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ATSSA's NEW PARTNERSHIP PROGRAM ATTRACTS MORE MEMBERS TO IMPROVE ROADWAY SAFETY

Fredericksburg, Va. – The American Traffic Safety Services Association (ATSSA) has announced a public/private partnership that is already attracting new members to the national traffic safety organization whose mission is to improve roadway safety and save lives. The ATSSA Board of Directors recently created a new membership category exclusively for public agencies.

ATSSA's new program, "*Connect the DOTs*," is designed to improve communication between the roadway safety industry and other roadway safety partners throughout the country especially roadway owners. The new partnership program provides a mechanism for more federal, state, and public agencies such as departments of transportation, local and county governmental groups, colleges and universities, airports, and utility companies, to effectively work together on common roadway safety goals.

"Private industry and public officials must strategize collectively to create and implement more innovative solutions for advancing roadway safety," said ATSSA President and CEO Roger Wentz. "Our new partnership program enhances communication and cooperation between roadway safety industry leaders and the public sector, as we move *Toward Zero Deaths* on America's roadways."

ATSSA is headquartered in Fredericksburg, Virginia and has approximately 1,600 members with the core purpose "To Advance Roadway Safety." ATSSA members include private industry and public agencies and individuals from federal, state and local governments across the United States and internationally. ATSSA currently has 21 chapters in 28 states aggressively focused on saving lives with another 3 chapters forming encompassing an additional 9 states and the District of Columbia.

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