



# **The Road to Zero: Challenges Three Lanes New Tools**

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**NHTSA**  
NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION



## A Decade of Safety Improvement

25% reduction in lives lost



## 2015 Final FARS Data: Lives Lost

35,092



## 2015 Final FARS Data: Lives Lost

- Overall: 7.2% increase compared to 2014
  - largest % increase since 1966
- Pedestrian fatalities up 9.5%
  - highest since 1996
- Pedalcyclist fatalities up 12.2%
  - highest since 1995

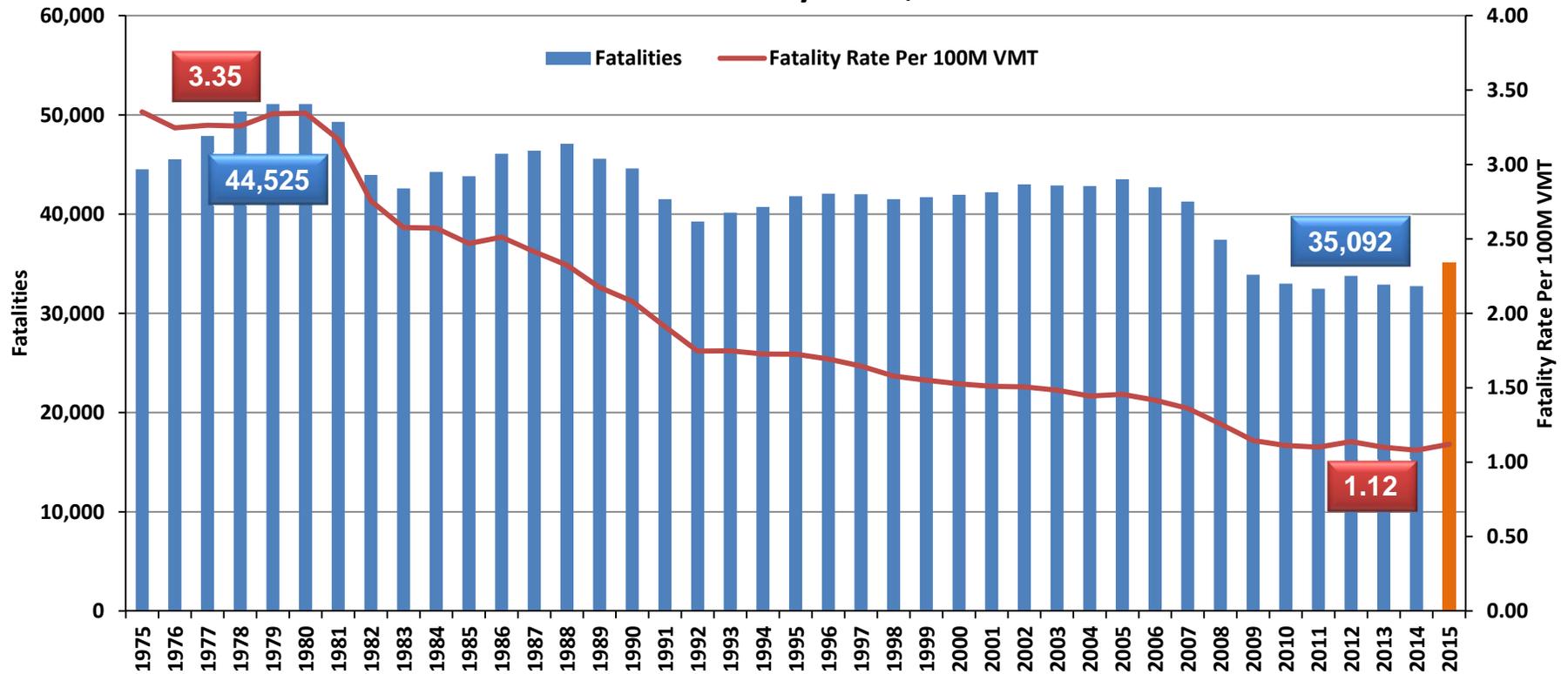


## 2015 Final FARS Data: Lives Lost

- VMT increased by 3.5%
  - largest % increase since 1992
- Fatality rate increased to 1.12
  - 1.08 in 2014



