



# BESAFE TOGETHER



## In Review: IBTTA's Global Road Safety Campaign

**OCTOBER 2024**



**ibtta**  
TOLLING. MOVING SMARTER.

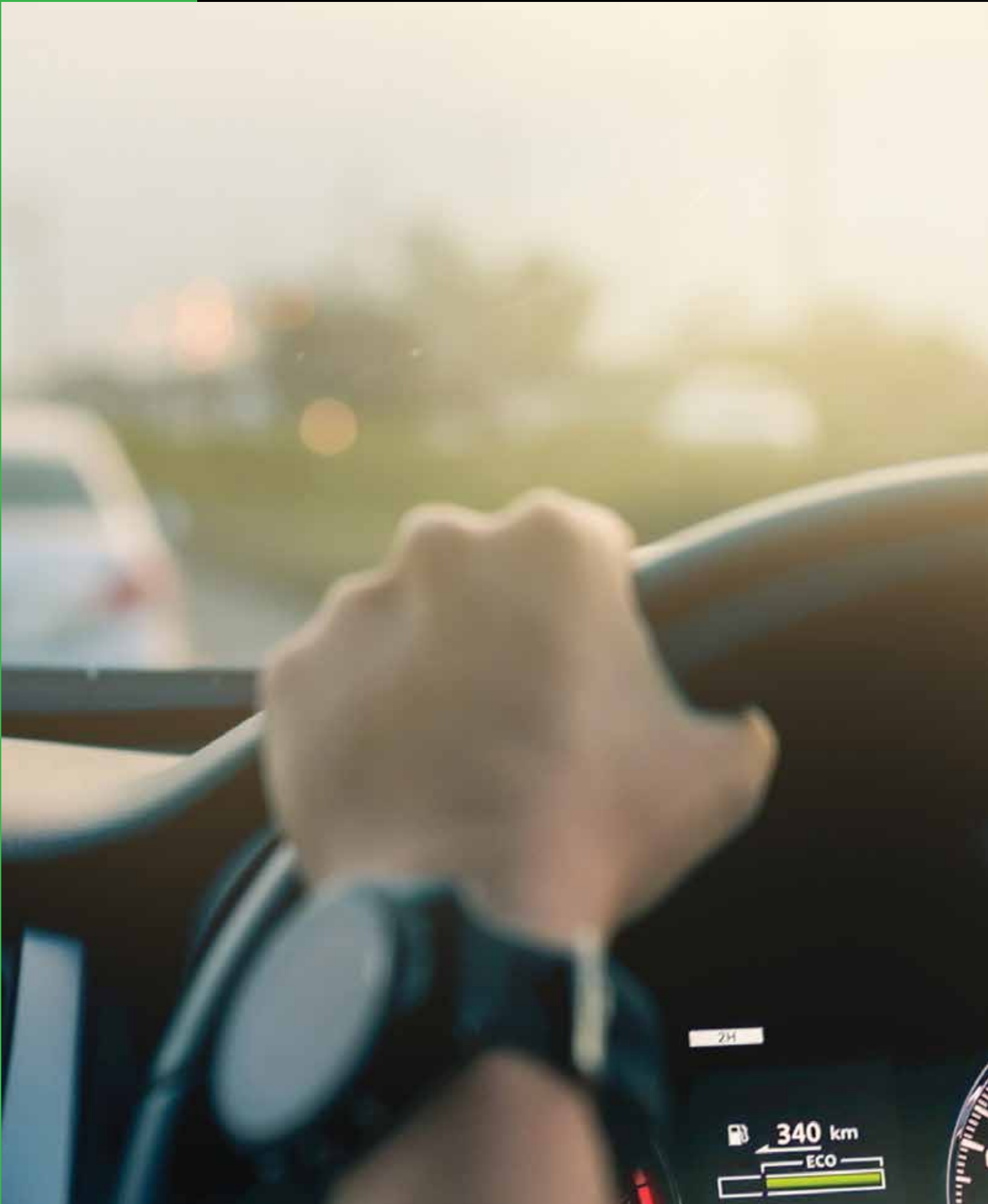
**“I commend the International Bridge, Tunnel, and Turnpike Association for establishing its first Global Road Safety Week and for launching the “Be Safe Together” campaign. This is a powerful reminder of the responsibility we all have to respect one another and drive safely.”**

**– Sophie Shulman, Deputy Administrator,  
The National Highway Traffic  
Safety Administration (NHTSA)**



# BESAFETOGETHER

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## FOREWORD

Every time we pull onto the road, we all face challenges trying to get to our destination: traffic, distractions from inside and outside our vehicle, weather conditions, and more. As president of the International Bridge, Tunnel, and Turnpike Association (IBTTA), I am proud to represent toll operators from around the world who, above all, are dedicated to keeping our road users safe.

I feel a responsibility to keep the millions of drivers, passengers, and workers safe while on our roadways – a commitment that all our member organizations share.

Tragically, there are still far too many people who needlessly perish on global roads. Road incidents are the leading cause of death for 5-to-29-year-olds, and last year alone there were 1.19 million road vehicle fatalities. While road deaths have fallen by 5% since 2010, clearly, there is still work to be done.

Even one death is too many.

As an industry, safety is in our bones (or, more specifically, in our asphalt). I want everyone who interacts with an IBTTA member, whether that be by driving on one of our roads, stopping in a service plaza, or living in a community served by a member, to know that we take their safety on our roads seriously. It is our responsibility to do everything possible to reduce vehicle crashes by making our roads safe for all users, both operationally - through design, construction, and ongoing maintenance - and behaviorally - through driver education, awareness, and enforcement. Remember, the little things add up.

We launched the “Be Safe Together” campaign and IBTTA’s first annual Global Road Safety Week to remind all of us that while we’re on the road, we are never alone. Even though you may be the only person in your two-ton metal box traveling 70+ miles per hour (110+ kilometers per hour), we are all part of one community working in harmony to be safe together.

As part of our campaign, we continue to call on tolling organizations to collect and share safety data so that we as an industry can better set benchmarks. The head of IBTTA’s Safety Steering Committee, Ferzan Ahmen, has led this effort that will continue in 2025.

IBTTA launched this campaign to showcase the work our members do every day to make the roads safer and remind users that safety relies on all of us and the little decisions that we make each time we get behind the wheel.

So, whether you’re driving to work, school, or pleasure, remember that you’re not alone on the road. Be mindful and be present so we can all “Be Safe Together”.

Bill Halkias  
2024 IBTTA President



**Bill M. Halkias, PE,  
F. ASCE, F. ITE**  
2024 IBTTA President  
President Emeritus,  
HELLASTRON  
CEO and Managing  
Director, New Attica  
Tollway Concessionaire



# Bringing to Life IBTTA's First Global Road Safety Campaign

## CAMPAIGN INCEPTION & IDEATION

The International Bridge Tunnel and Turnpike Association and its 240 members spanning 23 countries have always been at the forefront of designing, delivering, operating, and maintaining safe roads. Through research, innovation, and partnerships, the tolling industry is at the cutting edge of technologies and techniques to make the physical infrastructure as safe as possible for every road user. Yet, traffic fatalities remain high on roads around the world and are a leading cause of death.

### *Road Accidents Are a Global Emergency*

- **12th leading cause of death globally** is road accidents, and they are the leading cause of death for 5- to 29-year-olds. *(CDC)*
- **1.19 million people** are killed each year in roadway crashes worldwide. *(WHO)*
- **42,514 people were killed** and **2.38 million were injured** in roadway crashes in the US in 2022. *(NHTSA)*
- **13,524 people in the US died** in drunk-driving crashes in 2022. *(NHTSA)*
- **29 percent of US traffic fatalities in 2022 involved speeding.** *(NSC)*
- **821 work zone fatalities** occurred in the US in 2022, with speeding involved in 281 of them. *(FHWA)*

The statistics are personal for IBTTA members, who are committed to reducing accidents for every road user – from daily commuters and family vacationers to long-haul truckers and road maintenance crews. Tolling organizations regularly engage in public education and awareness campaigns to improve road safety, but historically this had been through broader safety or government-led initiatives.

