curve Signing
- Edge and Center Line Markings
- Delineators
- Rumble Strips



Reduce Potential for Crashes

- Safety Edges
- Shoulder Widening
- Median Buffer Areas
- Clear Zones



Minimize Crash Severity

- Barriers
- Breakaway Features



Other Countermeasures

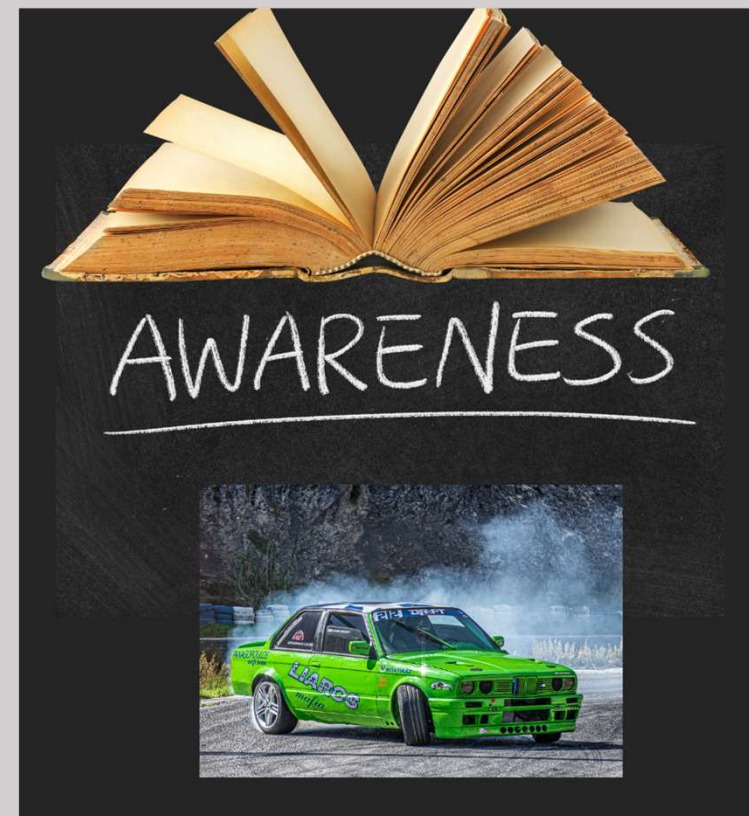
- Road Diets
- Lighting and Visibility



Key Messaging



- Roadway crashes are preventable, not inevitable
- New Hampshire's goal is to reduce the number of roadway deaths 50% by 2030 and continue the program until there are zero roadway deaths.
- Education, Awareness, and Personal Responsibility are needed to change human behavior



Safe System Approach



- Six Principles
 - Death and serious injuries are unacceptable
 - Humans make mistakes
 - Humans are vulnerable
 - Responsibility is shared
 - Safety is proactive
 - Redundancy is critical.



Safe System Approach

- Five elements
 - **Safer Roads** typically the DOT's wheelhouse,
 - **Safer People** behind the wheel, on two wheels, and walking,
 - **Safer Vehicles** typically focuses on the passenger safety; we need to include vehicle impacts to non-motorized modes,
 - **Safer Speeds** complete streets consider desired "target speeds" vs. "design speed",
 - **Post-Crash Care**, while important, indicates that there was failure elsewhere.



National Crash Data



2022

- 5,930,496 Reported Crashes
- 42,514 Fatalities
- 2,382,771 Injuries
- A life lost every 12 minutes
- 5 people injured every minute



NH Crash Data



- 2018 – 2023
 - 213,952 Crashes
 - 745 Fatalities
 - 3,031 Serious Injuries
- December 31, 2024
 - 135 lives lost

April 9, 2025
NH Roadway Fatalities
17 lives lost
Thousands of Lives Impacted

NH Ranked 32nd in driver safety

Recent Incidents in NH



WMUR Manchester 16.8K Followers

Family of 18-year-old passenger killed in New Ipswich crash speak out

Story by Imani Fleming • 14h • 2 min read



RIGHT NOW GIRLFRIEND OF 18 YEAR OLD KILLED IN FATAL CAR CRASH IN NEW IPSWICH SATURDAY SPEAKS OUT

18 year old James Barma, New Ipswich, fatal crash, girlfriend, speaks out
© Nariyah Acorn

"It doesn't only affect their lives. Taking his life so young, he was only 18. It also affects his whole family."

