



**XXIVth World
Road Congress
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STC Safety Session: “Toward Zero Deaths: A National Strategy on Highway Safety”

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Toward Zero Deaths Initiative

- WHAT is it?
- WHY are we launching the initiative?
- WHERE are we in its development?
- WHERE are we in terms of fatalities?
- HOW can we achieve the vision?
- WHAT are the roles of federal, state, and local governments?
- WHAT are the lessons for the rest of the world?



WHAT IS TZD?

- The National Highway Safety Strategy
- Uses the 1997 AASHTO strategic plan as a base
- Broadens the outreach
- More inclusive in ownership
- Longer time horizon – at least 25 years
- Safety culture strategies included
- Technology will play a key role



WHY Is It Being Launched?

- To build on the recent successes in fatality reduction
- The AASHTO plan is now 14 years old
- There is a renewed worldwide focus on fatalities
- A new USDOT Team has a strong safety focus
- Federal-aid Reauthorization is an opportunity

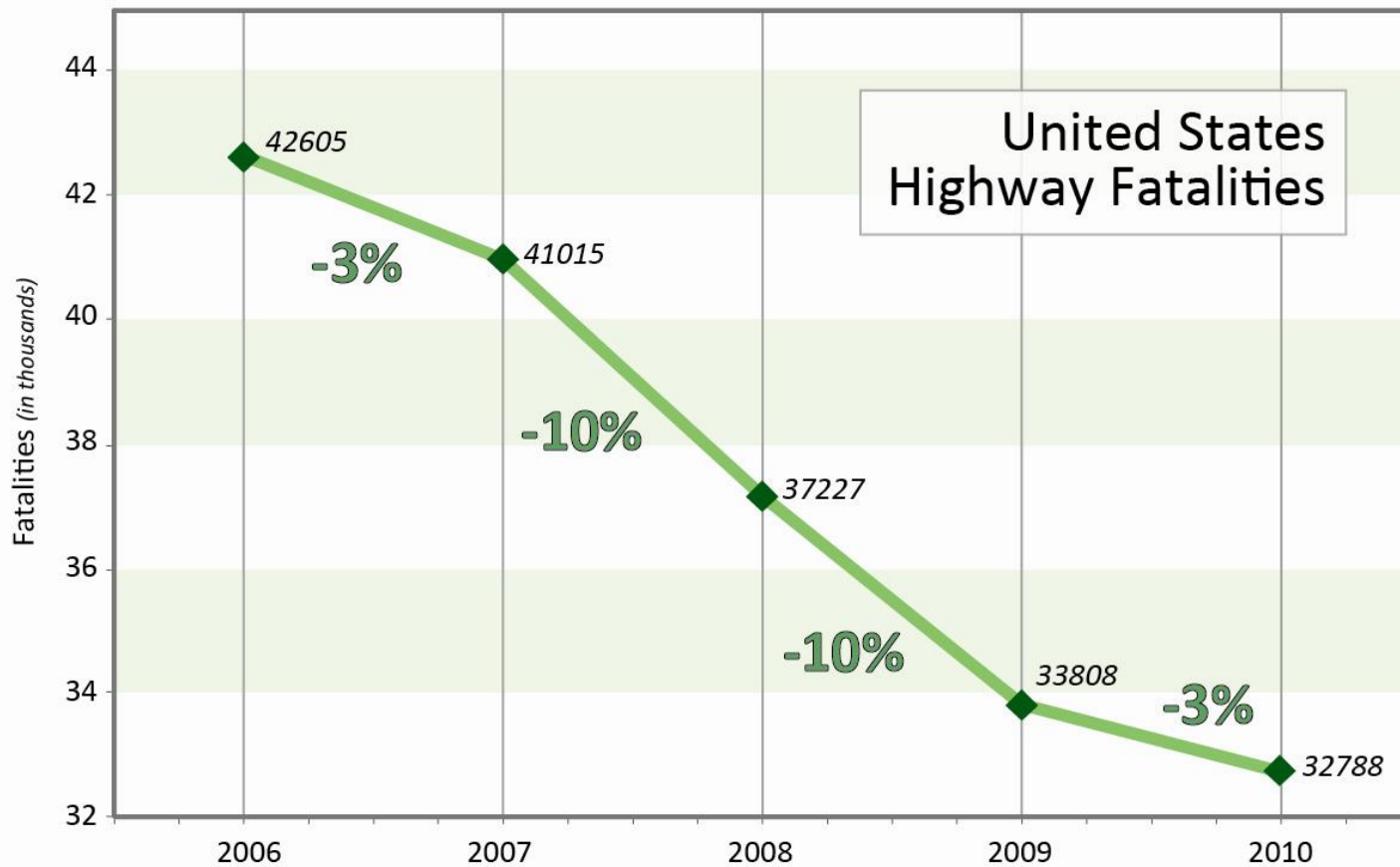


WHERE Are We?

