



*EXPECT
SOMETHING
MORE™*

From Spiking Traffic Deaths to Safe Mobility for All

J. Skyler McKinley

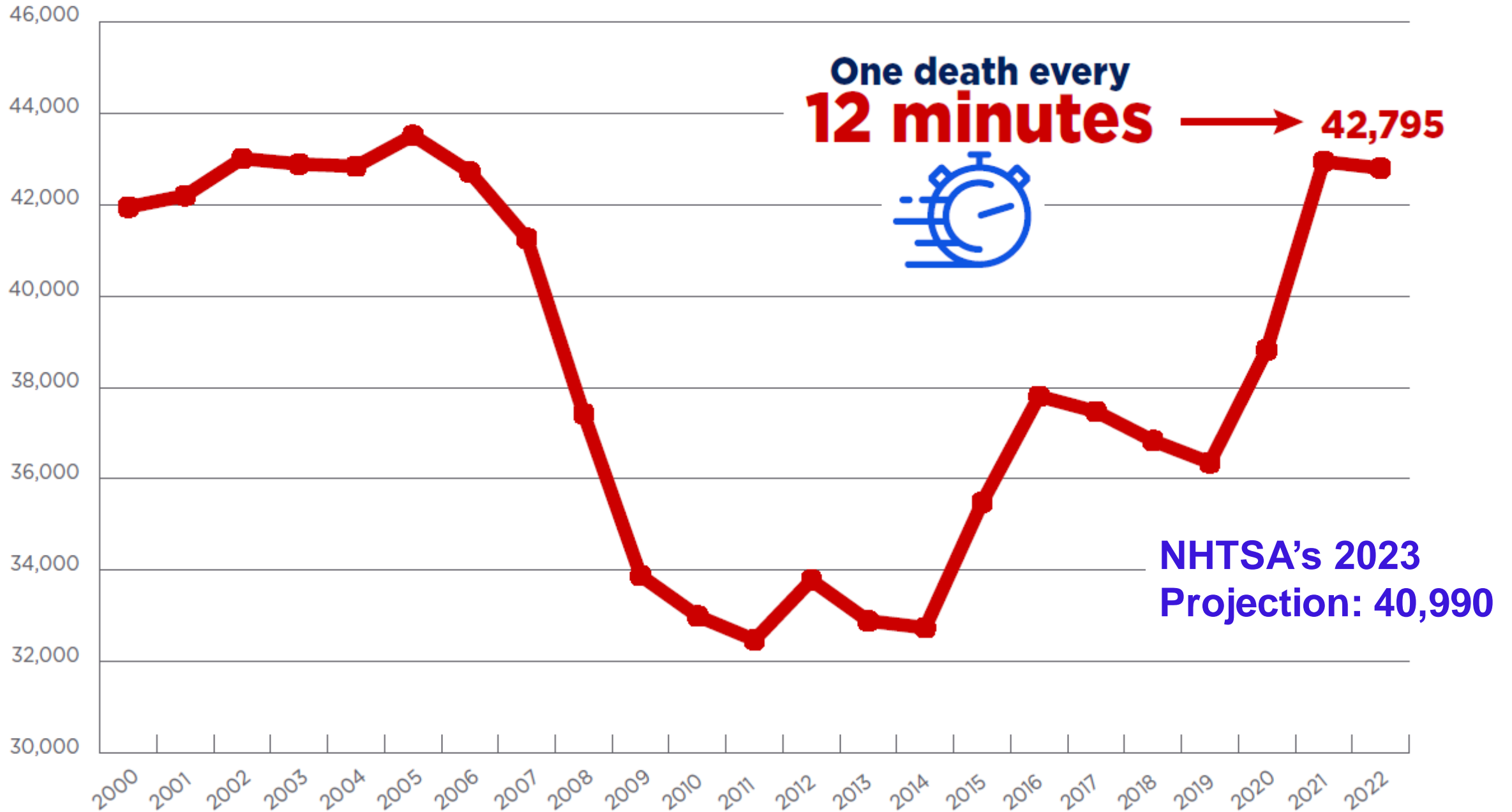
AAA – The Auto Club Group

Regional Director, Public Affairs

