

TOWARD ZERO DEATHS: A National Strategy on Highway Safety



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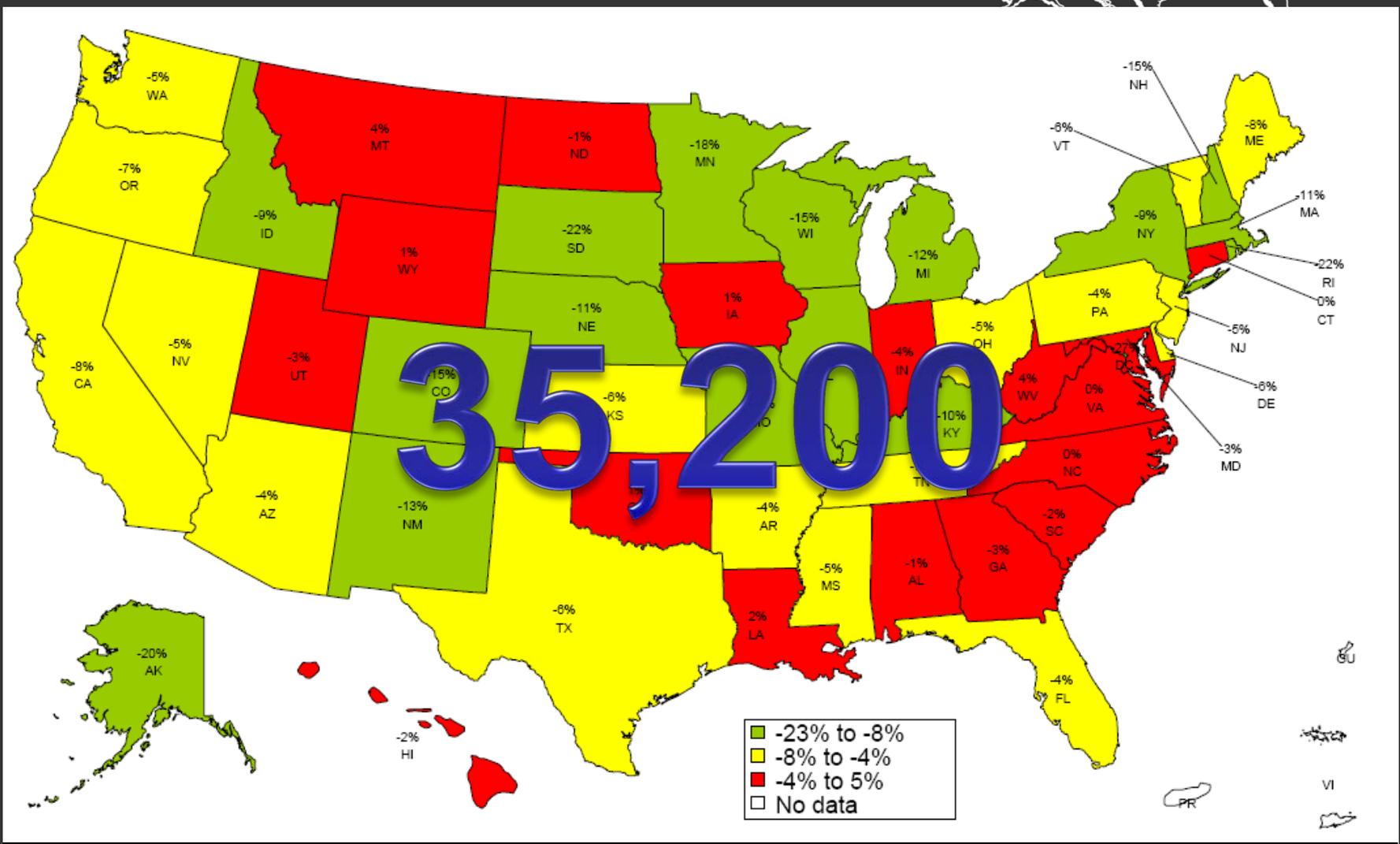