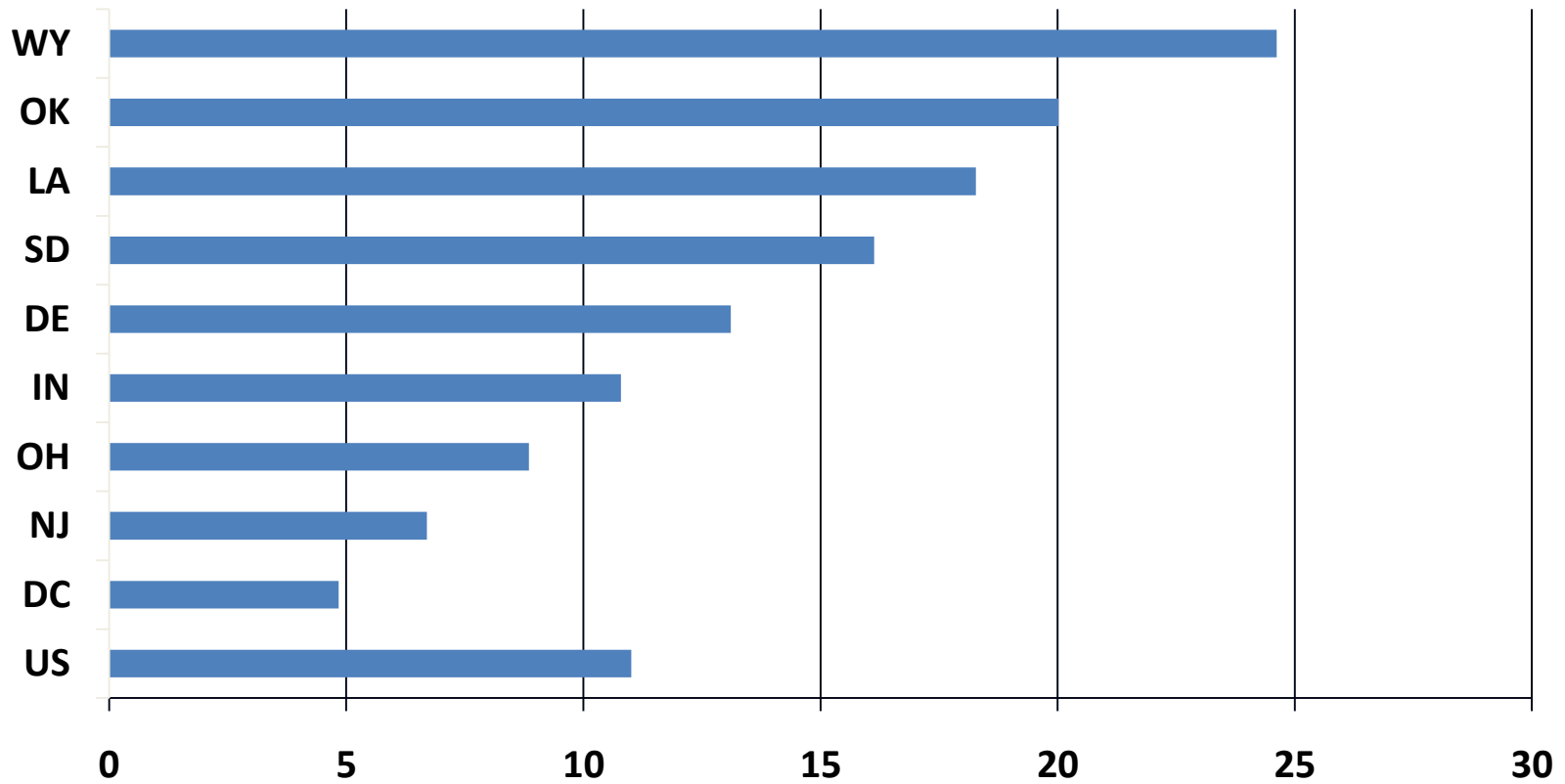
- White papers prepared, and webinars and workshop conducted
 - Available at:
 - <http://safety.transportation.org/activities.aspx>
- Project to develop the National Strategy framework began in early 2011
- Draft framework targeted for late 2011
- Goal is to have multiple organizations adopt the National Strategy in 2012



Highway Deaths: Where Are We?