That changed in January 2024, when IBTTA's newly appointed president Bill Halkias declared road safety would be the core theme and mission of his annual presidential term, and for the first time in IBTTA's history, the association would launch a unique public education campaign and Global Road Safety Week where every tolling organization around the world could come together to make a real impact towards realizing zero road deaths.

A Road Safety Steering Committee was stood up to develop a framework for the campaign. Chaired by Ferzan Ahmed, executive director of the Ohio Turnpike and Infrastructure Commission, with participation by tolling leaders from around the world, the steering committee was responsible for engaging a communications and public affairs agency to develop a bespoke road safety campaign representative of the purpose and passion of the tolling industry, while conveying an urgency to drivers to be safer on the road.

In February, the steering committee selected Invariant, a Washington, DC-based strategic communications and government relations consultancy, to build IBTTA's first global road safety campaign and execute a Global Road Safety Week in June. Steering committee members participated in in-depth interviews with Invariant as the team collected examples, ideas, and recommendations for use in the development of a campaign that could address dangerous driving behaviors.

In addition to building a public call to action for road safety, IBTTA sought to demonstrate the industry's commitment to road safety by undergoing qualitative research and evaluation of safety innovation across tolling organizations. IBTTA engaged Blue Door Strategy and Research to document [case studies](#) of leading toll operators that have implemented successful strategies to enhance road safety across their toll facilities. The case studies would be released during Road Safety Week.

To build momentum for the initiative ahead, Bill Halkias, Pat Jones, IBTTA CEO and Executive Director, along with association staff and board members, trumpeted the campaign across IBTTA – using social media posts, board meetings, Café IBTTA, and The Weekly Vibe, and earned media to galvanize IBTTA's global membership around the tolling industry's first unified campaign for road safety.

## **Campaign Creation & Preparation**

In early spring, the Invariant team compiled its learnings from interviews with IBTTA staff executives and member organizations, a survey of IBTTA members, review of media commentary and academic articles on road safety initiatives, and comparative campaign research. From their analysis, they deduced that unsafe drivers are more likely to think of themselves as the most important person on the road with an “us versus them” mentality. The antidote? Empathy.

With the steering committee's approval, Invariant and IBTTA developed the “Be Safe Together” campaign theme as a call to action to all road users that everyone on the road must work together, as a community, to make it safely from point A to B. Destinations may differ - an office, a classroom, a doctor's appointment, a hotel, or a home – but it's everyone's responsibility to be safe on the road together to reach those places safely.

The universality of the campaign messaging was essential as IBTTA worked to engage global partners in the effort. To bolster the campaign's credibility around the world, Bill Halkias and Pat Jones secured campaign endorsements from four of the world's foremost transportation advocacy organizations: European Association of Operators of Toll Road Infrastructures (ASECAP), International Road Federation (IRF), World Road Association (PIARC), and Project EDWARD (Every Day Without A Road Death).

Four of the world's foremost transportation advocacy organizations endorsed "Be Safe Together," a testament to the universality and credibility of IBTTA's global road safety campaign: The 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).

## MEET IBTTA'S GLOBAL CAMPAIGN PARTNERS

### ASECAP

The European Association of Tolled Motorway, Bridge and Tunnel Concessionaires (ASECAP) is the European Association of Operators of Toll Road Infrastructures with a network that spans over 81,000 km of toll motorways, bridges, and tunnels across 18 member countries. ASECAP partners with industry leaders to advocate for the advancement of motorways and road infrastructures throughout the continent.

In support of Road Safety Week, Malika Seddi, Secretary General of ASECAP, highlighted the significance of collective efforts in fostering road safety awareness. "ASECAP is proud to support the "Be Safe Together" initiative, which aims to engage communities in a dialogue about safe driving practices," said Malika Seddi in a campaign press release. This year, ASECAP plans to launch a series of educational workshops and outreach programs aimed at promoting respect and awareness among drivers, emphasizing the need to prioritize the safety of all road users, including fellow travelers and road workers. By fostering a culture of safety, ASECAP hopes to contribute meaningfully to safer roadways across Europe.

### IRF

The International Road Federation (IRF) is a global, independent, not-for-profit organization headquartered in Geneva, Switzerland, established in 1948 to represent leading corporate and institutional players from the road and mobility sectors across the globe. IRF promotes the development of roads and road networks that ensure access and sustainable mobility for all through knowledge transfer, information sharing, connecting stakeholders, and engaging in policy advocacy.

IRF leveraged its extensive network across over 130 countries to amplify the "Be Safe Together" campaign through various channels, including social media with the hashtag #BeSafeTogether. "Every death on our roads is one too many. Changing this pattern is possible and requires deliberate action from all of us," emphasized IRF Director General Susanna Zammataro. "The 'Be Safe Together' campaign is a vital initiative, and IRF is proud to contribute to this crucial cause by promoting safety awareness and best practices within our community."

**"ASECAP is proud to support the "Be Safe Together" initiative, which aims to engage communities in a dialogue about safe driving practices."**

**– Malika Seddi**

“PIARC is excited to support ‘Be Safe Together,’ which provides a valuable opportunity to leverage our data and insights to inform road practitioners worldwide about effective safety practices.”

– Patrick Malléjacq

### **World Road Association (PIARC)**

World Road Association (PIARC) established in 1909, serves as a global forum for the exchange of knowledge of roads and road transport policies, bringing together 125 member governments from around the world. With consultative status to the Economic and Social Council of the United Nations, PIARC is dedicated to fostering stable and sustainable global development in the road and transport sector.

In support of Road Safety Week, Patrick Malléjacq, Secretary General of PIARC, expressed enthusiasm for the “Be Safe Together” initiative. “PIARC is excited to support ‘Be Safe Together,’ which provides a valuable opportunity to leverage our data and insights to inform road practitioners worldwide about effective safety practices,” Patrick Malléjacq stated. Through “Be Safe Together,” PIARC aims to enhance global awareness of road safety and facilitate the sharing of best practices among its member governments.

### **Project EDWARD (Every Day Without A Road Death)**

Project EDWARD (Every Day Without A Road Death) is the United Kingdom’s largest platform dedicated to showcasing effective practices in road safety. Managed by Projects Zero and supported by government bodies, emergency services, highways agencies, road safety organizations, and British businesses, it advocates for an evidence-led, “safe system” approach. This long-term vision aims to create a road traffic system free from death and serious injury.

Project EDWARD’s founder James Luckhurst was proud to support the “Be Safe Together” campaign and collaborate with IBTTA and the global tolling industry during Global Road Safety Week. “We are thrilled to partner with IBTTA in our shared commitment to saving lives on the roads,” said James Luckhurst when he endorsed the campaign. “Together, we can harness the power of collaboration and innovation to drive meaningful change and work towards making every day without a road death a reality.” In partnership with IBTTA, Project EDWARD aims to further amplify its message and engage communities in prioritizing road safety.