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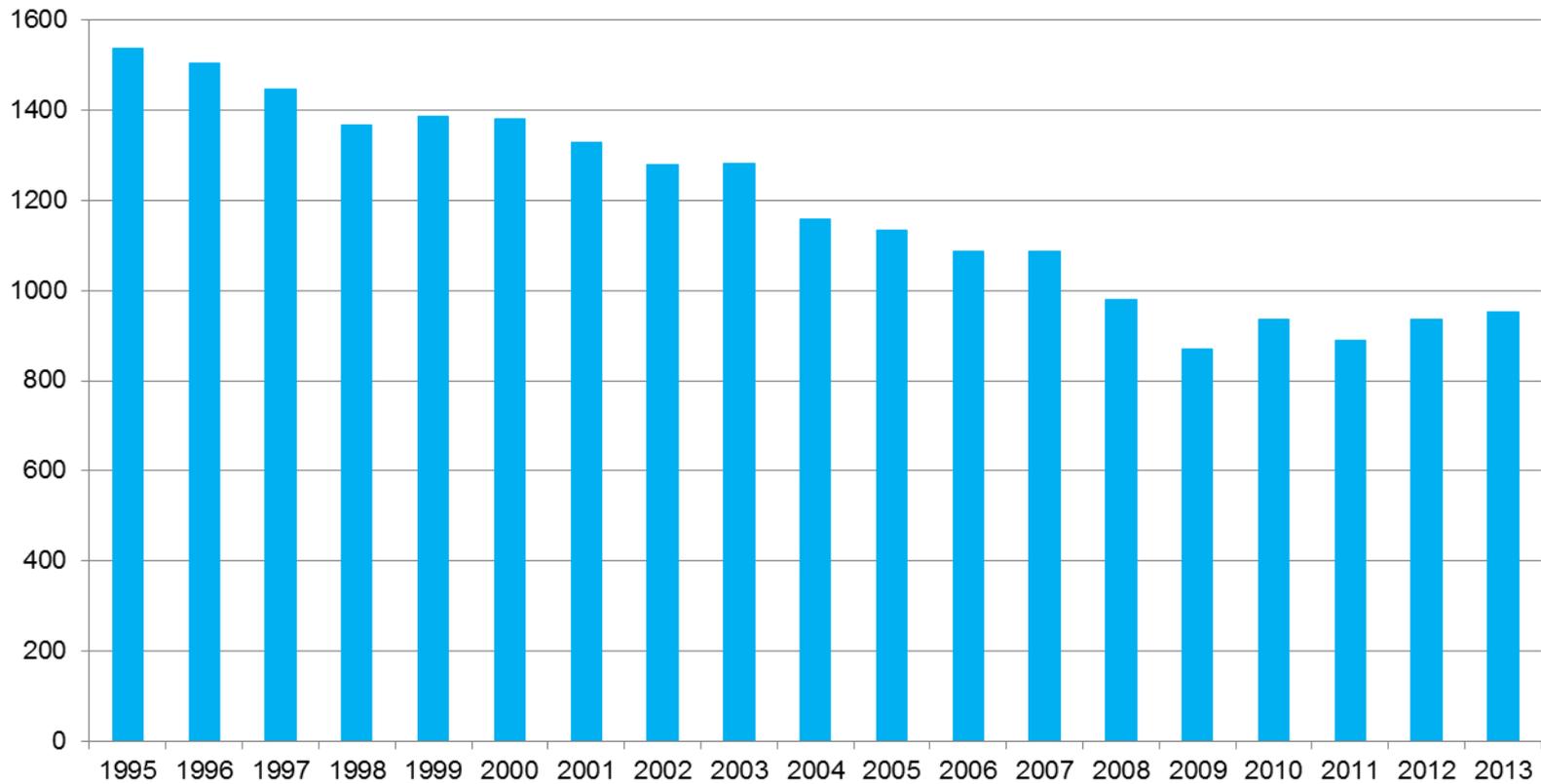
CHANGE IN 3-YEAR AVERAGE NUMBER OF FATALITIES FROM 2003-2005 TO 2006-2008

