

# Highway Safety Behavioral Strategies for Rural Areas



## Client

Behavioral Traffic Safety Cooperative  
Research Program (BTSCR)

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## Facts

Period

2021

Project Country

United States

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**While rural areas account for about 30% of the total miles traveled and only 19% of the population lives in rural areas, half of all traffic fatalities occur in rural areas, pointing toward the need to improve safety in rural areas. For the Behavioral Traffic Safety Cooperative Research Program, EBP is studying how state departments of transportation and other agencies can encourage safe driving choices in rural areas. The project involves developing behavioral traffic safety tools that planners and policymakers can easily implement.**

EBP is creating a methodology for classifying rural areas and roads and analyzing rural safety data in that context. The outcome of this project will be a behavioral traffic safety countermeasure toolkit for tribal authorities, local government, law enforcement, emergency responders, engineers, and others responsible for rural road safety.

## Contact Persons