

TOWARD **ZERO** DEATHS



One is too many.



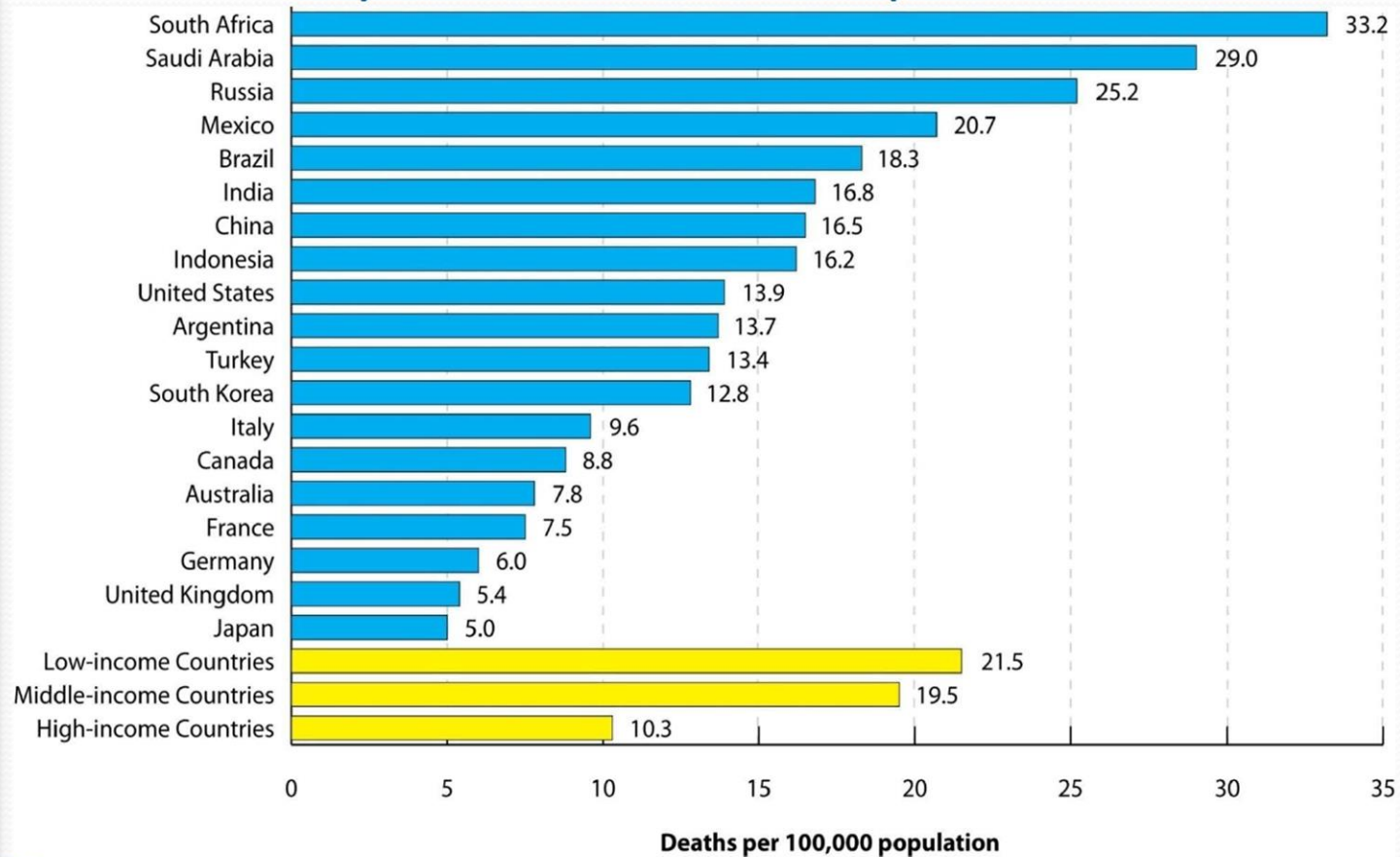
Jessie Jones, P.E.