## 2024 CAMPAIGN TIMELINE

# “Be Safe Together” & Global Road Safety Week: From Ideation to Execution

- **JANUARY:** President Bill Halkias declares road safety a core theme of his presidential term. The Road Safety Steering Committee is established.
- **FEBRUARY:** The Road Safety Steering Committee selects public affairs firm, Invariant, to build a road safety campaign and execute Global Road Safety Week.
- **MARCH:** After extensive discovery sessions and research, empathy emerges as the core theme of the campaign. IBTTA establishes the “Be Safe Together” campaign, highlighting the need for drivers to work together to improve road safety by driving with empathy.
- **APRIL:** The campaign website, logo, and hashtag are created. Preparations for Global Road Safety Week in June and promotion of the campaign on social media begins in earnest.
- **MAY:** IBTTA formally launches “Be Safe Together” and previews Global Road Safety Week in a press release and at the IBTTA Technology Summit. IBTTA hosts a training webinar for members to participate in Global Road Safety Week and earns endorsements from US and global transportation and safety leaders.
- **JUNE:** IBTTA kicks off its first Global Road Safety Week with participation from 81 members and partners around the world, educating drivers about the little steps they can take to reduce vehicle crashes. IBTTA is recognized as an Ally in Action by the US Department of Transportation for its commitment to advocating for safer roads. The campaign generates international media and stakeholder interest in the tolling industry’s investment in safety.
- **JULY-AUG:** The tolling industry supports global road safety with active social media engagement. Pat Jones is featured in Roads and Bridges Magazine, highlighting the importance of driving with empathy. IBTTA backs NHTSA campaigns for Child Passenger Safety Week and the annual “Speeding Catches Up with You” speeding prevention initiative.
- **SEPTEMBER:** “Be Safe Together” is a central theme at the Global Tolling Summit in Seville, Spain, attended by 30 different countries.
- **OCTOBER:** At the Annual Meeting in Cleveland, IBTTA and MADD Ohio partnered to fight impaired driving, with the IBTTA Foundation donating \$5,000 to support the “Impaired Driving Ends Here” mission. The Ohio Turnpike highlighted efforts to combat reckless driving and improve work zone safety. Attendees also joined road safety tracks featuring global leaders on topics like work zone safety, driver behavior, and innovative life-saving investments.

“Road safety is at the core of everything IBTTA and our members do. Encouraging safe driving practices and proper maintenance of our roads is critically important to keeping everyone safe, and I’m excited to highlight that through our first annual Global Road Safety Week.”

– Bill Halkias



The enthusiasm for the campaign was palpable at the Tech Summit, where many posed for photos around campaign signage.

## Campaign Launch & Mobilization

As planning continued, “Be Safe Together” evolved from a concept to a fully developed campaign, with a web presence at [www.besafetogether.org](http://www.besafetogether.org), a logo, a unique #besafetogether hashtag, and promotion across digital channels, including regular commentary from Pat Jones on his LinkedIn page, as well as testimonials from IBTTA members and industry leaders excited to engage in the campaign.

IBTTA’s global road safety campaign “Be Safe Together” would include global messaging, digital promotion, and public and driver engagement, including the first IBTTA Global Road Safety Week, June 24-28, 2024. Each day of the week would be an opportunity for the tolling industry to demonstrate its commitment to safety through events, stakeholder meetings, social media posts, and messages directed to drivers over VMS and with advertising at service plazas.

IBTTA publicly launched “Be Safe Together” on May 2, 2024, with a press release announcing the campaign and IBTTA’s first Global Road Safety Week. The release previewed how IBTTA members from around the world would participate in the campaign and how “Be Safe Together” would showcase the tolling industry’s commitment to safety while emphasizing to drivers that the little choices they make at each step of their journey can make a real difference in others’ lives.

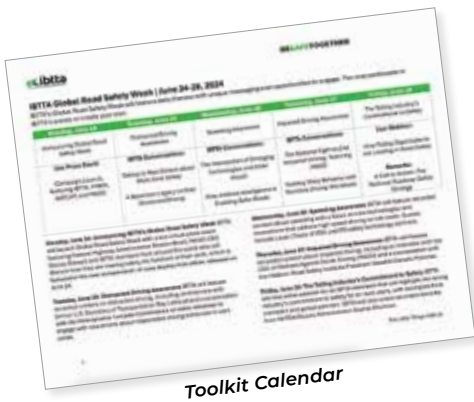
Media outlets including POLITICO Morning Transportation, a Washington-based publication with a global audience of 16.5 million readers, featured the announcement on the same day.



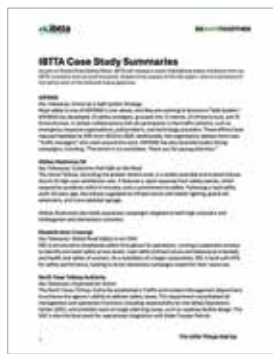
Later that week, IBTTA kicked off “Be Safe Together” in person at its annual Technology Summit in Atlanta in front of more than 820 attendees, featuring a mainstage presentation by Ferzan Ahmed promoting the industry’s first road safety campaign, a full-page program ad, and a large presence outside of the exhibit hall where conference attendees could get more information about Global Road Safety Week and use a QR code to sign-on as a campaign supporter.

The QR code also directed IBTTA members to a new online toolkit with downloadable resources for engaging in Global Road Safety Week, including a campaign calendar with distinct themes for each day of the week, graphics, sample social media posts, a templated press release and letter to the editor, guidance for meeting with policymakers and engaging other stakeholders, as well as recommended messaging for VMS boards.

- IBTTA provided members with tools and guidance for engagement through a robust member toolkit that included:
- A calendar overview of planned activities during Global Road Safety Week
  - An industry and partner calendar
  - A guide on how to engage with media and lawmakers
  - A campaign narrative and messaging guide
  - A guide on how to utilize social media
  - Draft messages for VMS signs
  - A press release template about Global Road Safety Week
  - A road safety fact sheet
  - Six case studies about how IBTTA members are advancing roadway safety
  - Campaign logos
  - Social graphics highlighting distracted driving, speeding, and impaired driving
  - LinkedIn banners and Zoom backgrounds



Toolkit Calendar



Toolkit Case Studies



Toolkit Fact Sheet



Toolkit Engagement Guide



Toolkit Variable Message Signs



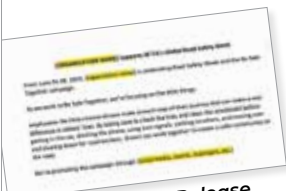
Toolkit Letter to the Editor Template



Toolkit Narrative and Messaging Guide



Toolkit Social Media Guide



Toolkit Press Release Template

Members were encouraged to engage in the week's daily programming, addressing specific themes: safety innovation, work zone safety and the tolling industry's commitment to safety, and three of the most common unsafe driving behaviors: speeding, distraction, and impairment.



