



**COUNTY OF ALAMEDA
PUBLIC WORKS AGENCY**
399 Elmhurst Street • Hayward, CA 94544-1395
(510) 670-5480

PRESS RELEASE

FOR FURTHER INFORMATION:

Daniel Woldesenbet, Director
Bill Lepere, Deputy Director
(510) 670-5431

FOR IMMEDIATE RELEASE:

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Vasco Road Safety Improvements Project Wins National Roadway Safety Award

Hayward, CA – The Alameda County Public Works Agency was selected to receive a 2009 National Roadway Safety Award recognizing the Vasco Road Safety Improvements Project. The award was presented to Director Daniel Woldesenbet on behalf of the Agency on November 5th, 2009, in Washington D.C.

The National Roadway Safety Awards program honors agencies and organizations in the transportation community that have made verifiable and significant strides toward improving the safety of our nation's highways through infrastructure improvements, operational improvements or program planning, development and evaluation. Every two years, this prestigious biennial awards program examines the "best of the best" using effectiveness, innovation and efficient use of resources as criteria in determining which projects will receive this coveted award. Co-sponsored by the Federal Highway Administration and Roadway Safety Foundation, this program has bestowed upon winning entrants, well-deserved top industry honors since 2001. Detailed information on the award winning programs can be found at www.roadwaysafetyawards.org

Over the past few years, there have been a number of fatal and serious injury crashes along Vasco Road, a highly traveled arterial roadway connecting Alameda County and Contra Costa County. To address these traffic safety issues, the Public Works Agency, in collaboration with the Contra Costa County Public Works Department and the California Highway Patrol implemented a number of strategic, innovative and coordinated traffic safety measures which have significantly reduced accidents along Vasco Road. These measures included centerline rumble strips, centerline delineators, speed display signs, community safety signs, a daytime headlight program and coordinated speed enforcement. There was also joint support for funding the County's Vasco Road Safety Improvement Project nearing completion.

The Alameda County Public Works Agency is honored to receive this national award. This award validates both Alameda County's and the Public Works Agency's missions & core values.

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U.S. Department
of Transportation

**Federal Highway
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CONTACT: Cathy Gillen
(202) 857-1203; (443) 463-4449
cathygillen@roadwaysafety.org

ALAMEDA COUNTY PUBLIC WORKS AGENCY'S VASCO ROAD TRAFFIC SAFETY IMPROVEMENT MEASURES NATIONALLY HONORED

(Washington, DC) -- The Roadway Safety Foundation (RSF) and the Federal Highway Administration (FHWA) today recognized the Alameda County Public Works Agency's "Vasco Road Traffic Safety Improvement Measures" program for its efforts to reduce fatal crashes through collaborative planning and execution.

"By working together to help solve the issues that create high-fatality conditions, California highway officials have saved lives, and should be commended for their thorough work," said Greg Cohen, Executive Director of the Roadway Safety Foundation.

Officials in Alameda and Contra Costa Counties, CA, and the California Highway Patrol worked to reduce a high incidence of fatal crashes on Vasco Road, a main thoroughfare, through a coordinated effort including speed display signs, community safety signs, daytime headlight signs, soft median barrier striping, centerline delineators, double fine zone, coordinated speed enforcement, and collaborative agency funding, resulting in a drop of the crash rate per million vehicle miles from 0.58 to 0.42, 36% less crashes in 2007 than in 2005.

Roadway Safety Award recipients were evaluated on three criteria – innovation, effectiveness, and efficient use of resources. Program categories included infrastructure improvements, operational improvements and program planning, development and evaluation. The award recipients were selected from 113 entries received.

Blue Ribbon Panel Judges included: Philip Caruso, Deputy Executive Director for Technical Programs, Institute of Transportation Engineers; Cathy Gillen, Managing Director of the Roadway Safety Foundation; Anthony Giancola, Executive Director of the National Association of County Engineers; James McDonnell, Deputy Program Director of Engineering, the American Association of State Highway and Transportation Officials, and J. Peter Kissinger, President and CEO of the AAA Foundation for Traffic Safety.

Roadway safety programs are a critical part of the nation's solutions to saving lives and preventing injuries on our nation's highways. Of the 37,261 people killed in traffic crashes on U.S. roads in 2008, nearly 59 percent of the fatalities involved a departure from the roadway and 21 percent were at an intersection or intersection-related (National Highway Traffic Safety Administration 2008 Annual Assessment of Motor Vehicle Crashes).

The Federal Highway Administration and the Roadway Safety Foundation present the bi-annual Roadway Safety Awards to programs and projects across the nation exhibiting excellence in roadway design, operations and planning. The RSF is a 501(c)(3) nonprofit charitable and educational organization solely dedicated to reducing the frequency and severity of motor vehicle crashes by improving the safety of America's roadways. For additional information on RSF please visit www.roadwaysafety.org. For additional information on FHWA safety programs please visit <http://safety.fhwa.dot.gov>.

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ATTENTION EDITORS – Digital photographs of the award winners at the luncheon in Washington, DC are available by calling (202) 857-1203. Detailed information on the award winning programs can be found at www.roadwaysafetyawards.org.