Principal Heather McKillop of ConVal Regional High School

17-year-old dead after crash in Dublin, 2 other teenagers hurt



Updated: 10:09 PM EDT Sep 20, 2024



1 person dead, another seriously injured after crash in New London, state police say



Updated: 4:04 PM EDT Oct 8, 2024

The driver of a Hyundai Elantra failed to negotiate a curve. Vehicle lost control and struck a utility trailer and caught fire. Driver was seriously injured, and the passenger was killed.



I-95 Median Crossovers



2 killed in crash that closed lanes on I-95 in Greenland

All lanes back open after serious crash



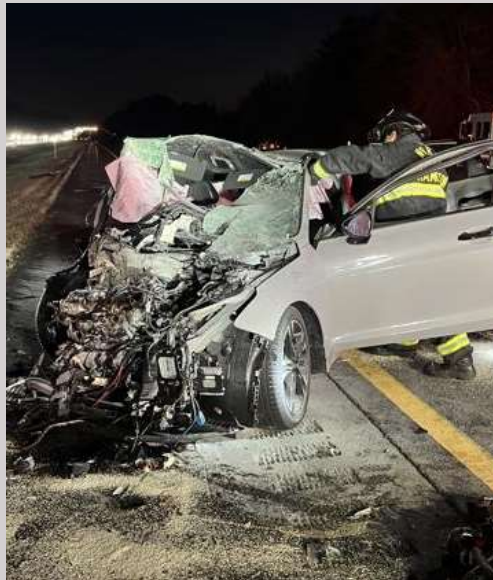
Updated: 12:02 AM EDT Oct 17, 2024



Two seriously injured in Greenland I-95 crash that shut down southbound lanes



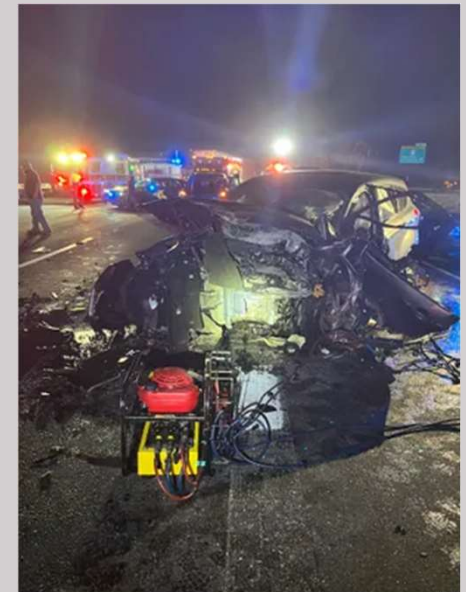
Updated: 11:39 PM EDT Oct 23, 2024



Driver killed in crash on I-95 in Portsmouth, NH

New Hampshire State Police say a driver has died after crossing over the median and hitting another vehicle on Interstate 95

By Asher Klein and Mike Pescaro • Published October 30, 2024
• Updated on October 30, 2024 at 10:18 pm