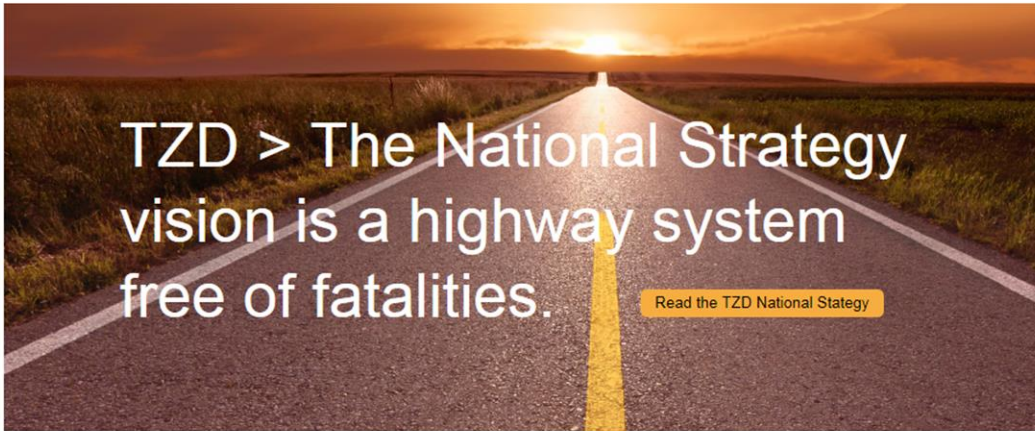
Arkansas State Highway and Transportation Department

December 16, 2014

National Strategy

Road Fatality Rates of the Group of 20 Countries





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

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Participant Form

TZD Steering Committee

Decade of Action

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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://theiacp.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.nasemso.org/>

Technical support was provided by the Federal Highway Administration, Federal Motor Carrier Safety Administration, and National Highway Traffic Safety Administration.

Arkansas

TOWARD ZERO DEATHS

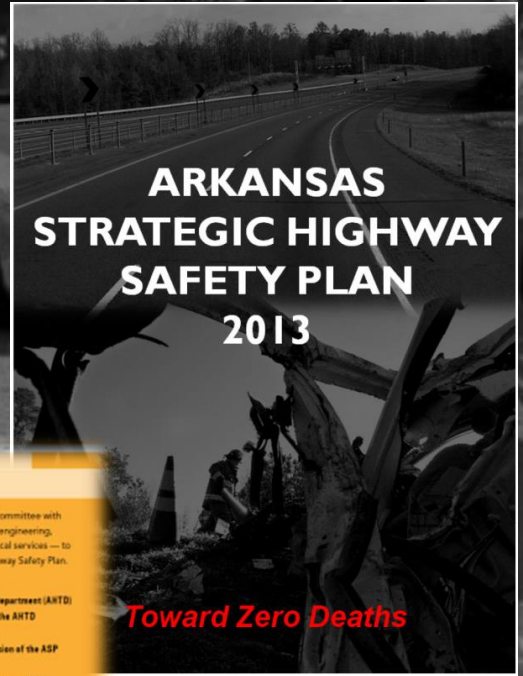


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Strategic Highway Safety Plan (SHSP)

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



SAFETY MATTERS

THE AHTD AND THE STRATEGIC HIGHWAY SAFETY PLAN

BY ANDY BREWER AND DAVID NILLER

On June 1, 1999, Flight 1420 crashed at the Little Rock National Airport with 145 people on board. Ten of those people were killed. Can you imagine if three or four of those planes crashed every year in Arkansas, killing everyone on board? There would be

passing of a primary seat belt law in 2009 have had a major impact. Installation of rumble strips and cable median barriers in recent years have also had a significant affect. However, more work is needed to be done if we want to save more lives in Arkansas on our roadways. This can be done

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 2013 plan should be Toward

the revised Safety Plan is to reduce the annual number of roadway fatalities in Arkansas to 400 or less by 2017.

To reach that goal, the SHSP identified key safety areas and high payoff strategies with interim goals. These can

