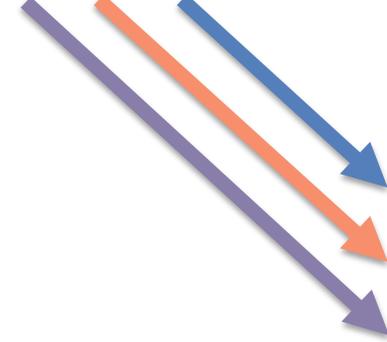
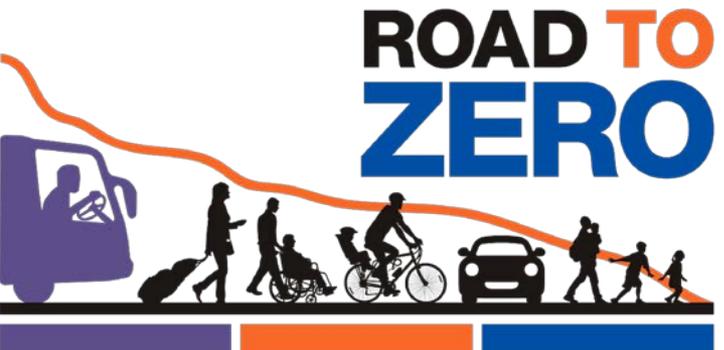
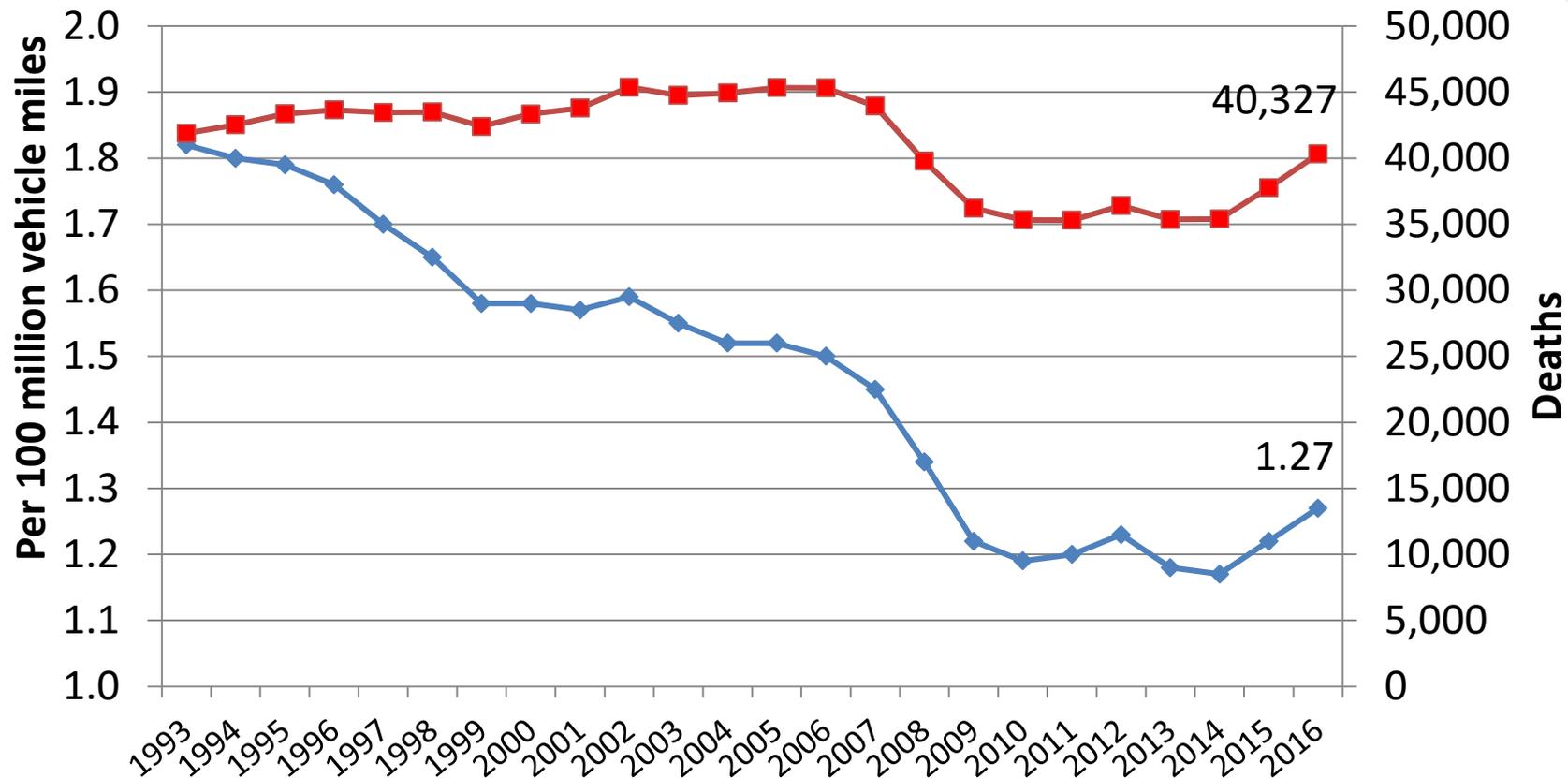


DESTINATION | ZERO

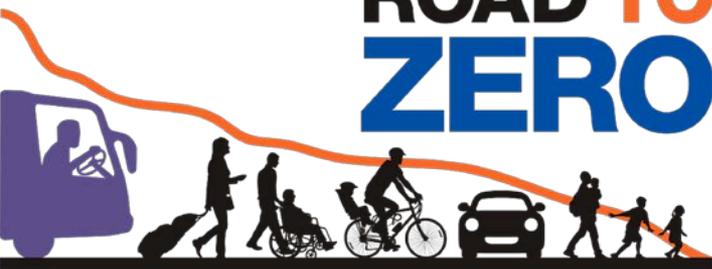


U.S. Motor Vehicle Deaths and Rates 1993-2016

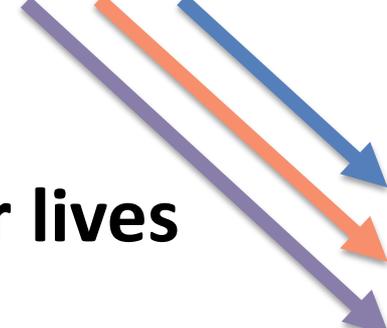


**ROAD TO
ZERO**

◆ Mileage Death Rate ■ Motor-Vehicle Fatalities



Motor Vehicle Crashes: Leading cause of death throughout our lives



	1-4	5-14	15-24	25-34	35-44	45-54
1	Congenital anomalies	MV Overall	MV Overall	Suicide	Cancer	Cancer
2	MV Overall	Cancer	Suicide	MV Overall	Heart Disease	Heart Disease
3	Cancer	Suicide	Homicide	Homicide	Suicide	Suicide
4	Homicide	Congenital anomalies	Cancer	Cancer	MV Overall	Liver Disease
5	Heart Disease	Homicide	Heart Disease	Heart Disease	Homicide	Diabetes
6	Flu/Pneumonia	Heart Disease	Congenital anomalies	Liver Disease	Liver Disease	MV Overall
7	Septicemia	CLRD	Diabetes	Diabetes	Diabetes	Stroke
8	Perinatal	Stroke	CLRD	Stroke	Stroke	CLRD
9	Stroke	Flu/Pneumonia	Flu/Pneumonia	HIV	HIV	Septicemia
10	CLRD	Septicemia	C. Pregnancy	C. Pregnancy	Septicemia	Homicide