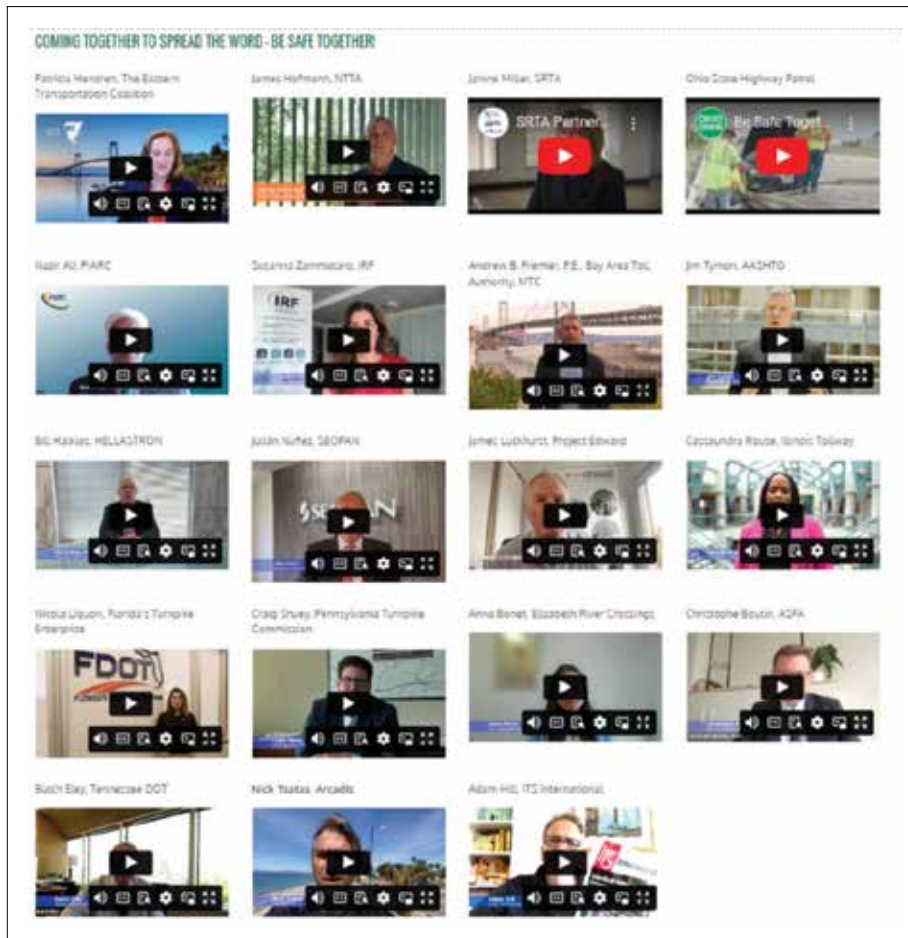
Through the campaign launch, IBTTA leaders, global partners, and third-party supporters recorded their own videos touting enthusiastic support for “Be Safe Together” and calling on peers to engage in Global Road Safety Week. Executives emphasized how the campaign aligns with their mission and vision for safer roads and creates new opportunities to increase impact on a global scale.



AASHTO

**Jim Tymon, Executive Director of the American Association of State Highway and Transportation Officials, was one of many transportation industry leaders who endorsed the campaign with a video message. “AASHTO is proud to support IBTTA’s “Be Safe Together” campaign,” he states. “Safety is at the forefront of everything AASHTO and our state department of transportation members do. Safety, mobility, and access for everyone is our top goal.”**

Nineteen testimonial videos were posted on besafetogether.org and featured on IBTTA's social media channels with #besafetogether.



### Coordination With Members and Stakeholders

To energize and prepare tolling organizations for Global Road Safety Week, IBTTA hosted a virtual training session for members that included a presentation about the new initiative and guidance for using the toolkit and campaign graphics. More than 80 tolling agencies and vendors attended the training, with many participating in a robust discussion and exchange of ideas about how they planned to engage employees across their organizations and promote campaign messages to customers during the week.

IBTTA leaders continued to ardently build stakeholder support for the campaign. In mid-May, Bill Halkias delivered opening remarks at ASECAP Days 2024 where he focused exclusively on the industry's first global road safety campaign and called on world transportation leaders to participate in the week, directing attendees to the QR code and [www.besafetogether.org](http://www.besafetogether.org) website.



U.S. Department of Transportation

Federal Highway Administration

### IBTTA RECOGNIZED AS US DOT ALLY IN ROADWAY SAFETY ACTION

In February 2023, the US Department of Transportation (DOT) launched its Call to Action campaign to encourage stakeholders to showcase their efforts to further the National Roadway Safety Strategy's (NRSS's) mission to end roadway fatalities and serious injuries. DOT's Allies in Action are stakeholders who embrace the NRSS's vision and commitment to taking specific action in 2024 to reduce serious injuries and deaths on the nation's roadways. IBTTA was named an Ally in Action for its creation of the "Be Safe Together" campaign and Global Road Safety Week. IBTTA encourages all members to adopt the Safe Systems Approach, a component of the DOT's Call to Action campaign that addresses the underlying causes of roadway crashes with the goal of eliminating roadway injuries and deaths.

[LEARN MORE >](#)

Pat Jones secured remarkable campaign endorsements from the US Department of Transportation's Federal Highway Administration (FHWA), the National Highway Traffic Safety Administration (NHTSA), and Mothers Against Drunk Driving (MADD), the most well-known advocacy organization dedicated to ending drunk and



drugged driving. FHWA Administrator Shailen Bhatt, NHTSA Deputy Administrator Sophie Shulman, and former Secretary of Transportation Ray LaHood and MADD CEO Stacey Stewart committed time and reputation to the campaign with prominent speaking roles during Global Road Safety Week.

Administrator Bhatt also agreed to announce DOT's newest cohort of "Allies in Action" during IBTTA's Global Road Safety Week kick-off press conference, lending additional credibility to the campaign.

By the first week in June, IBTTA members from around the world were abuzz with excitement for the campaign. "Be Safe Together" took center stage at the Board Meeting ahead of the Finance and Road Usage Charging Summit in Baltimore, Maryland. Executives of toll roads operating across North America and Europe spoke of the specific efforts their teams were preparing for Global Road Safety Week – a new video, a series of road signs, an op-ed, a social media blitz, a service plaza event, and campaign t-shirts – all showcasing the tolling industry's commitment to reducing road fatalities. Creativity overflowed from the board room and into the hallways where everyone gathered to create a cheerful "Be Safe Together" campaign video.

# IBTTA's First Global Road Safety Week Goes Live

For five days in June during IBTTA's first annual Global Road Safety Week, toll roads around the world demonstrated a shared commitment and vision to reducing road deaths, with a single, unified message: "Be Safe Together."

Each day of Global Road Safety Week, IBTTA featured speakers who are making a profound difference in the safety of their roads and their work to address driving behaviors that threaten all road users.

The campaign kicked off Monday with a media briefing featuring global leaders in tolling, US transportation policy, and safety advocacy, as well as IBTTA's new report: *How Toll Facility Operators Are Advancing Roadway Safety: Six Case Studies*.

Tuesday, Wednesday, and Thursday were dedicated to three of the most common unsafe driving behaviors: speeding, distraction, and impairment. Each day featured unique graphics and social media posts, as well as informative content on how tolling organizations, technology vendors, and advocates are all working to change driving behaviors through education, innovation, and public persuasion.

IBTTA's Global Road Safety Week programming concluded Friday with a live webinar discussion featuring 10 panelists from IBTTA member and partner organizations around the world. Bill Halkias concluded with a moving reflection on his personal passion for road safety as he committed IBTTA to sustaining the global road safety campaign for years to come.

**BESAFETOGETHER**

"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."

## GLOBAL ROAD SAFETY WEEK 2024 HIGHLIGHTS

IBTTA's first annual Global Road Safety Week took place from June 24-28, 2024. Highlights from the first Global Road Safety Week include:

- **Notable champions:** Participation from Federal Highway Administrator Shailen Bhatt and National Highway Traffic Safety Administration Deputy Administrator Sophie Shulman. Participation from former Department of Transportation Secretary Ray LaHood.
- **DOT recognition:** Recognition of IBTTA as an "Ally in Action" of the US Department of Transportation for the "Be Safe Together" campaign and Global Road Safety Week.
- **Global endorsements:** Including the American Association of State Highway and Transportation Officials, ASECAP, the International Road Federation, Mothers Against Drunk Driving, Project EDWARD, the US DOT Federal Highway Administration, the US DOT National Highway Traffic Safety Administration, the US DOT National Roadway Safety Strategy, and the World Road Association.
- **Global case studies:** Release of IBTTA member case studies highlighting how toll facility operators are advancing roadway safety, featuring ASFINAG, ATTIKES DIADROMES SA, Elizabeth River Crossings, the North Texas Tollway Authority, the Tampa-Hillsborough Expressway Authority, and the Pennsylvania Turnpike Commission.
- **Global case studies:** An engaging webinar about how tolling organizations are leading in road safety, featuring panelists from 10 IBTTA member and partner organizations.

