

Toward Zero Deaths: A National Strategy on Highway Safety



Michael S. Griffith
Director, Office of Safety Integration
Federal Highway Administration

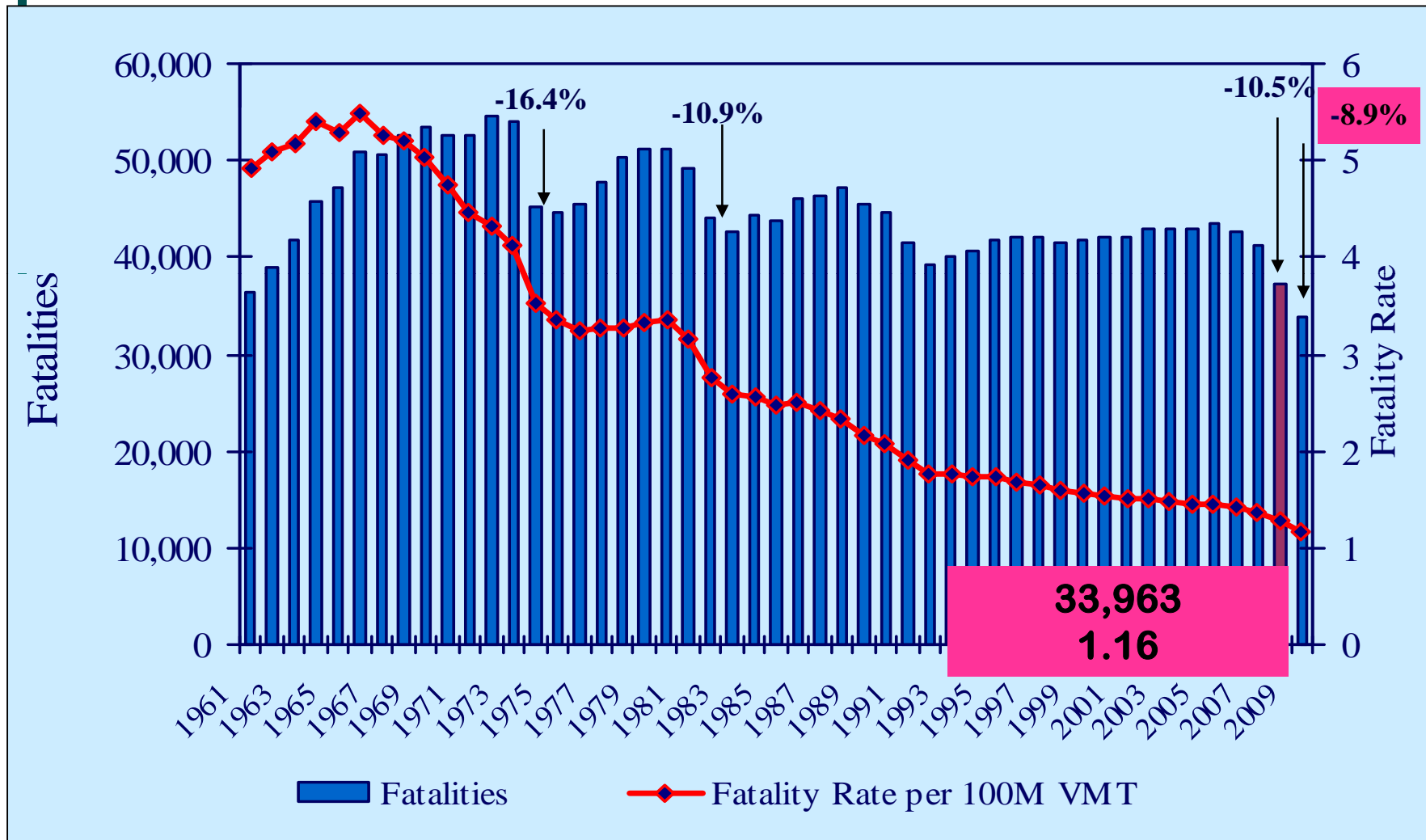


Setting the Stage

- 2009 Fatalities – Lowest level since 1961
- Economic Recovery Program
- Reauthorization
- Highway Trust Fund
- Safety Culture in the United States



Fatalities and Fatality Rate, by Year



Creating a Better Future

- Engage a broad base of stakeholders through a shared vision
- Identify critical gaps and needs
- Assess what has worked, what hasn't
- Create a bold framework for addressing needs and set the direction on key strategies to pursue

