

Strategies and Countermeasures for the Roadway and Lane Departures Emphasis Area.

Strategy #1	Analyze run off the road and head-on crashes and roadway characteristics using the new safety methodologies (e.g., Highway Safety Manual and systemic approaches)
Countermeasures and Programs:	
1a	Improve data systems for targeting locations with a high probability for roadway departure crashes by: road type, geometric characteristics, vehicle type, and area type.

Strategy #2	Keep vehicles from encroaching on the roadside or opposite lane
Countermeasures and Programs:	
2a	Revise roadway configuration to provide additional paved recovery area (e.g., convert four lane roadways to three lane roadways with design features compatible with surrounding land use context).
2b	Provide additional positive guidance (i.e., rumble strips, stripe lines, raised pavement markings, chevrons including LED chevrons, curve delineators, speed feedback signs, edge line and center lines, wider edge lines) and conduct public information campaigns to explain the purpose and how to navigate the roadway safely.
2c	Establish target speeds and use engineering techniques to manage speeds in areas experiencing or susceptible to roadway and lane departures.
2d	Educate drivers about driving around trucks (e.g., avoiding the No Zone).

Strategy #3	Minimize the consequences of vehicles leaving the road
Countermeasures and Programs:	
3a	Implement barriers, median treatments and forgiving roadside objects (e.g., median barriers, safety treat fixed objects, establish safe clear policies, and improve slopes) with consideration given to land use context.

Strategy #4	Minimize the likelihood of crashing in adverse conditions
Countermeasures and Programs:	
4a	Identify locations subject to nighttime crashes. Examples: Develop and use screening and systemic crash analysis tools to identify locations; provide additional roadway delineation; and provide roadway lighting.
4b	Identify and address locations subject to wet weather run off the road crashes.

Strategy #5 Identify and address behavioral characteristics associated with roadway departure	
<i>Countermeasures and Programs:</i>	
5a	Develop and implement strategies to encourage drivers to adjust speeds appropriately to roadway conditions: wet weather speed advisories, speed feedback signs, and speed advisories for nighttime conditions.
5b	Provide consistent curve treatments and advisory speeds for similar conditions.
5c	Encourage adoption of laws that allow automated speed enforcement.
5d	Encourage adoption of laws that change medical card requirements for truck drivers.
5e	Encourage adoption of laws that require automated recording systems for trucks to monitor driving hours.
5f	Encourage adoption of truck driver health check-ups and driving restrictions.

Strategy #6 Improve emergency response time in rural areas	
<i>Countermeasures and Programs:</i>	
6a	Provide resources to decrease emergency air flight response time.
6b	Provide resources to increase the availability and use of advanced life support equipment to first responders.
6c	Implement measures to provide faster crash notification.