Colorado, North Dakota & Minnesota



Motor Vehicle Fatalities 2000-2022

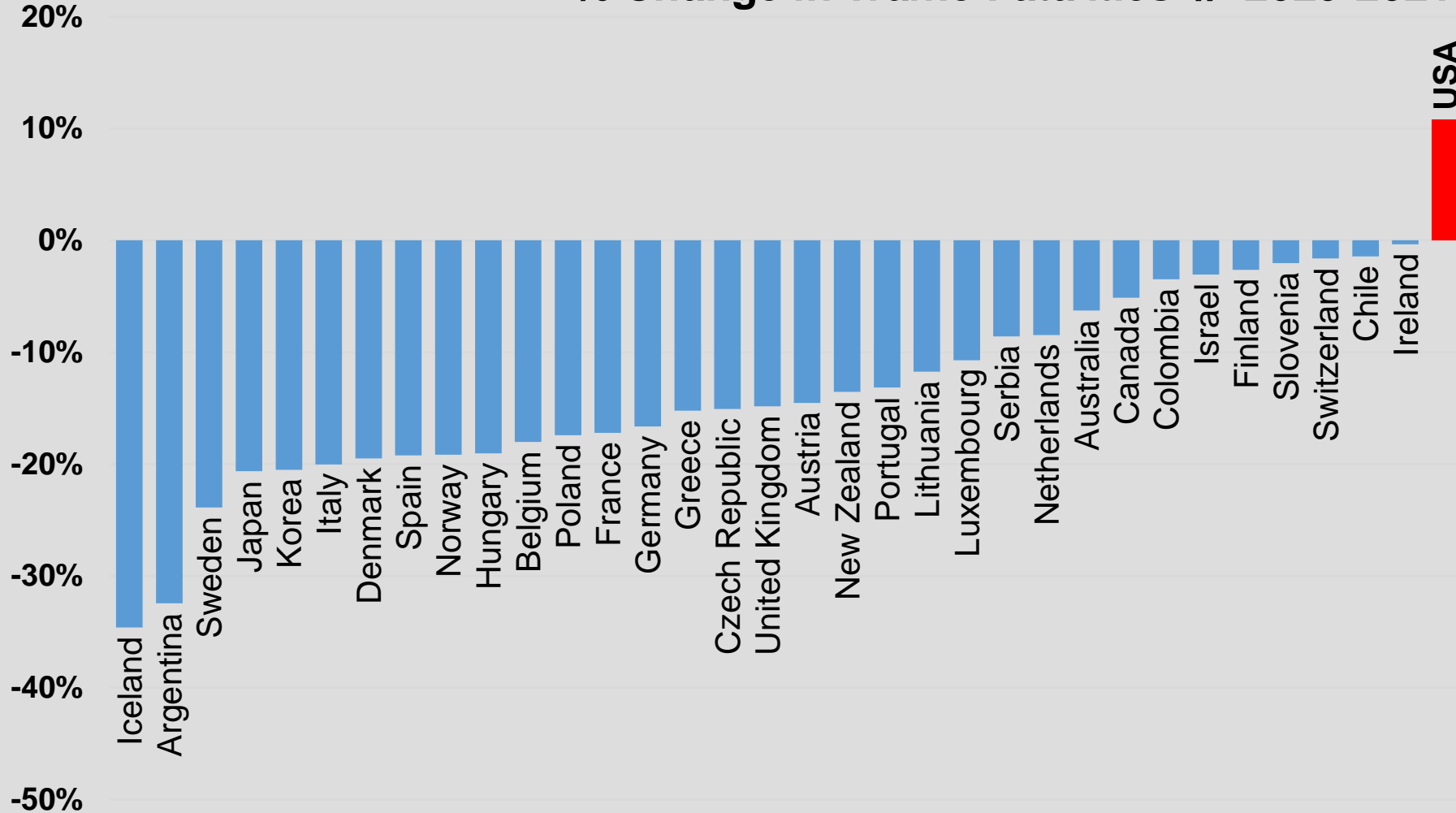




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Surging Traffic Fatalities: A Uniquely American Phenomenon