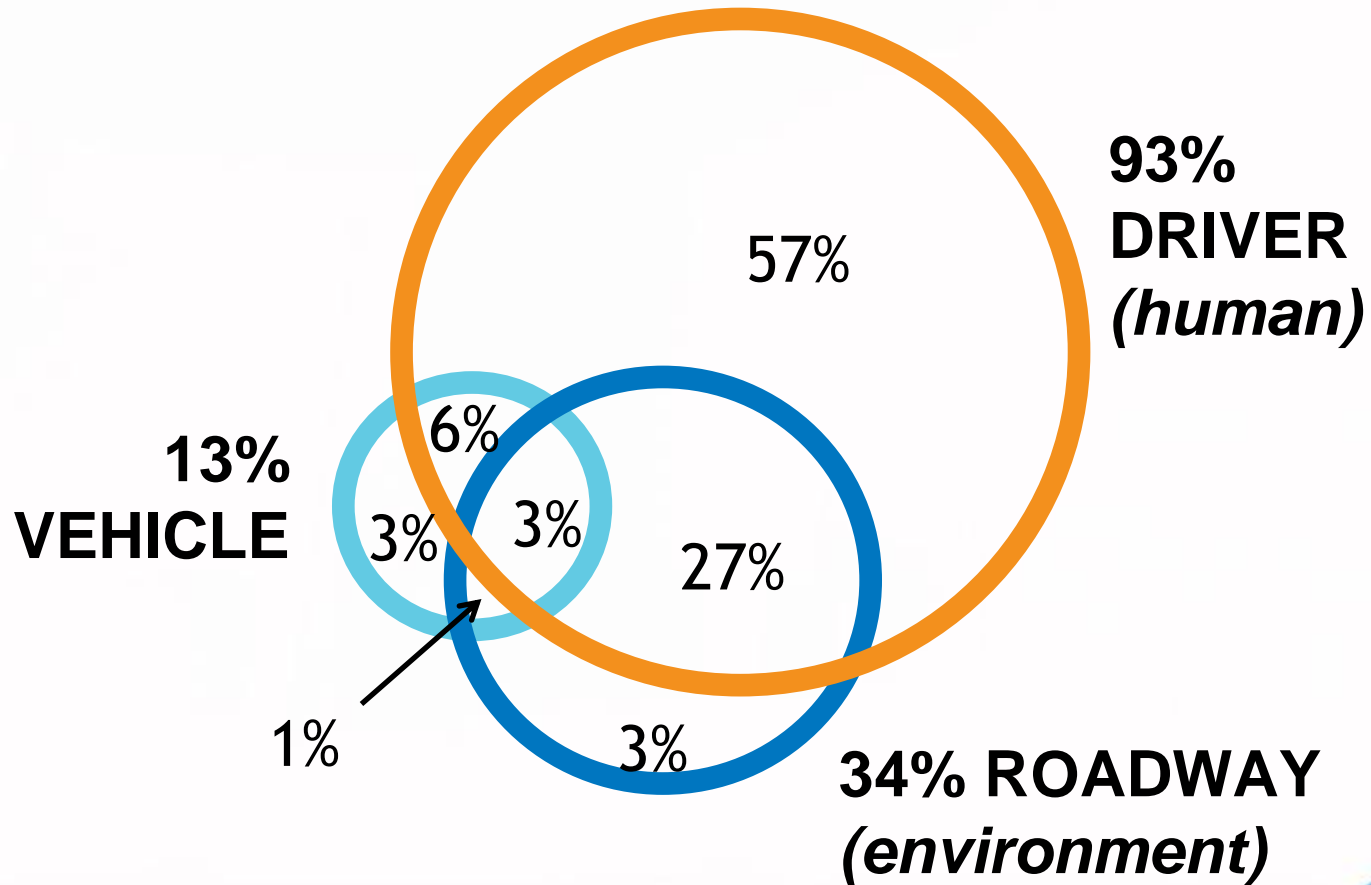
Fatality Rates in USA



Fatalities per 100,000 population in Sample States



Factors Contributing to Crashes



Source: Treat, 1979 as cited in AASHTO Highway Safety Manual



HOW Can We Achieve It?

- Share a common vision
- Build support at the top and at the grass roots
- Build on success
- Set intermediate goals
- Build partnerships



How Will We Drastically Reduce Fatalities?