Motor Vehicle Crashes

#1 cause of death for ages 5-24



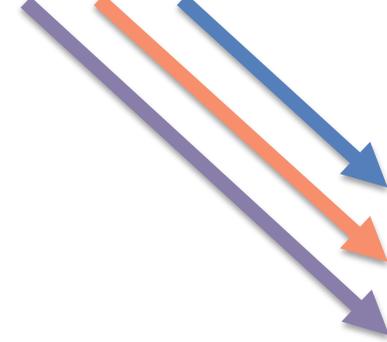
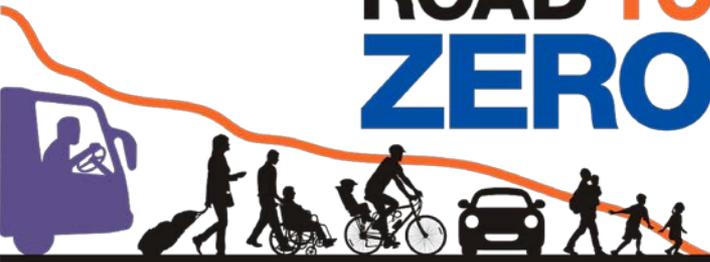
**ROAD TO
ZERO**



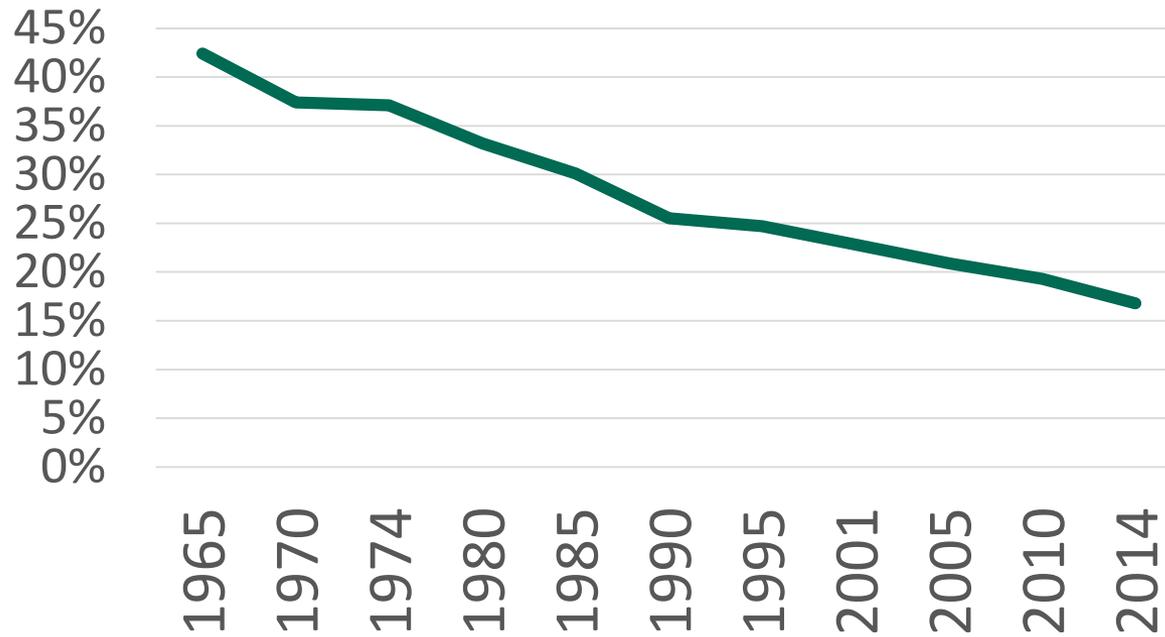
IN OUR LIFETIME,
**HOW
DO WE**

SHIFT **CULTURE**

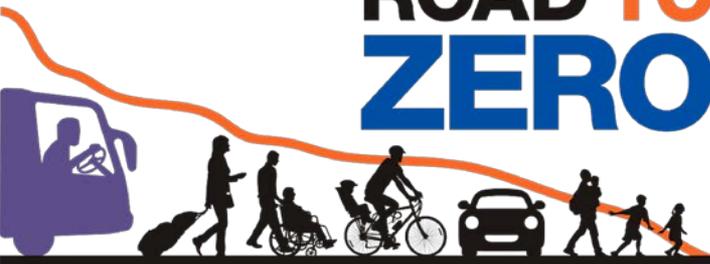
**ROAD TO
ZERO**

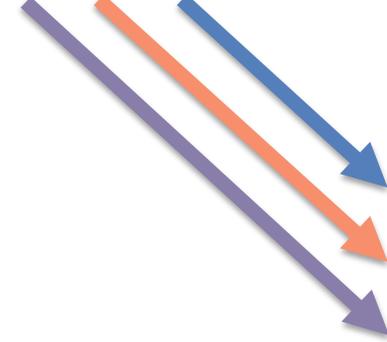


Percentage of Adults Who Smoke Cigarettes: 1965-2014



**ROAD TO
ZERO**





L. B. WILLIAMS

A SURE WAY to LOSE A FOOT

Do it the SAFE WAY

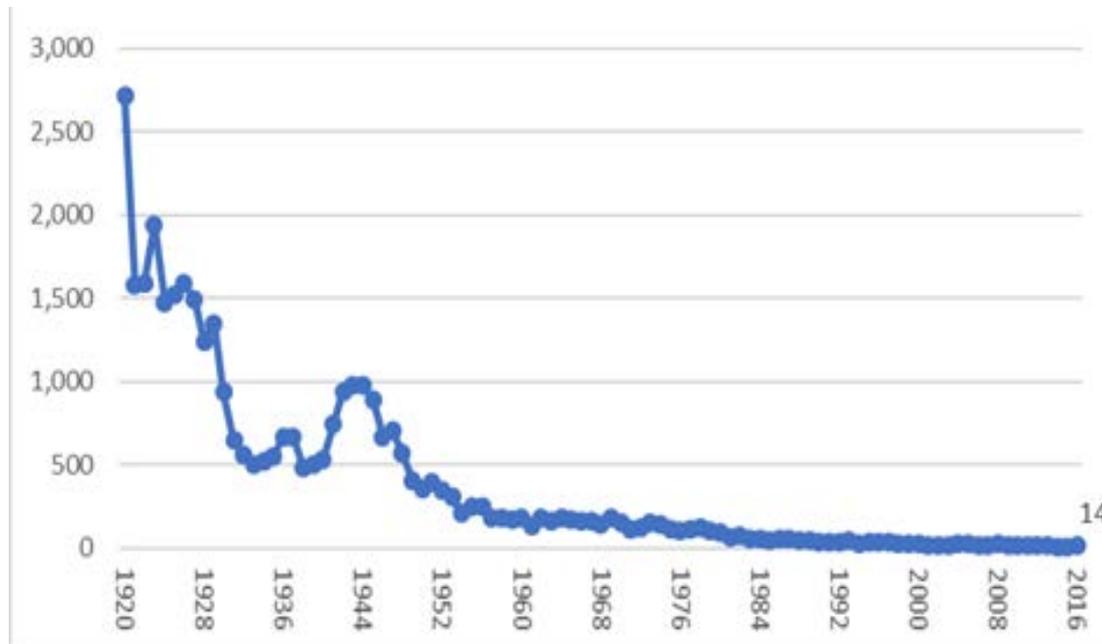
National Safety Council
Chicago, U. S. A.