Critical Emphasis Areas, Behavior



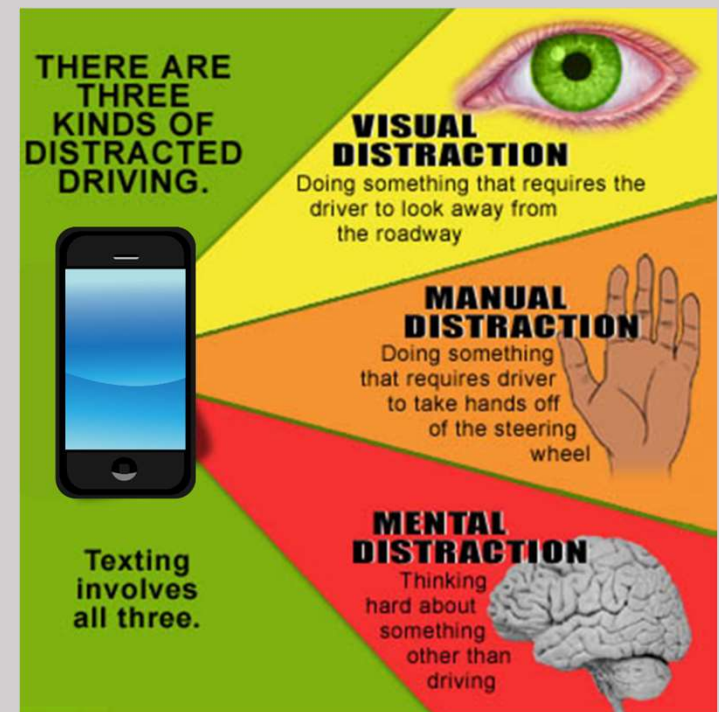
- Impaired Driving
- Distracted Driving
- Speeding
- Adolescent Drivers
- Older Drivers
- Crash Locations
- Motorcycles
- Vulnerable Roadway Users



In 2022, 2,034 young drivers (15-20) died in traffic crashes; more than half (53%) were not wearing a seat belt. **Distracted Driving Laws | Teen Driver Source (chop.edu)**

Distracted Driving

- A crash typically happens within 3 seconds of a driver's distraction
- Crash risk doubles with one peer passenger
 - Triples with two or more peer passengers
- Cell Phones
- Distractions inside and outside the vehicle
 - Visual
 - Manual
 - Mental



Speeding – Introducing “Hazel Mae”



- 2022 – 12,151 Fatalities
 - 300,595 Injured
- Factor in approximately 29% of traffic fatalities.
- Research indicates most teen speeding is not a result of thrill seeking but inexperience with:
 - Managing speed in certain traffic conditions
 - Keeping safe distance from other vehicles



Speeding

Safety risks increase dramatically with speed

● If a pedestrian is hit by a person driving at:

● Pedestrian Survives the Collision without Serious Injury

● Results in Pedestrian Fatality or Serious Injury

20 MPH



18%

likelihood of fatality or serious injury



30 MPH



50%

likelihood of fatality or serious injury



40 MPH



77%

likelihood of fatality or serious injury



Source: Adapted from Tefft, B.C (2011). *Impact Speed and a Pedestrian's Risk of Severe Injury or Death*. Washington, D.C.: AAA Foundation for Traffic Safety

Adolescent Drivers



- 2022 – 2,034 Fatalities
 - 180,353 Injured
 - 8.1% of total fatalities
 - 5% of all licensed drivers are “Young Drivers”
- 75% of teen driver crashes are due to critical errors
 - Lack of scanning to detect hazards
 - Going too fast for the current road conditions
 - Distracted Driving
- The leading cause of death for 16-19 year olds is motor-vehicle crashes.
- \$40.7 billion per year in costs from medical expenses & work loss.

