From Vision Zero to Goal Zero: The Role of Work-related Road Safety

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From Vision Zero to Goal Zero?
Global Leadership in Advancement in Road Safety

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Goals for This Presentation

✓ Summarize traffic safety programs in the United States (U.S.) with a goal of zero deaths or serious injuries

✓ Explain why work-related road safety is important for achieving Goal Zero
Traffic Safety Programs in the U.S. with a Goal of Zero Deaths

www.towardzerodeaths.org/


visionzeronetwork.org/
### Goal:
Create a culture where safety is a part of every traffic-related decision

### Members:
Led by organizations that represent state highway safety officials, law enforcement, engineers, emergency responders, and others

### Areas of emphasis:
- Safer Drivers and Passengers
- Safer Vulnerable Road Users
- Safer Vehicles
- Safer Infrastructure
- Enhanced Emergency Medical Services
- Improved Safety Management
Goal: Help communities reach their goals for Vision Zero -- while increasing safe, healthy, equitable mobility for all

Members: More than 20 U.S. cities

A Vision Zero city must have:

- Clear goals and timelines
- Commitment and resources from the mayor
- Involvement of major city departments
- A coordinated action plan, with community input
Vision Zero Cities in the U.S.
Goal: Eliminate traffic deaths in the United States by 2050

Members: Led by National Safety Council and U.S. Department of Transportation, with over 800 organizations as members

Approach:

✓ Continue to use proven strategies
✓ Promote technology in vehicles and infrastructure
✓ Adopt a “Safe System” framework and create a culture of safety
Work-related Motor Vehicle Crashes in the U.S.

The human and economic burden

- Leading cause of work-related deaths
- 35% of all work-related deaths in 2016
- 1st or 2nd leading cause in every major industry group
- Over 25,000 deaths from 2003-2016

$25 billion
total cost to U.S. employers for motor vehicle crashes at work

$65,000
per nonfatal injury

$671,000
per death

*Data from 2013
Source: NETS, Cost of Motor Vehicle Crashes to Employers – 2015
Programs that Focus on Getting to Zero: What is the Link to Work-related Road Safety?

- Companies and workers are important users of our roads.
- Many companies have already adopted goals for no deaths or serious injuries on the road.
- Companies can help everyone get to zero by doing more than what traffic laws or safety regulations require.
Another Way to Think About It

**Vision Zero:** The driving environment is changed to account for human error.

**Work-related road safety:** Risks on the road are identified and managed.
Strong employer policies and practices are associated with better road safety performance in organizations.
A Culture of Safe Driving

- Safety is a core value for the company
- The vehicle is a work environment
- Goals for safety are just as important as goals for production
- Employers and workers share responsibility and leadership for safety
Beyond Workplace Safety

Companies:

- Use their vehicle purchasing power to demand safer vehicles
- Give information about road safety to all employees and their families
- Work with governments to identify safety problems and potential solutions
- Organize road safety initiatives to benefit the community
- Help the community understand what safety culture means