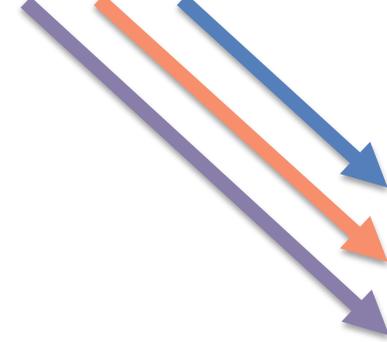
Union Railroad System
Plan 2291-B

also used:
R. 248
R. 427

Rail worker deaths - Almost Zero

Railroad Employee on Duty Fatalities





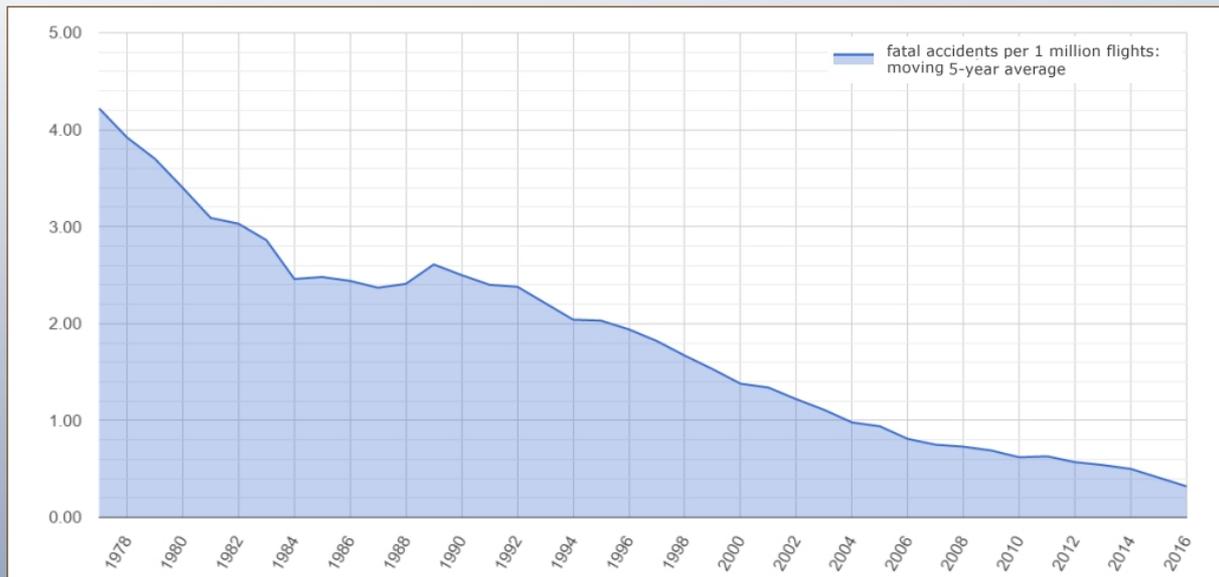
Commercial Aviation Is at Zero

WORLD NEWS JANUARY 1, 2018 / 12:54 PM / 2 MONTHS AGO



2017 safest year on record for commercial passenger air travel: groups

Airliner Accidents Per 1 Million Flights 1977-2016

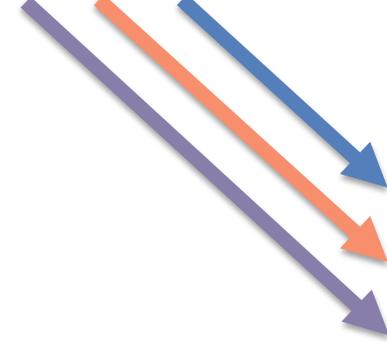


Statistics are based on all worldwide fatal accidents involving civil aircraft with a minimum capacity of 14 passengers, from the ASN Safety Database <https://aviation-safety.net>



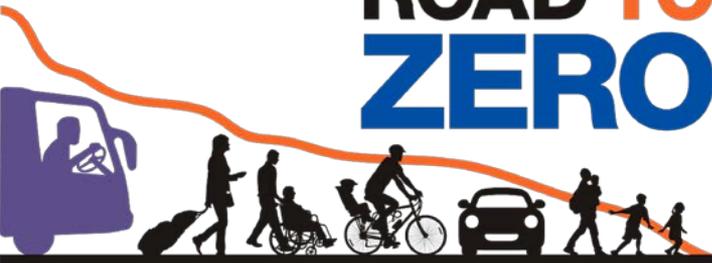
CAN WE MAKE A DIFFERENCE?

WHAT IS
THE RIGHT
NUMBER?