## MONDAY, JUNE 24: KICK-OFF AND REPORT RELEASE

The first-annual Global Road Safety Week kicked off with a press release and media event featuring remarks from IBTTA leadership, FHWA Administrator Shailen Bhatt, global campaign partner ASECAP, Mothers Against Drunk Driving, the Ohio Turnpike and Infrastructure Commission, and tolling leaders who were featured in IBTTA's case studies, which debuted that day.

Bhatt also commended IBTTA and "Be Safe Together" for advancing the goals of the National Roadway Safety Strategy to eliminate roadway fatalities and recognized the association as an official Ally in Action for its commitment to encouraging safe driving practices on roads around the world.

Malika Seddi, Secretary General and CEO of ASECAP offered a global perspective on the importance of Global Road Safety Week. "[In] the "Be Safe Together" campaign, we are sharing the same DNA and the same vision to make our roads a safer place for all and reduce all fatalities. Thanks to the global campaign initiated by IBTTA, I'm sure we will all be committed to reaching this ambitious goal," she said. Malika also emphasized the commitment of the global tolling industry to reduce road deaths, hoping to one day achieve a world where no one dies while on the road.

Stacey Stewart, CEO of Mothers Against Drunk Driving, a national leader in the fight to end drunk and drugged driving joined the campaign launch to support IBTTA's efforts for road safety. "We've seen such a dramatic increase in impaired driving fatalities – over 30 percent since 2019. It's really imperative that we do everything possible to come together, and that's why this [campaign] is so important. There's no one organization that can reduce impaired driving fatalities and injuries alone," said Stewart.



## TUESDAY, JUNE 25: DISTRACTED DRIVING AWARENESS

To highlight the impact of distracted driving, IBTTA hosted interviews with former US Secretary of Transportation Ray LaHood, who spoke about the impact parents have on modeling safe driver behavior for their children, and Justina Wentling from the Pennsylvania Turnpike Commission, who spoke on the Pennsylvania Turnpike's initiative to engage with new drivers about responsible driving behaviors in work zones.



Ray LaHood



Justina Wentling

Former Secretary LaHood reminded us about the importance of thinking about others on the road. “When we get behind the wheel of a car, we can’t just think about ourselves, and we can’t just think about a phone call we need to make or a text that we need to answer,” he said. “We

need to make sure we think about the other people that are around us, what impact our driving has on them, and really try and focus on the idea that driving safety is not just for ourselves; it’s for the other people that are around us that will be impacted if we don’t drive safely.”

In Pennsylvania, the Turnpike has developed a curriculum for new drivers focused specifically on work zone safety. Justina spoke about the specific safety risk to road workers. “The people that are out on our roads working with boots on the ground, they’re real people. They’re parents, sons, daughters, brothers, uncles, and everybody deserves to go home at the end of the day,” she said. “We all have the responsibility to make sure we drive safely through work zones to make sure they get home.”

“When we get behind the wheel of a car, we can’t just think about ourselves, and we can’t just think about a phone call we need to make or a text that we need to answer.”

– Ray LaHood  
16th United States  
Secretary of Transportation

## WEDNESDAY, JUNE 26: SPEEDING AWARENESS



Laura Chase

Speeding is a well-known scourge on the roads that could soon be addressed with innovative technological interventions. IBTTA held conversations with Laura Chase, President and CEO of Intelligent Transportation Society of America (ITSA) and Michael Vardi, CEO of Valerann, about efforts to reduce speeding with a focus on new technologies and innovations that address high-speed driving on toll roads.

Laura spoke about the important role technology can play in creating safer roads. “[New technology] allows us to intervene before a fatality happens and make adjustments to our system to actually make it safer,” she told Pat in an interview. “We don’t have to wait for a tragedy. Now we can actually be proactive.”

## THURSDAY, JUNE 27: IMPAIRED DRIVING AWARENESS



Stacy Stewart  
**MADD**  
IMPAIRED  
DRIVING  
ENDS HERE.

On Thursday, the CEO of Mothers Against Drunk Driving (MADD), Stacy Stewart, and the President of Road Safety Institute – R.S.I. “Panos Mylonas,” Vassiliki Danelli-Mylona, joined IBTTA’s CEO Pat Jones for conversations about advocacy, education, and behavior change to reduce impaired driving.

Stacey highlighted the work MADD is doing to reach different audiences about the impact and danger of impaired driving. She also spoke to the positive impact ridesharing services, such as Lyft and Uber, have had on reducing impaired driving.



Vassiliki  
Danelli-Mylona

Vassiliki shared the tragic story of her son who passed away due to a traffic accident at 22 and how this inspired her to start the Road Safety Institute, “Losing a child is the worst thing that can happen to a mother. It’s against nature and I don’t want others to experience the same loss.”



## IBTTA LAUNCHES GLOBAL ROAD SAFETY WEEK WITH TOLLING SAFETY CASE STUDY REPORT

As part of the worldwide kick-off of Global Road Safety Week, 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.

### Safety Highlights:

- **ASFINAG** in Austria reduced fatalities by 50 percent from 2010 to 2020 through its safe system strategy.



- **Attica Tollway** in Greece features rapid response from safety patrols averaging six minutes.



- **Elizabeth River Crossings** in Virginia employs a hot spot analysis and structured process for reviewing incidents and accidents to continuously improve the safety performance of their facilities and protect employees.



- **North Texas Tollway Authority** significantly reduced the number of abandoned vehicles through a campaign encouraging drivers in need of assistance to call #9-9-9 for the Safety Operations Center.



- **Pennsylvania Turnpike Commission** has seen a decline of more than 30 percent in work zone crashes.

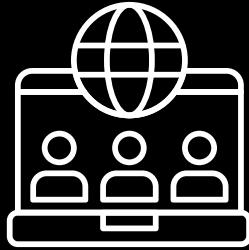


- **Tampa Hillsborough Expressway Authority** eliminated 40% of crashes in the corridor with a four-mile extension of the expressway as an elevated structure over an arterial roadway.



## FRIDAY, JUNE 28: THE TOLLING INDUSTRY'S COMMITMENT TO SAFETY

### GLOBAL PERSPECTIVES UNITE: IBTTA'S CULMINATING GLOBAL ROAD SAFETY WEBINAR



IBTTA capped off the week with a dynamic global webinar that showcased the tolling industry's unwavering commitment to road safety for all users, including the dedicated road workers who keep our systems running smoothly. This live event brought together case studies from IBTTA members and global partners, highlighting real-world examples of safety innovations making a difference across the globe. The webinar became a powerful platform for sharing diverse perspectives, with voices from around the world coming together to discuss cutting-edge solutions and the future of road safety. It was a fitting and inspiring conclusion to a week focused on saving lives and creating safer roads for everyone.

National Highway Traffic Safety Administrator Deputy Administrator Sophie Schulman offered a powerful endorsement of the tolling industry's road safety campaign, which she shared in recorded remarks for IBTTA members to view during the week's events.

"I commend the International Bridge, Tunnel, and Turnpike Association for establishing its first Global Road Safety Week and for launching the "Be Safe Together" campaign," said Schulman. "This is a reminder of the powerful responsibility we all have to respect one another and drive safely. The numbers show us why everyone with a vested interest in our transportation system must work together on road safety."

