



ITE Safety Roadmap and Action Plan: Fostering a Cultural Shift Prioritizing Roadway Safety 2025-2027

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2024-2026 ITE Strategic Plan



2024-2026

MISSION STATEMENT
The ITE Community advances transportation knowledge and practices for the benefit of society.

VISION STATEMENT
To be the transportation organization of choice.

VALUES

- **Technical Excellence**—We lead transportation knowledge development, dissemination, and innovation.
- **Community**—We collaborate, share, and assist.
- **Making a Difference**—We deliver positive change.
- **Diversity, Equity, and Inclusion**—We respect the breadth of perspectives and backgrounds and strive for equitable outcomes.

Strategic Plan Pillars

	MEMBERSHIP	TECHNICAL KNOWLEDGE	ORGANIZATIONAL EXCELLENCE
GOAL 1	Foster a sense of community, deepen relationships, cultivate loyalty, and grow membership.	Continue to lead the transportation industry in core and emerging practices.	Utilize the name ITE—A Community of Transportation Professionals consistently throughout the organization.
GOAL 2	Stimulate a culture of leadership development.	Transform the transportation industry through innovation, expertise, and collaboration.	Implement a consistent branding strategy at all levels of the organization.
GOAL 3	Enhance the experience for the ITE Global District members.	Expand the forum for international transportation technical resources and peer exchange.	Ensure ITE's leadership position in safety.
HOW WE GET THERE	<ul style="list-style-type: none"> ▸ Provide meaningful opportunities for members at all career stages to participate in ITE activities, including our Councils and Committees and in districts. ▸ Recruit and retain new members from a broader range of transportation-related professions. ▸ Provide more opportunities to engage and involve members at all levels of ITE. ▸ Support and award student Chapter leaders. ▸ Be intentional in engaging Global District members in Councils, Committees, and volunteer opportunities. 	<ul style="list-style-type: none"> ▸ Foster peer exchange, mentoring, and productive debates on current and emerging practices with emphasis on Districts, Sections, and Chapters. ▸ Develop industry-leading resources in core and emerging areas. ▸ Prioritize and update the most relevant practice integrating modern safety principles. ▸ Foster a cultural shift which prioritizes roadway safety. ▸ Prioritize "global perspectives" contributions to ITE products. 	<ul style="list-style-type: none"> ▸ Develop and implement a communication plan to transition to the name ITE—A Community of Transportation Professionals exclusively throughout the organization. ▸ Develop and implement a branding strategy that supports a more unified identity across all levels of the organization. ▸ Identify how ITE can best contribute to achieving Vision Zero and advance the Safe System Approach.

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Why?

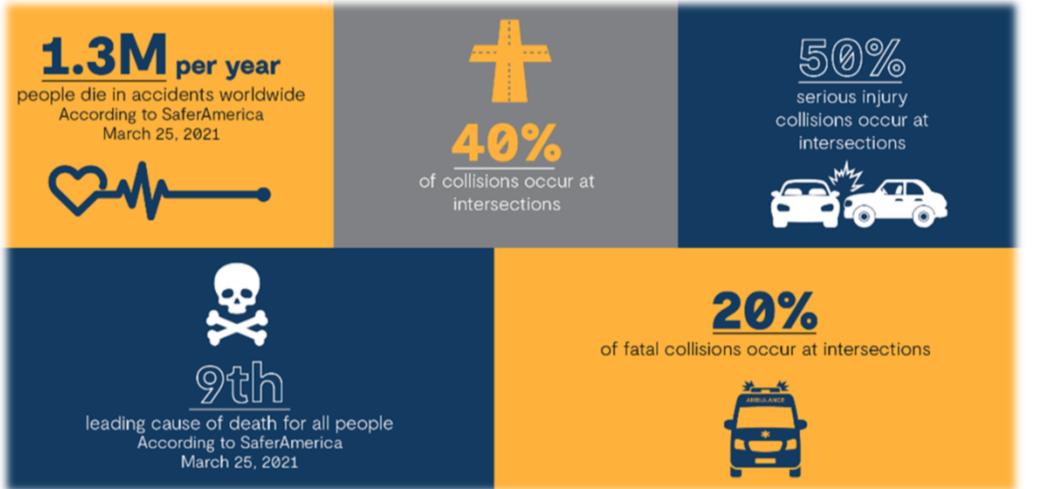
For every number...there is a human story