## Fatalities and Fatality Rates, 1975-2015

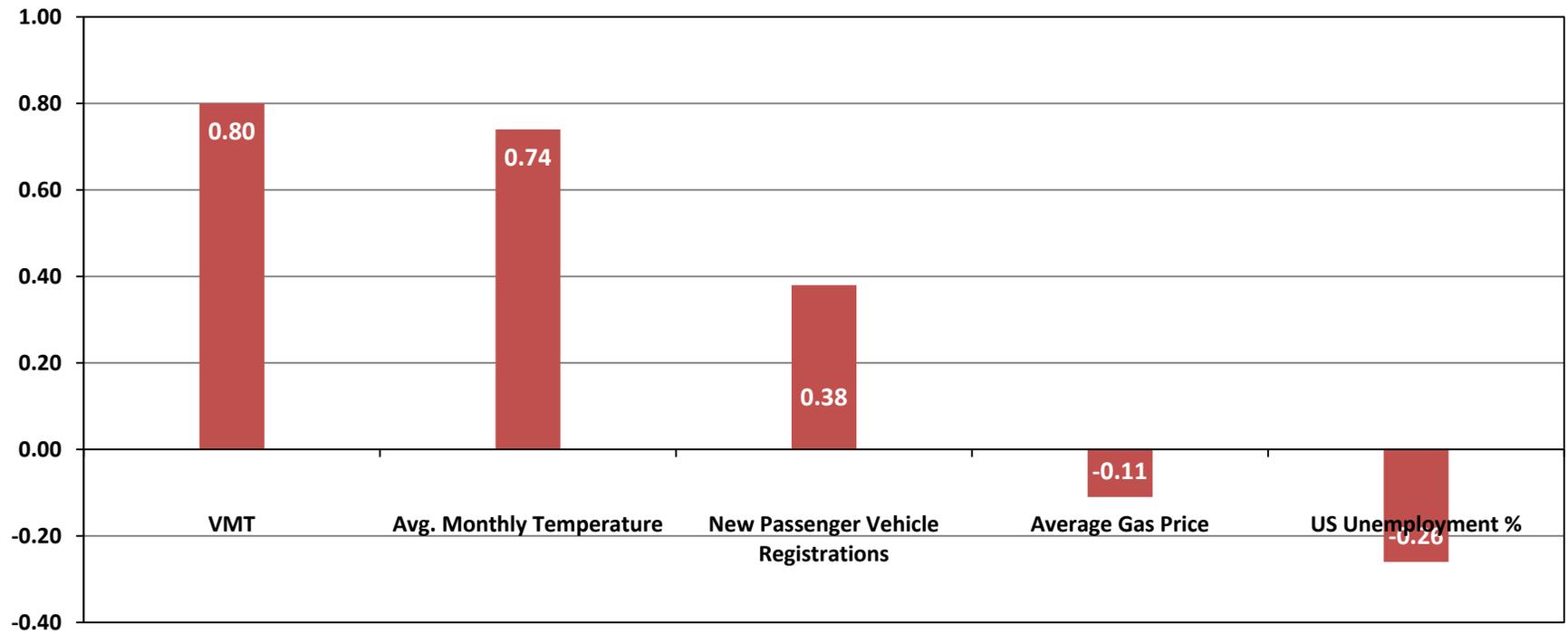


Source: FARS, FHWA

NHTSA



### 5-Year Correlation Between Fatalities, Economic and Other Indicators, 2011-2015



Sources: FHWA, NOAA, R. L. Polk & Company, EIA & BLS



## 2015 Final FARS Data: Lives Lost

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**Roadway Lives Lost = 747 Crash Every Week/1 YR**



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## Crashes Related to a Human Choice or Error

