The ROAD to ZERO Coalition
IN OUR LIFETIME,
WE ARE
COMMITTED TO

ELIMINATING
PREVENTABLE
DEATHS
ONE PREVENTABLE DEATH OCCURS EVERY 3 min
Motor Vehicle Crashes
#1 cause of death for ages 5-24
HOW DO WE SHIFT CULTURE?
CAST Goal:
Reduce fatalities by 80% in 10 years
Outcome:

Airliner Accidents Per 1 Million Flights 1977-2016

Statistics are based on all worldwide fatal accidents involving civil aircraft with a minimum capacity of 14 passengers, from the ASN Safety Database https://aviation-safety.net
BREAKING NEWS
SOUTHWEST FLIGHT MAKES EMERGENCY LANDING
Voice of Jason Carroll | CNN National Correspondent
A Sure Way to Lose a Foot
Do it the Safe Way
Railroad Employee on Duty Fatalities

Source: Association of American Railroads
WHAT ABOUT ROADWAYS?

Motor Vehicle CRASHES are the #1 cause of workplace death. They don’t have to be.
Deaths per day in the U.S.

CAN WE MAKE A DIFFERENCE?

WHAT IS THE RIGHT NUMBER?

100+

Deaths Per 100 million vehicle miles

Motor-Vehicle Fatalities

Mileage Death Rate

Deaths

Per 100 million vehicle miles
Motor-Vehicle Fatalities: 2016 Percent change

US Overall = +7%

- **Green**: No change or decreased
- **Blue**: Increased 1% to 7%
- **Yellow**: Increased 8% to 12%
- **Red**: Increased > 12%
Motor-Vehicle Fatalities: 2016 Percent Change From 2014

US Overall = +14%

- Green: No change or decreased
- Blue: Increased 1% to 14%
- Yellow: Increased 15% to 25%
- Red: Increased > 25%
Historical Trend of Young Driver Related Fatalities

Deaths

Nonoccupant Fatalities

Occupant Fatalities of all Other Vehicles

Passenger Fatalities of Young Drivers

Young Drivers (Age 15 to 20)
Drivers Involved in Fatal Crashes per 100,000, Licensed Drivers by Age Group, 2016

- 19 and under
- 20-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
Alcohol

- 10,497 alcohol-impaired deaths in 2016
- 28% of deaths

Percent of Alcohol-Impaired Deaths, 1982-2016
Occupant Restraint

- 10,428 deaths of unrestrained passenger vehicle occupants
- Up 5% from 9,968 in 2015
- 49 states & D.C. have mandatory use laws
- 90% belt use overall in 2017 (unchanged from 2016)
- 92% belt use in “primary” enforcement states vs. 83% in other states
Speeding

• 10,111 fatalities
• Up 4% from 2015
• Excessive speed was a factor in 27% of all fatal crashes in 2016 (unchanged from 2015)
U.S. Pedestrian fatalities and pedestrian fatalities as a percent of all traffic fatalities
INTERNATIONAL COMPARISON

How Road to Zero is working

Coalition Work

Long Term Scenario

Innovative Grants
Road to Zero Coalition Members

- Advocacy organization: 198
- Association: 135
- Automotive: 5
- Business: 128
- Education: 34
- Government: 11
- Insurer: 11
- Public Health: 12
- Survivor/Advocate: 141

Total Coalition Members: 709
As of 5.23.18
## 2018 Road to Zero Grant Recipients

<table>
<thead>
<tr>
<th>Organization</th>
<th>Grant Name</th>
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</thead>
<tbody>
<tr>
<td>America Walks with UNC-HSRC</td>
<td>Accelerating Adoption of Safer Systems for All Road Users</td>
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<tr>
<td>Bicycle Colorado</td>
<td>Bicycle-Friendly Driver and Confident Commuting Program</td>
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<tr>
<td>Center for Latino Progress</td>
<td>Cooperative Community Crash Reduction, Hartford CT</td>
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<tr>
<td>City of Boston</td>
<td>Boston’s Safest Driver</td>
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<tr>
<td>Institute of Transportation Engineers/</td>
<td>Moving from Conversation to Action: A Scalable Training Resource on</td>
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<tr>
<td>Vision Zero Network</td>
<td>Speed Management for Transportation Professionals and Community Stakeholders</td>
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<tr>
<td>Lorain County Public Health</td>
<td>Lorain Active Transportation Collaborative</td>
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<tr>
<td>National Complete Streets Coalition,</td>
<td>Safe Street, Smart Cities Academy</td>
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<tr>
<td>Smart Growth America</td>
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<tr>
<td>NORC at University of Chicago</td>
<td>Underutilized Strategies in Traffic Safety</td>
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<tr>
<td>Texas A&amp;M University /</td>
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<tr>
<td>Houston Methodist Hospital</td>
<td>A systems approach to reduce drowsy driving among night-shift nurses</td>
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<tr>
<td>University of Alabama at Birmingham/</td>
<td>Improving Child Restraint Installation in Rural America through</td>
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<tr>
<td>Safe Kids Worldwide</td>
<td>Interactive Virtual Presence</td>
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<tr>
<td>University of Michigan</td>
<td>Addressing Socioeconomic Disparities in Motor-Vehicle Fatalities</td>
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| TOTAL AMOUNT                          | $ 1,500,000                                                                 |
DOUBLE DOWN on What Works

ACCELERATE Technology

PRIORITIZE Safety
DOUBLE DOWN ON WHAT WORKS

ADVANCE PROVEN COUNTER-MEASURES

ROAD TO ZERO
SEAT BELTS WORK AND WE’VE GOTTEN PROOF.

IN 2015, SEAT BELTS SAVED ALMOST 14,000 LIVES.

*Each person represents 1,000

SOURCE: NHTSA

ROAD TO ZERO
Fatality Risk Goes Up Over 25 MPH

HIT BY A VEHICLE TRAVELING AT:

20 MPH
9 out of 10 pedestrians survive

30 MPH
5 out of 10 pedestrians survive

40 MPH
Only 1 out of 10 pedestrians survives

Image: Seattle Department of Transportation
ACCELERATE TECHNOLOGY

3 Existing Technologies Can Save 10,000 Lives
PRIORITIZE SAFETY

CREATE A SAFE SYSTEMS APPROACH TO SHIFT CULTURE
Source: Dr. Matts-Ake Belin, Swedish Transport Administration, Vision Zero Academy
Asheville, North Carolina
Safe Infrastructure Project

7 lanes of traffic reduced to single lane roundabout:

- pedestrians cross just one lane at a time
- lower speeds
- shorter queues
- better use of space
Rumble Strips

54% Fatal crashes leaving roadway

Fatal injuries risk 4x higher in roadway departure

Rumble strips reduce roadway departure 16%

Source: Utah DOT
PRIORITIZE SAFETY | EMERGENCY RESPONSE

THE GOLDEN HOUR
43% of fatal motor vehicle crash victims reach a hospital alive

NHTSA, 2016
Trauma Access By Helicopter

Source: TraumaMaps.org
THE FUTURE OF **ZERO**
For the first time in 10 years, Montana has gone 30 days without a deadly car crash
Thank you

Jane Terry

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@NSCSafety