

Reaching ZERO

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Federal Highway Administration



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CAN WE MAKE A DIFFERENCE?

WHAT IS
THE RIGHT
NUMBER?

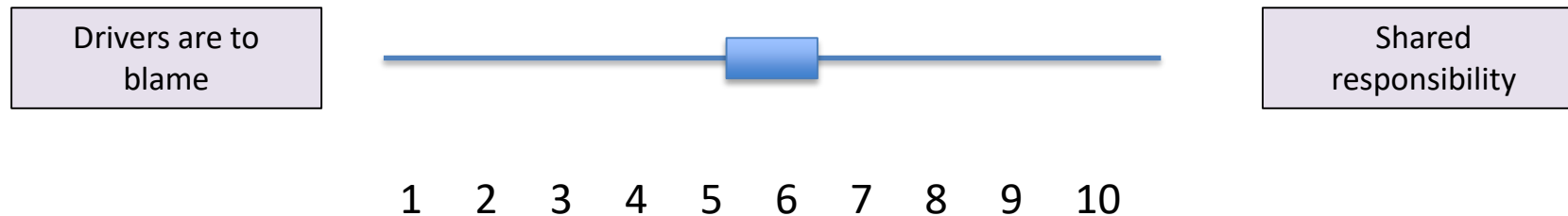
100+
Deaths
per day
in the U.S.

ROAD TO
ZERO



Culture shift – where are we on the journey?

- Blame drivers → Shared responsibility
- All crashes → Focus on fatal and serious injury
- React to crashes → Proactive identification of risk locations
- Individual pillars → System as a whole

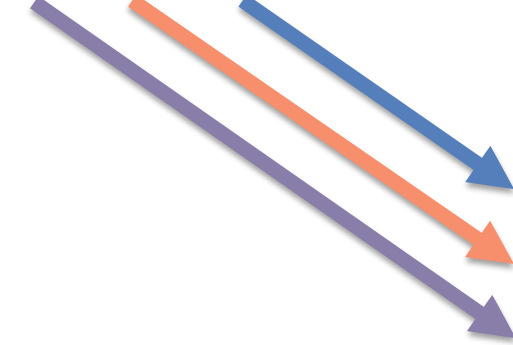


ROAD TO ZERO



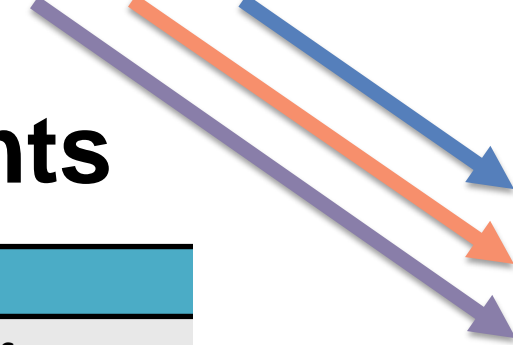


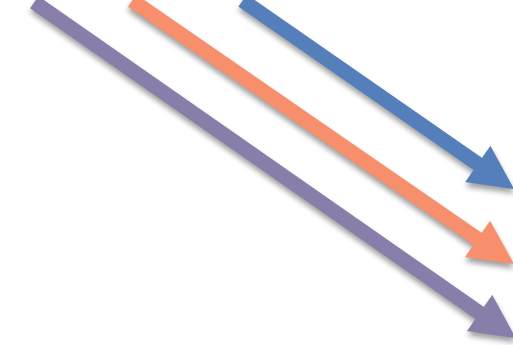
ROAD TO ZERO



2018 Road to Zero Grant Recipients

Organization	Grant Name
America Walks with UNC-HSRC	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
Institute of Transportation Engineers/ Vision Zero Network	Moving from Conversation to Action: A Scalable Training Resource on Speed Management for Transportation Professionals and Community Stakeholders
Lorain County Public Health	Lorain Active Transportation Collaborative
National Complete Streets Coalition, Smart Growth America	Safe Street, Smart Cities Academy
NORC at 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
University of Michigan	Addressing Socioeconomic Disparities in Motor-Vehicle Fatalities
TOTAL AMOUNT	
\$ 1,500,000	

