Toward Zero Deaths
FACILITATOR:
Ian Grossman,
Vice President, Member Services & Public Affairs, AAMVA
PRESENTERS:
Allison Rougeau, Executive Director, CCMTA
Patrick Fernan, Administrator, Wisconsin Division of Motor Vehicles and Member, AAMVA Board of Directors
John Marshall, Director of Office of Safety Programs, NHTSA
Toward Zero Deaths
Toward Zero Deaths: a National Strategy on Highway Safety

Ian Grossman
AAMVA
Highway Fatalities and Fatality Rate

Fatalities Per 100 Million Vehicle Miles Traveled

Fatalities

Fatality Rate
<table>
<thead>
<tr>
<th>Factor</th>
<th>Fatalities</th>
<th>Percent of Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Roadway Departure</td>
<td>18,887</td>
<td>56%</td>
</tr>
<tr>
<td>Unrestrained Occupants</td>
<td>11,189</td>
<td>33%</td>
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</tr>
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<td>14%</td>
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<td>12%</td>
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<td>10%</td>
</tr>
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<td>Bicyclists</td>
<td>726</td>
<td>2%</td>
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</table>
TZD National Strategy

- Build on existing foundations
- Cultural change: change Americans’ attitudes toward highway safety
- Involvement from wide variety of highway safety stakeholders
Steering Committee

• American Association of Motor Vehicle Administrators
• American Association of State Highway and Transportation Officials
• Commercial Vehicle Safety Alliance
• Governors Highway Safety Association
• International Association of Chiefs of Police
• National Association of County Engineers
• National Association of State Emergency Medical Services Officials
• National Local Technical Assistance Program Association
TZD National Strategy

• The “4Es”...
  – Infrastructure, road user behavior, emergency medical services
• And all the others...
  – Including public health, safety culture
• Supporting areas
  – Data, communications, education and training, planning
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Key Areas

- Roadway
  - 3%
  - 1%
  - 2%
- Driver
  - 27%
  - 3%
  - 6%
- Vehicle
  - 57%
Key areas

• Safer Drivers and Passengers
• Safer Vulnerable Users
• Safer Vehicles
• Infrastructure
• Enhanced EMS
• Improved Safety Management
• Safety Culture
Key Area: Safer Drivers

• Increase restraint use by drivers & passengers.
• Reduce speeding-related fatalities.
• Reduce impaired driving related fatalities.
• Reduce driver distraction-related fatalities.
• Increase safety of young and older drivers.
Key Area: Safer Drivers – 19 countermeasures including:

- Increase restraint use by drivers & passengers.
- Implement ignition interlock systems.
- Enact legislation and develop detection and enforcement methods to handle drug impairment, including prescription drugs
- Strengthen GDL legislation and enforce graduated driver licensing laws
- Improve driver education by standardizing materials and laws across the nation
- Implement public education campaigns and enforcement of safe driving practices in proximity of commercial vehicles—with an emphasis on targeting teen drivers
- Improve older driver licensing policies and screening of older drivers.
- Implement Medical Advisory Boards that independently review older driver capabilities
Key Area: Safer Vehicles

- Alert drivers to risks.
- Assist drivers who are at risk of a crash.
- Protect vehicle occupants during crashes.
- Enable Communication with other vehicles and the roadway.
- Ensure vehicles continue to perform as designed.
Key Area: Safer Vehicles – 8 countermeasures including:

- Implement technologies to monitor driver behaviors and vehicle safety features.
- Develop and implement vehicle-to-vehicle and vehicle-to-infrastructure communications and include those technologies in infrastructure planning, engineering, design, management, and budgeting decisions.
- Implement One Vehicle–One Record.
- Provide universal access to vehicle history reports for vehicle damage of used vehicles.
Key Area: Improved Safety Management

• Safety partnerships and planning
• Data, data systems, and analysis tools
• Skilled highway safety workforce
Key Area: Safety Management—17 countermeasures including:

- Strengthen and expand strategic highway safety planning and implementation activities.
- Develop, implement, and evaluate public education campaigns to improve public understanding of highway safety.
- Improve crash data collection.
- Implement “One Driver, One Record”
- Maintain and link data systems from different stakeholders and improve access to linked data.
- Implement analysis tools that support data-driven decision making.
- Plan for succession with highway safety knowledge.
Traffic Safety Culture

• Goal: promote behavioral choices by explicitly linking target behaviors and values
  – Transform the inherent level of risk we accept
  – Safety-driven decision making
    • Public: road users
    • Organizational: professionals

• Emerging field with fewer proven strategies
Next Steps

• Leadership and Practitioner Support
• Research and Development
• Partnerships
• Communication
TZD > The National Strategy.
The goal, establish Toward Zero Deaths as the nation's traffic safety vision.

