

5 fatalities  
1 injury



2 fatalities  
37 injuries





# Carrolton, KY (May 4, 1988)



67 passengers, 27 fatalities, 34 serious injuries; driver  
.28 BAC

# On US Roadways in 2021 . . .

- 42,939 lives lost\*
- > 2 million injuries
- > 6 million crashes

\*95% of all transportation fatalities

# Human Choices or Errors

Alcohol-related: 30%

Speeding: 25%

Distraction: 12%

No seatbelt: 51%



# Enhancing Roadway Safety

Technology has saved:

**613,501 lives**

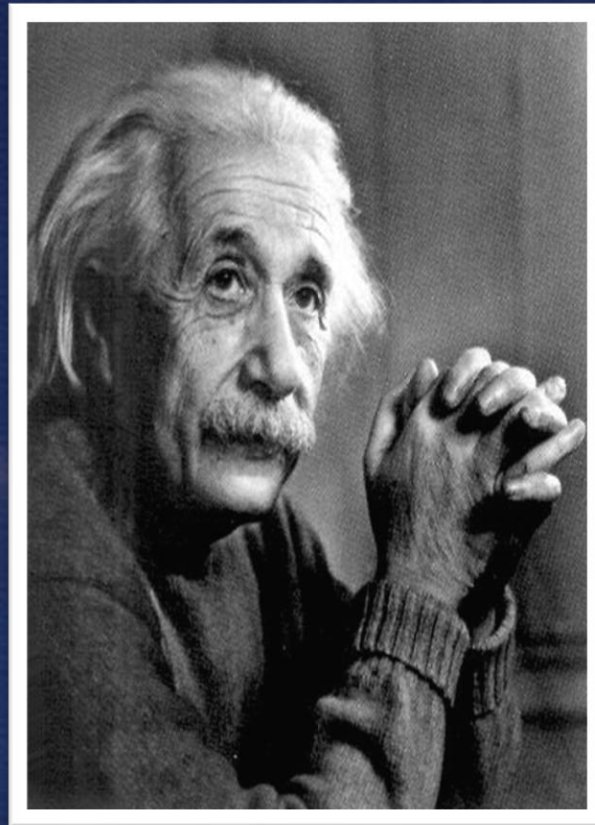
NHTSA Report: Lives Saved by Vehicle Safety Technologies and Associated Federal Motor Vehicle Safety Standards, 1960 to 2012; January 2015

Transitions . . . can take decades.



# Enhancing Road Safety

Beyond 'more of the same': safety innovation





# Industry Actions:

## Independent and neutral . . .

- Sharing safety data
- Data transparency
- Crash/incident investigations
- Audit best practices
- Peer review publications (vs. claims)

# Federal, State, and City Actions

- Strategic plan (proactive)
- Regulations
- Authorities
- Explicit Federal vs. State vs. City roles
- Data/investigations/transparency



# All Stakeholders . . .

- Quantify how safe is safe enough:
  - Current road safety?
  - Unreasonable risk?
  - Metrics?
  - Remove safety driver?

# Acknowledge Leadership

- Example advances:
  - SAE AVSC Best Practices (next?)
  - CA DMV!



# Safety Misdirection

- A crash is not an accident: preventable
- Safety or denial and blame
- Speculation

# Safety Opportunity

- Evolve safety culture
  - Reactive → Proactive
  - Collaborate, not compete
- Prove effective, value, risks



