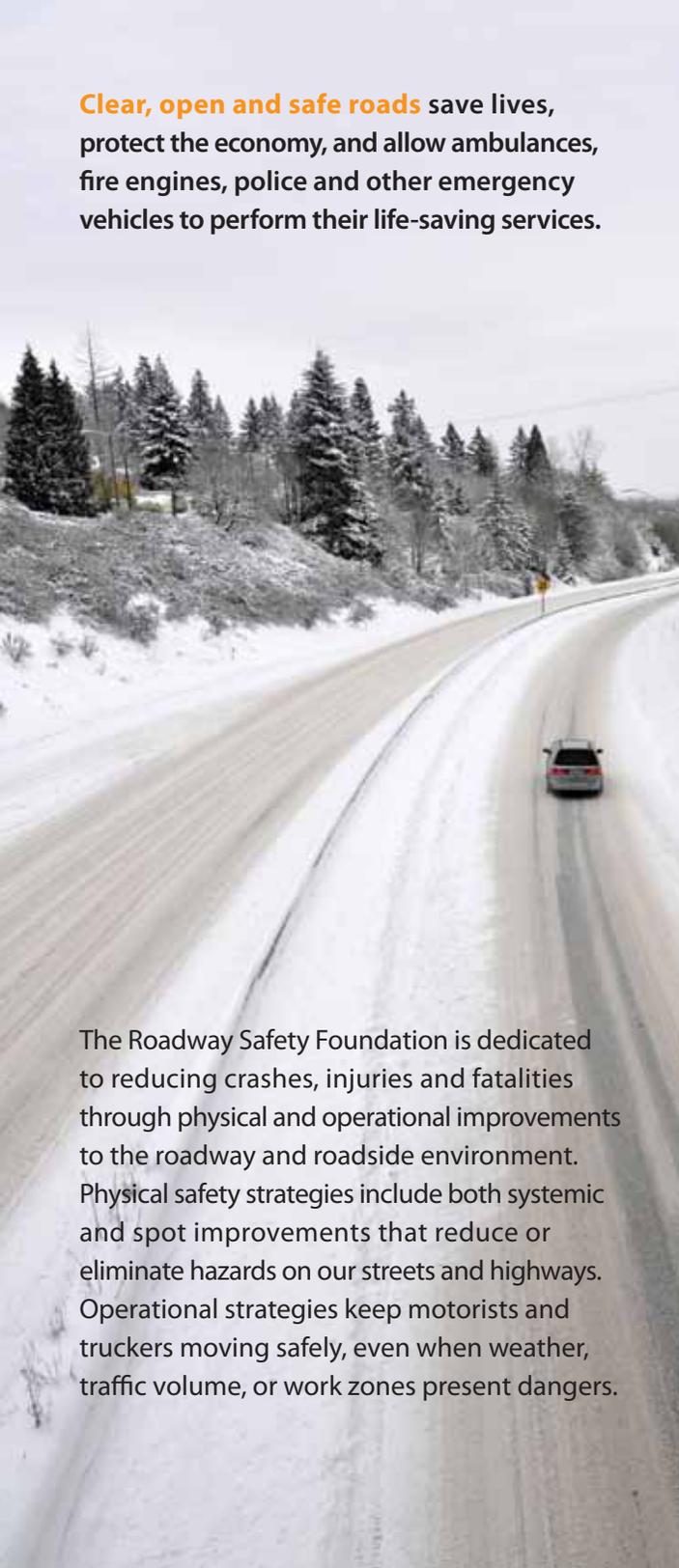


**Clear, open and safe roads** save lives, protect the economy, and allow ambulances, fire engines, police and other emergency vehicles to perform their life-saving services.



The Roadway Safety Foundation is dedicated to reducing crashes, injuries and fatalities through physical and operational improvements to the roadway and roadside environment. Physical safety strategies include both systemic and spot improvements that reduce or eliminate hazards on our streets and highways. Operational strategies keep motorists and truckers moving safely, even when weather, traffic volume, or work zones present dangers.

## Road salting and effective plowing can **reduce injury crashes** by up to **eighty-eight percent**.

According to a Marquette University study:

- In addition to reducing crash frequency by 88.3 percent, deicing decreases the average cost of each crash by 10 percent.
- Deicing pays for itself within the first 25 minutes after the salt is spread.
- During the first four hours after salt is applied, the direct road users' benefits are \$6.50 for every \$1.00 spent on direct maintenance costs for the operation.

According to a Global Insight study:

- The economic impact of snow-related closures far exceeds the cost of timely snow removal. Although states and localities may be hesitant to expend significant upfront resources in the short-term, the long-term payoff more than justifies the expense.
- Among all economic classes, snow-related shutdowns harm hourly workers the worst, accounting for almost two-thirds of direct economic losses.
- A one-day major snowstorm can cost a state \$300-\$700 million in both direct and indirect costs.

The **economic impact** of snow-related closures **far exceeds the cost** of timely snow removal.



Every winter, over 115,000 people are injured and over 1,000 are killed on America's highways due to snowy, slushy, or icy pavement.



The Roadway Safety Foundation (RSF), a 501(c)(3) non-profit organization headquartered in Washington, DC is a proud member of the National Transportation Operations Coalition (NTOC), a coalition of associations, non-profits, and government agencies dedicated to improving transportation operations. Through our membership in this important coalition, we hope to encourage state and local authorities to seek operations-based solutions to safety issues.



We want to work with you.

For additional information on the Roadway Safety Foundation and our work on safe travel operations please contact us:

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## Clear Winter Roads



## Protect Lives And Commerce

The Roadway Safety Foundation:  
Your Advocate for Safe Winter  
Weather Operations