



Saving Lives with
Data

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NHTSA - background

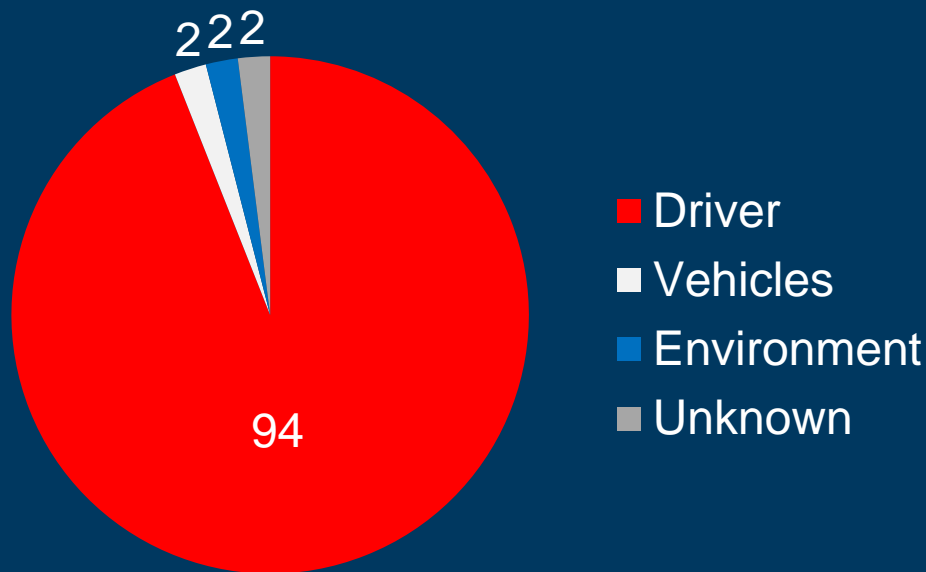
- **MISSION: Save lives, prevent injuries** and reduce economic costs due to road traffic crashes, through education, research, safety standards and enforcement activity.
- To do this we:
 - Regulate motor vehicle safety equipment
 - Research what is happening and what works
 - Support State activities through Highway Safety Offices

Scope of the Problem

- 32,719 fatalities in 2013
 - 90 deaths / day
 - 28 alcohol-related fatalities each day
 - 13 pedestrian fatalities each day
- 10,076 alcohol-impaired driving fatalities
 - 21% of drivers in fatal crashes with BAC .08+
 - 2% of large truck drivers
 - 27% of motorcyclists

Understanding the Problem

Percentage of critical reasons for crashes



Attributed to drivers:

1. Recognition error (41%)
2. Decision error (33%)
3. Performance error (11%)
4. Non-performance error (sleep, etc.) (7%)
5. Other (8%)

Attributed to vehicles:

1. Tires/wheels-related (35%)
2. Brakes-related (22%)
3. Steering/suspension/transmission/ engine-related (3%)
4. Other/unknown vehicle-related problems (40%)

Safety Performance Measures

NHTSA and the States have an agreed upon set of performance measures to be used in the development and implementation of behavioral highway safety plans and programs.