94%



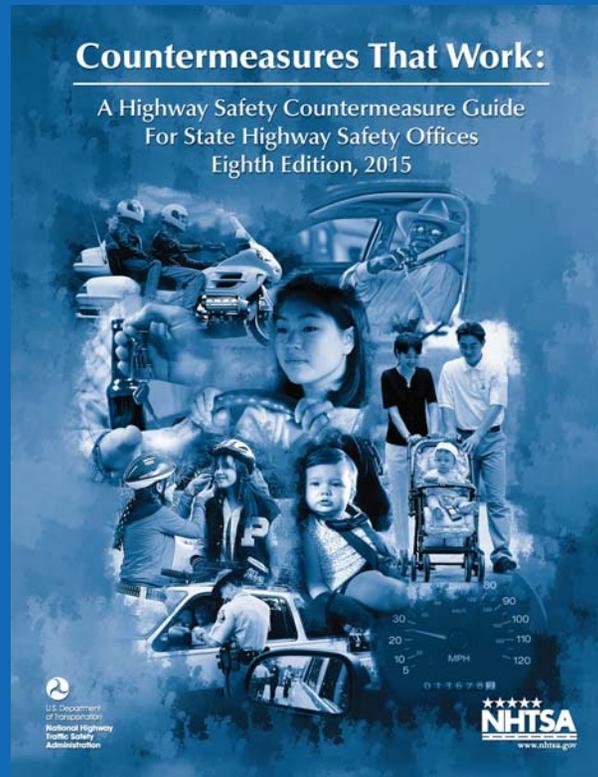
# The Only Acceptable Goal

0

But when?  
And how?