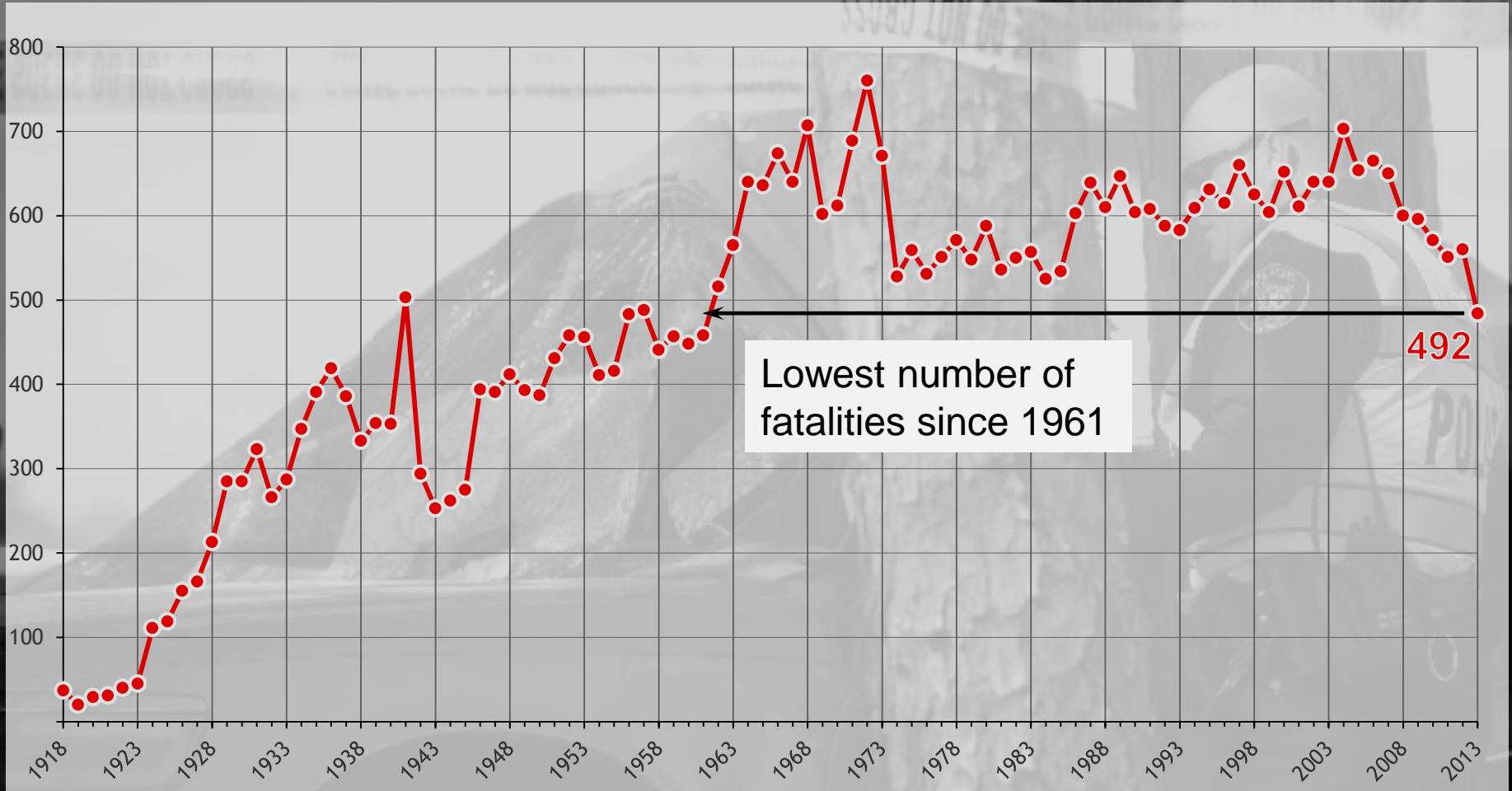
The TZD initiative will not only require closer collaboration with other organizations, but will also require a change in traffic safety culture. Although vehicles are becoming safer by utilizing new technologies and engineers better

In 2011, the AHTD formed a Safety Steering Committee with representatives from the 4 "E's" industries — engineering, enforcement, education and emergency medical services — to assist with updating the State's Strategic Highway Safety Plan. Members of the committee are:

- Arkansas State Highway and Transportation Department (AHTD)
- Arkansas Highway Police (AHP), a Division of the AHTD
- Arkansas State Police (ASP)
- Arkansas Highway Safety Office (AHSO), a Division of the ASP
- Arkansas Department of Health (ADH)
- Arkansas Department of Finance and Administration (DFA)
- Arkansas Administrative Office of the Courts (ADC)
- Little Rock Police Department
- Metroplan
- Pulaski County
- West Memphis Metropolitan Planning Organization (MPO)
- Federal Highway Administration (FHWA)
- Federal Motor Carrier Safety Administration (FMCSA)
- National Highway Traffic Safety Administration (NHTSA)

