



Road to Zero Key Messages

The following language may be helpful in any communications your organization distributes about the Road to Zero.

- **Cars are safer than ever, but drivers are not.**
National Safety Council estimates that motor vehicle deaths have increased 14% in the last two years – the largest two-year percentage increase in deaths in 53 years.ⁱ Technology advancements have made our cars safer than ever before, but drivers, continue to make critical mistakes, leading to 94% of all crashes.ⁱⁱ
- **The Road to Zero Coalition is a coordinated, data-driven response to the increase in roadway deaths.**
Road to Zero was founded in 2016 with a clear goal: End all fatalities on U.S. roadways in the next 30 years. Since October 2016, more than 450 organizations, individuals and companies have joined the Road to Zero Coalition. Membership is free.
- **Every single death is preventable and zero is the only acceptable number.**
A future with zero traffic deaths is more certain than ever with the emergence of automated vehicles and the [Safe Systems transportation approach](#) – developed by traffic safety professionals in Australia and closely aligned with other proven strategies in Sweden (*Vision Zero*) and the Netherlands (*Sustainable Safety*).
- **Reaching zero deaths will take all of us.**
Education, enforcement, legislation, infrastructure improvements, and technology advancements all play a role in ending motor vehicle deaths. The Road to Zero Coalition includes organizations focused on all of these areas.
- **Safe System Innovation Grants**
The Road to Zero Coalition offers annual grants to advance traffic safety efforts. The U.S. DOT has committed \$1 million a year for three years to fund Safe System Innovation Grants to qualifying organizations that can clearly explain how their program will reduce motor vehicle fatalities within a set timeframe. More information about Safe System Innovation Grants is available at nsc.org/roadtozero.

ⁱ According to NSC estimates from 2014 to 2016

ⁱⁱ According to NHTSA