

Employees Can See Traffic Safety Stats to Help Reduce Traffic Deaths

INDOT’s Traffic Safety Office has created a visually appealing ERIN page that enables employees to see Indiana’s latest traffic safety trends and thereby positively impact motorists. Called the Traffic Safety Snapshot, the page empowers INDOT staffers to keep motorist safety in mind while they do their jobs, whether in the office or field.

The [Traffic Safety Snapshot](#) SharePoint page displays monthly and annual statistics in various categories for all statewide roadway crashes, including those on non-INDOT roads. Just as important, the report emphasizes that every number listed is a real person with a name and a family.

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“The colorful bar and pie charts are much easier to grasp and understand than a list of numbers or an Excel sheet, which we previously produced for executive staff,” said Traffic Safety Manager Mike Holowaty. “The visual display of the Snapshot really hammers home that crashes are a problem in Indiana and helps us keep safety in mind as we design and build our roads and bridges.”

Holowaty and then-Traffic Safety Engineer Taylor Ruble conceptualized the page in early 2022 with a year-end 2021 snapshot report, followed by cumulative monthly reports throughout the year. Now, Traffic Safety Engineer Lawrence Ozobu produces each monthly report. To ensure data accuracy, the reports are generated and posted five weeks after the previous month. The year-end 2022 snapshot report was posted in early February.



Mike Holowaty (from left), Taylor Ruble, and Lawrence Ozobu.

Ruble, currently an INDOT Traffic Mobility Engineer, designed the page to humanize the issue of crashes.

“The report uses the words ‘people killed’ instead of ‘fatalities,’” said Ruble. “It also includes ‘number of children killed, 15 and younger’ to further humanize the report. Starting with our next report in early March, we will list the first names of every person killed in a crash over the course of the year. It’s important to remember that these are people, not numbers.”

Said Holowaty, “Every crash victim has people who care about them if they’re badly injured or mourn them if they are killed.”

Categories include traffic deaths or injuries by crash, route, and vehicle types; by road ownership; of urban vs. rural; in work zones and work-zone backups; and involving pedestrian, bicyclists, and impaired driving.

Ozobu pulls statistics from the Automated Reporting Information Exchange System (ARIES).

“The only category that lags is rail-highway crossings data, which comes from the Federal Rail Administration,” said Holowaty. “Those updates are slower than ARIES, so rail statistics are two months behind all other data.”

Just as they did years ago with the text-heavy report, INDOT’s executive staff reviews the Snapshot. To further promote motorist safety, the Traffic Safety Office also sends the Snapshot to all of Indiana’s 14 Metropolitan Planning Organizations, which distribute the report to Regional Planning Organizations.

“But now that INDOT has an internal SharePoint, we wanted to share it with all INDOT employees to bring even more awareness,” said Holowaty. “The Traffic Safety Office will continue to push crash-reducing and lifesaving initiatives. However, it’s important to remember that everyone and every asset class has a role to play in reducing fatalities among Indiana’s road users. Everyone using our roads deserves to reach their destination safely.”

Holowaty noted that since the pandemic, crash fatalities have risen well above previous years. Last year’s 940 traffic deaths in Indiana were a 20-year high.

“We want people to build a thought process: Is my work impacting public safety positively or negatively?” said Holowaty. “If it’s negatively, we want them to ask: What can I do to fix it before we put it out there? We want to build an institutional culture of safety.”

For a snapshot of year-end 2022 data, click [here](#).

