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AAMVA Introduces Toward Zero Deaths Effort to Reduce Highway Fatalities

Arlington, VA – The American Association of Motor Vehicle Administrators (AAMVA) joined a collaboration of transportation safety partners in the launch of the National Strategy on Highway Safety Toward Zero Deaths (TZD) effort, a vision of eliminating fatalities on our nation's roads.

The TZD effort was created by a [steering committee](#) that includes numerous organizations representing our nation's highway safety system who have joined together to reduce annual traffic fatalities from more than 33,000 to zero. The steering committee rolled out the [TZD plan](#) that provides engineering, enforcement, education and emergency medical services (EMS) organizations with [initiatives](#), or safety countermeasures that can be enacted by public agencies, businesses, and individuals.

“Never before have so many key national roadway safety organizations worked together for a united effort,” said Mark Lowe, Chair of the AAMVA International Board of Directors and Director of the Iowa Motor Vehicle Division. “The TZD National Strategy brings together diverse stakeholders all with a vision to eliminate traffic fatalities. The adoption of this vision by so many partners demonstrates a unified commitment and major step in the effort to transform our nation's traffic safety culture.”

The TZD plan includes initiatives that are known to be—or are expected to be—effective in addressing factors contributing to crashes, have the potential to make a significant reduction in fatalities and serious injuries, or address areas of growing concern.

The initiatives span engineering to education all with the intended result of achieving:

- Safer drivers and passengers
- Safer vulnerable users
- Safer infrastructure
- Safer passenger and commercial vehicles
- Enhanced emergency medical services
- Improved safety management



“We embrace the vision of Toward Zero Deaths; it provides an overarching and common vision that drives and focuses our efforts to achieve our shared goal to eliminate injuries and fatalities on our roadways,” said U.S. Transportation Secretary Anthony Foxx. “The U.S. Department of Transportation will do our part by aggressively using all tools at our disposal - research into new safety systems and technologies, campaigns to educate the public, investments in infrastructure and collaboration with all of our government partners to support strong laws and data-driven approaches to improve safety.”

Many of the countermeasures included in the TZD plan will take years to implement, while others are being implemented right now.

“The TZD initiatives include recommendations that will make all road users safer including drivers, passengers, pedestrians, bicyclists and motorcyclists,” said Anne Ferro, AAMVA President & CEO. “Reaching zero deaths on our nation’s roads will take dedication and collaboration by everyone who touches our transportation network.”

About Toward Zero Deaths

For more [information](#) visit TowardZeroDeaths.org. The TZD effort is led by a group of associations representing state and local government agencies:

- American Association of Motor Vehicle Administrators (AAMVA)
- American Association of State Highway and Transportation Officials (AASHTO)
- Commercial Vehicle Safety Alliance (CVSA)
- Governors Highway Safety Association (GHSA)
- International Association of Chiefs of Police (IACP)
- National Association of County Engineers (NACE)
- National Local Technical Assistance Program Association (NLTAPA)
- National Association of State Emergency Medical Services Officials (NASEMSO)

The Federal Highway Administration, Federal Motor Carrier Safety Administration and National Highway Traffic Safety Administration provided technical support.

For more than five years, these associations have been working together to identify and prioritize the leading initiatives that will reduce traffic fatalities over the next 25 years.

About AAMVA

Founded in 1933, AAMVA represents motor vehicle administrators and law enforcement officials throughout North America, promotes traffic safety and uniformity, and develops programs in driver licensing, vehicle titling/registration and highway traffic enforcement. For more information visit www.aamva.org

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