

Congratulations and welcome!

The Road to Zero Coalition is proud to have you as a member. It is only through a coordinated effort that we can achieve zero roadway deaths by 2050.

This document includes everything you need to publicize your membership in the Road to Zero to your stakeholders, employees and community, including a sample press release, pre-approved quotes you may include, sample social media posts, and the official guidelines for use of the included Road to Zero logo.

As we plot the course to zero deaths, collaboration has been unprecedented but we need many organizations to get the job done. Your commitment to making our roadways safer will help us achieve that goal. If you are unfamiliar with the National Safety Council and the U.S. Department of Transportation, there is more information about us in the final section of this kit. Our team members are always available to answer questions and provide additional resources as you work toward eliminating preventable traffic deaths.

Keep up the good work--together we can keep each other safe and save lives!

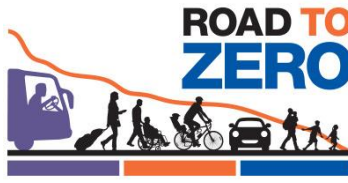
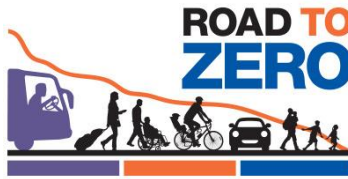


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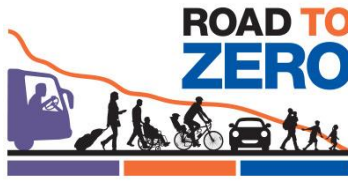
Promote Your Membership in the Road to Zero Coalition

After a decade of record declines in traffic fatalities, recent years saw the steepest two-year rise in more than 50 years and the numbers remain stubbornly high. Every one of these deaths is avoidable and the Road to Zero Coalition is committed to eliminating them.

As a new member of the Coalition, your organization joins hundreds of others on the road to zero traffic deaths by 2050. Your membership is part of the Coalition's story – and the Coalition is part of yours.

This kit will help you tell your story, share news of your membership and post online about the work you or your organization are doing to increase safety and eliminate roadway deaths. You can:

- **Distribute a press release.** Included in this kit is a sample press release you can use to increase the coverage of your recent membership and share the news with members of your local or national press.
- **Share social media and blog posts.** This kit also includes stock Facebook and Twitter posts, as well as a sample blog post, to help you easily share news of your membership online and over social media.
- **Use the Road to Zero logo on social media or on your website.** The Road to Zero logo can be paired with the news of your membership to show your connection to the Road to Zero and increase awareness of your efforts.
- **Use a quote from NSC.** This kit also includes two approved quotes from Lorraine Martin, President and CEO of the National Safety Council. These quotes can be used to promote your membership within online posts and press releases.
- **About section.** This kit also includes relevant boilerplates for use in describing the National Safety Council and the U.S. Department of Transportation.



About the Road to Zero

Launched in 2016 as a partnership between the U.S. Department of Transportation and the National Safety Council, the Road to Zero Coalition has the goal of ending fatalities on our nation's roads by 2050.

After a decade of record declines in traffic fatalities, recent years saw the steepest two-year rise in more than 50 years and the numbers remain stubbornly high. To eliminate these deaths, the Road to Zero Coalition, and its hundreds of member organizations, promotes proven lifesaving strategies with its comprehensive report detailing a vision for how to achieve zero traffic deaths based on evidence-based strategies and a systematic approach to eliminating risks.

Zero traffic deaths sounds like a lofty goal, but it is attainable based on a few driving principles:

- Traffic fatalities and injuries are preventable
- A future with zero traffic deaths is more certain than ever with the emergence of automated vehicles and the Safe Systems transportation approach
- A coordinated effort that brings together multiple stakeholders with the same goal can achieve more than individual organizations working independently

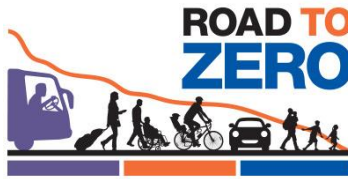
The Road to Zero includes in the discussion representatives of roadway, behavioral and vehicle safety, and also nonprofit groups, public health officials and technology companies – hundreds of organizations working together to develop a coordinated approach to highway safety.