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MI Traffic Fatalities, From 1995 Peak

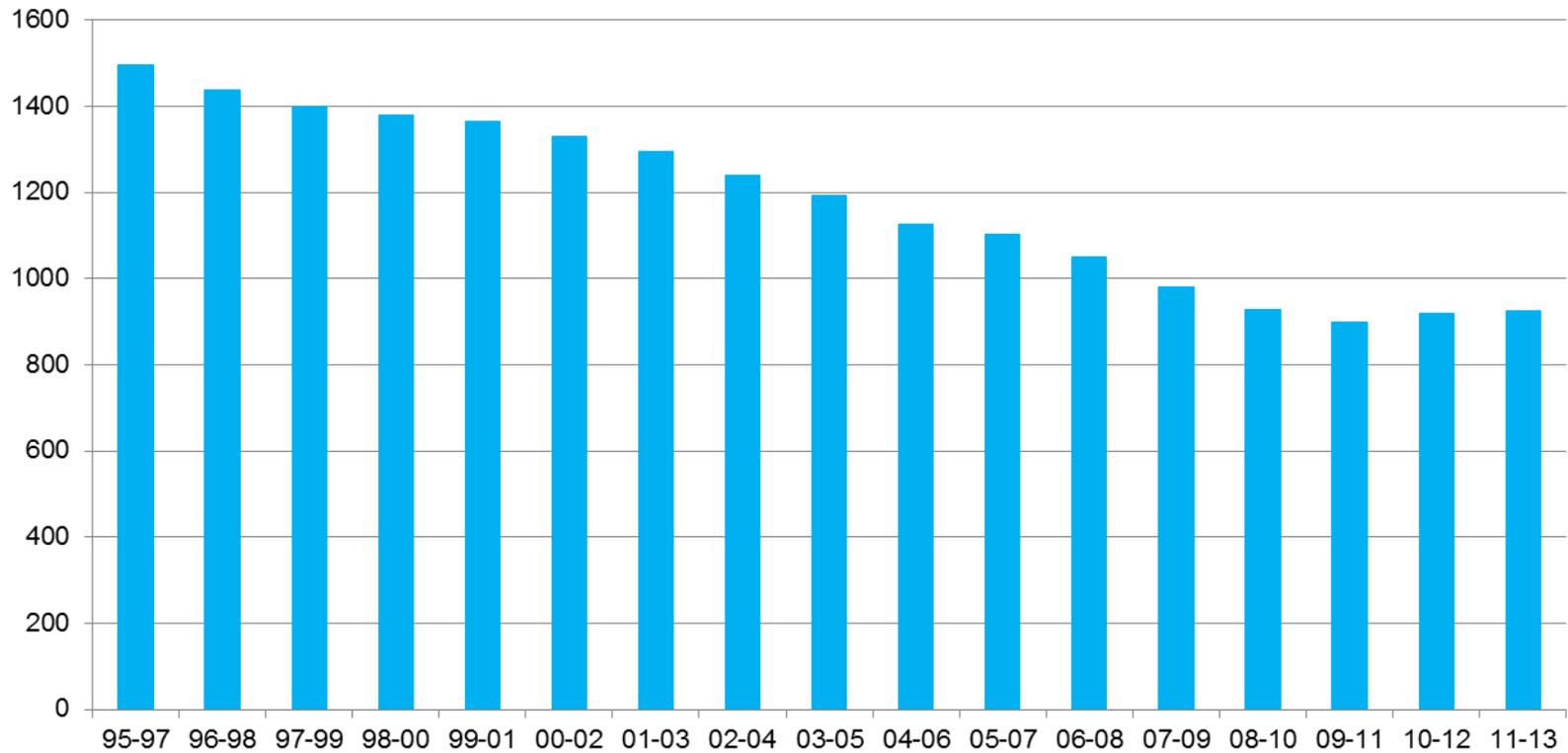


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MI Traffic Fatalities, 3 Year Rolling Average





Getting Started

- Sweden's Vision Zero (1997)
 - No loss of life is acceptable.
- Four Principles
 - Ethics
 - Responsibility
 - Safety
 - Mechanisms for Change

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Getting Started

Vision Zero: Responsibility on system design,
management and leadership.

[Vision Zero Clip](#)



National History

- Individual States pick up message
 - Now over 30
- National Push
 - Governor's Highway Safety Association
 - AASHTO
 - FHWA Safety Office



Purpose

End “Sense of Complacency” about highway deaths. –Peter Kissinger (AAA)

AASHTO Interim Goal:
Halving fatalities by 2030.

