



Foundation
for
Traffic Safety



2009–2010

Saving lives
through research
and education



Contents

- 3 Letter from the President
- 4 Centers of Excellence
- 5 Senior Safety and Mobility
- 6 Teen Driver Safety
- 8 Enhancing the Safety Culture
- 9 Road Safety
- 10 Board of Trustees
- 11 R&D Advisory Committee
- 12 2009 Financial Report



2009 was our
most successful
year on record for
media outreach



Letter from our President



The AAA Foundation is proud of its accomplishments in both its research and education projects. Ultimately, these accomplishments will not only reduce highway deaths and injuries, but also substantially reaffirm AAA's longstanding commitment to traffic safety and further help AAA differentiate itself from its competitors.

As new technologies emerge on key issues and new expertise gives us fresh insights, we refine our understanding of traffic safety. Meanwhile, new sponsors and supporters provide resources that allow us to expand our work and our real-world impact. Yet despite these changes, our mission remains the same: For more than six decades, the Foundation has worked to improve safety and save lives through solution-focused research as well as innovative outreach and education.

As this booklet shows, we have a wide range of activities focused strategically around our four evolving Centers of Excellence. More importantly, it highlights some of the real-world accomplishments we've had during the past year. In fact, we determined that 2009 was our most successful year on record for media outreach with over 1,600 articles reaching an audience of over half a billion with a total ad equivalency of nearly seven million dollars.

I most sincerely thank each of you who have supported the Foundation. We vow to continually strive to be more efficient and effective and remain dedicated to enhancing the AAA Family's reputation as a leader in traffic safety by "Saving lives through research and education."

Peter Kissinger
J. Peter Kissinger
President & CEO



Centers of Excellence

The AAA Foundation for Traffic Safety has four major strategic focus areas and many smaller complementary activities taking place throughout the year.

We look at a wide range of issues to identify traffic safety problems, foster research that seeks solutions, and disseminate information and educational materials. And, in order to maximize the impact of our resources, we organize our efforts around our Centers of

Excellence, which look at senior safety and mobility, teen driver safety, safety culture and road safety.

This approach allows us to coordinate and attract the top subject experts in each of our priority areas, while creating efficiencies in research and economies of scale. This helps us expand our knowledge base and develop in-depth expertise on key topics.



Senior Safety and Mobility

This year, the oldest “baby boomers” will begin turning 65, marking the entry of the largest generation ever into the category “senior citizens.” During the next 20 years, nearly 80 million people will cross the 65-year mark, with an estimated population of 58 million seniors by 2030.

For a generation that has often defined itself by its relationship to the car, senior safety and mobility will become an even bigger issue than it is today. The AAA Foundation is positioned to understand the challenges senior drivers face and offer productive tools for managing them.

Last year, for example, we adapted AAA’s Roadwise Review and launched it as a free online tool. This confidential, interactive self-assessment allows seniors to test their driving skills in the privacy of their own homes. By testing themselves and being able to assess their skills in a low-stress environment, the Foundation hopes that those who are no longer fit to drive will consider taking themselves off the road.



For most seniors, aging also means the arrival of medical conditions that sometimes require the use of a long list of prescription medications. A Foundation study released in 2009 showed that 69 percent of people 55 or older use more than one medication that can affect driving, but only around a quarter of these people had

any idea of the possible connection between driving performance and prescription drug use. The Foundation is urging seniors to learn more about the effects their medications might have on driving and asking health-care professionals to educate their patients. And, in 2010, the Foundation will launch a free and easy-to-use online resource to assist seniors in finding the side effects of medications.

The AAA Foundation has also examined various policies and programs that licensing authorities are using across North America, identified those that are particularly noteworthy, and featured this information on a free website to encourage adoption of these noteworthy programs in more jurisdictions.

Another recent project studied whether car manufacturers were doing enough to accommodate the aging population, examining how seniors interact with several new and innovative in-car technologies. The study concluded that certain technologies, such as HID headlights, adaptive cruise control, self-parking technologies and navigation systems, can provide benefits to all drivers but often present special challenges to older drivers. The study also showed that drivers may not understand the limitations of these systems, prompting the Foundation to call on manufacturers to do a better job in educating car owners.