[LEARN MORE >](#)

**Diverse Experts Highlight Road Safety Innovations**



**Pat Jones**  
Executive Director and CEO, IBTTA



**Diane Shields**  
Director of Capex and Business Process,  
Elizabeth River Crossings



**Patrick Malléjacq**  
Secretary General, PIARC



**Craig Shuey**  
COO, Pennsylvania Turnpike Commission



**Malika Seddi**  
Secretary General, ASECAP



**Greg Slater**  
Executive Director and 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

# 2024 Global Road Safety Week

## BY THE NUMBERS

11,221

engagements on social media across



687

VIEWS across all video content



17

NEWS ARTICLE mentions including top-tier publications POLITICO and Bloomberg, as well as an op-ed in ROADS&BRIDGES

19

TESTIMONIALS



from supportive transportation and safety leaders

7

ENDORSEMENTS



from third-party groups

81



IBTTA MEMBERS, partners, and supporting organizations participated from 16 COUNTRIES and 4 CONTINENTS around the world

3



US DOT OFFICIALS

(current and former) joined campaign programming

3

PODCAST INTERVIEWS



with transportation industry media

6

CASE STUDIES



of tolling organizations employing innovative solutions to road safety challenges

# Member Participation Fuels the Campaign's Success

From the outset of the campaign, IBTTA's members were eager to engage with the "Be Safe Together" campaign. From involvement with the campaign steering committee and posting about the campaign on social media, to issuing a press release, speaking to lawmakers, and engaging with media, IBTTA's members were enthusiastic, engaged, and determined to make this road safety effort a success. During Global Road Safety Week, 81 IBTTA members, partners, and supporting organizations spanning 16 countries and four continents mobilized to promote "Be Safe Together" on toll roads around the world.

IBTTA members truly went above and beyond with their engagement in the campaign, contributing to its ultimate success.

## OHIO TURNPIKE AND INFRASTRUCTURE COMMISSION



The **Ohio Turnpike** conducted outreach to local media across Ohio, which secured a morning broadcast piece on WLWT,

an NBC affiliate in the Cincinnati area. Ferzan Ahmed, the Executive Director of the Ohio Turnpike, also drafted an op-ed for Hometown Stations, where he emphasized that most vehicle crashes are preventable, underscoring the need for more awareness when on the road. Ferzan also met with law enforcement and other officials, urging safe driving on all roads. The Ohio Turnpike highlighted Ferzan's involvement on its LinkedIn.

Many tolling organizations, including Vinci Highways, used their Variable Message Signs to promote the campaign directly to drivers on the road.

The North Carolina Turnpike Authority hosted a community event where team members shared the campaign spirit on signs and t-shirts.



FOR IMMEDIATE RELEASE  
June 21, 2024

### RITBA Joins "Be Safe Together" Campaign

The Rhode Island Turnpike and Bridge Authority today joined the International Bridge, Tunnel, and Turnpike Association (IBTTA)'s "Be Safe Together" campaign in honor of their first Global Road Safety Week. Global Road Safety Week is recognized from June 24th through the 28th, and will highlight the small choices drivers make that can significantly enhance road safety for everyone.

"The safety of the people who travel on our bridges and work to maintain them is our highest priority," said Lori Carron Silveira, Executive Director of the Rhode Island Turnpike and Bridge Authority. "We hope that encouraging drivers to think about safety will help prevent crashes and save lives."

## VARIOUS US TOLL AGENCIES

The **Maine Turnpike Authority**, **Illinois Tollway**, and **Rhode Island Turnpike** issued press releases highlighting their involvement in the campaign and support from key executives at their organizations.



## ASECAP

Belgium-based **ASECAP** released a video to raise awareness about road safety and show support for the "Be Safe Together" campaign.



## HARRIS COUNTY TOLL ROAD AUTHORITY

The **Harris County Toll Road Authority (HCTRA)** proudly wore "Be Safe Together" shirts during Global Road Safety Week to affirm their commitment to safety for their workers, customers, and partners. As operators of more than 100 miles of toll roads in the greater Houston area, HCTRA actively supported IBTTA's "Be Safe Together" campaign, raising awareness and promoting safe driving behaviors throughout their network.



## ASFA AUTOROUTES

**ASFA Autoroutes**, the association of motorways in France, released a documentary-style video highlighting the importance of safe driving behavior in work zones and the impact of unsafe driving on workers.



## PROJECT EDWARD

Campaign partner **Project EDWARD** – a United Kingdom-based road safety organization – shared a video in which the founder discussed the importance of the campaign.

## INTERNATIONAL ORGANIZATIONS

Organizations, including Spain-based **SEOPAN**, **Valerann** from Israel, **FETC International** in Taiwan, and **HELLASTRON** based in Greece, stood out for lighting up their social media feeds with #BeSafeTogether, leading to high engagement and awareness of the campaign internationally.

**SEOPAN, Construcción, Agua y Concesiones de I...** + Follow 3,377 followers

La **IBTTA** ha organizado una potente campaña a nivel mundial para concienciar sobre la seguridad vial esta semana. La filosofía de las empresas es conseguir el objetivo de "zero accidentes", con lo que es importante llevar a cabo estas campañas para concienciar sobre la prevención de accidentes; evitar distracciones al volante, la importancia de respetar las señales y límites de seguridad... Igualmente es importante concienciar sobre los riesgos que suponen algunos comportamientos al volante para el personal que trabaja en las autopistas, solicitando una mayor precaución y atención al conducir.

El lema "Be safe together" evidencia que en la carretera no estamos solos y que debemos conducir de forma segura no solo por nosotros mismos, sino por la gente con la que compartimos la vía.

#seguridadvial #besafetogether

[https://lnkd.in/gkzzqg\\_e](https://lnkd.in/gkzzqg_e)

Show translation




BeSafeTogether  
ibttta.org

**Valerann** 10,390 followers

We are proud to announce our participation in **IBTTA's** global road safety campaign, "Be Safe Together." We're excited to be part of an initiative that will showcase the continuous efforts of the transportation industry to enhance road safety worldwide. Read our press release below:

#ibttta #intelligenttransportation #trafficmanagement #roadsafety



Valerann Announces Participation in IBTTA's "Be Safe Together" Road Safety Campaign and Global Road...

valerann.com

3 reposts


**Hellastron** 457 followers

HELLASTRON celebrates IBTTA's Global Road Safety Week initiative, 24-28 June 2024, for bringing about a broad road safety alliance among the world's leading international bodies, EU's ASECAP, the International Road Federation, PIARC, and Project EDWARD, as well as for bringing together various initiatives on different aspects of road safety, on an international and national level.

IBTTA's Be Safe Together global campaign reflects the importance of every traffic participant's small action in securing road safety, focusing on speeding, impaired driving, and distracted driving. see [https://lnkd.in/gkzzqg\\_e](https://lnkd.in/gkzzqg_e)

ASECAP's #(S)heWorks #ICare campaign, on-air on and around June the 20th 2024, reminded drivers of the importance of keeping safe the very people who keep them safe, road workers, patrol crews, and first responders.

Enjoy and reproduce!  
#BeSafeTogether  
#GlobalRoadSafetyWeek  
#SheWorksICare  
#RoadSafety



THE LITTLE THINGS ADD UP.

2 reposts

**FETC International (FETCI)** 1,324 followers


IBTTA Global Road Safety Week: FETC & FETCI stand by the No Drunk Driving Policy.

To emphasize the importance of road safety, IBTTA is launching the first-ever Global Road Safety Week. According to the statistics from National Police Agency, Ministry of the interior, nearly 60,000 drunk driving cases in Taiwan last year. FETC & FETCI are committed to supporting the No Drunk Driving policy, encouraging all employees to set up a role model and promote awareness of impaired driving.

With road user safety as our core value, FETC & FETCI actively advocate for the importance of no drunk driving and avoiding driving when physical control is compromised.

Let's #BeSafeTogether with us!

#FETC #FETCI #IBTTA #GlobalRoadSafetyWeek #BeSafeTogether #RoadUserSafety



THE LITTLE THINGS ADD UP.

