The Road To Zero
(we’re paving it)

- Mileage Death Rate
- Motor-Vehicle Fatalities

* 2018: NSC preliminary estimates
INTERNATIONAL COMPARISON

CAN WE MAKE A DIFFERENCE?

WHAT IS THE RIGHT NUMBER?

100+ Deaths per day in the U.S.
In 2016, 3 Federal agencies at the U.S. Department of Transportation – Federal Highway Administration, Federal Motor Carrier Safety Administration and the National Highway Traffic Safety Administration -- joined with the National Safety Council to form the Road to Zero Coalition.
Three Interconnected Paths

**Coalition Meetings** – Comprised of 900+ unique stakeholder organizations who are part of the solution to reach ZERO traffic fatalities meeting in D.C. and via webcast.

**Grants** – Safe System Innovation Grants to seed pilot programs. $1 million in 2017 (7 recipients), $1.5 million in 2018 (11 recipients), $1 million in 2019.

**Future Planning Report** – Developed future visioning report scenario *A Road to Zero: A vision for achieving zero roadway deaths by 2050*
#1: Road to Zero Coalition
Road to Zero Coalition Members
We Invite You to Join

Road to Zero Coalition Members

- Advocacy organization: 172 members
- Association: 82 members
- Automotive: 15 members
- Business: 13 members
- Education: 245 members
- Government: 131 members
- Insurer: 6 members
- Public Health: 179 members
- Survivor/Advocate: 6 members

Total: 905 coalition members
#2: Safe System Innovation Grants
$3.5 Million in Grants over 3 years
## 2019 Road to Zero Grant Recipients

<table>
<thead>
<tr>
<th>Grant Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Safe System Approach to Rural Road to Zero</td>
<td>Clackamas County Department of Transportation and Development</td>
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<tr>
<td>Enabling Data-Driven Decisions for Improving Intersection Safety:</td>
<td>Draper</td>
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<td>Development &amp; Pilot of Comprehensive Intersection Risk Exposure</td>
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<td>Sharing the Road with Heavy Vehicles: Hands-on Demonstration with Teen</td>
<td>Virginia Polytechnic Institute and State University</td>
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<td>Drivers</td>
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<td>Doubling Down with Seatbelts - a Proven Technology: Reducing Fatalities</td>
<td>Sara’s Wish Foundation</td>
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<td>and Injuries on Motorcoach Transportation</td>
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<td>Intelligent Traffic Management Sites</td>
<td>Nevada Highway Patrol</td>
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<tr>
<td>Shifting Public Narratives to Prevent Bicyclist and Pedestrian Deaths</td>
<td>University of South Florida - Center for Urban Transportation Research</td>
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<td>Safety over Speed</td>
<td>City of North Miami Beach</td>
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### TOTAL AMOUNT

$1,000,000
#3: Long Term Vision Report
DOUBLE DOWN on What Works

ACCELERATE Technology

PRIORITIZE Safety
RTZ 2.0

RTZ Steering Committee

RTZ Communications Group

Doubling Down on What Works
- Safer Drivers and Passengers
- Safer Vulnerable Road Users
- Safer Vehicles
- Safer Infrastructure
- Enhanced Emergency Medical Services
- Improved Safety Management

Accelerating Advanced Technology
- Deploying Established Technologies
- Implementing New Technologies

Prioritizing Safety
- Safe Systems
- Safety Culture

[Based on TZD National Strategy]
DOUBLE DOWN ON WHAT WORKS

ADVANCE PROVEN COUNTER-MEASURES
Rumble Strips
A Sound Investment

54% fatal crashes leaving roadway

Fatal injuries risk 4x higher in roadway departure

Rumble strips reduce roadway departure 16%

Source: Utah DOT
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
POST CRASH COUNTERMEASURES

EMERGENCY MEDICAL and TRAUMA CARE

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

NHTSA, 2016
ACCELERATE TECHNOLOGY

3 Existing Technologies Can Save 10,000 Lives
Oncoming Vehicles
Warns drivers of lane closings and reduced speeds when approaching incident zones.

Responder Vehicles
Warns on-scene responders of vehicles approaching the incident zone at speeds or in lanes that pose a high risk to their safety.
• Real time notification of road conditions and hazards

• Alerts about deteriorating road conditions

• Identification of alternate routes

• Automatic calculation of ETAs
PRIORITIZE SAFETY
HOW DO WE SHIFT CULTURE?

HOW DO WE GET SAFE SYSTEMS?
Can we eliminate traffic fatalities within 30 years?
THE FUTURE OF ZERO

YOUR CAR IS NOT A PHONE BOOTH JUST DRIVE

ROAD TO ZERO

INGLISH MOUNTAIN RD

TRUCK ACCESS

PLANNING LANE

SOUTH MOUNTAIN

SURROUND VIEW CAMERA

Traffic Sign Recognition

Drowsiness Detection & Eye Gaze Detection

Lane Departure & pedestrian detection

Back Over Prevention
Reaching ZERO
Roadway Fatalities – Join Us!

https://www.nsc.org/roadtozero

Follow us @RoadToZeroUS