Finally, we continued our work to identify senior transportation alternatives for those who can no longer drive safely and offered valuable information to service providers to enhance the scope and quality of the transportation provided.

Teen Driver Safety

At the other end of the age spectrum, younger drivers present their own safety challenges. Although they have the physical attributes good drivers need, their lack of experience in risk assessment makes them the most crash-prone drivers on the road. Their crashes are also particularly deadly, with fatality rates several times that of drivers age 30–60.

To understand why these crashes happen, the Foundation completed the first naturalistic study where in-car cameras monitored how teens interacted with their parents during the permit stage of the licensing process. Then, given the rich video and other data collected during the project, we extended the study to cover the first six months after the teens started driving independently. These findings will substantially assist AAA to improve its “Teaching Your Teens to Drive” product and other educational efforts.

Graduated driver licensing (GDL), heavily advocated by AAA and adopted now in some form in all 50 states, is showing great potential for reducing teen crashes. The Foundation recently completed a new evaluation of the GDL law in New Jersey that contains unique and innovative provisions. The results showed significant reductions in crashes, injuries and deaths among 17- and 18-year-olds, demonstrating the effects stronger GDL laws could have throughout the county.

The AAA Foundation is also studying several driver education programs, looking at both the programs themselves and at the behavioral changes they produce in new drivers. By understanding how teens learn and gain experience behind the wheel, the AAA Foundation believes we can improve driver training programs to make new drivers safer. This multi-year, real-world evaluation is the most comprehensive evaluation of driver education undertaken since the mid-1980s. We hope that the findings from it will lead a much needed renaissance of driver education throughout North America.

Teens also represent a significant target audience for public awareness and education messages, especially related to cell phone use. Over the last year, for example, texting-while-driving has emerged as one of the country's top driver safety issues. Not only did it register as one of the top issues in the AAA Foundation's 2009 Traffic Safety Culture Index, but it prompted a national conference to investigate solutions and countless media reports. Teens, of course, are unparalleled texters, each tapping out an average of 2,000 to 3,000 messages per month.

Getting messages about distractions like texting and cell-phone use while driving to teens, as well as bolstering driver training to strengthen the risk-management approach teens need, will be critical to improving their driving performance.



Enhancing the Safety Culture

With nearly 40,000 traffic fatalities each year, the Foundation continues to pursue its efforts to make safety a virtue that all road users value. We attempt to foster an enhanced “traffic safety culture” by reaching out to the public, highlighting safety issues, and offering strategies for improving safety.

Our biggest asset—and one of the most popular efforts with the media—is our annual Traffic Safety Culture Index. Each year, we interview thousands of road users around the country to assess the public’s attitudes and perceptions regarding safety issues. This provides us with both a “sonar” capability, where we listen to what people are saying, and a “radar” capability, where we understand how issues are developing.

The 2009 Index showed that about a third of all people polled said they feel less safe than they did five years ago. We believe that increased awareness of problems like distracted driving, aggressive driving and drunk driving are making people conscious of the risks, which is a logical first step toward changing behaviors.

Unfortunately, despite a growing understanding of risks, people still exhibit a “Do as I say, not as I do” attitude about driving. For instance, nearly all drivers say they find running red lights or tailgating unacceptable, but about a quarter of those drivers say they do these things anyway.

Working with AAA Clubs throughout the country, the Foundation is promoting programs like “Heads Up Driving Week,” where drivers are asked to give up their distractions while driving—especially their cell phones—for a week. During Heads Up Driving Week in October 2009, we urged participants to “Try it for a week, do it for life.”

We also combined the data generated from our Traffic Safety Culture Index with national crash data to analyze important issues, such as aggressive driving. This study, released in April 2009, showed that up to 56 percent of fatal crashes were attributed to factors most often associated with aggressive driving, and emphasized how “preventable” these crashes were—if only drivers had changed their behaviors.

