5 fatalities
1 injury
2 fatalities
37 injuries
Carrolton, KY (May 4, 1988)

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

- 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

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