BESAFETOGETHER FETC

## PARTICIPATING MEMBERS, INDUSTRY ADVOCATES, AND SUPPORTING ORGANIZATIONS

- A4 Holding
- Abertis
- Aleatica
- American Association of Motor Vehicle Administrators
- APCAP
- ASECAP
- ASFA Autoroutes
- Atlanta Region Transit Authority
- Autopista Monterrey Saltillo
- Bay Area Toll Authority/ Metropolitan Transportation Commission
- Bayonne Bridge
- B&F Global
- Carma Technology
- Central Florida Expressway Authority
- Cintra
- COMSA
- Copexa
- CSG
- Drive ERT
- Dulles Greenway
- Elizabeth River Crossings
- Emovis
- FETC International
- Garden State Parkway
- Georgia Department of Transportation
- Georgia State Road & Toll Authority
- HELLASTRON
- Hexagon Safety, Infrastructure 7 Geospatial
- Holland Tunnel
- I-66 Express Mobility Partners
- I-77 Express
- Illinois Tollway
- Indra
- IntelliRoad
- International Road Federation
- Iteris
- ITR Concession
- Kishangarh-Beawar Highway
- LBJ Express
- Maine Turnpike Authority
- Maryland Department of Transportation
- Milligan Partners
- Morreale Communications
- New Jersey Turnpike Authority
- New York State Bridge Authority
- Nistrans Express
- North Texas Tollway Authority
- Ohio Turnpike and Infrastructure Commission
- Oklahoma Turnpike Authority
- Outerbridge Crossing
- Oxfordshire Fire and Rescue
- Pennsylvania Turnpike Commission
- Project EDWARD
- Quarterhill
- Rhode Island Turnpike and Bridge Authority
- Richmond Metropolitan Transportation Authority
- Ride 66
- ROADIS
- SEOPAN
- SH 130 Concession Company
- Skyway Concession
- South Jersey Transportation Authority
- Surat-Hazira Expressway
- Tampa Hillsborough Expressway
- Tennessee Department of Transportation
- TEXpress Lanes
- Tollaid
- Transportation Corridor Agencies
- Valtir
- Varanasi Aurangabag Highway
- Versilis
- Viabahia
- ViaPlus
- Virginia Department of Transportation
- Virginia Express Lanes
- Vitronic Machine Vision
- West Virginia Department of Transportation
- XpressGA

## MEDIA PERFORMANCE

Media coverage across news outlets amplified the success of the campaign. With a goal of generating 10 news stories about the campaign, the campaign exceeded targets to earn 18 news articles and mentions about Global Road Safety Week from a range of top-tier, local, and trade media outlets.

The Advertiser-Tribune

Bloomberg  
GOVERNMENT

HOMETOWN STATIONS  
abc FOX NBC CBS

in

ITS International

THE MORNING JOURNAL

nj  
com

POLITICO

ROADS&BRIDGES

The Toll Roads  
BLOG

TOLLROADSnews  
News from & about the world of surface transportation tolling

THE TRUCKER

tti  
traffic technology international

21 WFMJ

WLWT5

WMTW  
8 abc

WORLD  
HIGHWAYS  
ROUTES DU MONDE



“Thousands of people die on the roads every year. A global effort to save those lives will broadcast messages this week urging drivers everywhere to be safer, and nicer, while they are behind the wheel. The “Be Safe Together” campaign is placing an onus on driver education by calling on drivers to stay alert to driving conditions around them, stay focused on the task of driving and to stay safe by practicing safety and a little empathy toward their fellow drivers.”



“Road safety might not be the first thing people connect with a tolling association, but IBTTA CEO Pat Jones explains the idea came from IBTTA’s current president Bill Halkias and is rooted in very real safety efforts already underway... As toll operators demonstrate what’s possible through roadway engineering and driver education, IBTTA hopes to inspire the same safety-first mindset among the wider transportation community.”

The following outlets covered the “Be Safe Together” campaign and Global Road Safety Week:

- **The Advertiser-Tribune:** Adopt a new mindset behind the wheel
- **Bloomberg Government Transportation:** Newsletter feature of Global Road Safety Week
- **Hometown Stations:** Adopt a New Mindset Behind the Wheel – “Be Safe Together” (featuring news from the OH Turnpike)
- **In:** Olympia Odos participates in Global Road Safety campaign by IBTTA and HELLASTRON
- **ITS International:** Global Road Safety Week focuses on ‘little choices’
- **The Morning Journal:** International Bridge, Tunnel and Turnpike Association marks Global Road Safety Week
- **NJ.com:** Here’s how many N.J. traffic deaths have happened so far in 2024
- **NJ.com:** Want fewer car wrecks? Drivers need to be safer – and nicer to each other, group says.
- **POLITICO Weekly Transportation:** Newsletter features of the “Be Safe Together” campaign launch and Global Road Safety Week kick off
- **Roads & Bridges:** Op-Ed: Drive with Empathy by IBTTA CEO Pat Jones
- **The Toll Roads:** IBTTA: “Be Safe Together”
- **TollRoads News:** IBTTA Events Showcase Toll Industry’s Dedication To Making Highway Travel Safe
- **Traffic Technology Today:** Event Preview: Pat Jones, IBTTA CEO, prepares for Global Road Safety Week
- **The Trucker:** Tolling industry group kicks off first Global Road Safety Week
- **WFMJ 21:** Turnpike Launches “Be Safe Together” Campaign
- **WLWT 5:** A record number of Americans are hitting the road for Independence Day. Here’s how to stay safe.
- **WMTW 8 ABC:** Maine Turnpike Authority highlighting the importance of Global Road Safety Week
- **World Highways:** IBTTA launching Global Road Safety Week

# Drive with Empathy

How tolling organizations are addressing highway safety concerns

► **AS A LEADER** in the tolling industry, I've witnessed too many avoidable accidents. I've lost friends and colleagues in work zones and emergencies; lives dedicated to ensuring others' safety.

I urge every driver to adopt a new mindset: drive with empathy. Recognize the shared responsibility we hold as a diverse road community.

Many accidents on the road occur because we aren't thinking about the other people on the road alongside us. It's easy to get distracted by a buzzing phone, go a little faster than you know you should because you are excited to make it to your destination or have that extra drink before you drive home because you're only going around the corner.

Road accidents related to distracted driving, speeding, and impaired driving are all on the rise, especially among young men.

Young men are the most vulnerable people on the road. It's easy to think "that would never happen to me," when the reality is, we probably all know someone who has been injured in a road accident.

In reality, it could be you in the next big accident.

Globally, road accidents are the leading cause of death for 5-to-29-year-olds, and the 12th leading cause of death overall. In the United States in particular, road deaths are increasing.

There were 40,990 road deaths in 2023, while in 2010 there were 32,999 fatalities from road crashes nationwide, marking a 24% increase over 13 years.

Over the last decade, more than 370,000 people died in transportation incidents in the U.S.

However, tolling organizations across the world are making changes to address safety concerns.

The Tampa-Hillsborough Expressway Authority (THEA) 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.

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). It also provides input on larger planning issues, such as roadway facility design.

The SOC is the focal point for operational integration with State Trooper Patrols.

Safety is the toll industry's number one priority. From implementing new technologies to discourage speeding,



to new programs to more quickly respond to accidents, the tolling industry takes road safety seriously.

Toll roads invest billions of dollars every year to make their roads as safe as they can be.

Avoid speeding, stay off your phone, and give space to road workers. These acts can save lives.

The International Bridge, Tunnel, and Turnpike Association's (IBTTA) Be Safe Together campaign promotes safe driving habits. Supported by global transportation and safety organizations, our message is clear: your vigilance can make a life-saving difference.

For its commitment to road safety, IBTTA was designated an "Ally in Action" by the U.S. Department of Transportation for our commitment to making road safety an ongoing priority.

The announcement came last month during IBTTA's first Global Road Safety Week, when tolling organizations and partners around the world shared Be Safe Together campaign messages with drivers, policymakers and other stakeholders about the steps we can all take to reduce traffic accidents.

Please, drive responsibly and empathetically. Together, we can ensure everyone reaches their destination safely. **IBTTA**



Pat Jones is the CEO and executive director of the International Bridge, Tunnel and Turnpike Association (IBTTA).