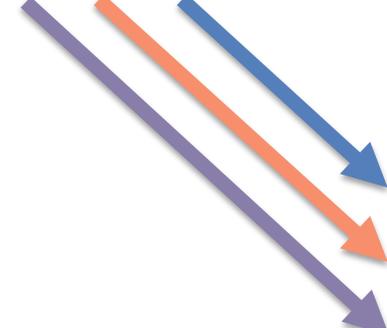


100+
Deaths
per day
in the US

ROAD TO
ZERO



HOW WE GET TO ZERO

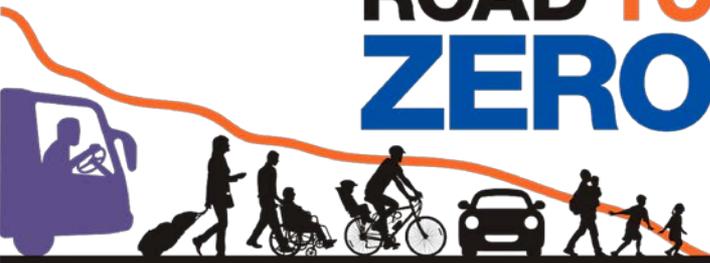


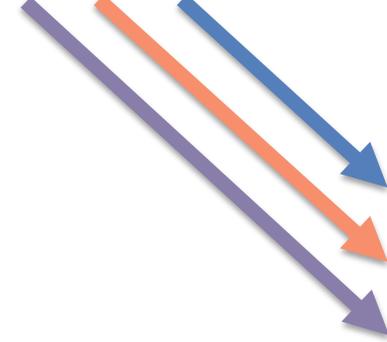
Double Down
on What Works

Accelerate
Technology

Prioritize
Safety

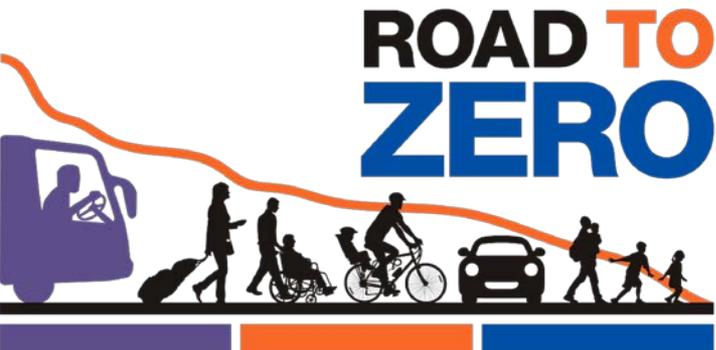
ROAD TO
ZERO



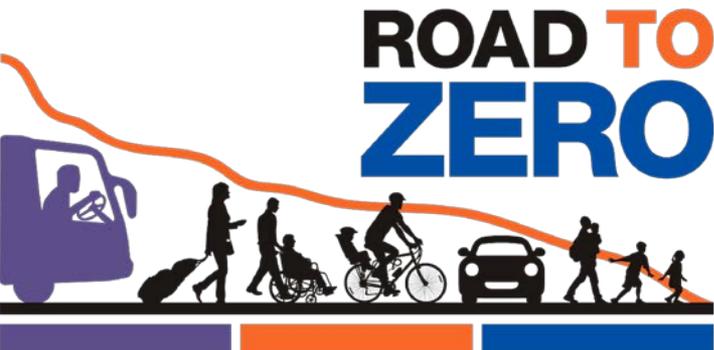
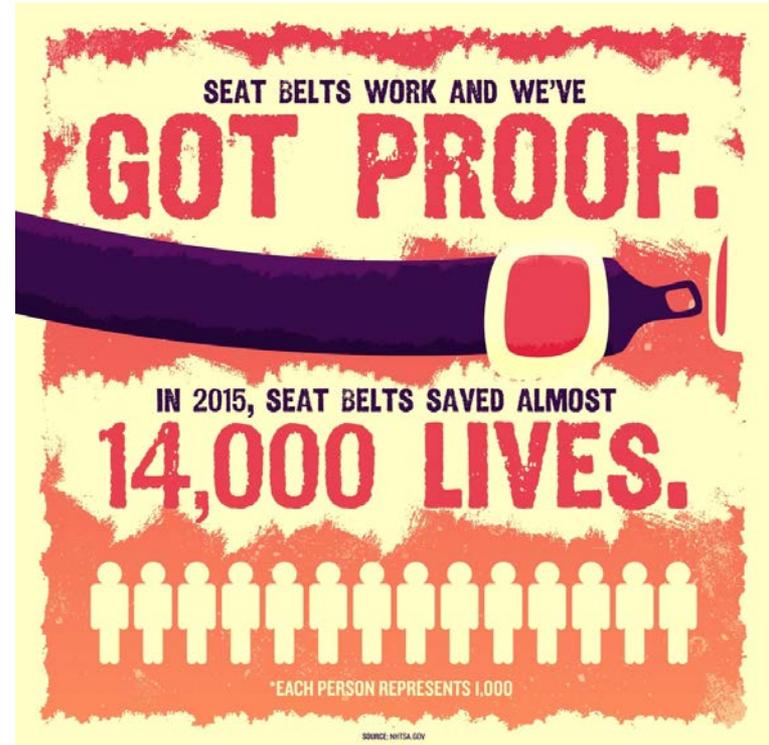