In 2018, the Road to Zero Coalition released a report detailing a future scenario where traffic deaths in the U.S. have been eliminated. In order to make this vision a reality, the report presents a plan to address motor vehicle fatalities in the U.S. through three main initiatives:

- Double down on what works through proven, evidence-based strategies
- Advance lifesaving technology in vehicles and infrastructure
- Prioritize safety by adopting a safe systems approach and creating a positive safety culture

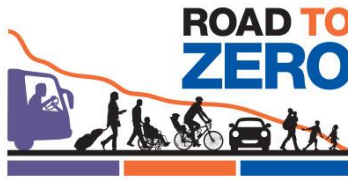
We believe that through these initiatives, this goal is feasible by 2050 and that documenting the methods by which a community could reach zero fatalities would be valuable both as a basis for planning and for advocacy.

Since the release of this report, the Road to Zero Coalition has created Working Groups based on these three initiatives. These Working Groups will work to identify opportunities where we can have the biggest impact on roadway fatalities.



To accomplish its goals, the Road to Zero Coalition awarded 25 Safe System Innovation Grants over three years, distributing \$3.5 million in funds from U.S. DOT. In addition to the Coalition members, the Road to Zero is led by a Steering Group, which includes NSC as Chair, NHTSA, FHWA and FMCSA as advisory members, and 16 additional organizations. The full Steering Group list includes:

- U.S. Department of Transportation
- National Safety Council
- Centers for Disease Control and Prevention
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- National Highway Traffic Safety Administration
- AAA
- Advocates for Highway and Auto Safety (AHS)
- American Association of Motor Vehicle Administrators (AAMVA)
- American Association of State Highway and Transportation Officials (AASHTO)
- FIA Foundation
- Institute of Transportation Engineers (ITE)
- Insurance Institute for Highway Safety (IIHS)
- Intelligent Car Coalition (ICC)
- International Association of Chiefs of Police (IACP)
- Motor & Equipment Manufacturers Association (MEMA)
- National Association of City Transportation Officials (NACTO)
- National Association of State EMS Officials (NASEMSO)
- National League of Cities (NLC)
- The Trucking Alliance
- Vision Zero Network (VZN)

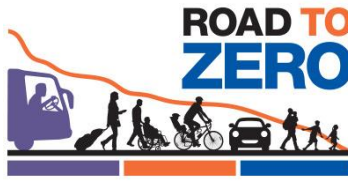


Road to Zero Key Messages

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.**
After a decade of record declines in U.S. traffic deaths, recent years saw the steepest two-year rise in more than 50 years and the numbers remain stubbornly high. National Safety Council estimates show that, for the first time since the Great Recession, the U.S. has experienced three straight years of at least 40,000 roadway deaths.ⁱ
- **The Road to Zero Coalition is a coordinated, data-driven response to the thousands of lives lost on American roadways each year.**
Road to Zero was founded in 2016 with a clear goal: End all fatalities on U.S. roadways by 2050. Since October 2016, hundreds of 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*). The Road to Zero report presents a plan for the U.S. to reach this goal through three main initiatives:
 - Double down on what works through proven, evidence-based strategies
 - Advance lifesaving technology in vehicles and infrastructure
 - Prioritize safety by adopting a safe systems approach and creating a positive safety culture
- **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.
- **Advancing and funding proven countermeasures can save lives.**
From 2017 to 2019, the Road to Zero Coalition offered annual Safe System Innovation Grants to organizations and entities focused on adopting countermeasures that are proven to save lives. The U.S. DOT committed a total of \$3.5 million to fund Safe System Innovation Grants to qualifying organizations that could clearly explain how their program would reduce motor vehicle fatalities within a set timeframe. More information about Safe System Innovation Grants are available at nsc.org/roadtozero.