**TZD > Communication Plan**
A variety of communication tools for the Toward Zero Deaths program are provided. In addition, the Communication plan includes suggested audiences and stakeholders, goals, objectives, tactics, timelines, milestones and measurement metrics.

**TZD > Become a Participant**
Actively engage your state, organization or company in the TZD vision. Sign up to receive TZD updates and download the TZD logo.

**Decade of Action**
The national Toward Zero Deaths vision supports the goals of the Decade of Action to reduce road fatalities globally.

**What Should Be Our Goal**
We asked people a few questions about traffic safety. Their responses weren't scripted, but they all said the same thing in the end - Our goal should be zero.

*Footage courtesy, Nevada DOT*
“AAMVA commits to support and implement the Toward Zero Deaths National Strategy on Highway Safety as its vision of a highway system free of fatalities and will work to use the National Strategy to guide its highway safety efforts to the extent practical for the Association and for member departments with the understanding that not all members will adopt a zero-based goal or vision or the National Strategy, or implement every safety countermeasure or program discussed in the National Strategy.”
How many people are killed on America’s roads?
The Toward Zero Deaths Vision:

a Highway System

Free of Fatalities
Wisconsin Traffic Fatalities by Year

1966: National Traffic and Motor Vehicle Safety Act
1974: national 55 mph speed limit
1982: OWI omnibus
1984: drinking age raised to 19
1986: drinking age raised to 21
1987: mandatory seatbelts
2003: prohibited BAC lowered to 0.08
2009: primary enforcement of seatbelts, universal text ban
2010: OWI omnibus
2012: GDL phone ban
Regional Fatalities and Fatality Rates

Fatalities are Preliminary 2014 numbers. “Fatality rate” is fatalities per 100 million VMT and are based on 2013 data.
Wisconsin’s Highway Safety Clock

Traffic crash: every 4 minutes

Property damage: every 6 minutes

Injury: every 13 minutes

Speed-related injury or death: every 1 hour

Teen driver injured or killed: every 2 hours

Alcohol-related injury or death: every 3 hours

Motorcyclist injured or killed: every 4 hours

Pedestrian injured or killed: every 7 hours

Bicyclist injured or killed: every 10 hours

Fatality: every 17 hours

Based on data from 2013 Wisconsin Traffic Crash Facts
Contributing Factors to Traffic Fatalities

- Human: 63%
- Vehicle: 20%
- Road and Environment: 6%

- Human and Road and Environment: 1%
- Human and Vehicle: 5%
- Road and Environment and Vehicle: 3%
- Human, Road and Environment, Vehicle: 1%
Safety: Moving toward minimizing the number of deaths, injuries and crashes on our road ways.

In Wisconsin, a 10 percent increase in safety belt use would save about 44 lives and prevent 650 injuries each year. Motorists who do not use safety equipment are 12.3 times more likely to be killed than someone wearing a shoulder and lap belt at the time of the crash. The department collects survey data to measure the seat belt use rate, and we aim to increase seat belt use to 85 percent for all passenger vehicle occupants in 2013.
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Traffic fatalities

Wisconsin’s ZERO VISION means any preventable death is one too many. Please do your part by staying within the speed limit, driving sober and buckling up.

How is this measure trending? Favorable

Safety: Moving toward minimizing the number of deaths, injuries and crashes on our roadways.

Any traffic death on Wisconsin’s roadways is one too many. We have experienced a dramatic reduction in traffic fatalities in recent years, but each fatality is a tragic and preventable loss of life. Our safety goal is to see zero deaths on Wisconsin roads, and we aim to reach that goal by each year reducing the number of fatalities by 5 percent from the prior five-year rolling average.