**DOUBLE DOWN
ON
WHAT
WORKS**

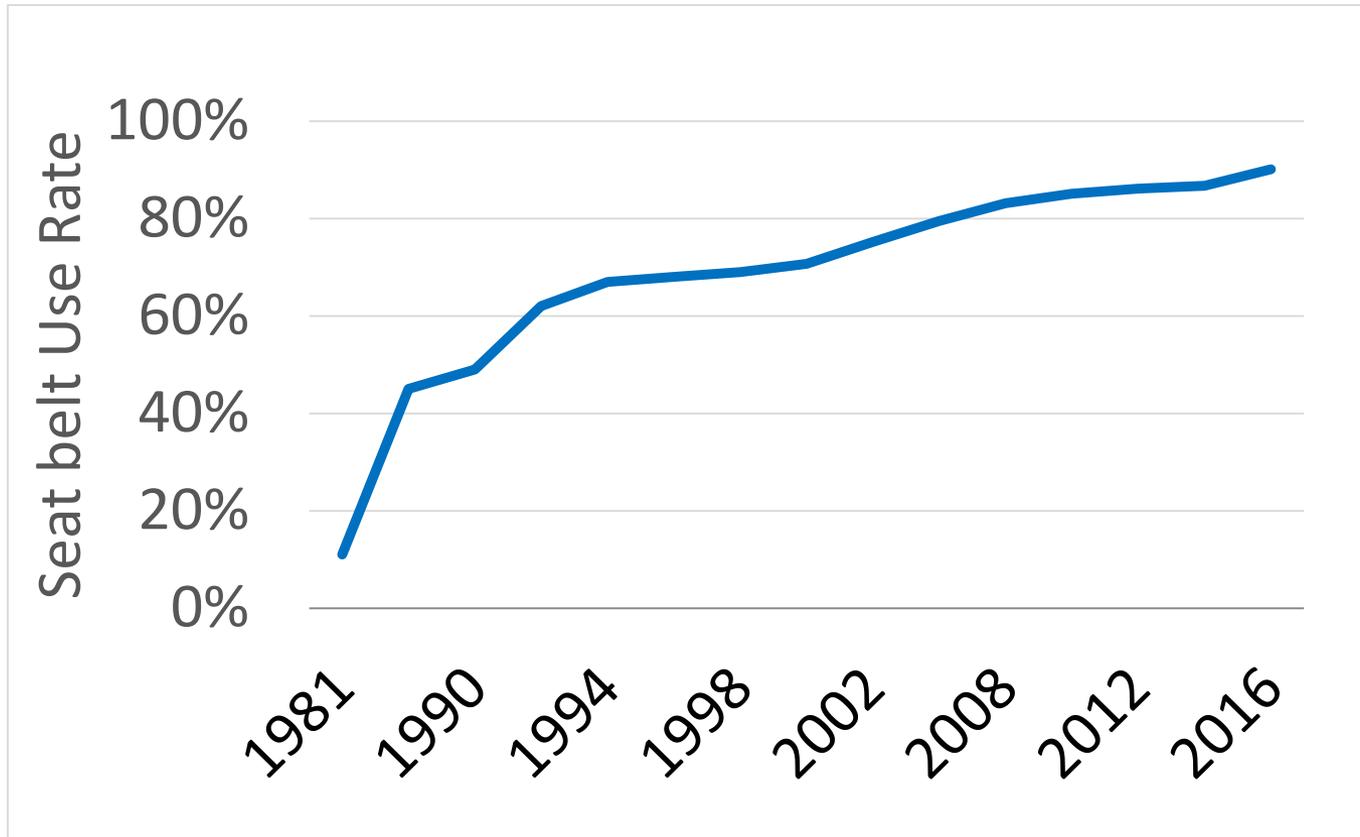
**Advance
Proven
Counter-
Measures**



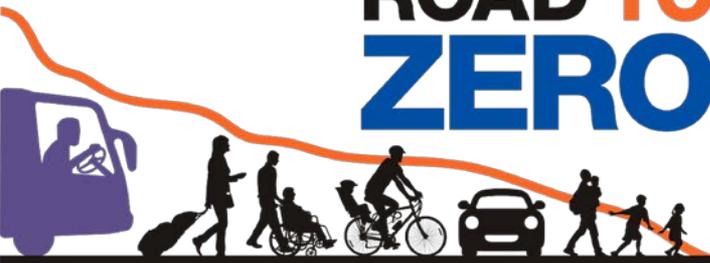
DOUBLE DOWN ON WHAT WORKS

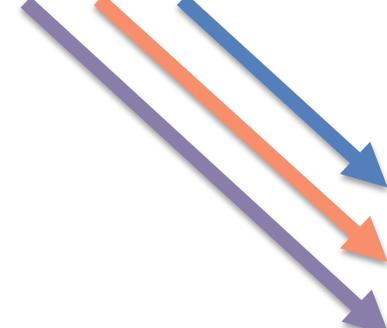


Seat Belt Use: 1981-2016



**ROAD TO
ZERO**





ACCELERATE TECHNOLOGY

3 Existing Technologies Can Save 10,000 Lives



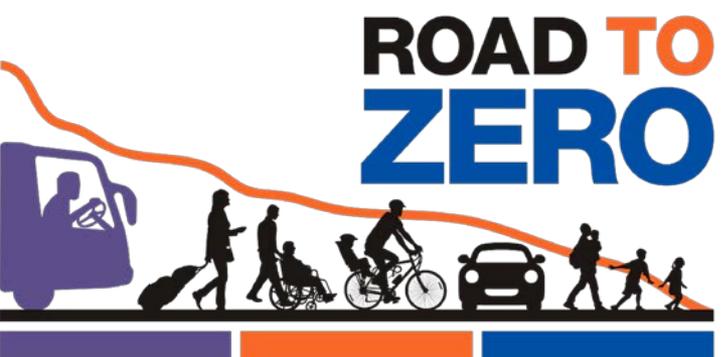
Forward Collision
Warning



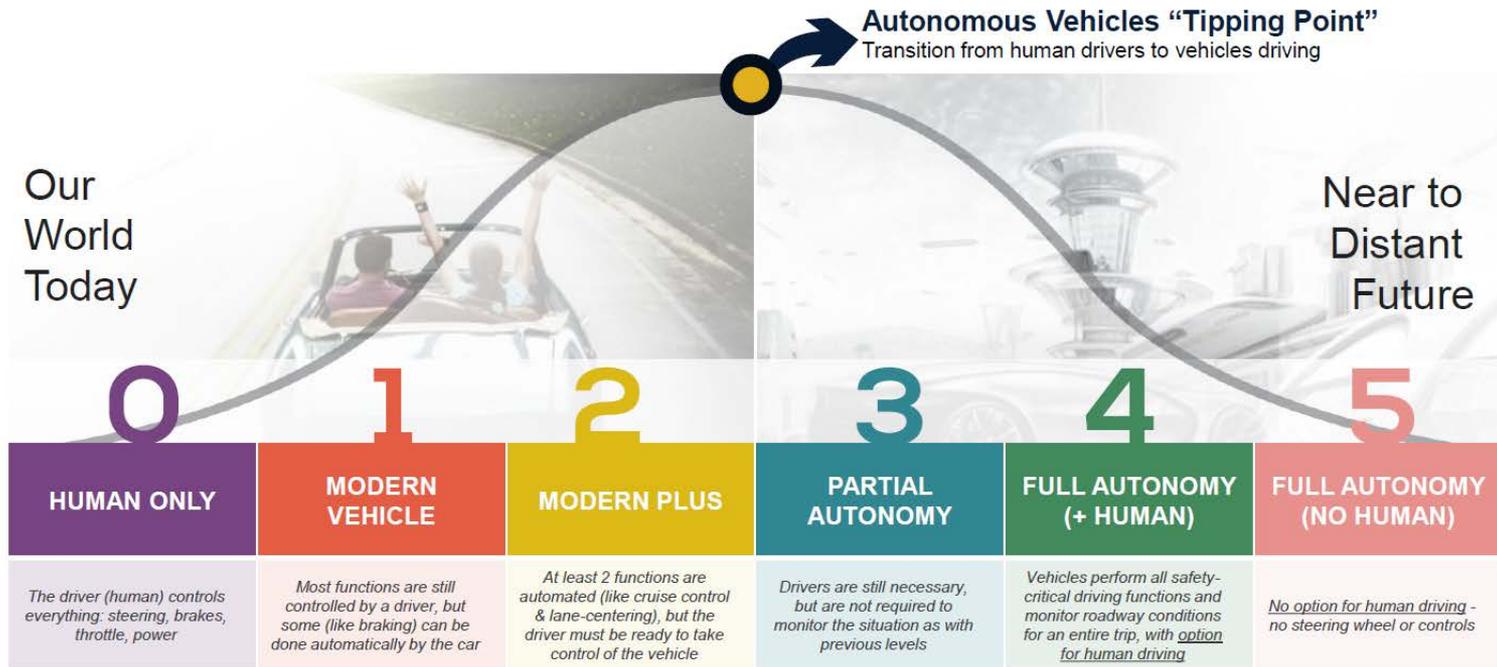
Lane Departure
Warning



Blind Spot Monitor



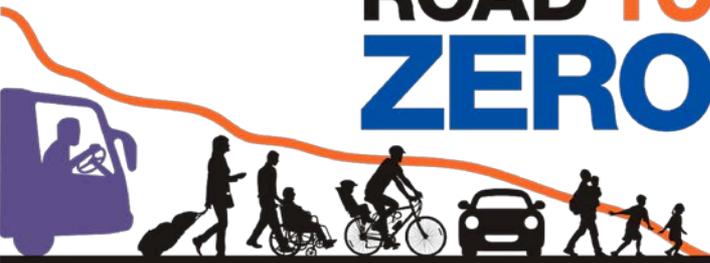
The Levels of Autonomous Vehicles



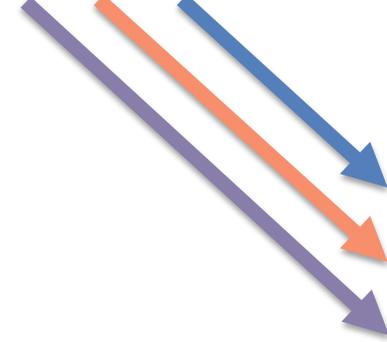
<http://www.techrepublic.com/article/autonomous-driving-levels-0-to-5-understanding-the-differences/>