ⁱ According to NSC estimates from 2014 to 2018



Distribute a Press Release

Distributing a press release detailing the news of your work with the Road to Zero can help spread awareness of your efforts and increase interest in the Coalition's goal of zero traffic fatalities by 2050. Below is a sample press release that can be filled in with the details of your work and organization. It can then be shared with your organization's public relations team, on your company website and/or distributed to local outlets. Be sure to include information for how readers can get in contact with you or learn more about your efforts.

FOR IMMEDIATE RELEASE

CONTACT NAME

Date

Contact: INSERT MEDIA

INSERT TITLE

Phone: INSERT PHONE

INSERT NAME OF INDIVIDUAL/ORGANIZATION Joins the Road to Zero

The Road to Zero Coalition is a partnership between public and private entities dedicated to eliminating traffic deaths by 2050

Itasca, IL – On INSERT DATE, INSERT NAME OF ORGANIZATION joined the Road to Zero Coalition, a partnership to end traffic fatalities by 2050.

INSERT BRIEF DESCRIPTION OF WHY THE ORGANIZATION JOINED

INSERT QUOTE FROM ORGANIZATION LEADER

The Road to Zero Coalition is a coordinated, data-driven response to the thousands of lives lost on American roadways each year. Road to Zero was founded in 2016 by a group of public and private entities, including federal government, state government, nonprofit, and private sector entities to end these fatalities by 2050. With the release of the Road to Zero report, we have a plan to reach this goal through three main initiatives:

*Double down on what works through proven, evidence-based strategies

*Advance lifesaving technology in vehicles and infrastructure

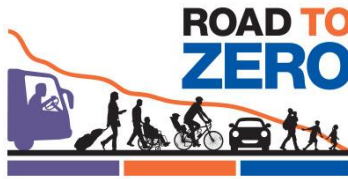
*Prioritize safety by adopting a safe systems approach and creating a positive safety culture

Since October 2016, hundreds of organizations, individuals and companies have joined the Road to Zero Coalition. "Working together gives us our best chance to get to zero deaths by 2050," says Lorraine Martin, president and CEO of the National Safety Council, which manages the Road to Zero initiative. "We have accepted roadway fatalities for too long. Using the strategies outlined in the Road to Zero report, we can eliminate these deaths and help Americans live their fullest lives."

Visit nsc.org/roadtozero for additional information about the Coalition.

INSERT ORGANIZATION BOILERPLATE HERE

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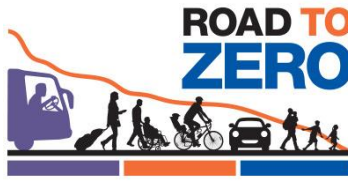


Share on Social Media

Instructions:

- 1) Image/Graphic is sent under separate cover
- 2) You may use the post suggestions provided, or simply use them as inspiration to create your own posts
- 3) Include the **#RoadToZero** hashtag to ensure we're all part of the same social conversation
- 4) Tag [@RoadToZeroUS](#) on Twitter and [@RoadToZeroUS](#) on Facebook

