Reaching ZERO
Roadway fatalities–
What is it for you?

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2018 OTEC

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@RoadToZeroUS
Motor-Vehicle Fatalities:
2016 Percent Change From 2014

US Overall = +14%

- No change or decreased
- Increased 1% to 14%
- Increased 15% to 25%
- Increased > 25%

[Map of the United States showing different states with varying color codes indicating the percent change in motor-vehicle fatalities from 2014 to 2016.]
Roadway Fatalities

Ohio State Patrol Statistics
Motor Vehicle Crashes
#1 cause of death for ages 5-24
CAST Goal:
Reduce fatalities by 80% in 10 years
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
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.
CAN WE MAKE A DIFFERENCE?

WHAT IS THE RIGHT NUMBER?

100+

Deaths per day in the U.S.
How Road to Zero is working

Coalition

Grants

Report
Road to Zero Coalition Members

709 Coalition Members

As of 5.23.18

- Advocacy organization
- Association
- Automotive
- Business
- Education
- Government
- Insurer
- Public Health
- Survivor/Advocate
## 2018 Road to Zero Grant Recipients

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<th>Organization</th>
<th>Grant Name</th>
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<tr>
<td>America Walks with UNC-HSRC</td>
<td>Accelerating Adoption of Safer Systems for All Road Users</td>
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<td>Bicycle Colorado</td>
<td>Bicycle-Friendly Driver and Confident Commuting Program</td>
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<td>Center for Latino Progress</td>
<td>Cooperative Community Crash Reduction, Hartford CT</td>
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<td>City of Boston</td>
<td>Boston's Safest Driver</td>
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<td>Institute of Transportation Engineers/ Vision Zero Network</td>
<td>Moving from Conversation to Action: A Scalable Training Resource on Speed Management for Transportation Professionals and Community Stakeholders</td>
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<td>Lorain County Public Health</td>
<td>Lorain Active Transportation Collaborative</td>
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<td>National Complete Streets Coalition, Smart Growth America</td>
<td>Safe Street, Smart Cities Academy</td>
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<td>NORC at University of Chicago</td>
<td>Underutilized Strategies in Traffic Safety</td>
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<td>Texas A&amp;M University / Houston Methodist Hospital</td>
<td>A systems approach to reduce drowsy driving among night-shift nurses</td>
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<td>University of Alabama at Birmingham/Safe Kids Worldwide</td>
<td>Improving Child Restraint Installation in Rural America through 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
SEAT BELTS WORK AND WE’VE
GOT PROOF.

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

*Each person represents 1,000

Source: NHTSA.gov
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
PRIORITIZE SAFETY

CREATE A SAFE SYSTEMS APPROACH TO SHIFT CULTURE
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
THE FUTURE OF ZERO

YOUR CAR IS NOT A PHONE BOOTH JUST DRIVE

DESTINATION: ZERO

ROAD TO ZERO

Traffic Sign Recognition

Drivewiness Detection & Eye Gaze Detection

Lane Departure & Pedestrian detection

Surround View Camera

Back Over Prevention