We’ll continue investigating these trends as we work to build a more positive safety culture throughout the country, where every individual and organization values traffic safety and collectively works together to eliminate the needless deaths and serious injuries associated with traffic crashes.



Road Safety

The AAA Foundation continues work on the U.S. Road Assessment Program (usRAP), an effort to benchmark road safety throughout the country. By systematically assessing the risks, we can recommend specific, practical road improvements. This national base of information also will ensure that risk assessment informs strategic decisions about route improvements, crash protection and road management.

Last year was another important milestone in the pilot and the Foundation’s ultimate vision of transitioning to a fully operational national usRAP across the country.

First, pilots were completed in New Mexico, Illinois, Kentucky and Utah, raising the total number of states participating in the overall pilot to eight. Based on these experiences, the AAA Foundation is now sure it can overcome any technical and political challenges associated with the program.

Second, in 2009 we validated the Road Protection Score program that enables one to rate the relative risk of road segments based on the inspection of important design features. This is particularly helpful for county and local road authorities who often don’t have sufficient or adequate crash data to perform more traditional risk analyses. This program offers tremendous potential to use these new ratings to assist the county and local officials to justify federal financial assistance and maximize the safety investment. It also helps to expedite the goal of providing route planning and in-vehicle navigation assistance for the “safest routes” to all motorists. The Foundation is currently collaborating with NAVTEQ to apply its existing

mapping resources and research capabilities for this project. And, third, the Foundation is working with Utah DOT and others to demonstrate how the usRAP risk maps can maximize motorist benefits by helping state transportation departments identify high-risk road segments while complementing other state highway safety management efforts.



Board of Trustees

Officers

Paul C. Petrillo, Chairman (2011)
 Robert R. Sharp, Vice Chairman (2013)
 Frances M. Smith, Secretary (2012)
 John G. Schaffer, Treasurer (2011)

Trustees

Chris M. Bauer (2013)
 Avery Brown (2012)
 Mark H. Brown (2013)
 Wayne Budd (2012)
 Dennis J. Crossley (2011)
 H. Thomas Chestnut (2011)
 Robert L. Darbelnet (2013)
 Anthony J. DeNovellis (2012)
 Marshall Doney (2011)
 James H. Doran (2013)
 Terry R. Farias (2012)
 Donald R. Gagnon (2013)
 Timothy R. Georgeoff (2012)
 Frederick L. Gruel (2013)
 Richard S. Hamilton (2013)
 Kenneth A. Johnson (2012)
 Thomas D. Kinley (2011)
 Charles B. Liekweg (2011)
 Chris E. Mensing (2013)
 Kathleen Marvaso (2011)

Carol H. Ormond (2013)
 David E. Parsons (2012)
 James Phelps (2012)
 Paul Pelletier (2011)
 Charles H. Podowski (2012)
 John D. Porter (2012)
 James R. Pouliot (2011)
 Carol A. Scott (2013)
 Earle Seeley (2011)
 Mark A. Shaw (2012)
 Mark H. Shaw (2011)
 Tim Shearman (2012)
 John Tomlin (2012)
 Michael B. Tully (2012)

Lifetime Honorary Trustees

Augustine Preno
 F. Stuart Wilkins

Dates in parentheses indicate end-of-term years.

R&D Advisory Committee

2010-2011

Alice Bisno (2010)
*Senior Vice President of Public Affairs
 Auto Club of Southern California*

Mark H. Brown (1994)
*Executive Vice President,
 Association and Club Services, AAA*

H. Thomas Chestnut (2006)
*President and Chief Executive Officer
 AAA Western and Central New York*

Dennis J. Crossley (1997)
*President and Chairman
 AAA New York*

Allen J. DeWalle (2004)
*Executive Chairman
 AAA Mid-Atlantic*

Marshall Doney (2004)
*Vice President
 Automotive Services, AAA*

James H. Doran (1999)
*President and Chief Operations Officer
 AAA Allied Group, Inc.*