Facebook	Twitter
Road to Zero	
We are excited to announce our membership with the Road to Zero! @RoadToZeroUS	We are excited to announce our membership with the #RoadToZero! Proud to be joining so many other amazing members! @RoadToZeroUS
Follow @RoadToZeroUS, @NSCSafety and @USDOT for the latest updates as we work toward zero deaths on our roadways.	Follow @RoadToZeroUS, @NSCSafety and @USDOT for the latest updates as we race toward zero. #RoadToZero
We are so proud to be among hundreds of other incredible organizations working toward zero traffic deaths. It will take all of us to reach this goal and now we're on the Road to Zero, too. @RoadToZeroUS	It will take all of us to end roadway fatalities. Join the #RoadToZero and commit to the goal of zero traffic deaths by 2050! @RoadToZeroUS
The Road to Zero is working to eliminate the #1 cause of workplace death: car crashes. Buckle up everytime and never use your phone behind the wheel. @RoadToZeroUS	Car crashes are the #1 cause of workplace deaths. Always buckle up and leave the phone alone. @RoadToZeroUS
By 2050, the goal is zero traffic deaths. We know how to get there. Let's all reach zero together. @RoadToZeroUS	Buckle up on every ride, in every vehicle and in every seat to help us reach zero. @RoadToZeroUS
Congratulations to [organization] on joining the @RoadToZeroUS Coalition! We look forward to working alongside you to reach zero deaths on our roads.	Congratulations to [organization] on joining the @RoadToZeroUS Coalition! We look forward to working alongside you to reach zero deaths on our roads.
Zero is the only acceptable number of traffic deaths and we can reach it together. Join the Road to Zero and help us get there by 2050!	@RoadToZeroUS is working to reach zero traffic fatalities by 2050. Join us, because zero is the only acceptable number



Write a Blog Post

Writing and sharing a blog post about the Road to Zero can help spread awareness of the Coalition and its goal of zero traffic fatalities by 2050, while also attracting more individuals and organizations to join the Coalition. Below is a sample blog post that explains the goal of Road to Zero and should serve as an example of how you can write about it. This blog can be used for internal communications, on your company website or included in a company newsletter. However, we do not recommend submitting this blog to the blogs or newsletters listed below, as it has been published previously.

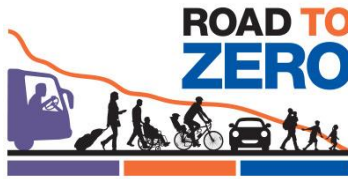
Title: Not One More Life Lost on Our Roadways Is the 2050 Goal: Join Us on the Road to Zero.

[Road to Zero](#) is a collaboration focused on ending traffic fatalities—a leading cause of unintentional death—on our roadways by 2050. The goal is safe mobility for all people, and members will work to develop priorities; take action individually and collaboratively; and encourage partners and stakeholders to take action to meet the goal of eliminating traffic fatalities by 2050.

It might seem like a lofty goal, but key stakeholders believe it is possible. “Working together gives us our best chance to get to zero deaths by 2050,” says Lorraine Martin, president and CEO of the National Safety Council, which manages the Road to Zero initiative. “We have accepted roadway fatalities for too long. Using the strategies outlined in the Road to Zero report, we can eliminate these deaths and help Americans live their fullest lives.”

Hundreds of organizations have joined the Coalition, which awarded 25 Safe System Innovation Grants over three years, distributing \$3.5 million in funds from U.S. DOT. We invite you to [join and become a member of our Road to Zero Coalition](#).

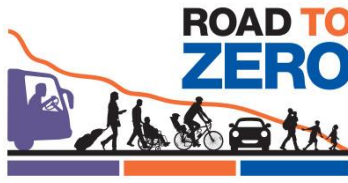
It takes less than a minute to sign up and there is no cost. What becoming a member means is that your organization is a stakeholder in working towards ZERO fatalities on our roadways. Learn more and join the Coalition at nsc.org/roadtozero.



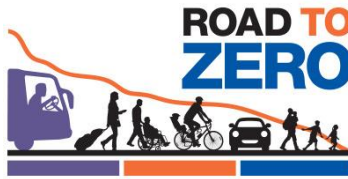
Potential Avenues to Publish a Blog Post

Members of the Road to Zero operate many blogs and newsletters where you may be able to submit an original post for publication. The following is a list of available blogs and newsletters, links to find them and contact information to begin the process of submitting a blog post. Each organization reviews their own posts, so while there is no promise of placement, these are a good starting point for you to share news of your efforts with the Road to Zero Coalition.

