Stay up to Date with Road to Zero

As we continue our efforts on the Road to Zero, we encourage all Coalition members to brainstorm and find new ways to help spread our message. During Distracted Driving Awareness Month, we organized a Twitter Chat with several Coalition members including Travelers, IIHS, NASEMSO and many others. The Twitter Chat spurred organic participation by a number of organizations and individuals outside of Road to Zero and increased our followers online.

One Road to Zero member, R&L Carriers, is undertaking another new idea by wrapping several of their trailers with Road to Zero messaging. The above photo shows their first “Road to Zero” truck on the road, and they plan to wrap up to 25 trailers total! Look for one of these trucks near you and suggest any new ideas you have.

Working Groups Update

The three Road to Zero strategies, identified in the Coalition report, led to the formation of three working groups: double down on what works, accelerate technology and prioritize safety.

The Prioritizing Safety Working Group held a Steering Committee meeting on May 13. The Prioritizing Safety effort will be organized around two sub-elements: Safety Culture and Safe Systems. The focus of the Working Group’s efforts will be to develop products that are implementation-oriented and support action by members of the Coalition.

Critical to the Working Group’s success is making sure there is a shared understanding of Safety Culture and Safe Systems. There are plans to organize introductory webinars in each of the two areas to engage Coalition members.

Micromobility in Cities

Seeing a spike in public bikes and scooters on your local roads? The National League of Cities recently released a Micromobility in Cities report showcasing how cities are engaging with this new form of transportation and addressing safety concerns. The past year has been marked by a race toward micromobility, where bikes and electric scooters provide a new way for residents to move throughout their communities. While there is a great deal of promise with these innovations, the emergence of micromobility comes with its own set of challenges and considerations for planners, residents and local decisionmakers.

Take a look at the report for a brief history of micromobility in the U.S., case studies from cities across the country, and recommendations for local leaders including how to encourage safe operations on city streets.
News from the Hill

Members of the National Safety Council Government Affairs team recently participated in a discussion with the Committee on Transportation and Infrastructure staff on surface transportation reauthorization. Several members of the Road to Zero Coalition, including MADD, Governor’s Highway Safety Association, Advocates for Highway and Auto Safety, and the American Traffic Safety Services Association, also participated. NSC proposed the following legislative priorities that support RTZ’s mission of eliminating all roadway fatalities by 2050:

- Educate the public on how to best interact with new vehicle safety features to have a better and safer driving experience.
- Eliminate distracted driving through high visibility enforcement campaigns and automated enforcement.
- Support the establishment of national, state and local speed limits based on safe engineering and roadway design principles. Give local jurisdictions discretion to adjust speed limits to desired safe speed levels.
- Incentivize states to pass strong, primary seat belt use laws, which cut the risk of serious injury by 50%.

Grantee Efforts for Safer Roads

The Transport Hartford Academy at the Center for Latino Progress (CPRF), a 2018 Road to Zero grant winner, has some updates on their efforts since receiving their grant and details on their additional work to share.

- **How to Get Away with Murder in Hartford - Use Your Car** explores the reality so few members of the public understand: that local crash deaths are often much more of a daily risk than homicides. Read the full piece to see how this scenario plays out on the local level and what can be done.
- **Connecticut Men, Deadly on the Road** dives into the gender disparity in motor vehicle fatalities and tries to uncover why so many more men die on Connecticut roads than women.
- **CTtransit Could Save Your Life** looks at the fatalities associated with motor vehicles compared to public transit options and explains how choosing public transit can save your life.
- Coming soon, the CPRF will publish articles evaluating the effectiveness of a local graduated teen driver law at reducing serious injuries and fatalities for those aged 15 to 19, as well as an evaluation of severe crashes and fatalities before and after Road to Zero interventions. Stay tuned for more!
In the Know

1. The ITE Annual Meeting is next month in Austin Texas. Running July 21-24, the program offers a wide variety of technical sessions on Vision Zero. Check out the full program, see the Vision Zero track and register now!

2. The National Safety Council recently announced the winners of its Prestigious Green Cross for Safety Awards. Held in downtown Chicago on May 16, these awards are presented to organizations that have helped save lives and prevent injuries. The Council presented the Excellence Award to Nationwide, the Innovation Award to Schneider and the Advocate Award to Progressive Agriculture Foundation. Read up on the winners and their efforts here.

3. The National Safety Council is also pleased to welcome Lorraine M. Martin, who began her role as President and CEO this week. Learn more about Ms. Martin here.

4. On Tuesday, June 18, Vision Zero Network is hosting a webinar on the role of telematics – or wireless data communication – as a tool to measure real time transportation data such as hazardous intersections, traffic congestion, vehicle maintenance or driving behaviors. Telematics can be a useful addition to cities seeking to better understand how vehicles in city owned fleets move on streets in order to design solutions and protocols that further a city’s Vision Zero goals. In this one-hour webinar, presenters from Geotab and New York City will discuss how they are partnering on this technology to improve traffic safety throughout the city. Register for the webinar via this link.

5. Interested in employer road safety? The Network of Employers for Traffic Safety (NETS) is hosting their annual conference on October 9-10 in Arlington. Early bird registration is available until June 30.

6. The Prince Michael International Road Safety Awards are open for nominations until July 31. Get your application in soon!

7. In April, IIHS issued the results of a new study on belted rear-seat passengers killed in frontal crashes. Their findings? Safety in the rear seat hasn’t kept pace with the front. Read through the full study for more.

8. NHTSA is hiring an Associate Administrator for Communications and Consumer Information. Responsible for the development and execution of the Agency's strategic communications, and managing four offices: Media Relations, Consumer Information, Communications Services, and Digital Strategies. Required experience includes demonstrated success effectively managing a multifaceted strategic communications program, and managing market research operations to develop and implement public awareness campaigns. For more information, take a look at the full job posting.

9. The Transportation Professional Certification Board (TPCB), in collaboration with a wide array of transportation- and safety-related organizations in the United States and Canada, announced the availability of a new Road Safety Professional (RSP) Certification. The goals of the RSP certifications
are to recognize road safety as a profession, to establish a recognized level of practice and knowledge, and to incentivize safety education.

This certification has two levels.

**Level 1:** This exam is for a broad audience of professionals who, in the performance of their work, make decisions or take actions that potentially impact the safety of the traveling public. For more information visit [https://www.tpcb.org/certification/rsp/](https://www.tpcb.org/certification/rsp/).

**Level 2:** This certification is geared toward professionals whose primary job functions are directed at improving the safety performance of the surface transportation system. For more information visit [https://www.tpcb.org/certification/rsp/](https://www.tpcb.org/certification/rsp/)

We can feature your news as well. To submit news, announcements or updates for inclusion in the Road to Zero newsletter, email your message to roadtozero@nsc.org. Include all relevant details, links, names, etc. and any special notes regarding the announcement.

**National Safety Month**

We all face risks throughout our lives. The fact is, unintentional injuries have been increasing for decades and are now the 3rd leading cause of death in the U.S. To reverse this trend, the National Safety Council encourages everyone to keep each other safe during National Safety Month in June. Sign up for free resources including a poster, tip sheets, articles, a webinar and more at [nsc.org/nsm](https://nsc.org/nsm) to help spread safety to your co-workers, family and friends on the following topics:

- Hazard Recognition
- Slips, Trips and Falls
- Fatigue
- Impairment

When you register, you also gain access to special offers, including discounted training and posters. Plus, the chance to attend the NSC Congress & Expo for FREE! With your help, we can all save lives and prevent injuries.