A COX AUTOMOTIVE BRAND

ROAD TO ZERO

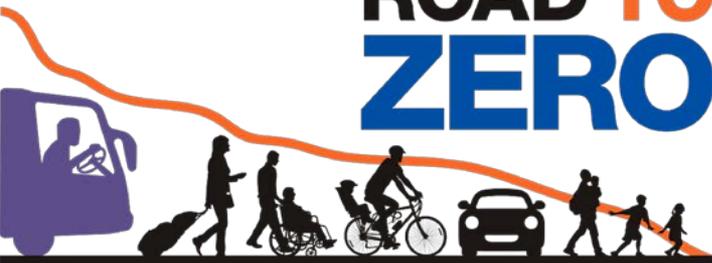


**PRIORITIZE
SAFETY**

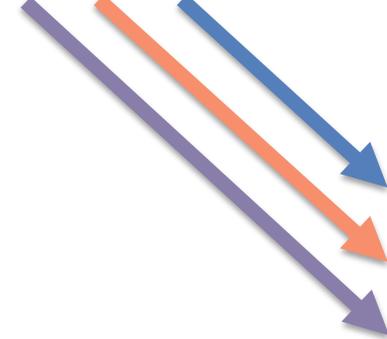


**CREATE
A SAFE SYSTEMS
APPROACH TO
SHIFT
CULTURE**

**ROAD TO
ZERO**



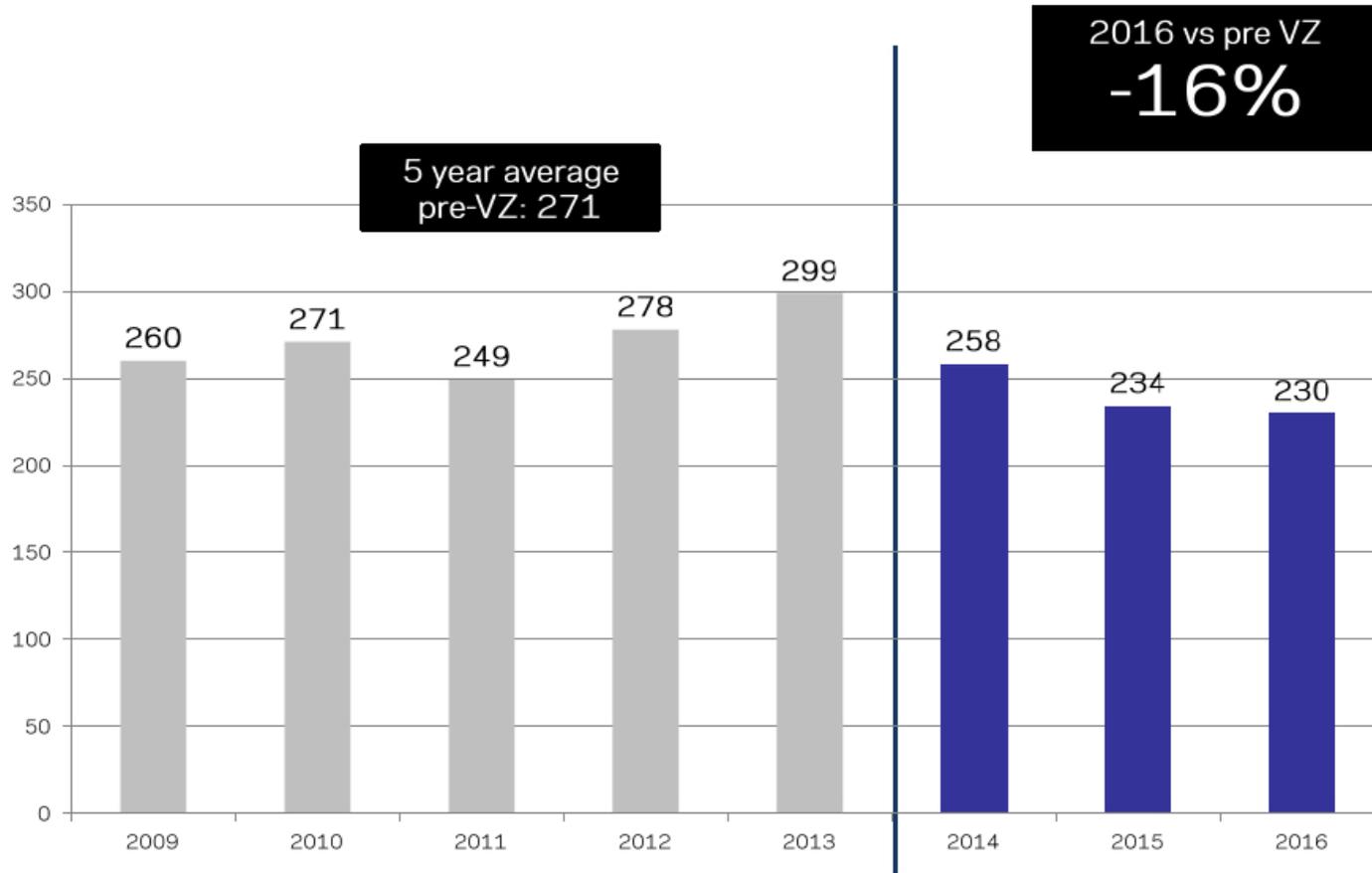
2017 Road to Zero Grant Recipients



Organization	Grant Name
Chicago DOT	Vision Zero Garfield Park: City of Chicago
Los Angeles PD	Vision Zero – Priority Corridor Safety Details
National Association for County Engineers	Advancing Local Road Safety Practices with State DOTs
National Complete Streets Coalition	Safe Streets Academy
Roadway Safety Foundation	usRap Across America
San Francisco Metropolitan Transportation Agency	Vision Zero – Distracted Driving
University of Michigan – Traffic Research Institute	Reducing Fatalities: Framework for Identifying Future Needs in Technological Countermeasures & Public Policies
TOTAL	\$1,000,000