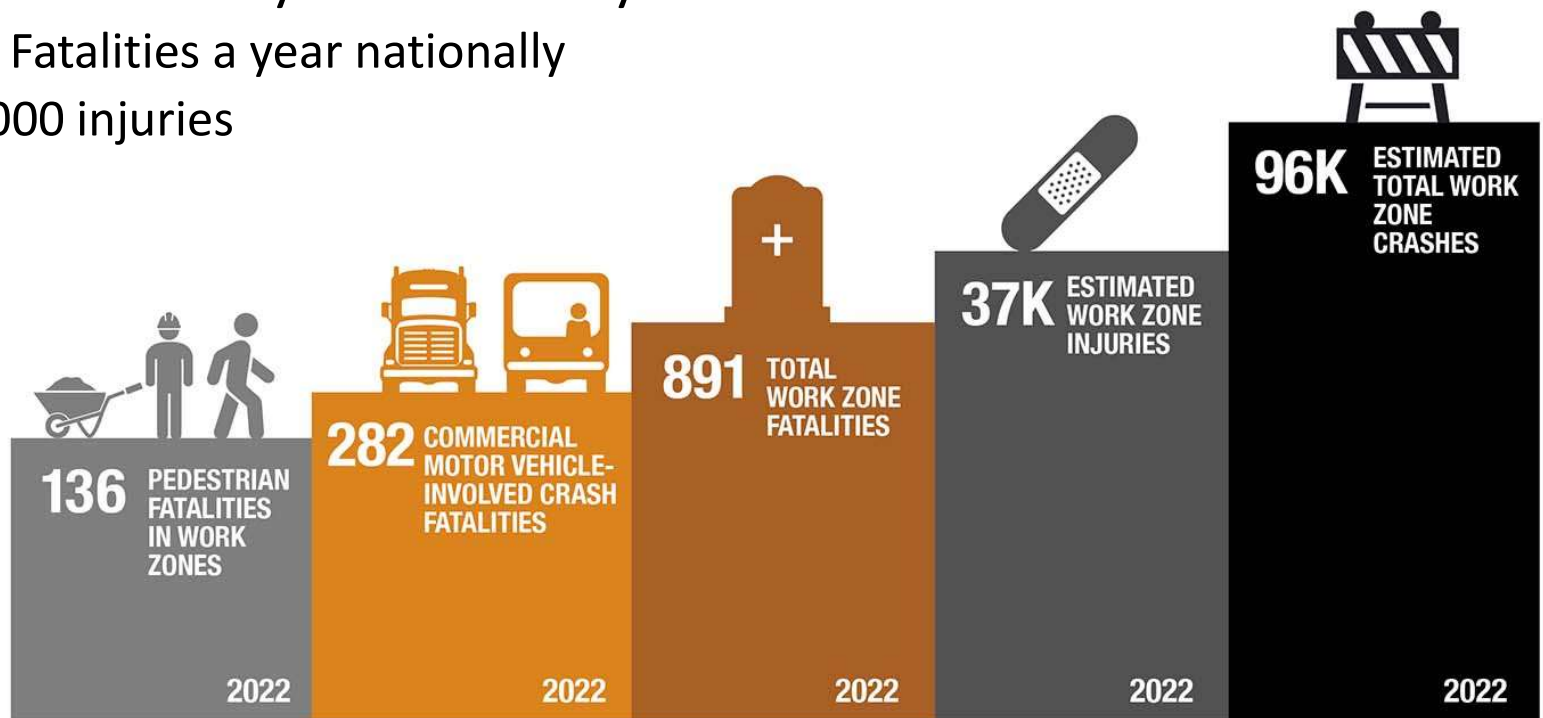


[Distracted Driving Laws / Teen Driver Source \(chop.edu\)](#)

Work Zones



- 96,000 crashes a year nationally
 - 891 Fatalities a year nationally
 - 37,000 injuries



