Age-adjusted death rates by leading cause of unintentional injury, United States, 1910-2015

*Deaths per 100,000 population adjusted to the year 2000 standard population. Breaks in graph lines signify changes in fatal injury coding.
Motor Vehicle Related Deaths Decreased Significantly in Last 25 Years

Motor Vehicle Deaths Decreased 31% 1980-2015

Our Goal: 0

ROAD TO ZERO

IIHS 2015
Motor Vehicle Deaths on the Rise

Fist Half 2016 +9%
International Comparison
death rates between 2000-2013
Road to Zero Coalition
Proven Countermeasures:

- Sobriety Checkpoints
- Ignition Interlocks
- Automated speeding enforcement
- Universal Helmet Laws
- Seat belt laws
- Child Safety Seats
Vision: A highway system free of fatalities, changing the nation’s culture to the point where even one traffic-related death is unacceptable.
TZD Emphasis Areas

Drivers and Passengers

Vulnerable Users

Vehicles

Infrastructure

Emergency Medical Services

Safety Management
Safer Roads
Safer Vehicles
Safer Road Users
Improved Post Crash Response
Road Safety Management

Safe System Approach
<table>
<thead>
<tr>
<th></th>
<th>Human</th>
<th>Vehicle</th>
<th>Environment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Precrash</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Crash</strong></td>
<td></td>
<td></td>
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<tr>
<td><strong>Postcrash</strong></td>
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</tr>
</tbody>
</table>
Alcohol was involved in 31% of U.S. motor vehicle crash deaths in 2013.

<table>
<thead>
<tr>
<th>Country</th>
<th>Alcohol</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canada</td>
<td>34%</td>
</tr>
<tr>
<td>UNITED STATES</td>
<td>31%</td>
</tr>
<tr>
<td>New Zealand</td>
<td>31%</td>
</tr>
<tr>
<td>Australia</td>
<td>30%</td>
</tr>
<tr>
<td>Slovenia</td>
<td>30%</td>
</tr>
<tr>
<td>France</td>
<td>29%</td>
</tr>
<tr>
<td>Belgium</td>
<td>25%</td>
</tr>
<tr>
<td>Finland</td>
<td>22%</td>
</tr>
<tr>
<td>Sweden</td>
<td>19%</td>
</tr>
<tr>
<td>Netherlands</td>
<td>19%</td>
</tr>
</tbody>
</table>

10,197
Deaths in
United States

1. Learn from other high income countries and replicate when possible.

2. Develop flexible solutions to meet the needs of all populations no matter where they live.

3. Leverage new technologies when possible but double down on existing countermeasures.

4. Couple strong laws with high visibility enforcement.

5. Create a safety culture.
America in the 1920s

The Decades of Twentieth-Century America

Edmund Linfoot with Margaret J. Golstein
Railroad Employee On Duty Fatalities

Source: Association of American Railroads
CRISIS:

危機

Danger + Opportunity
No smoking within the plaza

NYC Plaza
www.nyc.gov/dot

DEPT OF TRANSPORTATION
“We choose to go to the moon. We choose to go to the moon in this decade and do the other things, not because they are easy, but because they are hard, because that goal will serve to organize and measure the best of our energies and skills, because that challenge is one that we are willing to accept, one we are unwilling to postpone, and one which we intend to win, and the others, too.”

John F. Kennedy, 1962
“We choose to end roadway deaths. We choose to do this in the next 30 years because of our innate sense of responsibility to our children and our children’s children. We choose to do this to provide them a quality of life we may not see to enjoy but because we must leave the world better and safer than we found it. We choose to end roadway deaths in the next 30 years because we can.”

Ian M. Grossman, 2017