Michigan Interim Fatality Goal: 750 by 2016

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National Strategy

- Blueprint: Sept/Oct 2012 TR News
- Strategy unifies activities across agencies
- **KEY: Changing the Safety Culture**
- Marketing, communication, branding

Coming Soon: TowardZeroDeaths.org

- Implementation of the National Strategy
 - NCHRP 17-64

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Key Strategic Areas

- Safer Drivers & Passengers
- Safer Vulnerable Users
- Safer Vehicles
- Safer Infrastructure
- Enhanced EMS
- Improved Safety Management & Data Processes
- Safety Culture

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Safer Drivers & Passengers

- Sobriety Checkpoints
- Automated Enforcement
- One Driver, One Record
- Aggressive Driving & Speeding Enforcement

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Safer Vulnerable Users

- Pedestrian Laws (and Bicycles)
- Motorcycle Helmet Legislation
- Work Zone Design & Operations

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Safer Vehicles

- Lane Departure Warning Systems
- Alcohol Interlock
- V2X Technologies

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Safer Infrastructure

- Senior Driver Enhancements
- Curve Treatments
- Science-based Methodologies into Project Development



Enhanced EMS

- Next Gen 9-1-1
- Rural Response Times
- EMS in Planning/Training for TIM

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Improved Safety Management & Data Processes

- Include Public Health in Safety Planning
- Accuracy & Completeness of Crash Information
- Core Competencies for ALL Transportation Professionals



Safety Culture

- Assess Current Culture
- Identify Lead Entity
 - Develop Strategies to Change Culture
 - Evaluate Effectiveness
- Adoption of TZD

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Challenges

- Time
- Commitment
- Sustained Energy

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Key Lessons

- Top Leadership essential
- Consider driving a privilege
- Multi-disciplinary partnerships essential
- Goals must be shared value/responsibility
- Learn from others
- Implement best practices
- Decade of Action





Michigan Activities

- MDOT Strategic Plan Goal
- Michigan SHSP Vision
- Communication & Outreach - KEY
- Aggressive Safety Strategies
- Data Improvements
- Better Tools & Analysis



Internal Communication

- Focused on grabbing attention
- Weekly increase in K/A numbers
 - Associated story

- Now what?



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External Communication

- Fatality Messaging
- Social Media

michigan.gov/mdot

MDOTTM

Michigan Department of Transportation

★★★★★ (62 ratings)

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Government Organization
MDOT: Providing the highest quality integrated transportation services for economic benefit and improved quality of life.

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Hilary Owen

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Fatality Messaging on Dynamic Message Signs in Michigan



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What should we say?

227 TRAFFIC DEATHS
IN MICH THIS YEAR
ARRIVE ALIVE

MI TRAFFIC DEATHS
SINCE JANUARY
227

227
MI TRAFFIC DEATHS
THIS YEAR

227
MI TRAFFIC DEATHS
SINCE JANUARY

227
MICH TRAFFIC DEATHS
THIS YEAR

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What should we say?

440
TRAFFIC DEATHS
IN MICHIGAN THIS YEAR



When should we say it?

- Don't scare the tourists away!
- Catch everyday commuters
- Avoid high peak travel times
- Not on a holiday or special occasion



When should we say it?

- One Wednesday per month
- No holidays
- Started in July
- Stopped in November

July 24th, 2013

Aug 21st, 2013

Sep 18th, 2013

Oct 16th, 2013

Nov 20th, 2013



Where should we say it?

- Want it to be seen by most drivers
- Avoid oversaturation
- Don't detract from higher priority information



Where should we say it?

- Approximately 15-20% of all DMS
- At least two DMS in each of the seven MDOT Regions
- Most major corridors included

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834
TRAFFIC DEATHS
IN MICHIGAN THIS YEAR
Start Time: 2013-11-20 06:00:00
End time: 2013-11-21 06:00:00



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2013 Pilot: Lessons Learned

- Less than 20% of available DMS used
- Pre-emption for construction and incidents further eroded the penetration of the message
- Ozone action days



2014 Strategy

- 50% of all available DMS
- Post weekly on Wednesdays, March to November
- Concatenate with travel times (two phase messages)
- No Fatality messaging on holiday weeks, but possible pre/post holiday focused fatality message

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John Richard

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Working together to end complacency.