TOWARD ZERO DEATHS

One is too many.

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AASHTO Center for Environmental Excellence
Washington D.C.
National Strategy

Road Fatality Rates of the Group of 20 Countries

- South Africa: 33.2
- Saudi Arabia: 29.0
- Russia: 25.2
- Mexico: 20.7
- Brazil: 18.3
- India: 16.8
- China: 16.5
- Indonesia: 16.2
- United States: 13.9
- Argentina: 13.7
- Turkey: 13.4
- South Korea: 12.8
- Italy: 9.6
- Canada: 8.8
- Australia: 7.8
- France: 7.5
- Germany: 6.0
- United Kingdom: 5.4
- Japan: 5.0

Low-income Countries: 21.5
Middle-income Countries: 19.5
High-income Countries: 10.3
TZD > The National Strategy vision is a highway system free of fatalities.

TZD > Communication Plan
A variety of communication tools for the Toward Zero Deaths program are provided. In addition, the Communication plan includes suggested audiences and stakeholders, goals, objectives, tactics, timelines, milestones and measurement metrics.

TZD > Become a Participant
Actively engage your state, organization or company in the TZD vision. Sign up to receive TZD updates and download the TZD logo.

What Should Be Our Goal
We asked people a few questions about traffic safety. Their responses weren’t scripted, but they all said the same thing in the end - Our goal should be zero.
*Footage courtesy, Nevada DOT

TZD Steering Committee
A committee of representatives from organizations and agencies that own, operate, enforce and maintain our nation’s roads has led the initial development of the TZD initiative. Organizations on the Steering Committee are:

American Association of Motor Vehicle Administrators:
http://www.aamva.org/

Commercial Vehicle Safety Alliance:
http://www.cvsa.org/

American Association of State Highway and Transportation Officials:
http://transportation.org/

International Association of Chiefs of Police:
http://www.iacop.org/

Governors Highway Safety Association:
http://www.ghsa.org/

National Association of County Engineers:
http://www.countyengineers.org

National Association of State Emergency Medical Service Officials:
http://www.nasemsa.org/

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Strategic Highway Safety Plan (SHSP)

- data-driven
- comprehensive
- 4Es integration
- coordination

Arkansas Strategic Highway Safety Plan 2013

A Safety Summit was also convened in July of 2012 that brought experts and local professionals together to help shape the new Safety Plan. It was decided that the focus of the 2012 initiative would be focused on reducing the number of roadway fatalities in Arkansas to 400 or less by 2017.

To reach that goal, the SHSP identified key safety areas and high-priority initiatives.
Roadway Fatalities in Arkansas

Lowest number of fatalities since 1961
Deaths from Motor Vehicle Crashes Among Arkansans By Trauma System Region, 2009-2011

Source: Arkansas Department of Health, Vital Statistics Branch
Hospitalizations from Motor Vehicle Crashes Among Arkansans By Trauma System Region, 2009-2011

Source: Arkansas Hospital Discharge Data System, Health Statistics Branch
What percentage of pedestrian fatalities occur at night?

- 30%
- 50%
- 75%

What's an acceptable number of deaths on Arkansas roadways?

PARTNERS

- ARKANSAS DEPARTMENT OF HEALTH
- ARKANSAS STATE POLICE
- ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT
- SAFER TEEN DRIVING ARKANSAS
TZD Outreach Campaign

www.TZDArkansas.org
What is next?

- Update the SHSP to include MAP-21 Performance Measures
- Expand SHSP committee membership
- Phase 2 of TZD public outreach
- Focus on intersections
- Focus on pedestrians