Overall fatalities

Serious injuries

Fatalities/VMT

Unrestrained fatalities

Belt citations

Speeding fatalities

<20 year-old driver fatalities

Pedestrian fatalities

Observed Seat Belt use

.08+ driver fatalities

Speeding citations

Motorcycle fatalities

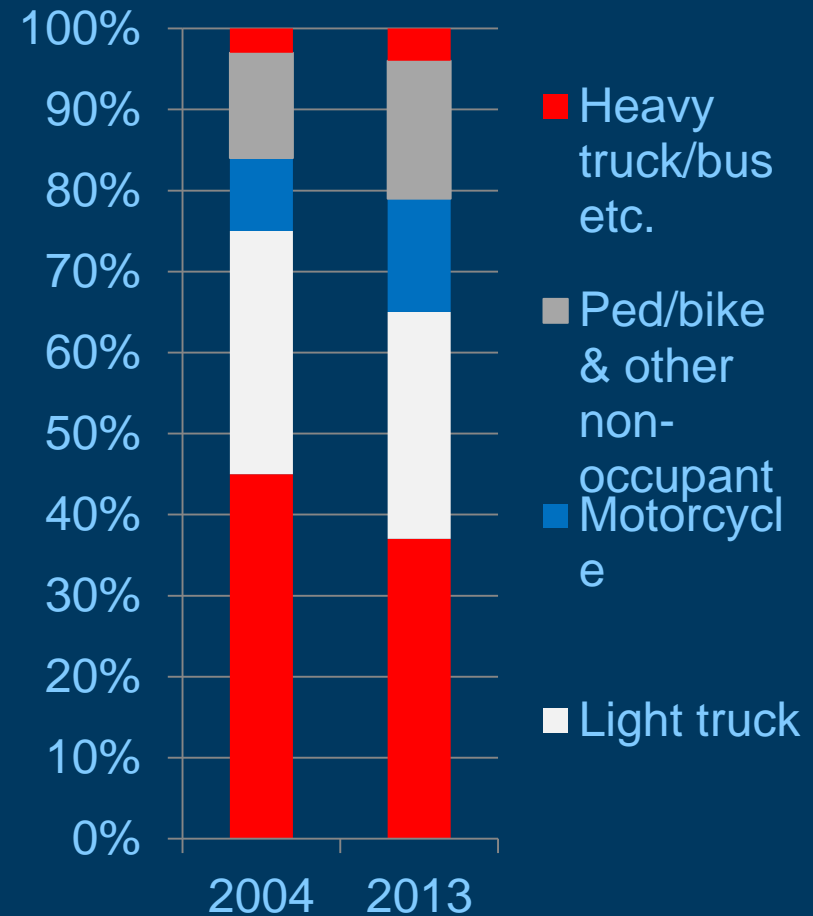
DWI arrests

Un-helmeted fatalities

Bicyclist fatalities

Successes and Challenges

- Success focused on passenger vehicle occupants
- Motorcyclists, pedestrians, and bicyclists increasing in proportion
- Elusive driver behaviors: distraction, drowsiness, drugs



Accessing State-specific data

The screenshot shows the NHTSA website interface. The browser address bar displays www.nhtsa.gov/NCSA, which is circled in red. The navigation menu includes **DRIVING SAFETY**, **VEHICLE SAFETY**, **RESEARCH**, **DATA** (circled in red), **LAWS & REGULATIONS**, and **ABOUT NHTSA**. The main content area is titled **Data** and features a sidebar with links to various data systems: Data Home, National Automotive Sampling System (NASS), National Driver Register (NDR), Special Crash Investigations (SCI), State Data Programs, Traffic Records, and Fatality Analysis Reporting System (FARS). The main content area highlights **Customer Automated Tracking System: Search for all NCSA Reports & Publications** and includes a section for **State Traffic Safety Information (STSI)** with a sub-link for **Search for State-Specific Information** circled in red. A yellow banner at the bottom of the main content area reads **JUST RELEASED: RESEARCH NOTES, CRASH*STATS & REPORTS**, followed by a news item about NHTSA's "Early Estimates of Motor Vehicle Traffic Fatalities in 2014". On the right side, there is a section for the **National Center for Statistics and Analysis (NCSA)** and a **DATA MODERNIZATION PROJECT** banner with the slogan **BETTER DATA. SAFER ROADS.**

Who can help you solve problems?

- Your State Highway Safety Office – www.ghsa.org
- NHTSA's Regional Office - www.nhtsa.gov/nhtsa/whatis/regions/
- NHTSA's National Center for Statistics and Analysis - www.nhtsa.gov/NCSA

Safer cars. Safer drivers. Safer roads.

www.NHTSA.gov

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