Pat Jones is featured in the August 2024 issue of Roads & Bridges Magazine, highlighting IBTTA's "Be Safe Together" campaign, which emphasizes the critical need for driving with empathy and shared responsibility on the road. Roads & Bridges, with a readership of over 61,000 professionals in the transportation and infrastructure sectors, provides a powerful platform to amplify the campaign's message, promoting safer, more considerate driving behaviors across the industry.

**ROADS&BRIDGES**

[LEARN MORE >](#)



371 Posts

10,479 Engagement



204 Posts

742 Engagement

### Social Media

Social media was an integral part of the “Be Safe Together” campaign and Global Road Safety Week. At the outset of Global Road Safety Week, the campaign goal was to achieve 5,000 engagements on posts using #BeSafeTogether. Due to the robust cadence of posts from IBTTA and members around the world, we achieved that goal and surpassed it mightily, ending with 11,221 engagements on social media across LinkedIn and X. Engagement on LinkedIn was especially high.

**Emmanuela Stocchi** - 200+ Director of International Affairs at ASECAP

#BeSafeTogether Stay focused, stay alert, stay safe: rimanete concentrati alla guida, state attenti, state sicuri. ASECAP (Associazione Italiana Società Concessionarie Autostrade e Trafori) fully endorses the IBTTA raising awareness campaign #BeSafeTogether within the first IBTTA Global Traffic Safety Week, supported also by several international organizations worldwide. IBTTA ASECAP - EU ASSOCIATION PIARC - World Road Association Project EDWARD International Road Federation (IRF) Bill M. Halikias, PE, F.ASCE, F.I.TE Pat Jones Patrick Mallojocq Malika Seddi Susanna Zarnemataro Ferzan Ahmed



**Tollaid** 85 followers

"Be Safe Together" is a call to action and a reminder that everyone on the road—drivers, motorcyclists, passengers, and road workers—is part of a community deserving empathy and respect. Tollaid is proud to support this IBTTA Global Road Safety Campaign. #besafetogether




**Hellastron** 437 followers

Hellastron celebrates IBTTA's Global Road Safety Week initiative, 24-28 June 2024, for bringing about a broad road safety alliance among the world's leading international bodies, EU's ASECAP, the International Road Federation, PIARC, and Project EDWARD, as well as for bringing together various initiatives on different aspects of road safety, on an international and national level.

IBTTA's Be Safe Together global campaign reflects the importance of every traffic participant's small action in securing road safety, focusing on speeding, impaired driving, and distracted driving. see <https://twitter.com/ibttainstagram>


ASECAP's #50heWorks #ICare campaign, on- or on and around June the 20th 2024, reminded drivers of the importance of keeping safe the very people who keep them safe, road workers, patrol crews, and first responders.

Enjoy and reproduce! #BeSafeTogether #GlobalRoadSafetyWeek #50heWorks #ICare #RoadSafety



**Illinois Tollway** 7,512 followers

Whether you're behind the wheel, maintaining the roads, or responding to emergencies, the #BeSafeTogether initiative from IBTTA encourages you to actively participate in creating safer roads by making little choices. The choices that pave the way for a community where every journey ends safely. Because it takes every one of us to keep us all safe. Let's #BeSafeTogether



#BeSafeTogether

**IBTTA** 5,145 followers

2024 GLOBAL TOLLING SUMMIT - BeSafeTogether - Global Road Safety Unites the Tolling Community in Sevilla - The Global Tolling Summit featured an outstanding panel on Road Safety with a truly international focus. During the session, IBTTA President was recognized for his groundbreaking work on IBTTA's first Global Road Safety campaign. Here Olivier Quoy, CEO of Atlandes, presents Bill Halikias with a tee shirt from ASECAP's safety campaign, #50he Works #ICare with IBTTA's #BeSafeTogether tag line.

#IBTTA #IBTTASevilla #Tolling #ASECAP #RoadSafety #Atlandes



### Third-Party Participation

The “Be Safe Together” campaign and Global Road Safety Week received the support and endorsement of respected influencers in the transportation and road safety space. All of these organizations share the mission of the “Be Safe Together” campaign to promote road safety and reduce road deaths. These groups engaged with Global Road Safety Week in various ways, including by endorsing the campaign, participating in media events, webinars, and recorded content, and sharing about the campaign on social media.

The support of these groups highlights the breadth of the campaign while validating the need for “Be Safe Together.” Specifically, groups such as Project EDWARD, which promotes a safe system approach to inform a road system that aims to eliminate road deaths in the UK, and Mothers Against Drunk Driving, which works at all levels of government in the US to discourage impaired driving and impose harsher punishments for those who do, show the range of problems “Be Safe Together” seeks to address. All the groups IBTTA engaged with for this campaign align with IBTTA’s goal of creating safer roads for all users.



American Association of State Highway and Transportation Officials



Association Européenne des Concessionnaires d'Autoroutes et d'Ouvrages à Péage

ASECAP



International Road Federation

Former US DOT Secretary Ray LaHood



IMPAIRED DRIVING ENDS HERE.

Mothers Against Drunk Driving



Project EDWARD



U.S. Department of Transportation

**Federal Highway Administration**

US DOT Federal Highway Administration



U.S. Department of Transportation

**National Highway Traffic Safety Administration**

US DOT National Highway Traffic Safety Administration



World Road Association

# Advocacy Outlook

IBTTA's safety advocacy takes many forms. At the federal level, we partner with USDOT as an Ally for Action in the effort to eliminate roadway fatalities and serious injuries. In 2024, safety was a top priority during Capitol Hill visits and state lawmaker meetings. We advocate for toll operators to have direct access to federal safety programs and funding, emphasizing the safety benefits of tolled facilities, including:

- High standards in roadway design
- Asset management practices and regular maintenance
- Use of advanced technology
- Dedicated service patrols and incident management teams

Other focus areas of IBTTA's safety advocacy include:

- Contributions to the National Committee on Uniform Traffic Control Devices, where we advocate for standardized messaging to improve motorist understanding of cashless tolling, as well as guidelines for HOV, hard-shoulder running, and managed lane operations.
- Support for legislation promoting safer motorist behavior, central to the "Be Safe Together" campaign. This includes initiatives to reduce speeding, distracted driving, impaired driving, and work zone accidents, with special focus on mitigating collisions involving emergency vehicles and wrong-way driving.
- Promotion of V2X funding and programs with members and federal partners, advancing technologies that aim to reduce traffic accidents and move towards smarter, more connected roads.

In 2025, IBTTA will renew its strategic plan, setting priorities for reauthorization of federal programs after the Infrastructure Investment and Jobs Act ends in 2026. Safety will continue to be a featured focus for the association as these efforts unfold.

## Sustaining the Momentum

"Be Safe Together" is woven into IBTTA's identity as the campaign we proudly created together in 2024 and what we will sustain into 2025 and beyond. Our new partnerships, such as a bond formed with Mothers Against Drunk Driving, are blooming and will continue to grow.

At IBTTA's 2024 Cleveland Annual Meeting, members will have the opportunity to meet members of the Ohio Chapter of MADD to learn more about their efforts and how they align with our road safety campaign, and what all tolling organizations can do to partner locally with MADD and fight drunk/drugged driving together.

MADD will be on site as part of the new IBTTA exhibit hall "Safety Lane," where local organizations can display their work and initiatives to increase road safety.

**Safety has always been a part of IBTTA's DNA and will continue to be through new safety programming and content, awards opportunities, and panel discussions about innovations, technologies, and best practices.**

**Planning for IBTTA's 2025 Global Road Safety Week has just begun, look to [www.besafetogether.org](http://www.besafetogether.org) for updates.**

**BESAFE  
TOGETHER**





**BESAFETOGETHER**



1101 14th Street, NW, Suite 625, Washington, DC 20005