Source: WalkSF

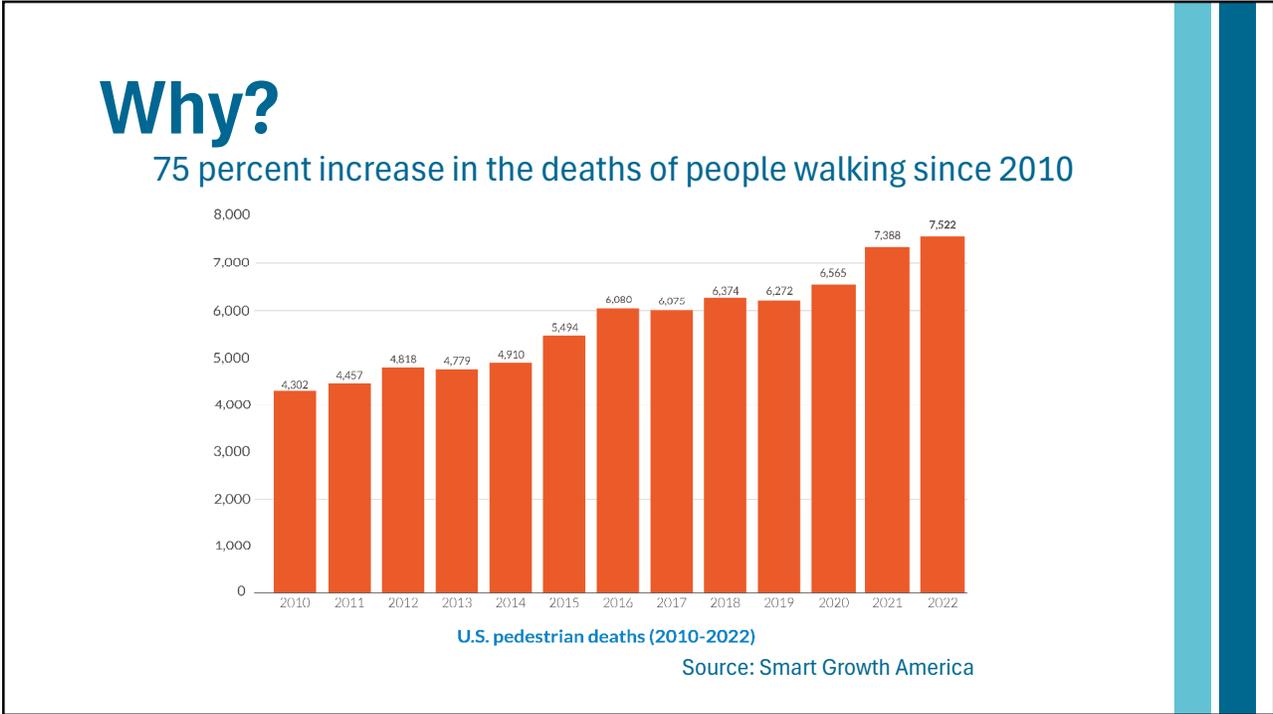
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Why?



Source: GHD

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1. Vision
2. Goal Areas
3. Key Actions
4. Implementation Activities

Through collaborative and collective action to achieve zero road fatalities, ITE will:

Leverage our volunteer member and staff capabilities

→

Lead the development and dissemination of resources, services, and tools

→

Foster a cultural shift to better plan, design, and operate transportation systems

This vision is founded upon the belief that:

1. **Zero is Achievable** for road fatalities and serious injuries.
2. **Safety is Not a Luxury**, but a fundamental right for all users of the transportation system.
3. **Data-driven, Evidence-based Approaches are Essential** to guide effective safety interventions.
4. **Collaboration and Partnerships are Crucial** among transportation professionals, policymakers, advocates, and the general public for systemic change.
5. **Technological Advancements are Critical** to create safer transportation systems.

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Student Engagement


Professional Development


ITE Initiatives


Technical Resources


Partnerships

As a leader within the transportation professional community, ITE commits to these goal areas to focus efforts on implementing the ITE Safety Roadmap Vision

1. Vision
2. Goal Areas
3. Key Actions
4. Implementation Activities

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Our Vision
Through collaborative and collective action to achieve zero road fatalities, ITE will leverage our volunteer member resources and staff capabilities to lead the development and dissemination of resources, services, and tools to foster a cultural shift to better plan, design, and operate transportation systems.

Our Beliefs
This vision is founded upon the belief that:

1. Zero is Achievable.
2. Safety is Not a Luxury, but a Fundamental Right.
3. Data-driven, Evidence-based Approaches are Essential.
4. Collaboration and Partnerships are Crucial.
5. Technological Advancements are Critical to create safer transportation systems.