WHAT CULTURE CHANGE LOOKS LIKE in NYC

All Traffic Fatalities *Before & After Vision Zero*



LEARNING FROM VISION ZERO

Bay St

Staten Island

Pedestrian Safety Improvements



Street Improvement Project



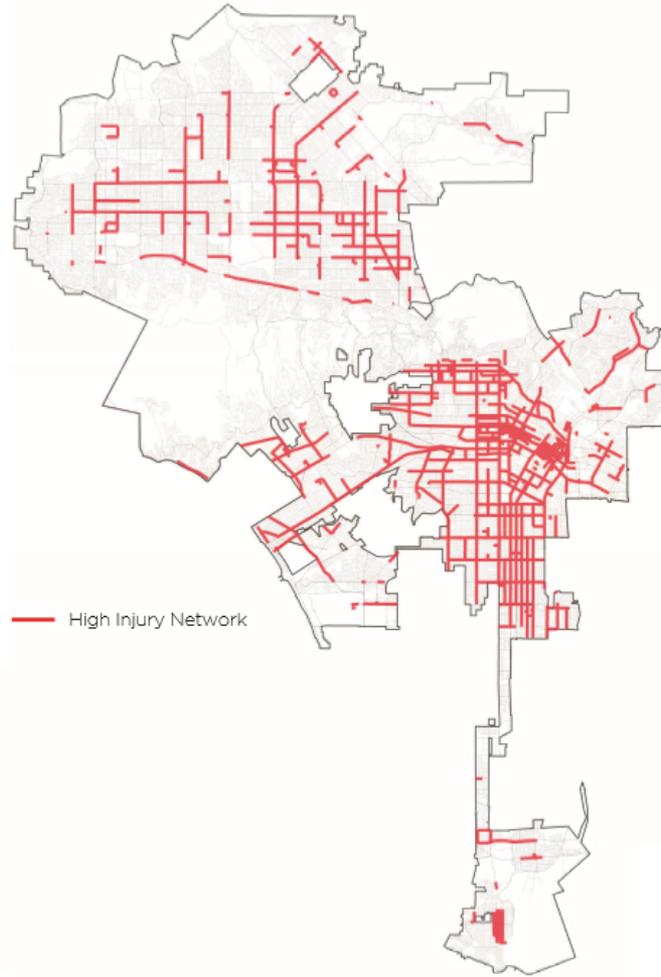
Before



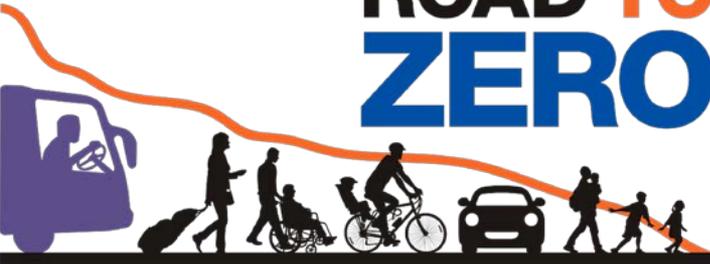
After

VISION ZERO

LOS ANGELES | 2015-2025

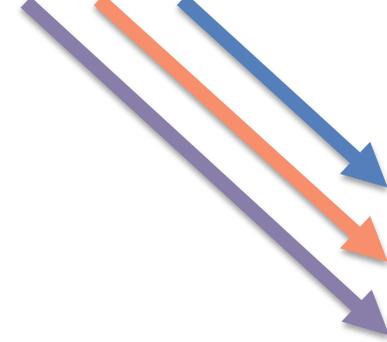


ROAD TO ZERO



65%

of all deaths and severe injuries involving people walking occur on just 6% of our streets.



PRIORITIZE SAFETY

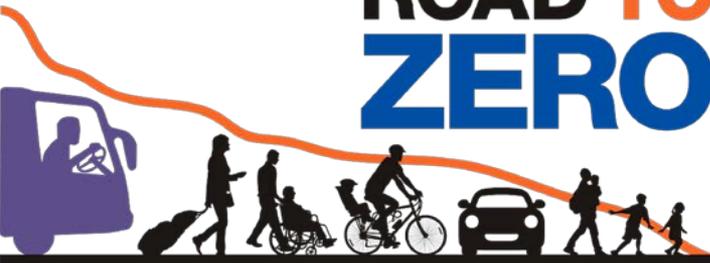
EMERGENCY RESPONSE



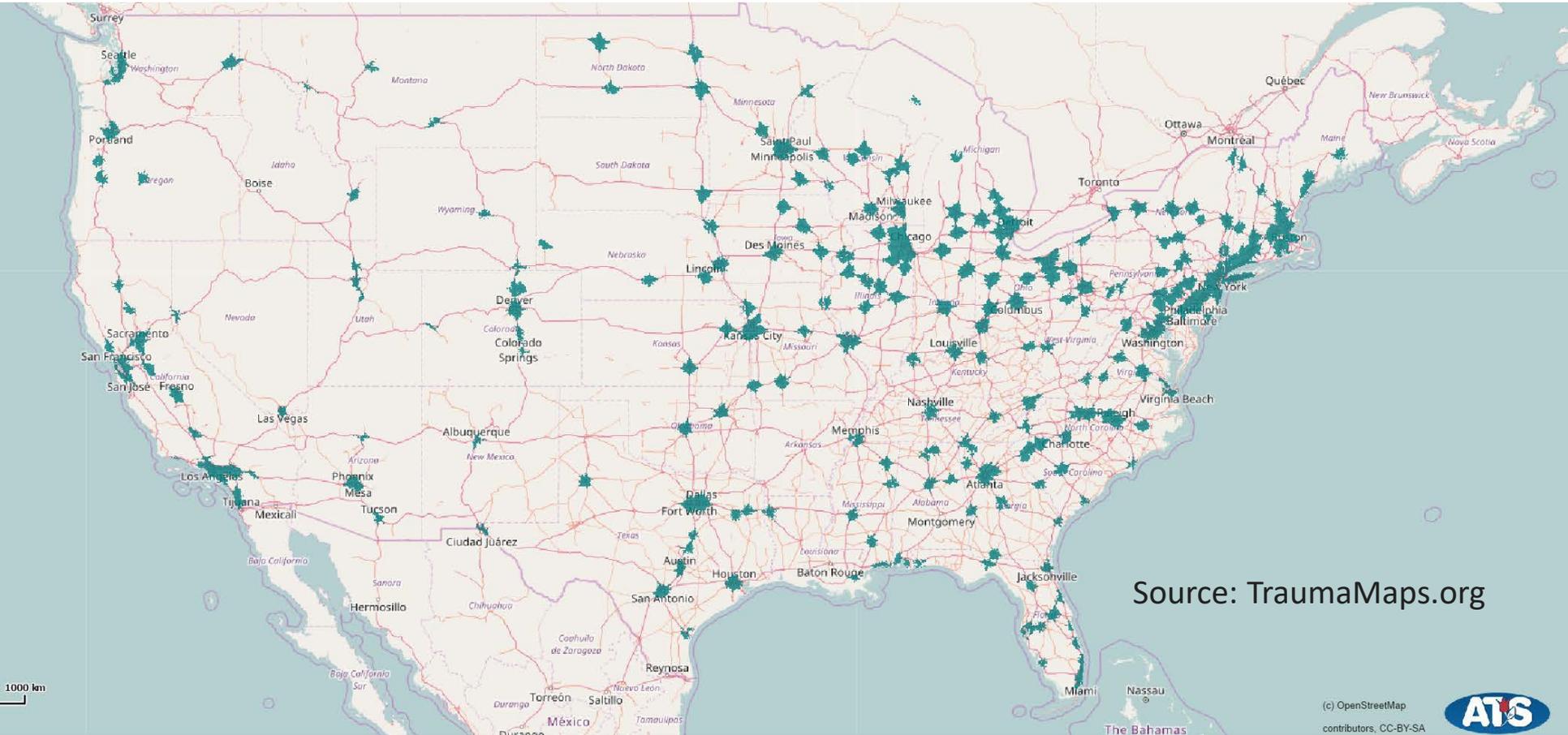
THE GOLDEN HOUR
43% of fatal motor
vehicle crash victims
reach a hospital alive