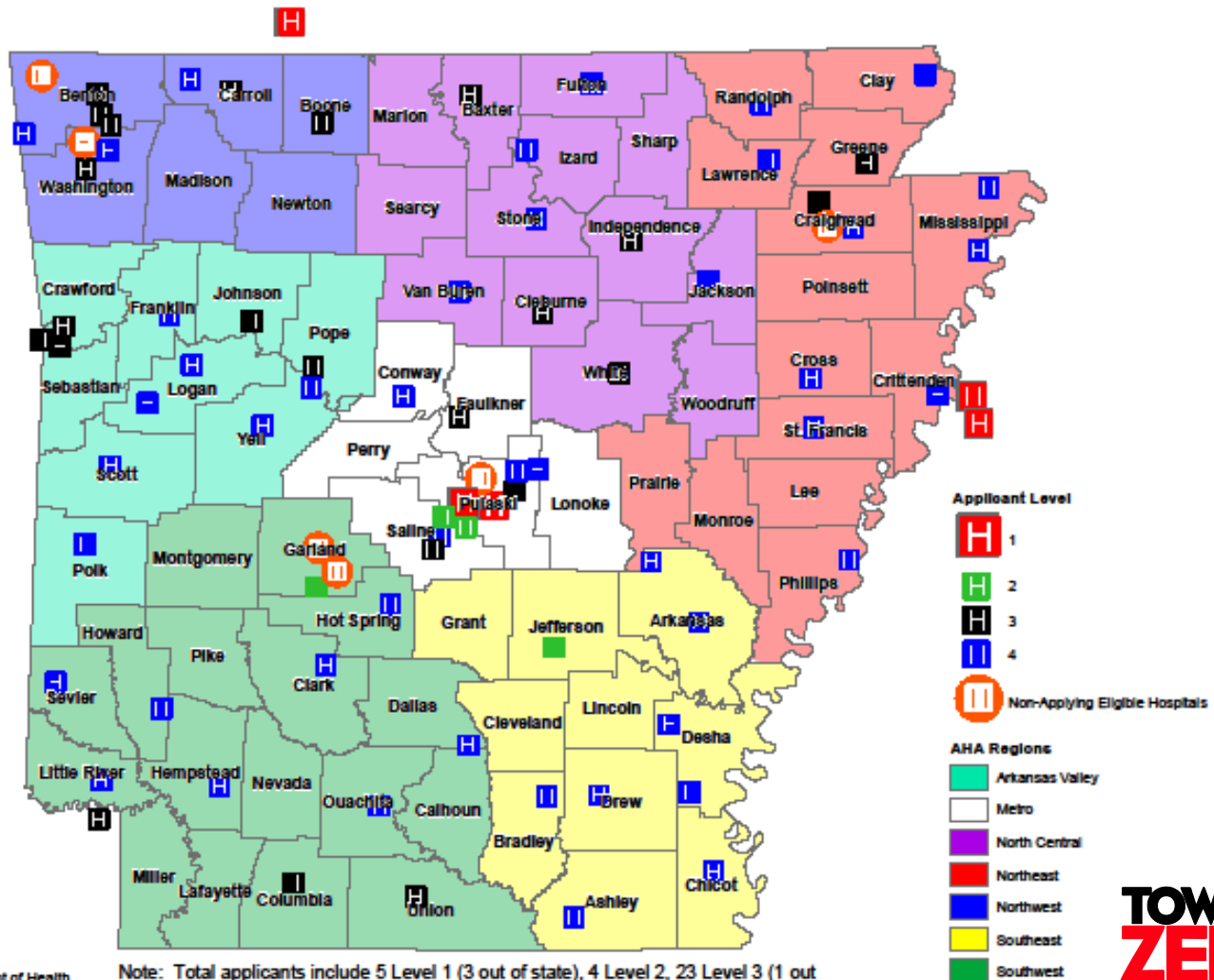


Roadway Fatalities in Arkansas



Arkansas Trauma System Regions

Arkansas Trauma System Eligible Hospitals and Applicants



Date: March 18, 2011
 Source: Arkansas Department of Health
 Map created by: Amanda Wormell, GISP