- **National Safety Council:**
 - Safety First Blog
 - <http://www.nsc.org/safety-first/blog.aspx>
- **Department of Transportation**
 - Connections Blog
 - <https://www.transportation.gov/blog/connections>
- **Federal Highway Administration**
 - Newsletter
 - <https://safety.fhwa.dot.gov/newsletter/>
- **American Association of Motor Vehicle Administrators**
 - AAMVA Blog
 - <http://www.aamva.org/blogs/blogs.aspx?blogid=109>
- **American Association of State Highway and Transportation Officials**
 - AASHTO Journal
 - <https://news.transportation.org/Pages/AASHTOJournal.aspx>
- **Commercial Vehicle Safety Alliance**
 - Guardian Magazine
 - <http://cvsa.org/guardianpage/guardian-magazine/>
- **Global Automakers**
 - The Automotive Blog
 - <http://www.globalautomakers.org/blog>
- **International Association of Chiefs of Police**
 - Newsletter
 - <http://www.theiacp.org/iacpnews>
- **Institute for Transportation Engineers**
 - ITE Journal
 - <http://www.ite.org/itejournal/default.asp>



- **Mothers Against Drunk Drivers**
 - MADD Blog
 - <https://www.madd.org/blog/>
- **National Association of Counties**
 - NACo Blog
 - <http://www.naco.org/blog>
- **Vision Zero Network**
 - News Feed
 - <http://visionzeronetwork.org/category/news/>



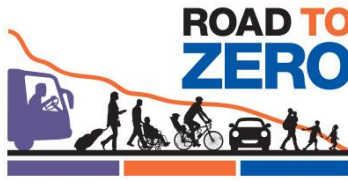
Take Action

In 2018, the Road to Zero released its comprehensive report on how to achieve zero traffic deaths. It includes steps for communities, organizations and individuals to take to help us all reach zero.

However, in addition to the plans outlined in the report there are many other steps individuals and organizations can take on their own to make a difference and help reduce roadway fatalities.

Individuals and organizations can:

- Host a child passenger seat safety check
- Organize a seat belt check at a local high school
- Present the DriveitHOME.org [Steer Your Teen program](#) to local parents and their teen drivers
- Adopt a cell phone policy for your workplace, encouraging employees to avoid cell phone use behind the wheel while traveling for work
- Contact and meet with local and state legislators to bring attention to the need for seat belt, cell phone distraction and other laws for drivers
- Encourage others to join the Road to Zero Coalition
- Propose a [Safety Priority Statement](#) for the Road to Zero Coalition



Road to Zero FAQs

Overall Purpose

1. Traffic deaths remain high now. Why are you talking about what will happen in 2050?

It is important to respond to the immediate problem – and equally important to look to the future so we don't keep coming back to the same problem. That is why we are working on both near-and long-term initiatives.

For the near-term, we are continuing to build our Road to Zero Coalition and seek out funding opportunities for traffic safety organizations that can mobilize constituents to conduct evidence-based strategies. Additionally, the Coalition has formed Working Groups based on the three pillars outlined in the Road to Zero report. These Working Groups will work to identify opportunities where we can have the biggest impact on roadway fatalities.

For the long-term, we have released a scenario-based vision for achieving zero traffic deaths. We believe that this goal is feasible by 2050 and that documenting the methods by which a community could reach zero fatalities would be valuable both as a basis for planning and for advocacy.

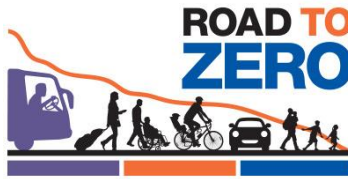
We feel that that this vision makes a compelling case for implementing the work laid out in the Toward Zero Deaths National Strategy and furthering the work being done by Vision Zero Network and other zero-fatality based efforts.