NHTSA, 2016

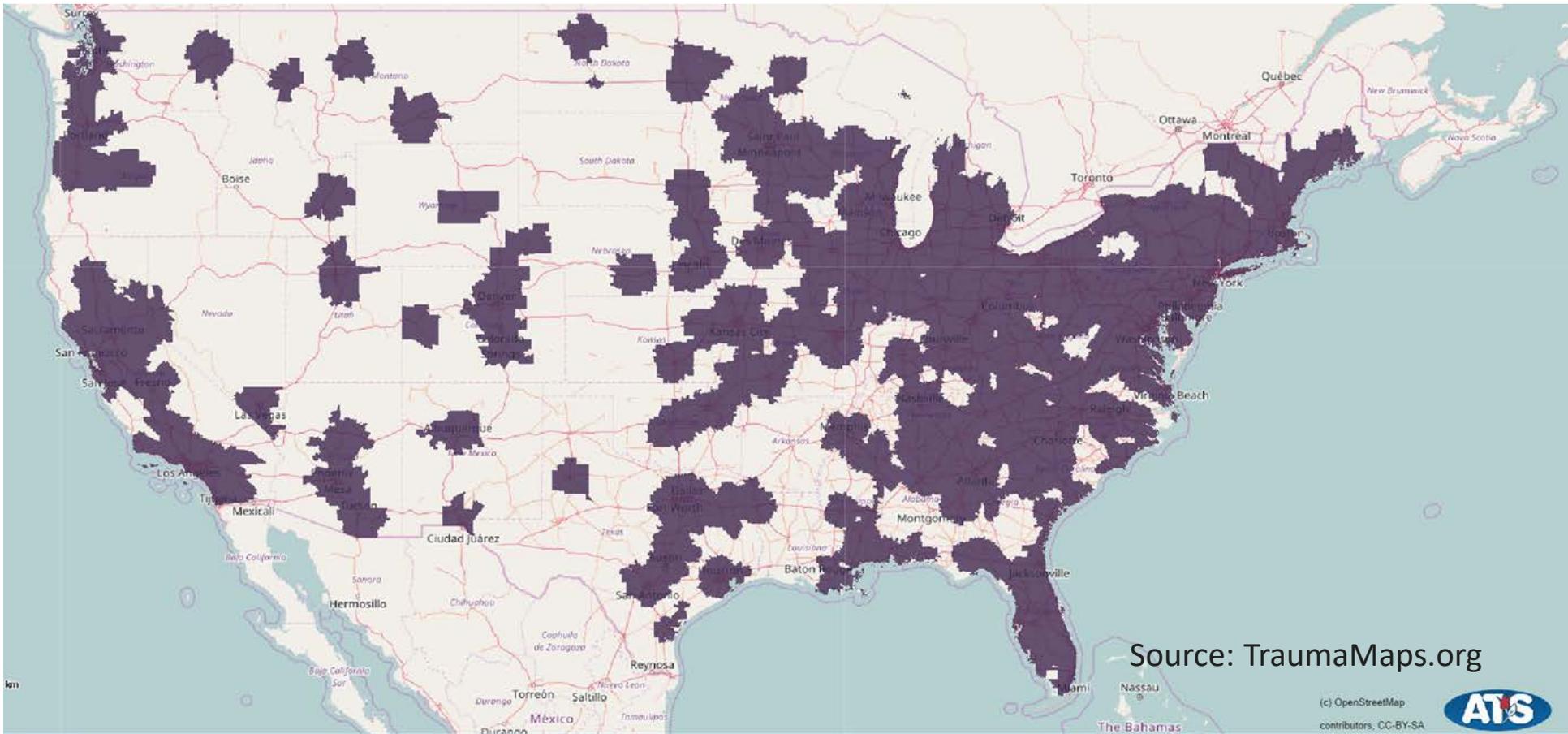
**ROAD TO
ZERO**



EMERGENCY RESPONSE: Trauma Center Access



Trauma Center Access by Helicopter



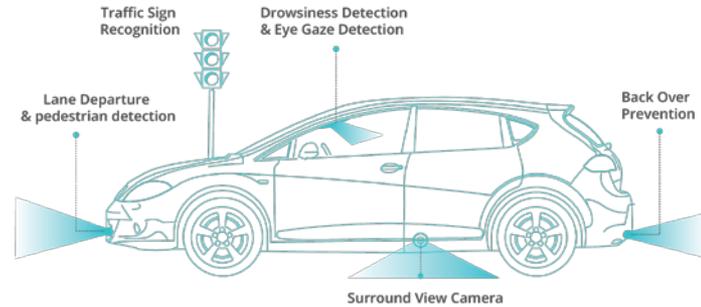
PRIORITIZE SAFETY



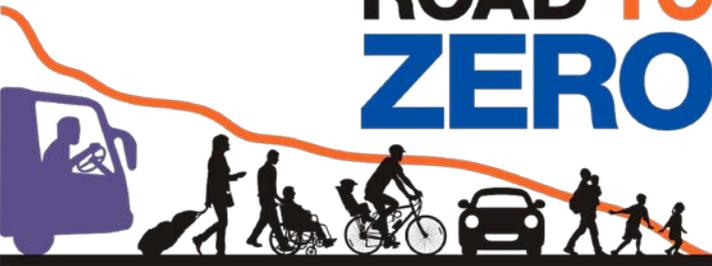
**ROAD TO
ZERO**



THE FUTURE OF ZERO



**ROAD TO
ZERO**



GETTING TO ZERO

HOW WE CAN MAKE A DIFFERENCE

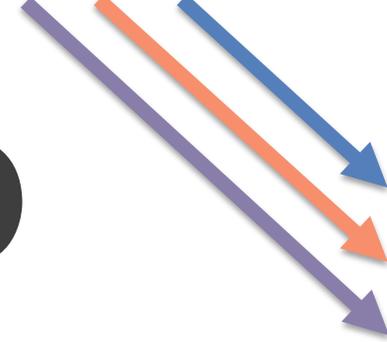


WHY
ZERO
IS THE GOAL

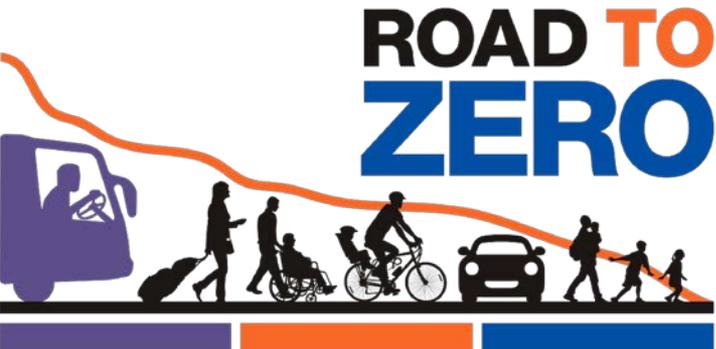


DESTINATION

ZERO



**2018 Safe System Innovations
Grant Winners**



2018 Grant Recipients

Organization	Grant Name
America Walks / UNC	Accelerating Adoption of Safer Systems for All Road Users
Bicycle Colorado	Bicycle-Friendly Driver and Confident Commuting Program
Center for Latino Progress	Cooperative Community Crash Reduction, Hartford CT
City of Boston	Boston's Safest Driver
Lorain County Public Health	Lorain Active Transportation Collaborative
NORC - University of Chicago	Underutilized Strategies in Traffic Safety
Texas A&M University / Houston Methodist Hospital	A systems approach to reduce drowsy driving among night-shift nurses
University of Alabama at Birmingham / Safe Kids Worldwide	Improving Child Restraint Installation in Rural America through Interactive Virtual Presence

UPCOMING MEETINGS

May 3 - IIHS Tour

Sign up: [NSC.org/RoadToZero](https://www.nsc.org/RoadToZero)

June 28 - 1 – 4pm

Location: NTSB

**ROAD TO
ZERO**

