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Road to Zero Coalition Releases Comprehensive Report to End Roadway Deaths in the U.S. by 2050

Washington, DC—The Road to Zero Coalition, managed by the National Safety Council (NSC), released a comprehensive report laying out strategies to end roadway deaths in the United States by 2050. It is the first time so many organizations have collaborated to put forth a plan to address motor vehicle fatalities, which recently increased after years of decline. The Institute of Transportation Engineers (ITE) is a member of the Road to Zero Steering Committee that was integral to the creation of [*A Road to Zero: A Vision for Achieving Zero Roadway Deaths by 2050*](#).

In the report written by the RAND Corporation, a nonprofit, nonpartisan research institution, the Coalition identified three main strategies to reduce roadway fatalities:

- Double down on what works through proven, evidence-based strategies. There are many tools such as the *Highway Safety Manual*, Crash Modifications Clearinghouse, and the ITE Safety Resources Toolbox, an ITE Vision Zero Initiative product that has been recently enhanced and is available at www.ite.org/visionzero.
- Advance life-saving technology in vehicles and infrastructure. ITE recently released a [*position statement on CV/AV*](#) that offers key tenets for the development of CV/AV that seek to balance between the desire to advance innovation and protect public safety.
- Prioritize safety by adopting a safe systems approach and creating a positive safety culture. The ITE Vision Zero Task Force has identified speed as a key priority area. ITE, in partnership with the Vision Zero Network, was awarded a Road to Zero grant to support the development of new approaches and a new mindset with regard to speed management in urban areas.

“We demand 100-percent safe operations in aviation, marine, pipeline, rail, and transit; we should cultivate a corresponding societal demand for safe roads,” said NSC President and CEO Deborah A.P. Hersman. “With these three guidelines, everyone can do something to reduce fatalities on the roadway. Getting to zero fatalities is not impossible—it just hasn’t been done yet.”

“ITE applauds the work being done by the Road to Zero Coalition and is a proud member of the Steering Committee,” said Jeffrey F. Paniati, ITE Executive Director and CEO. “ITE embraces the strategies set forth in the report and will be actively supporting their advancement through ITE’s Vision Zero initiative and our new Road to Zero grant.”

The report is released in the midst of national discussions about motor vehicle safety issues, such as automated vehicles, investing in infrastructure, distracted driving, and alcohol- and drug-impaired driving.

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April is Distracted Driving Awareness Month, and the traffic safety community is preparing for the annual Lifesavers Conference, the largest gathering of traffic safety professionals in the United States. Hersman, chair of the Road to Zero Coalition, will discuss the report and call on stakeholders to embrace their roles during her keynote speech at the conference's Opening Plenary April 22 in San Antonio, TX, USA.

To learn more, visit www.nsc.org/road-safety/get-involved/road-to-zero.

About the Road to Zero Coalition

The U.S. Department of Transportation's National Highway Traffic Safety Administration, Federal Highway Administration, and Federal Motor Carrier Safety Administration have joined together with the National Safety Council (NSC) to form the Road to Zero (RTZ) Coalition with the goal of ending fatalities on the nation's roads within the next 30 years. The RTZ Coalition is a wide-ranging group of stakeholders providing a major push to achieve zero roadway deaths. It is the largest and broadest coalition that has ever focused on roadway safety in the United States. The RTZ Coalition was launched in 2016 in reaction to sharp increases in roadway deaths and has brought together more than 650 professional associations, businesses, and industry associations, safety groups, government agencies, and nonprofit organizations. To learn more, visit <https://www.nsc.org/road-safety/get-involved/road-to-zero/join>.

About ITE

Founded in 1930, ITE is a community of transportation professionals including, transportation engineers, transportation planners, consultants, educators, technologists, and researchers. Through meetings, seminars, publications, and a network of more than 15,000 members working in more than 90 countries, ITE is your source for expertise, knowledge, and ideas. Learn more at www.ite.org.

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