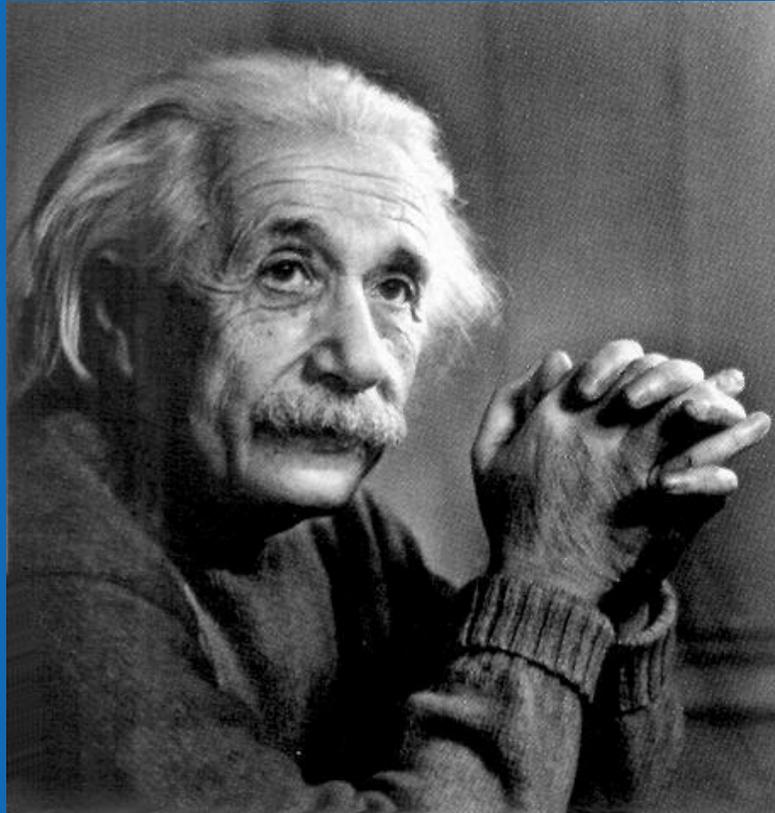


# How do we get there?



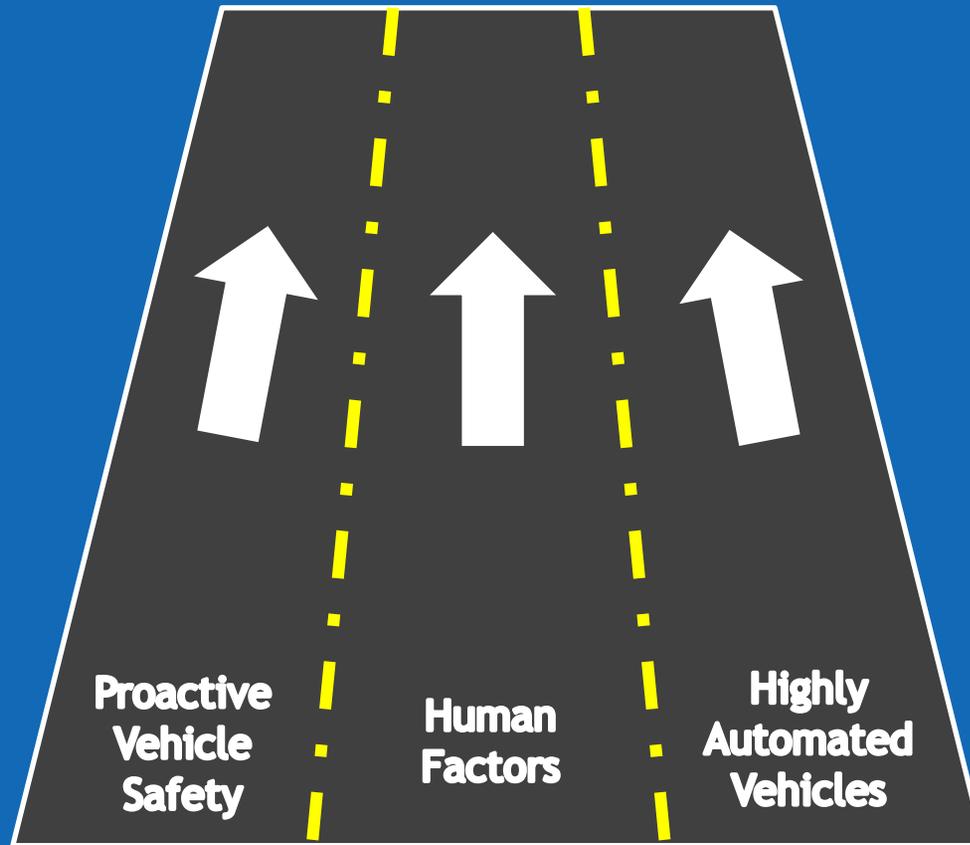


# Same Strategies, Different Outcomes?





# The Road to Zero





# Proactive Vehicle Safety

## Traditional Approach

Mitigate the crash

Fix the defect

70 percent recall completion

Investigate. Recall.  
Penalize. Repeat.

## Proactive Approach

Prevent the crash

Prevent the defect

100 percent recall completion

Work together.  
Repeat.



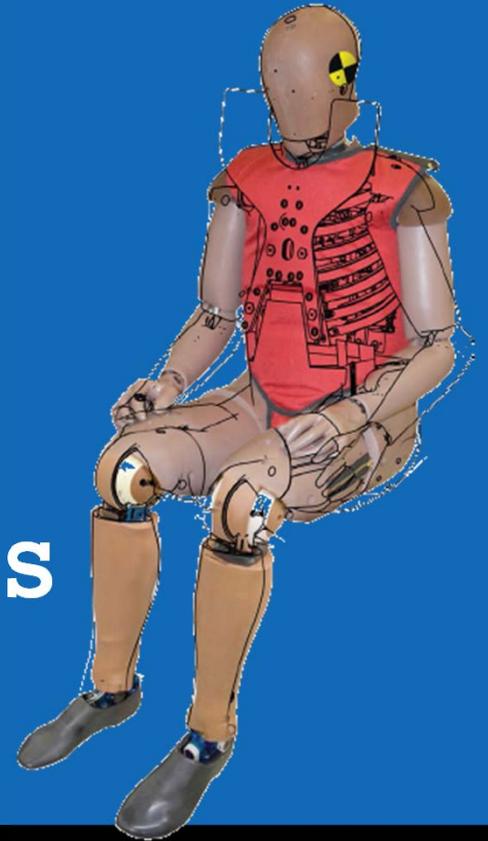
# Proactive Vehicle Safety

NCAP/5 - Star Safety Ratings

AEB

Retooling Recalls

Proactive Safety Principles



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# Proactive Vehicle Safety

## More Efforts

- NHTSA/FAA Forum: Enhancing Safety Culture in Transportation
- FCA: Automotive Safety Recall Best Practices Summit
- Cybersecurity Best Practices/Industry Roundtable