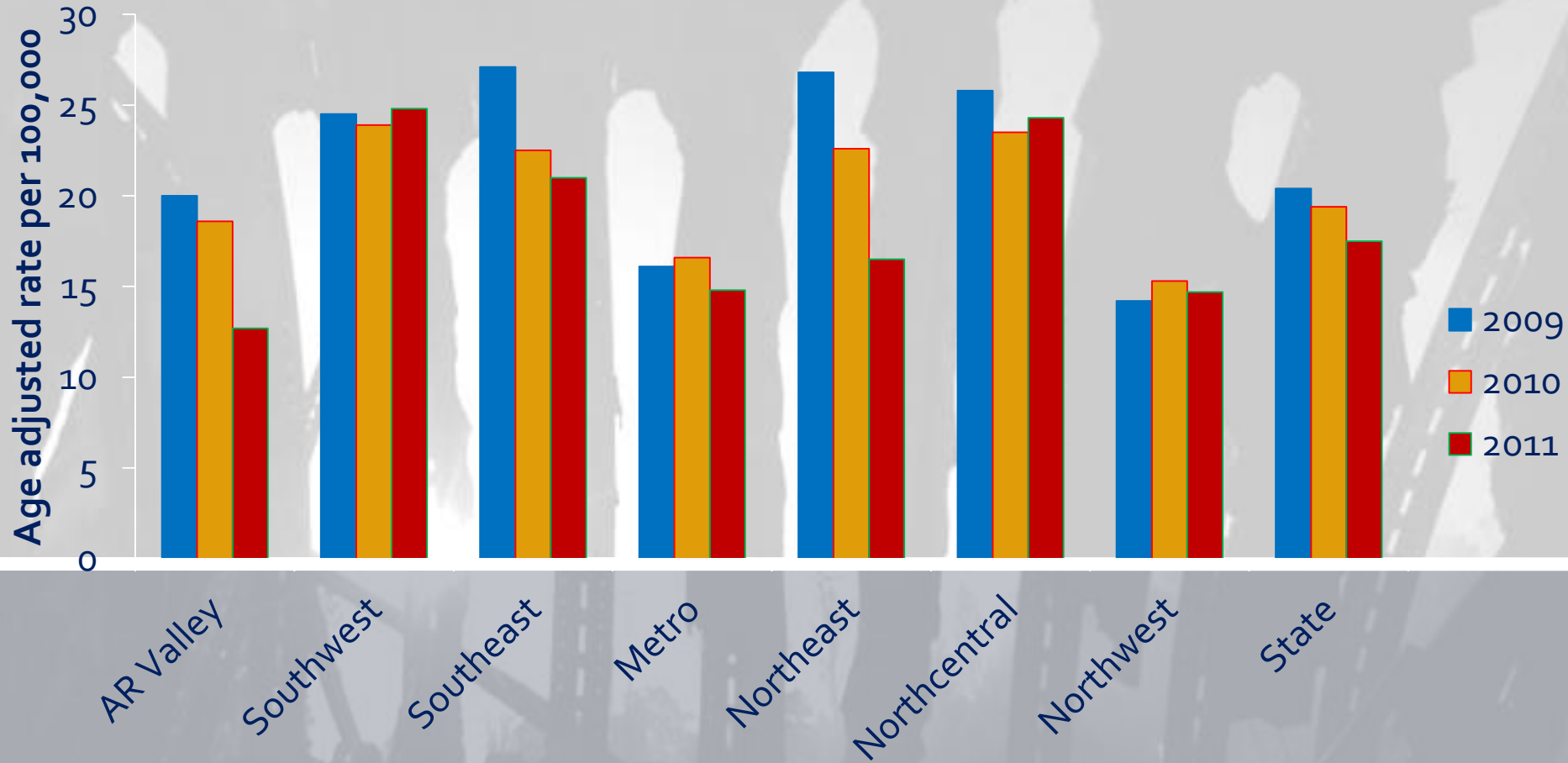
Note: Total applicants include 5 Level 1 (3 out of state), 4 Level 2, 23 Level 3 (1 out of state), and 45 Level 4 hospitals, for a grand total of 77 participating hospitals.