For more Information:

About Measure
Scorecard
Traffic fatalities

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Number of Fatal Crash Free Days

<table>
<thead>
<tr>
<th>Calendar Year</th>
<th>Number of Days</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>98</td>
</tr>
<tr>
<td>2010</td>
<td>96</td>
</tr>
<tr>
<td>2011</td>
<td>93</td>
</tr>
<tr>
<td>2012</td>
<td>99</td>
</tr>
<tr>
<td>2013</td>
<td>107</td>
</tr>
<tr>
<td>2014*</td>
<td>118</td>
</tr>
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*Preliminary

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Traffic injuries

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**Total Number of Persons Injured**
(a lower number is better)

- **Actual**
- **Rate**

<table>
<thead>
<tr>
<th>Calendar Year</th>
<th>Absolute Number of Injuries</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>40,000</td>
</tr>
<tr>
<td>2010</td>
<td>40,000</td>
</tr>
<tr>
<td>2011</td>
<td>40,000</td>
</tr>
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<td>40,000</td>
</tr>
<tr>
<td>2013</td>
<td>40,000</td>
</tr>
<tr>
<td>2014</td>
<td>30,000</td>
</tr>
</tbody>
</table>

- **Target Number of Injuries**

*Preliminary

**Safety:** Moving toward minimizing the number of deaths, injuries and crashes on our roadways. Each traffic crash creates the possibility of loss of life, debilitating injuries or lost income and productivity for crash victims. Any preventable traffic death or incapacitating injury is one too many. We measure the number of personal injuries, and our goal is to reduce the number of injuries by 5 percent from the prior five-year rolling average.
Wisconsin's ZERO VISION means any preventable death is one too many. Please do your part by staying within the speed limit, driving sober and buckling up.

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DMV Partnership

Mobile Applications: Practice Knowledge Test

Younger Drivers: Parent-Teen safe driving contract

Donald Driver: Safety Restraint Systems
Legislation In The Gears

Older Driver Testing

3rd Party Testing

Speed Limit Increase
ZERO IN WISCONSIN

A VISION WE CAN ALL LIVE WITH

www.ZeroInWisconsin.gov
Canada’s Road Safety Strategy

March 18, 2015

Allison Rougeau
Executive Director,
Canadian Council of Motor Transport Administrators
CCMTA: inter-governmental collaboration

Vision
To have the safest and most efficient movement of people and goods in the world.

Mission
To provide collaborative leadership in addressing Canadian road safety priorities.
<table>
<thead>
<tr>
<th>Key Performance Areas</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road Safety Strategy</td>
<td>To develop and implement a renewed RSS beyond 2015</td>
</tr>
<tr>
<td>Interprovincial Record Exchange</td>
<td>To modernize and enhance the IRE policy framework and technical platform</td>
</tr>
<tr>
<td>Business Intelligence</td>
<td>To provide members with timely information to support jurisdictional decision making</td>
</tr>
<tr>
<td>Reciprocity &amp; other agreements</td>
<td>To ensure NSC is current, and the CDLA is finalized and reciprocity agreements are in place as aligned with the CCMTA vision</td>
</tr>
<tr>
<td>Stakeholder relationships</td>
<td>To foster effective relationships with all stakeholders to meet CCMTA goals</td>
</tr>
<tr>
<td>Organizational effectiveness</td>
<td>To continue as a best in class organization</td>
</tr>
</tbody>
</table>
Road Vision 2001 & Road Safety Vision 2010

Goals:

- awareness
- Communication, cooperation & collaboration
- enforcement measures
- national road safety data collection
Road Safety Vision 2010 = targets
Road Safety Strategy 2015

Making Canada’s roads the safest in the world
rethinkroadsafety.ca
RSS 2015 target groups

- Young drivers under 25
- Medically-at-risk-drivers
- Vulnerable road users (i.e. pedestrians and cyclists)
- Motor Carriers and CMV Drivers
- High-risk drivers and the general driving population.
RSS 2015 outreach

National Day of Remembrance for Road Crash Victims

Leave the Phone Alone
Traffic Fatalities 1996-2012

Improvement in Canada’s Level of Road Safety Throughout Three National Road Safety Plans

Traffic Fatalities 1996-2012

- 1996 fatality count (3,129)
- RSV 2001 launched: 1996
- RSV 2010 launched: 2002
- RSV 2010 target (2,064)
- RSS 2015 launched: 2011

Annual Traffic Fatalities


2012 (2,077)
Serious Injuries 1996-2012

Improvement in Canada’s Level of Road Safety Throughout Three National Road Safety Plans

- 1996 Seriously Injured toll (18,734)
- RSV 2001 launched: 1996
- RSV 2001 target (15,782)
- RSV 2010 launched: 2002
- RSV 2010 target (11,607)
- RSS 2015 launched: 2011
- 2012 (11,116)
The Way Ahead
Collaborating to have the safest movement of people and goods by roads in the world.
John Marshall,
Director,
Office of Safety Programs
Toward Zero Deaths