# Human Factors: Choices and Errors



LEARN MORE

U DRIVE.  
U TEXT.



STILL MAKING EXCUSES?  
YOU KNOW BETTER.

WATCH MORE

## 4D's

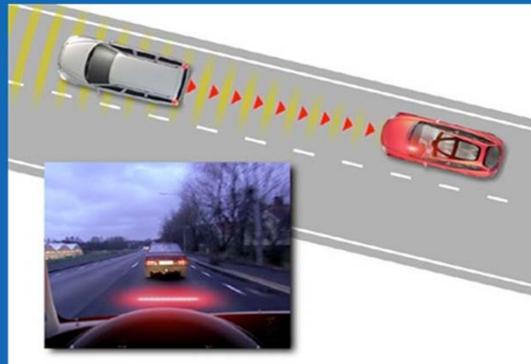


# Highly Automated Vehicles

- Historic approach:

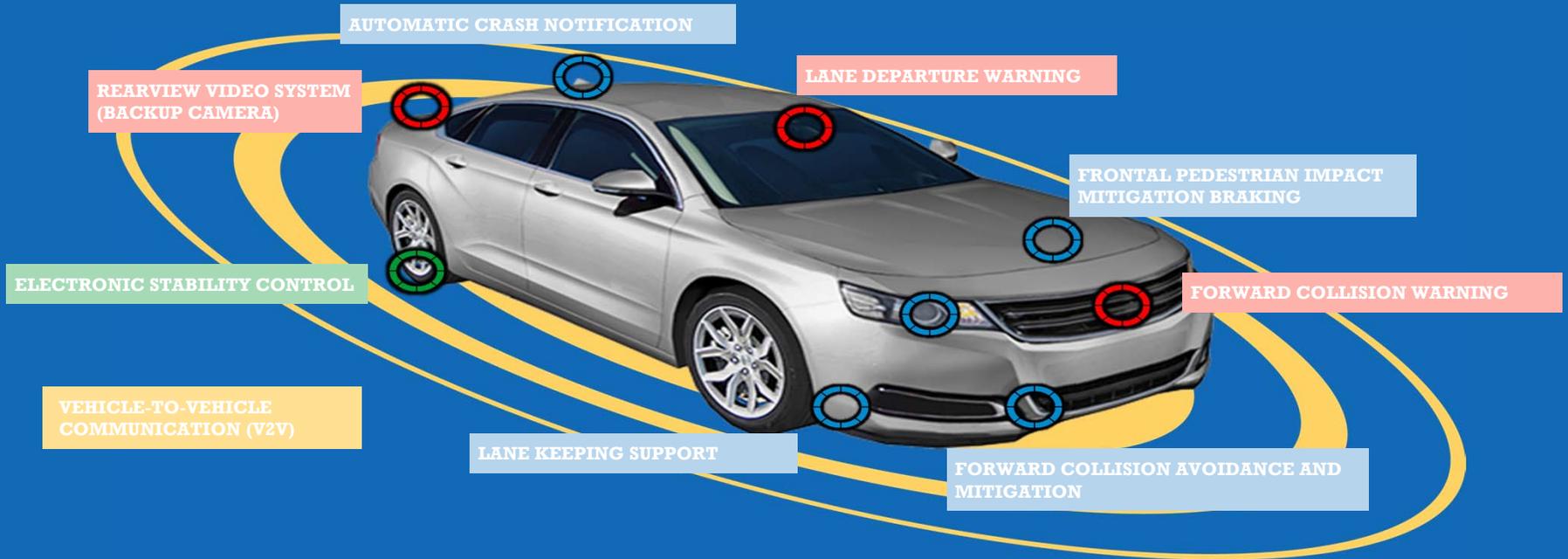


- Proactive approach:





# Safety Technologies

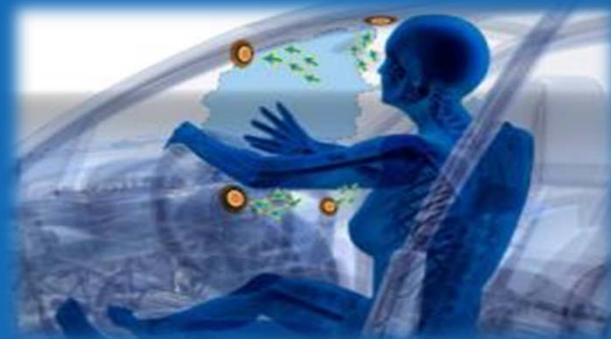




# Driver Alcohol Detection System for Safety

## Objective

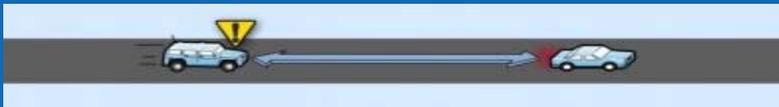
A non-invasive, seamless technology to measure driver BAC and reduce the incidence of drunk driving





# Vehicle to Vehicle (V2V): Connected Automation

## Forward Collision



## Do Not Pass



## Lane Change/Blind Spot



## Intersection



# Highly Automated Vehicles

- President Obama's commitment: \$3.9 billion
- DOT/NHTSA:
  - Vehicle Performance Guidance
  - Model State Policy
  - Current Tools and Authorities
  - New Tools and Authorities



## Technology Saves Lives

613,501



# New Tools: State Dashboards



United States Department of Transportation



[Ratings](#) [Recalls](#) [Risky Driving](#) [Road Safety](#) [Equipment](#) [Technology & Innovation](#)

These safety, administrative, and modeling data and resources provide State traffic safety professionals the tools they need to improve highway safety.

Share:   

State Metrics

 [Performance Measures](#)

 [Administrative Measures](#)

 [State Resources and Tools](#)

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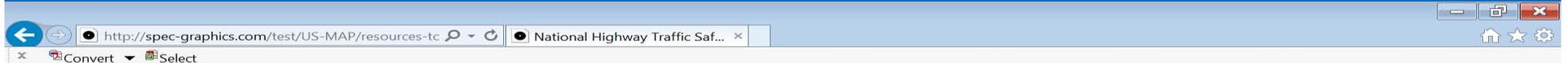


# New Tools: State Dashboards





# New Tools: State Dashboards



## State Resources and Tools (CDC MVPICCS)

This page includes resources for State highway safety offices, including a link to a model developed by the Centers for Disease Control and Prevention (CDC) that calculates state-specific impacts of selected safety countermeasures. This model, the Motor Vehicle Prioritizing Investments and Cost Calculator for States (MVPICCS) estimates costs and safety benefits of various countermeasures, and includes both the number and monetized value of lives saved and injuries prevented at the State Level.

[PICCS](#) | [Introduction](#) | [Library](#)



Welcome to the motor vehicle PICCS (Prioritizing Interventions and Cost Calculator for States). The motor vehicle PICCS is a web tool that helps you review the costs and benefits of different statewide interventions designed to prevent motor vehicle-related injuries and deaths. The motor vehicle PICCS selects the most cost-effective combination of interventions for implementation under a given budget and user identified parameters. Currently, fourteen effective interventions are available for you to select.

Let's start by indicating the state you are interested in. You can change your selection at any time.

Select a state:

Then please select one of the following options:



## 2015 Final FARS Data: Lives Lost

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# 2045 Final FARS Data: Lives Lost

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