- Safer drivers/passengers and pedestrians and bicyclists
- Safer vehicles
- Safer roadways
- Better/more emergency medical services



Behavioral Countermeasures

- Primary belt laws and laws for all seating positions, belt reminder systems
- Sobriety checkpoints/saturation patrols, ignition interlock for all convicted offenders
- High visibility enforcement and strategic communications
- Standardized, automated, linked data systems
- Speed management solutions



Vehicle Countermeasures

- Vehicle-to-Vehicle and Vehicle-to-Infrastructure communication
- Electronic stability control
- Other safety features:
 - Lane departure warnings
 - Adaptive headlights
 - Forward collision warning
 - Brake assist

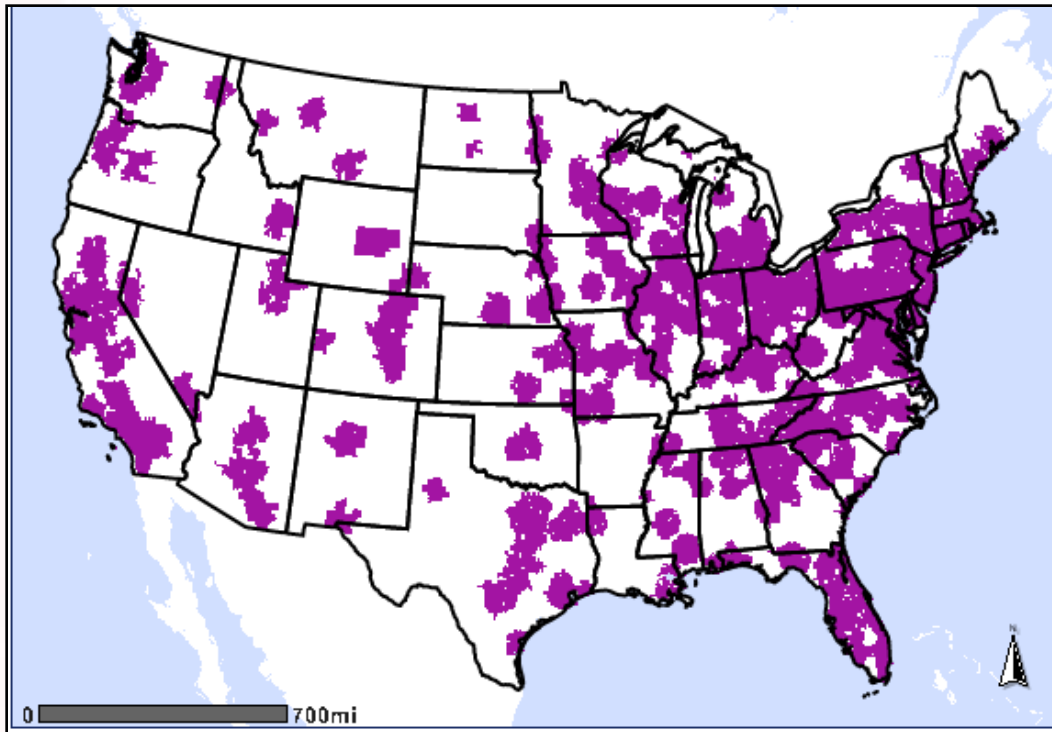


Infrastructure Countermeasures

- Pervasive protection/prevention for lane departures
- Intersection improvements
- Median cross-over prevention
- New design codes and new tools
- Road safety audits—RSAs
- New tools e.g. Highway Safety Manual and SafetyAnalyst software



Emergency Medical Countermeasures



- E-911
- Automated crash notification

Medical response times of 60 minutes or less



Federal Government Role

- Set a national goal and long-term vision
- Champion individual state initiatives
- Deliver federal safety programs
- Regulate the vehicle fleet through safety standards
- Research, development, and information sharing



State Government Role

- Set individual targets and track performance
- Administer federal and state funds
- Address all public roads
- Prioritize where to make improvements



Local Government Role

- Sharing successful practices, knowledge, and professional services
- Partnerships with state and other local agencies
- Input to the national strategy
- Support and advocacy by groups like:
 - National Association of County Engineers
 - National Local Technical Assistance Program Association
 - Institute of Transportation Engineers



Lessons Learned: Worldwide Applications

- Leadership and a shared vision at top levels
- Driving is a privilege rather than a right
- Partnerships among health, development, transportation, and public safety communities
- Shared accountability and responsibility
- Tough laws on vehicles and drivers must exist and be enforced
- We can learn from each other—developing as well as developed nations



A Common Vision



**A World With
No Deaths
on Roads**