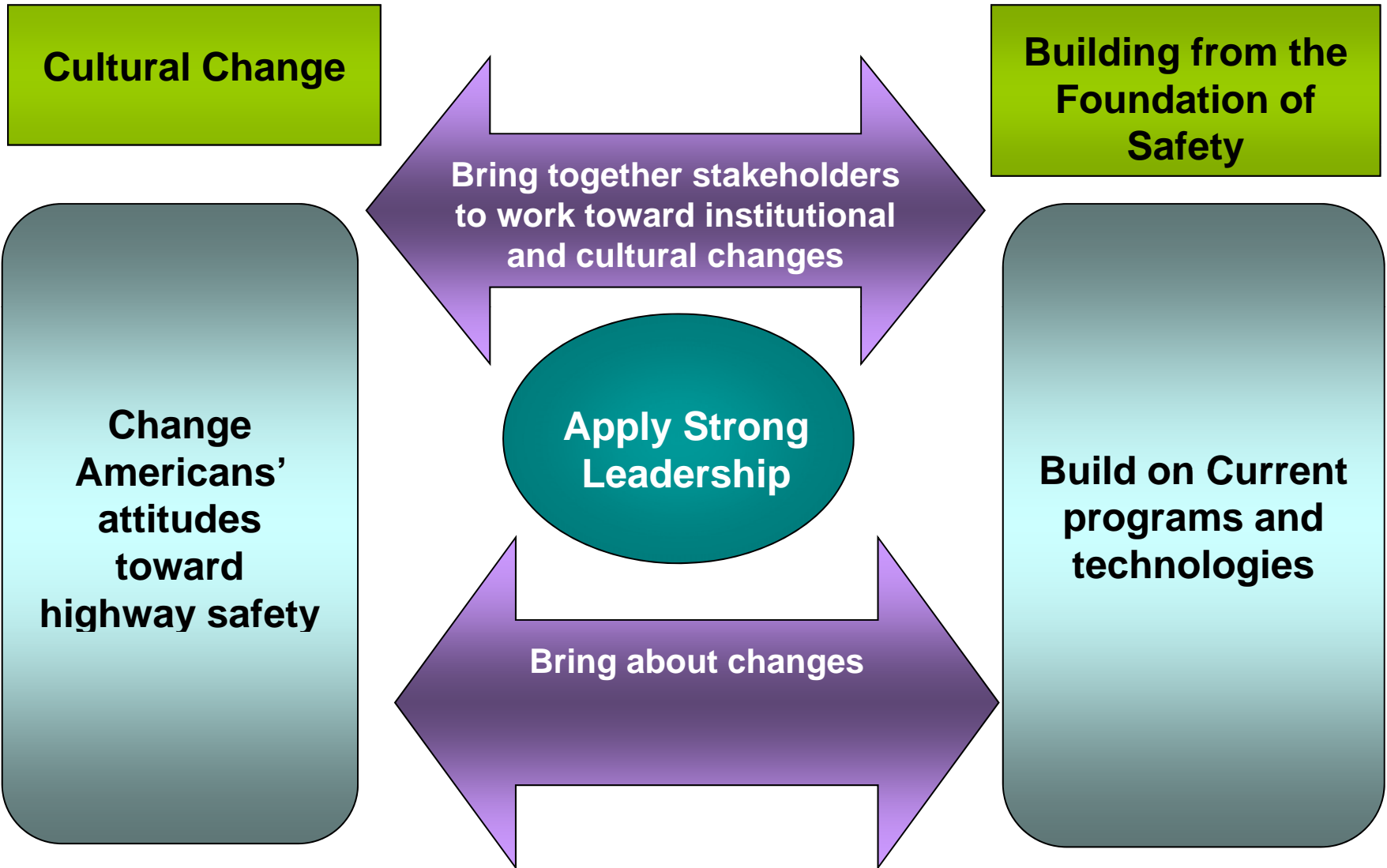
Why Now?

- Fairly new political leadership
- Reauthorization of transportation legislation
- Uncertain trend for the future

How to Create Better Future: Toward Zero Deaths Initiative

- **Led by a steering committee including:**
 - American Association of Motor Vehicle Administrators**
 - American Association of State Highway 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**
- Ex-officio members: Federal Highway Administration, Federal Motor Carrier Safety Administration, and National Highway Traffic Safety Administration.**

Two Tiers



Input to shaping a future course of action for Toward Zero Deaths (TZD)

Ten White Papers

1. **Future View of Transportation: Implications for Safety**
2. **Safety Culture**
3. **Safer Drivers**
4. **Safer Vehicles**
5. **Safer Vulnerable Users**
6. **Safer Infrastructure**
7. **Emergency Medical Services**
8. **Data Systems and Analysis Tools**
9. **Lessons Learned from AASHTO plan**
10. **Lessons Learned from Other Countries**

Webinars

- **Overview of the TZD Initiative and Safety Culture**
- **Safer Infrastructure**
- **Road User Safety**
- **Safer Vehicles**

What's in the Box?



Think Outside the Box

- **Novel Countermeasures and Technological Marvels**
- **New policies to advance existing strategies**

What's already in the "Box?"

What we know now that will allow us to make progress towards reducing fatalities and serious injuries

Sweden – A Leader in Safety

1970 – 1307 fatalities

2008 – 397 fatalities



Why Successful?

- **Vision Zero – Actions were planned to reach interim targets**
- **Culture (Accepts BAC of 0.02%)**
- **Speed as organizing principle**

Moving Forward

- **Used what's in the Box already**
- **“Out of the Box” elements are likely needed also**

Next Steps

- **Stakeholder Workshop on August 25-26, 2010 in Washington DC**
- Develop a course of action for TZD
- Finalize TZD national strategy in 2011 and execute