Why Traffic Deaths are Rising
First the Good ...

Crashes have been going down for decades

1974 ½ as likely to die in crash than you were in 1974 2016
US Government sets goal of zero traffic deaths in 30 years

The rapid introduction of self-driving cars and other advanced technologies makes it possible to achieve the zero deaths goal, the department said in a statement. Fully autonomous vehicles hold the potential to eliminate human error, which is a factor in 94 percent of crashes, according to the department.
Local Roads – 70% of crashes, 54% deaths, 62% SI

- Total Crashes:
  - 55% City
  - 30% State
  - 11% County
  - 4% Township

- Fatalities:
  - 30% City
  - 46% State
  - 18% County
  - 6% Township

- Serious Injuries:
  - 42% City
  - 38% State
  - 15% County
  - 5% Township
2015 Traffic Deaths

1,110 traffic deaths in 2015

102 more than 2014
2015 TRAFFIC DEATHS UP 10%

Fatalities by Month

- January
- February
- March
- April
- May
- June
- July
- August
- September
- October
- November
- December

2014
Five Year Average 2010-2014
2015
Largest Annual Increase

Fatalities by SHSP Emphasis Area

- **OLDER DRIVER**: 23% increase, 258 total fatalities
- **COMMERCIAL MOTOR VEHICLES**: 28% increase, 185 total fatalities
- **PEDESTRIAN**: 26% increase, 119 total fatalities
- **BICYCLE**: 108% increase, 27 total fatalities
2016 CRASH TRENDS

755 traffic deaths in 2016

7 + traffic deaths than 2015
Monthly Comparison

Fatalities by Month

- 2015
- Five Year Average 2011-2015
- 2016

# 2016 Notable Trends

<table>
<thead>
<tr>
<th>Target Group</th>
<th>2016</th>
<th>2016</th>
<th>2015</th>
<th>2015</th>
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</thead>
<tbody>
<tr>
<td><strong>Total Fatalities by Year</strong></td>
<td>739</td>
<td>828</td>
<td></td>
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<tr>
<td>Roadway Departure</td>
<td>391</td>
<td>53%</td>
<td>425</td>
<td>51%</td>
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<tr>
<td>Intersection</td>
<td>190</td>
<td>26%</td>
<td>161</td>
<td>19%</td>
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<tr>
<td>Railroad Crossing</td>
<td>3</td>
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<td>10</td>
<td>1%</td>
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<tr>
<td>Alcohol-related Involvement</td>
<td>241</td>
<td>33%</td>
<td>251</td>
<td>30%</td>
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<tr>
<td>Restraints Not Used Driver/Occupants</td>
<td>232</td>
<td>31%</td>
<td>298</td>
<td>36%</td>
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<tr>
<td>Speed-related Involvement</td>
<td>252</td>
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<td>254</td>
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<tr>
<td>Young Driver Involvement (15-25)</td>
<td>230</td>
<td>31%</td>
<td>260</td>
<td>31%</td>
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<tr>
<td>Older Driver Involvement (Over 64)</td>
<td>155</td>
<td>21%</td>
<td>185</td>
<td>22%</td>
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<tr>
<td>Distracted or Fatigued Drivers</td>
<td>38</td>
<td>5%</td>
<td>49</td>
<td>6%</td>
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<tr>
<td>Commercial Motor Vehicle (CMV) Involvement</td>
<td>90</td>
<td>12%</td>
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<td>17%</td>
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<tr>
<td>Motorcycle Driver/Occupants</td>
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<td>19%</td>
<td>140</td>
<td>17%</td>
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<td>Pedestrian Involvement</td>
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<td>80</td>
<td>10%</td>
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<td>Bicycle Involvement</td>
<td>16</td>
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<td>16</td>
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<td>Work Zone Related</td>
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<tr>
<td>CMV Related Work Zone Related</td>
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<td>Rear End</td>
<td>33</td>
<td>4%</td>
<td>65</td>
<td>8%</td>
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</table>

*2016 Data is Preliminary*
2016 Notable Trends

Wrong Way Crashes 2nd Highest in a Decade
What are the leading causes of traffic deaths in Ohio?

THE ROAD TO ZERO
Top Five Factors in Traffic Deaths

Fatalities by SHSP Emphasis Area

- **ROADWAY DEPARTURE**: 51% (563 Total)
- **SEATBELT**: 36% (400 Total)
- **ALCOHOL**: 31% (342 Total)
- **SPEED**: 30% (336 Total)
- **YOUNG DRIVER**: 33% (362 Total)
Top Five Factors in Serious Injury

Total Serious Injuries By Emphasis Area

- **ROADWAY DEPARTURE**: 37% (3,358 Total)
- **SEATBELT**: 18% (1,623 Total)
- **INTERSECTION**: 37% (3,366 Total)
- **SPEED**: 24% (2,158 Total)
- **YOUNG DRIVER**: 38% (3,485 Total)
EMERGING TRENDS
WE’RE NOT GETTING ANY YOUNGER

- 10,000 people a day will turn 60 between 2011 and 2029
- These people will live and drive longer than their predecessors
- Visual, physical and cognitive impairments
The chart shows the percentage change in Ohio licensed drivers by age from 2010 to 2014. The greatest percentage increase is above the age of 60.
MILLENNIALS DRIVING LESS
Largest Annual Increase

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  - 258 Total

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  - 27 Total
Demographic Shift

Changing where and how people want to live
DRIVING CULTURE
DRIVING CULTURE

- Released in 2015
- Scientific sample of U.S. Licensed Drivers
- Prevailing attitude: “Do as I say, not as I do.”
DRIVING CULTURE

1 in 10 drivers have been seriously injured in a crash

1 in 5 have been involved in a serious crash

1 in 3 drivers have a friend or relative seriously injured or killed in a crash
Distracted Driving

- 4x more likely to crash while talking on cell phone
- 8x more likely to crash while texting
- 10% of Americans using a cell phone while driving (NHTSA)
- Hands free is not risk free
POP QUIZ

What percent of people think texting or e-mailing while driving is a serious safety threat and completely unacceptable?

- 62 percent
- 85 percent
- 75 percent
- 30 percent
Respondents who reported driving in past 30 days

- 84.4% Completely unacceptable (to type texts or emails)
- 36.1% Read a text or email in the past 30 days
ROAD BLOCKS

- Voluntary compliance for safe driving is difficult
- Most people think “other people” are the problem
- Driving without a crash reinforces risky behavior
- We’ve been conditioned to answer the phone, text
- Time in the car has been seen as “down time”
Don’t Fool Yourself
PUBLIC SUPPORT FOR COUNTERMEASURES

- Total ban on cell phones (hand-held and hands-free) for all drivers
- Ban on hand-held cell phones for all drivers
- Ban on reading, typing, or sending text or email while driving
CHANGING THE CULTURE
CHANGING THE CULTURE
TAKE THE PLEDGE

The fight to end distracted driving starts with you. Develop a plan and make the commitment to drive phone-free today.