Student Engagement

Work with educators and students at schools, colleges, and universities to raise awareness and build a culture of transportation safety in all aspects of transportation programs and classes.

Existing Activities

- Safe System Approach Student Video Competition
- HSIS Excellence in Highway Safety Data Award Student Research Paper Competition

New Actions

- Embed Transportation Safety in Higher Education Programs
- Cultivate Safety within ITE Student Chapters
- Strengthen Safety Focus in the ITE Traffic Bowl Competition
- Identify and Develop K-12 Traffic Safety Education Resources

Professional Development

Enhance and expand professional development and training opportunities to equip ITE members with the latest transportation safety knowledge and skills.

Existing Activities

- Implementing the Safe System Approach Course
- Safe System Leadership Institute
- Road Safety Professional Certification
- Road Safety Professional Refresher Courses
- U.S. Vision Zero Academy

New Actions

- Elevate and Promote the Value of Safety Certifications in Transportation
- Expand Access to Systemic Safety Analysis Resources
- Partner with AASHTO to Deliver Highway Safety Manual Training
- Develop and Deliver Road Safety Audit Training
- Update ITE Multimodal Transportation Impact Analysis and Training Programs

ITE Initiatives

Advance initiatives that ensure ITE Councils, Committees, and staff consider transportation safety in all aspects of the work they do.

Existing Activities

- Road Safety Audits Great Idea Group
- People-Centered Mobility Great Idea Group
- ITE Duty of Care

New Actions

- Organize Annual Safety Discussion Events for Collaborative Knowledge Sharing
- Encourage Technical Products and Programs that Reflect a Duty of Care Mindset
- Strengthen Communication and Coordination Across Councils and Committees
- Participate in Transportation Safety Awareness Programs and Campaigns
- Update ITE Transportation Safety Policies
- Establish an ITE Transportation Safety Pledge

Technical Resources

Engage in the development of technical resources and publications to advance safety technologies and solutions.

Existing Activities

- Maintain Existing ITE Transportation Safety Web Resources

New Actions

- Update and Revise the Methods and Practices for Setting Speed Limits: An Informational Report
- Develop Resources on Near-Miss Crash Analysis
- Prepare Resources on the Safe System Approach for a Non-Technical Audience
- Develop ITE Resources that Address Integrating Transportation Safety and Land Use Planning
- Develop ITE Recommended Practice on Implementing the Safe System Approach for Public Agencies
- Develop Vision Zero Success Stories and Noteworthy Practices
- Develop an Informational Report on the Use and Application of Automated Enforcement
- Publish an ITE Journal Annually Focused on Safety
- Develop the ITE Data-Driven Safety Analysis Handbook
- Develop an Informational Report on Design Flexibility within the MUTCD
- Improve Awareness and Integration of Speed Limits as a Critical Safety Measure

Partnerships

Collaborate and work with partners and stakeholders across all levels of government, the private sector, and community organizations to achieve shared safety goals.

Existing Activities

- UNC Pedestrian and Bicycle Information Center
- Facilitating Community Implementation of the Safe System Approach
- Safety and Public Health Partnership
- Road to Zero Coalition

New Actions

- Develop a Partner Engagement Plan for Traditional National Safety Organizations
- Establish New Partnerships with Transportation Safety Organizations
- Establish a New National Center for Advancing Transportation Safety
- Support USDOT in the Implementation of the National V2X Deployment Plan



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Get Involved!



ITE Safety Roadmap and Action Plan

	Step 1: Download and Read It!	Start by familiarizing yourself with the roadmap and its detailed action plan. Download the full document and supporting materials from the ITE Safety Roadmap and Action Plan landing page . Understanding the vision, goals, and specific actions outlined in the plan is the first step in contributing to its success.
	Step 2: Get Involved with It!	As you review the roadmap, identify the actions that resonate with your interests, expertise, or professional goals. Join an ITE council or committee to actively contribute to these initiatives. Whether through technical work, policy advocacy, or educational outreach, your involvement can directly advance the roadmap's priorities and foster the cultural shift necessary to prioritize safety.
	Step 3: Commit to It!	Above all, the success of the roadmap hinges on each transportation professional's daily commitment to making safety the top priority. Every decision you make and action you take in your role can contribute to fostering safer transportation systems. Commit to embracing the principles of the Safe System Approach, prioritizing safety for all road users, and promoting a shared vision of zero roadway fatalities.

