Reaching ZERO

Michael Griffith
Federal Highway Administration

Follow: @RoadToZeroUS
CAN WE MAKE A DIFFERENCE?

WHAT IS THE RIGHT NUMBER?

100+
Deaths per day in the U.S.
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
## 2018 Road to Zero Grant Recipients

<table>
<thead>
<tr>
<th>Organization</th>
<th>Grant Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>America Walks with UNC-HSRC</td>
<td>Accelerating Adoption of Safer Systems for All Road Users</td>
</tr>
<tr>
<td>Bicycle Colorado</td>
<td>Bicycle-Friendly Driver and Confident Commuting Program</td>
</tr>
<tr>
<td>Center for Latino Progress</td>
<td>Cooperative Community Crash Reduction, Hartford CT</td>
</tr>
<tr>
<td>City of Boston</td>
<td>Boston's Safest Driver</td>
</tr>
<tr>
<td>Institute of Transportation Engineers/ Vision Zero Network</td>
<td>Moving from Conversation to Action: A Scalable Training Resource on Speed Management for Transportation Professionals and Community Stakeholders</td>
</tr>
<tr>
<td>Lorain County Public Health</td>
<td>Lorain Active Transportation Collaborative</td>
</tr>
<tr>
<td>National Complete Streets Coalition, Smart Growth America</td>
<td>Safe Street, Smart Cities Academy</td>
</tr>
<tr>
<td>NORC at University of Chicago</td>
<td>Underutilized Strategies in Traffic Safety</td>
</tr>
<tr>
<td>Texas A&amp;M University / Houston Methodist Hospital</td>
<td>A systems approach to reduce drowsy driving among night-shift nurses</td>
</tr>
<tr>
<td>University of Alabama at Birmingham/ Safe Kids Worldwide</td>
<td>Improving Child Restraint Installation in Rural America through Interactive Virtual Presence</td>
</tr>
<tr>
<td>University of Michigan</td>
<td>Addressing Socioeconomic Disparities in Motor-Vehicle Fatalities</td>
</tr>
</tbody>
</table>

**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
THE FUTURE OF ZERO

YOUR CAR IS NOT A PHONE BOOTH JUST DRIVE

Traffic Sign Recognition
Lane Departure & Pedestrian Detection
Drawnness Detection & Eye Gaze Detection
Surround View Camera

Rear Over Prevention

DESTINATION: ZERO

ROAD TO ZERO

INGLWOOD HILL RD

DESTINATION: ZERO

DESTINATION: ZERO

REAR SEAT Belt

REAR SEAT Belt

REAR SEAT Belt