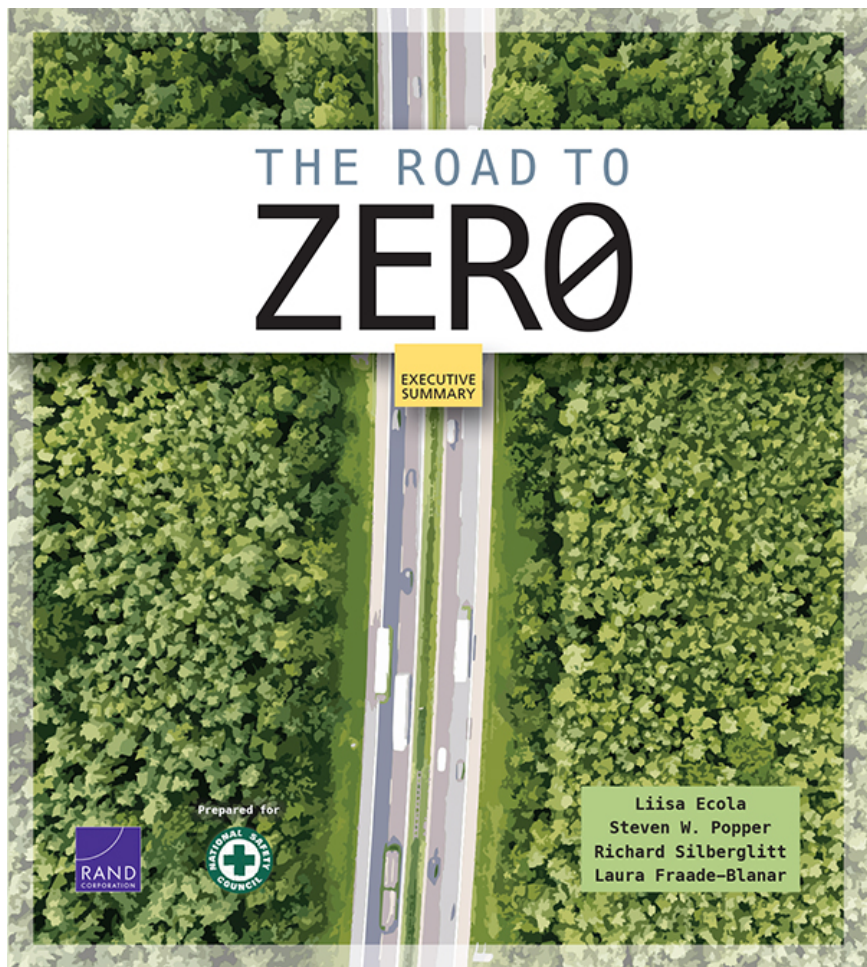




Road to Zero Coalition Report Video

https://www.youtube.com/watch?time_continue=7&v=MNtcKUTVGDo





DOUBLE DOWN
on What Works

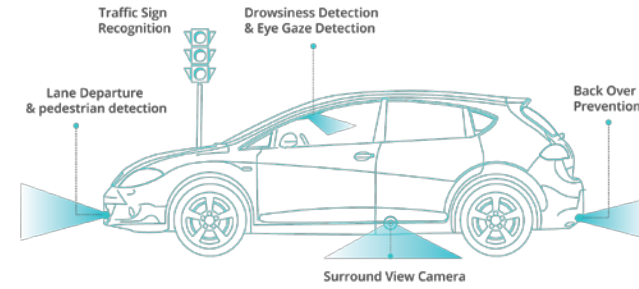
ACCELERATE
Technology

PRIORITIZE
Safety

ROAD TO
ZERO



THE FUTURE OF ZERO



ROAD TO ZERO