2. Who is serving on the Steering Group that is providing input on these short and long-term initiatives?

The three surface transportation modal administrations of the U.S. Department of Transportation - NHTSA, FHWA and FMCSA - are working closely with the National Safety Council (NSC) to manage these initiatives. The Steering Group includes NSC serving as Chair, with NHTSA, FHWA and the FMCSA as advisory members, and 16 additional organizations involved in road safety – behavioral, roadway and vehicle. The full list consists of:

Steering Group members:

- U.S. Department of Transportation
- National Safety Council
- Centers for Disease Control and Prevention
- Federal Highway Administration
- Federal Motor Carrier Safety Administration
- National Highway Traffic Safety Administration
- AAA
- Advocates for Highway and Auto Safety (AHS)
- American Association of Motor Vehicle Administrators (AAMVA)
- American Association of State Highway and Transportation Officials (AASHTO)



- FIA Foundation
- Institute of Transportation Engineers (ITE)
- Insurance Institute for Highway Safety (IIHS)
- Intelligent Car Coalition (ICC)
- International Association of Chiefs of Police (IACP)
- Motor & Equipment Manufacturers Association (MEMA)
- National Association of City Transportation Officials (NACTO)
- National Association of State EMS Officials (NASEMSO)
- National League of Cities (NLC)
- The Trucking Alliance
- Vision Zero Network (VZN)

Coalition

3. Who can join the Coalition?

Membership is free, broad and inclusive. The intent is to bring organizations and people together to focus resources on initiatives with proven effectiveness. Visit nsc.org/roadtozero to join.

4. What are the Safe System Innovation Grants?

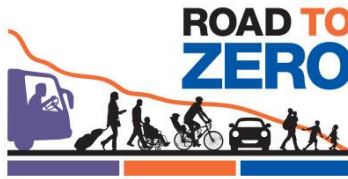
From 2017 to 2019, the Road to Zero Coalition awarded Safe System Innovation Grants to organizations working to advance traffic safety efforts. The U.S. DOT committed a total of \$3.5 million to fund these grants over three years to qualifying organizations that could clearly explain how their program would reduce motor vehicle fatalities within a set timeframe.

5. Which organizations received grants?

In 2017, the Coalition awarded a total of \$1 million in inaugural grants to seven grantees: Chicago Department of Transportation, Los Angeles Police Department, National Association for County Engineers, National Complete Streets Coalition, Roadway Safety Foundation, San Francisco Metropolitan Transportation Agency and the University of Michigan Traffic Research Institute.

In 2018, The U.S. Department of Transportation committed an additional \$500,000 for the year two grants, totaling \$1.5 million. These funds were distributed to the top 11 grant applicants: America Walks, Bicycle Colorado, Center for Latino Progress, City of Boston Mayor's Office of New Urban Mechanics, Lorain County Public Health, National Opinion Research Center at the University of Chicago, Texas A&M University Department of Industrial and Systems Engineering in collaboration with Houston Methodist Hospital, University of Alabama at Birmingham in collaboration with Safe Kids Worldwide, Institute of Transportation Engineers; Vision Zero Network, National Complete Streets Coalition; Smart Growth America and the University of Michigan.

In 2019, the Coalition awarded a total of \$1,000,000 to seven grantees: Clackamas County Department of Transportation and Development, Michigan State University, Virginia Polytechnic Institute and State University, Sara's Wish Foundation, Nevada Highway Patrol, University of South Florida - Center for Urban Transportation Research and the City of North Miami Beach.



6. When will the next round of funds be awarded?

The 2017 grant winners were announced in summer 2017. The 2018 winners were announced in spring 2018. The 2019 winners were announced in spring 2019 and are currently ongoing. The 2019 awards fulfilled the planned three-year grant program. There are no current plans for additional awards.

7. Who makes the decisions for the Coalition about focus areas, funding awards, etc.?

The Steering Group provides input on the activities of the Coalition. NHTSA, FHWA, and FMCSA help NSC and the Steering Group guide the work of the Coalition. Grant applicants were ranked and rated by FHWA, FMCSA, NHTSA and CDC. NSC awarded the grants based on these rankings.