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Safety

2025 Delaware Total Fatalities						
as of 4/23/2025						
	2025	2024			2023	
		YTD	Totals	YTD	Totals	Totals
Fatalities	23	36 ↓	-36%	130	50 ↓	-54% 137
Delaware Residents	17	32 ↓	-47%	110	39 ↓	-56% 110
Person Types						
Vehicle Occupant	13	22 ↓	-41%	65	35 ↓	-63% 89
Pedestrian	8	9 ↓	-11%	34	9 ↓	-11% 28
Bicyclist	1	2 ↓	-50%	5	2 ↓	-50% 5
Motorcyclist	0	2 ↓	-100%	21	4 ↓	-100% 14
Other Person Type	1	1	0%	5	0 ↑	100% 1
Crash Types						
Curve Related	2	4 ↓	-50%	23	10 ↓	-80% 28
Roadway Departure	9	13 ↓	-31%	42	24 ↓	-63% 69
Intersection Related	5	11 ↓	-55%	48	14 ↓	-64% 37
Median Crossover	0	0	N/A	0	3 ↓	-100% 8
Wrong Way	2	1 ↑	100%	4	0 ↑	100% 1
Work Zone	1	2 ↓	-50%	5	3 ↓	-67% 9



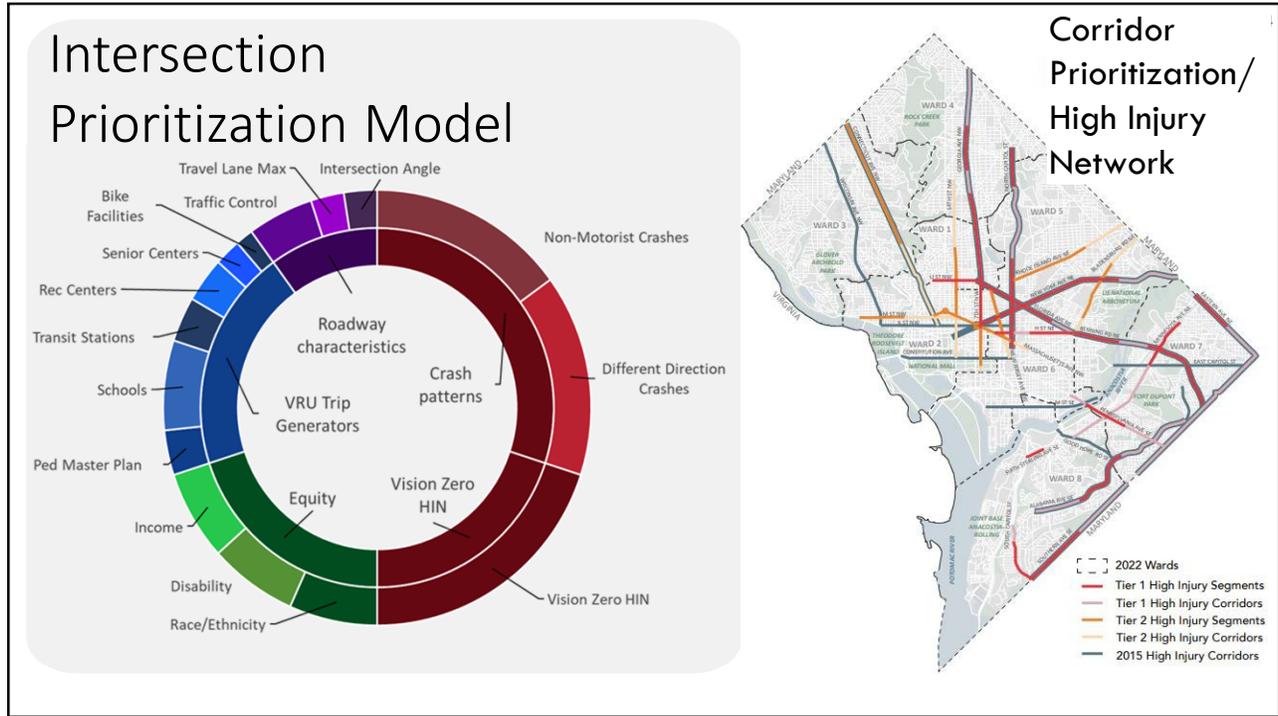
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Safety needs multi-agency, multi-disciplinary approach

In 2024, 80% of the fatalities in DC attributed to reckless and anti-social behaviors, compared to 29% in the combined years of 2022 and 2023

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