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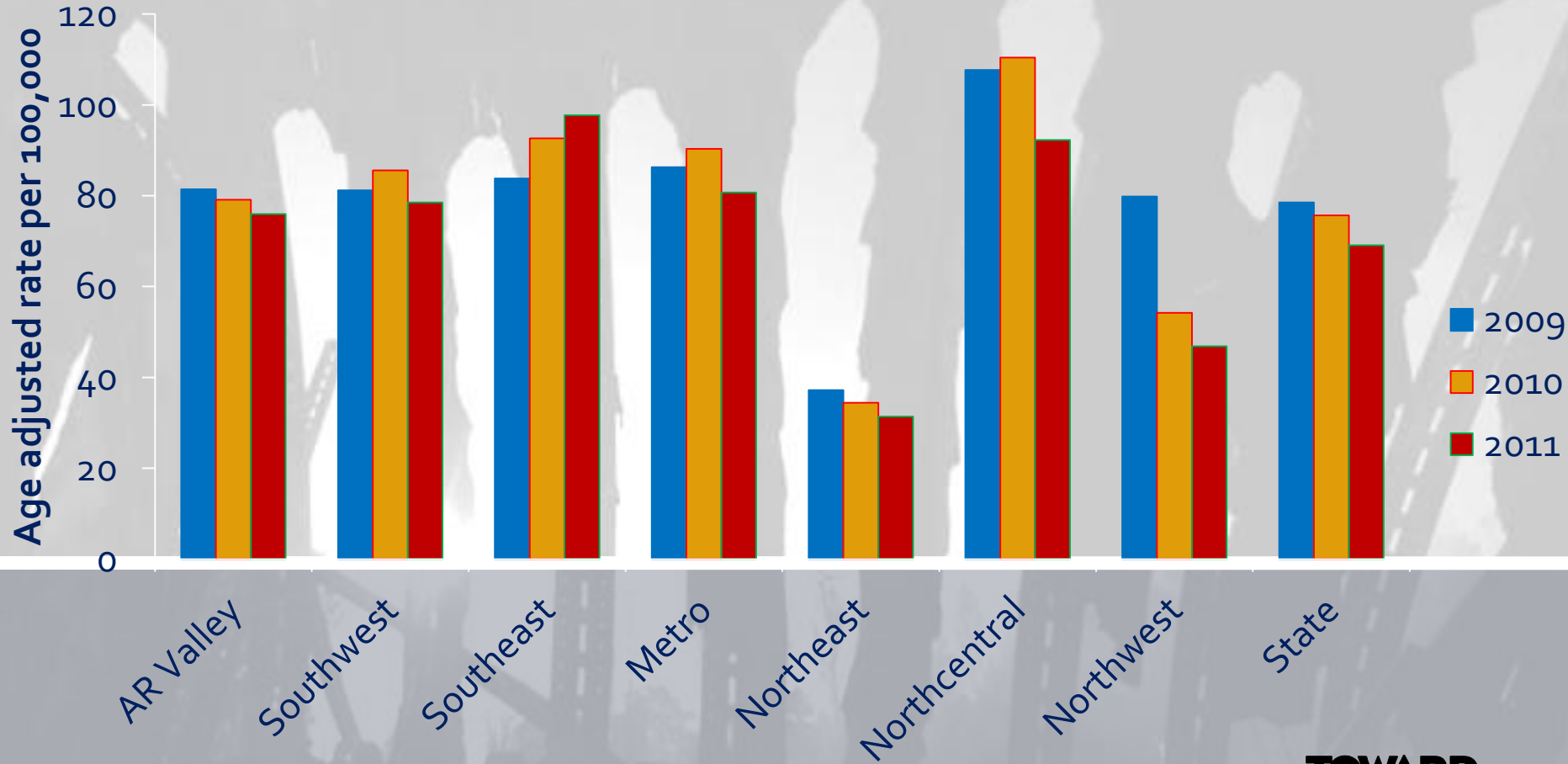
Deaths from Motor Vehicle Crashes Among Arkansans By Trauma System Region, 2009-2011



Source: Arkansas Department of Health, Vital Statistics Branch



Hospitalizations from Motor Vehicle Crashes Among Arkansans By Trauma System Region, 2009-2011



What is TZD?

Programs

Safety Plan

News

Events

Resources

What percentage of pedestrian fatalities occur at night?

30%

50%

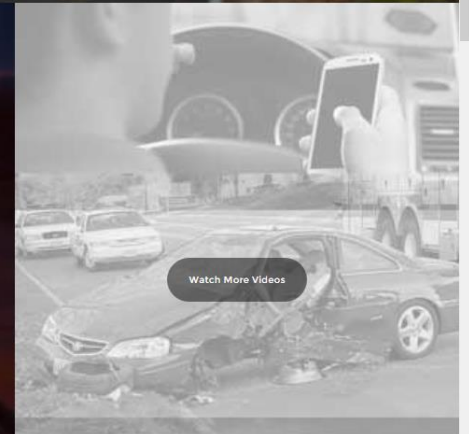
75%



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

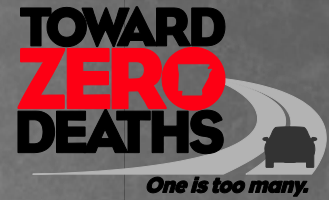
PARTNERS

- **ARKANSAS DEPARTMENT OF HEALTH**
- **ARKANSAS STATE POLICE**
- **ARKANSAS STATE HIGHWAY AND TRANSPORTATION DEPARTMENT**
- **SAFER TEEN DRIVING ARKANSAS**



Watch More Videos

TZD Outreach Campaign





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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