Scenario Development

8. How does this effort fit with the Toward Zero Deaths National Strategy or the work being done by the Vision Zero Network?

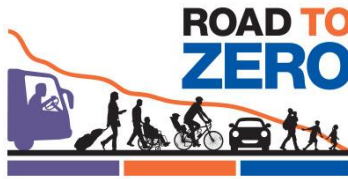
Our goal has been to complement the work of these groups with our scenario-based vision of a future with zero traffic deaths. TZD and the Vision Zero Network are doing tremendous work. We hope our scenario-based effort gives that work even more exposure.

9. Is this a plan for reaching zero traffic deaths?

Our objective was to develop a scenario-based vision for a future with zero traffic deaths. In order to make this vision a reality, the report presents a plan to address motor vehicle fatalities in the U.S. through three main initiatives:

- *Double down on what works through proven, evidence-based strategies
- *Advance lifesaving technology in vehicles and infrastructure
- *Prioritize safety by adopting a safe systems approach and creating a positive safety culture

The full report is available at nsc.org/roadtozero.



10. When was the scenario completed?

The full report, including the scenario-based vision and the plan for reaching zero roadway deaths, was released in spring 2018.

11. Who made decisions about the approach, content or presentation of the scenario?

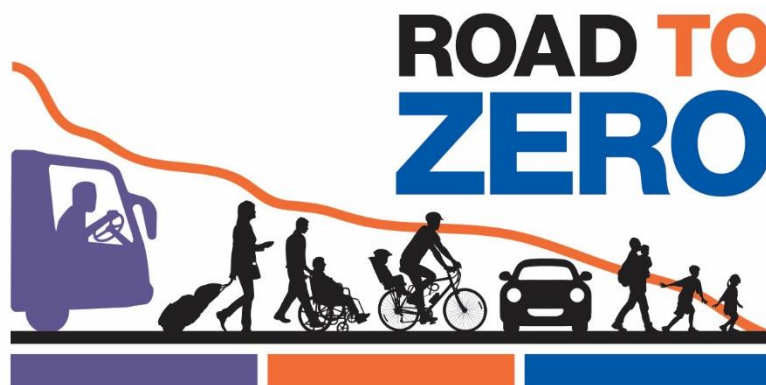
The critical insights needed to formulate the scenario came from Coalition members and other safety constituents. Input on the general direction and process for developing the scenario came from the Steering Group. The RAND Corporation provided the technical expertise for producing the scenario and facilitated workshops to gather input from constituents.

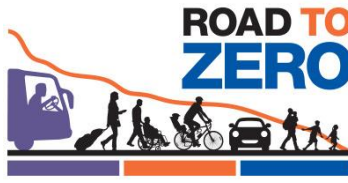
12. What is the Road to Zero Coalition's relationship with the National Safety Council?

The National Safety Council launched the Road to Zero Coalition, in partnership with the U.S. Department of Transportation – alongside its three modal administrations – in 2016. NSC serves as Chair of the Road to Zero Steering Group and Coalition.

Road to Zero Logo

The Road to Zero logo can be used when distributing official communications about your membership in the Coalition and your work with the Road to Zero.





About NSC and U.S. DOT

About the National Safety Council

The National Safety Council ([nsc.org](https://www.nsc.org)) is a nonprofit organization whose mission is to eliminate preventable deaths at work, in homes and communities, and on the road through leadership, research, education and advocacy. Founded in 1913 and chartered by Congress, NSC advances this mission by partnering with businesses, government agencies, elected officials and the public in areas where we can make the most impact.

About the U.S. Department of Transportation

The mission of the U.S. Department of Transportation is to Serve the United States by ensuring a fast, safe, efficient, accessible and convenient transportation system that meets our vital national interests and enhances the quality of life of the American people, today and into the future.