Work Zones



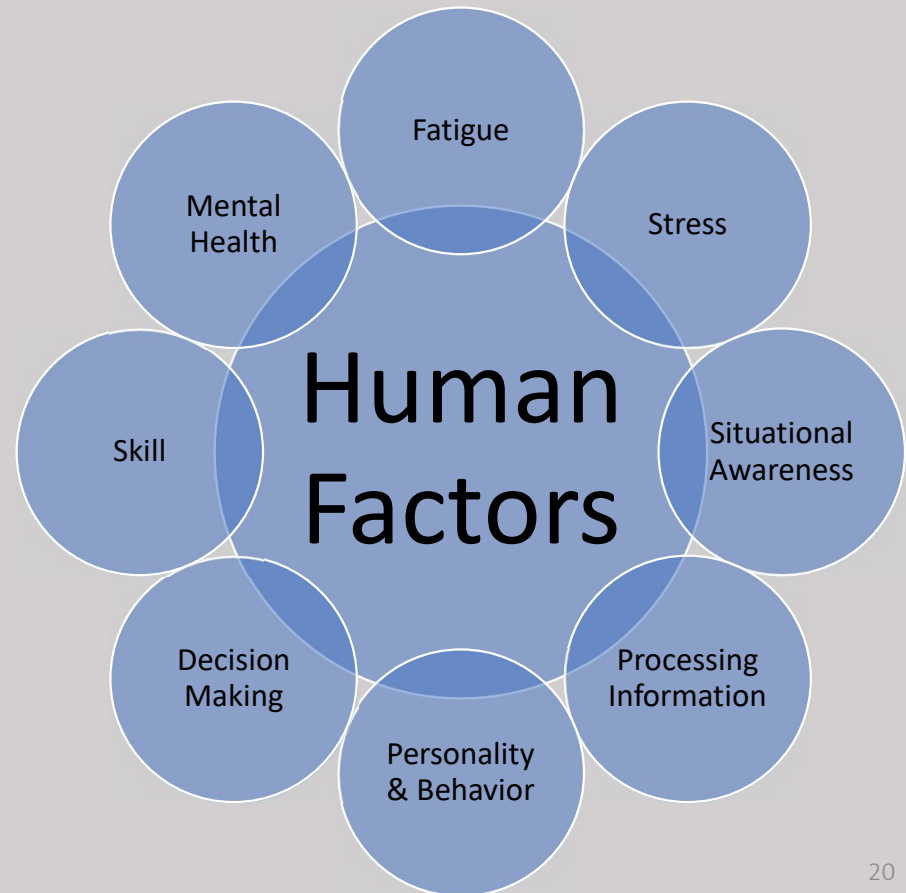
- September 23, 2024
- NHDOT Bridge Maintenance employee struck while setting up work zone traffic control signing, NH 16



Human Factors

It is estimated that every 2 minutes a driver will make:

- 400 observations
- 40 decisions
- 1 mistake



Quick Facts

- Looking at a phone for just **5 seconds** while driving at **55 mph** is like traveling the length of a football field blindfolded
- 90% of car crashes are caused by **human error**, including **distractions, impairment, and poor decision-making**
- A vehicle traveling at **60 mph** covers 88 feet per second
- On average, a driver takes about **1.5 seconds** to react to an unexpected event
- The risk of a crash increases **23 times** when a driver is **texting** compared to non-distracted driving

Quick Facts

- **Teen drivers** are **4x** more likely to be involved in a crash than adults, largely due to inexperience and riskier behaviors.
- **Seat belts** reduce the risk of death in a crash by about **45%** for front-seat passengers.
- **Drowsy driving** is responsible for an estimated **100,000 crashes** each year, as sleep deprivation slows reaction times similar to alcohol impairment.
- **Children** are about **3X** more likely to be **hit** by a car in **school zones** than anywhere else.

Discussion Areas

- What to do post crash
 - Exchange information
 - Document the scene for insurance
- What to do when pulled over
 - Enforcement penalties
 - License points/suspension
- Establishing rules for your vehicle (keep in mind that this presentation is generally targeted toward younger drivers)
 - Avoid distractions

Mental Health Effects

- Vehicular incidents can lead to:
 - Life altering injuries for you or others
 - Threat of death
 - Death of someone else
- Which can lead to:
 - Psychological Distress
 - Emotional Distress
 - Substance Abuse to cope
 - Grief
 - PTSD



What Can You Do?



- Exhibit safe driving behavior, set a positive example
 - Seat Belt Use – ALWAYS!
 - Provide a safe following distance
 - Avoid distractions
 - Comply with posted speed limits
- DRIVE DEFENSIVELY!
 - Don't compete, retreat
 - Stay alert and anticipate ("what if...")

5 TIPS FOR MINIMIZING RISK WHILE DRIVING

1

COMPLY WITH TRAFFIC LAWS



2

CHECK BLIND SPOTS



3

AVOID ROAD RAGE



4

KEEP A SAFE DISTANCE



5

STAY FOCUSED



Additional Outreach Efforts



New Hampshire
DOT
Department of Transportation



NH
OFFICE OF
HIGHWAY
SAFETY



New Hampshire
DOT
Department of Transportation

Take The Pledge!



NHDTZ.com



One Death Is Too Many

Thank you!

Bill Lambert

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