Frederick L. Gruel (2001)
*President and Chief Executive Officer
 New Jersey Automobile Club*

Terry R. Farias (2009)
*President and Chief Executive Officer
 AAA Hoosier Motor Club*

Kathleen Marvaso (2008)
*Vice President
 Public Affairs, AAA*

Paul A. Pelletier (2000)
*President and Chief Executive Officer
 CAA Quebec*

Paul C. Petrillo (1975)
*Chairman
 AAA Foundation for Traffic Safety*

Charles H. Podowski (2004)
*President and Chief Executive Officer
 The Auto Club Group*

Michael J. Right (1981)
*Vice President, Public Affairs
 AAA Missouri*

Earle (Buzz) Seeley (2003)
*President and Chief Executive Officer
 AAA Merrimack Valley*

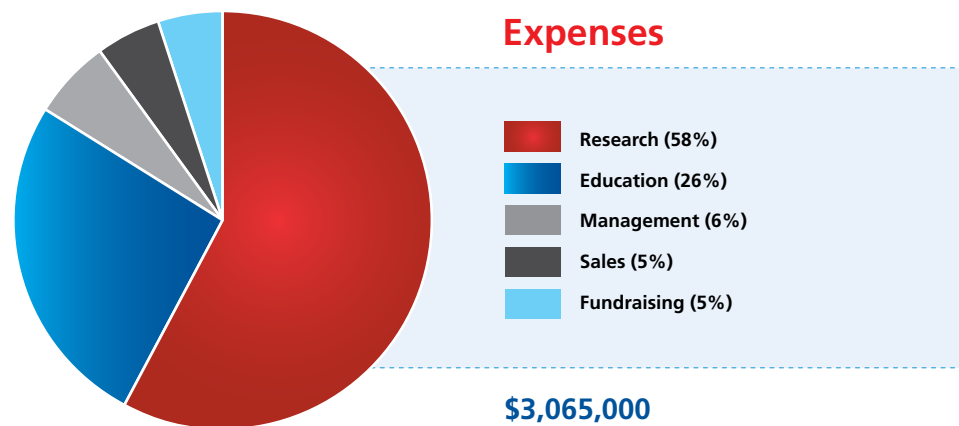
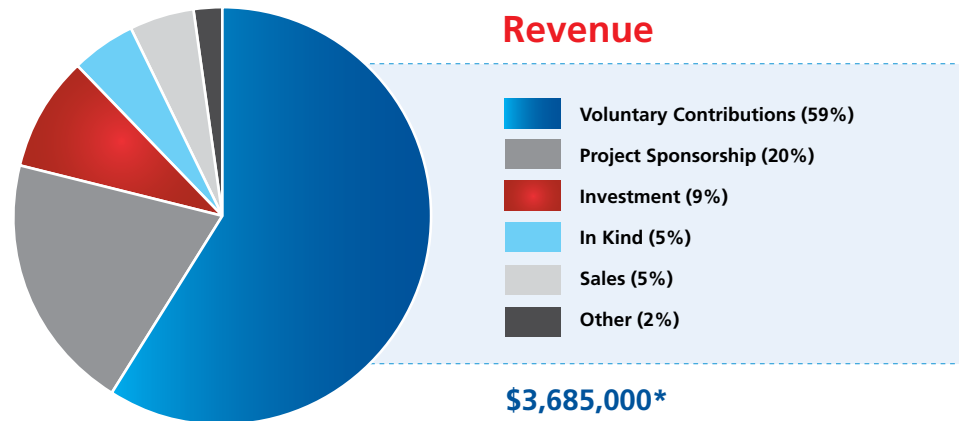
Robert R. Sharp (1992)
*Chairman
 AAA Auto Club South*

Mark A. Shaw (2002), Chairman
*President and Chief Executive Officer
 AAA Southern New England*

Michael B. Tully (2010)
*President and Chief Executive Officer
 AAA Arizona*

Dates in parentheses indicate first year of service.

2009 Financial Report



*Does not include contributions to Endowment or unrealized gains in investments.