% Change in Traffic Fatalities // 2020-2021 vs. 2017-2019

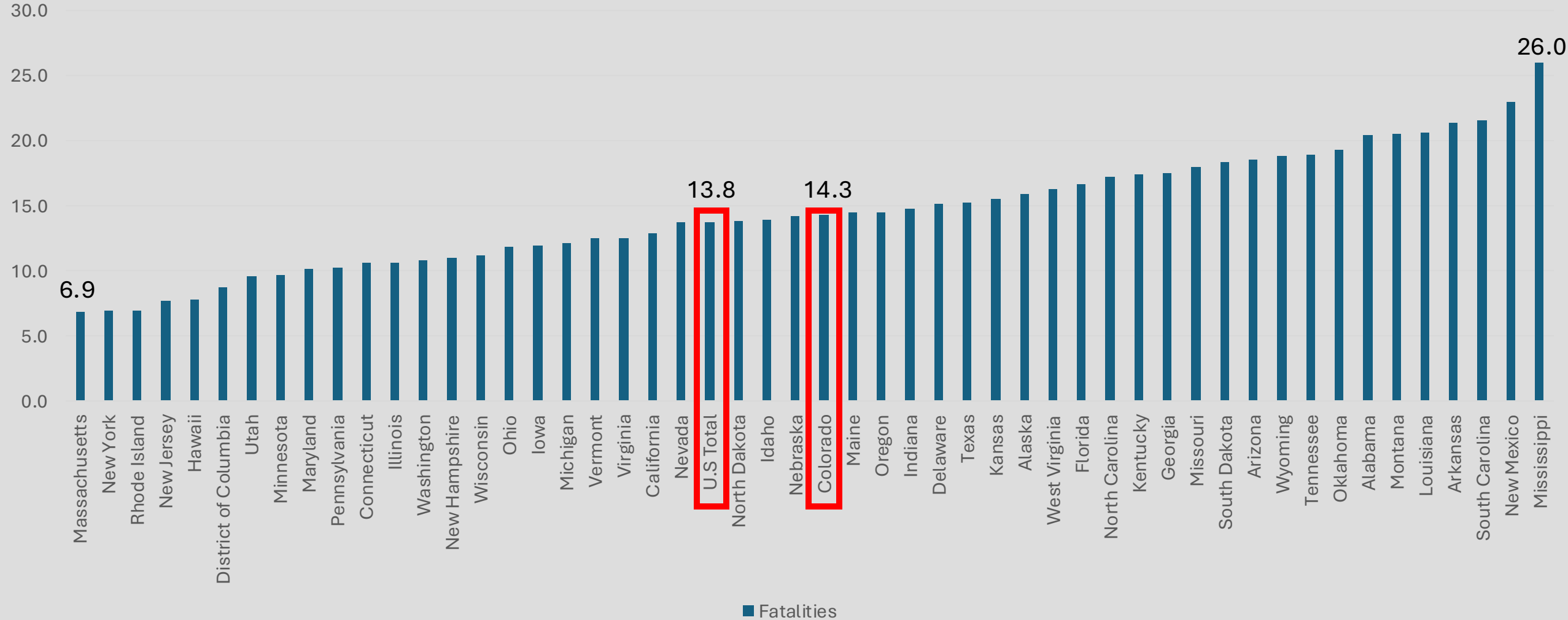


Data from [OECD International Transport Forum. \(2022\). Road Safety Annual Report 2022](#), adapted by AAA Foundation for Traffic Safety.



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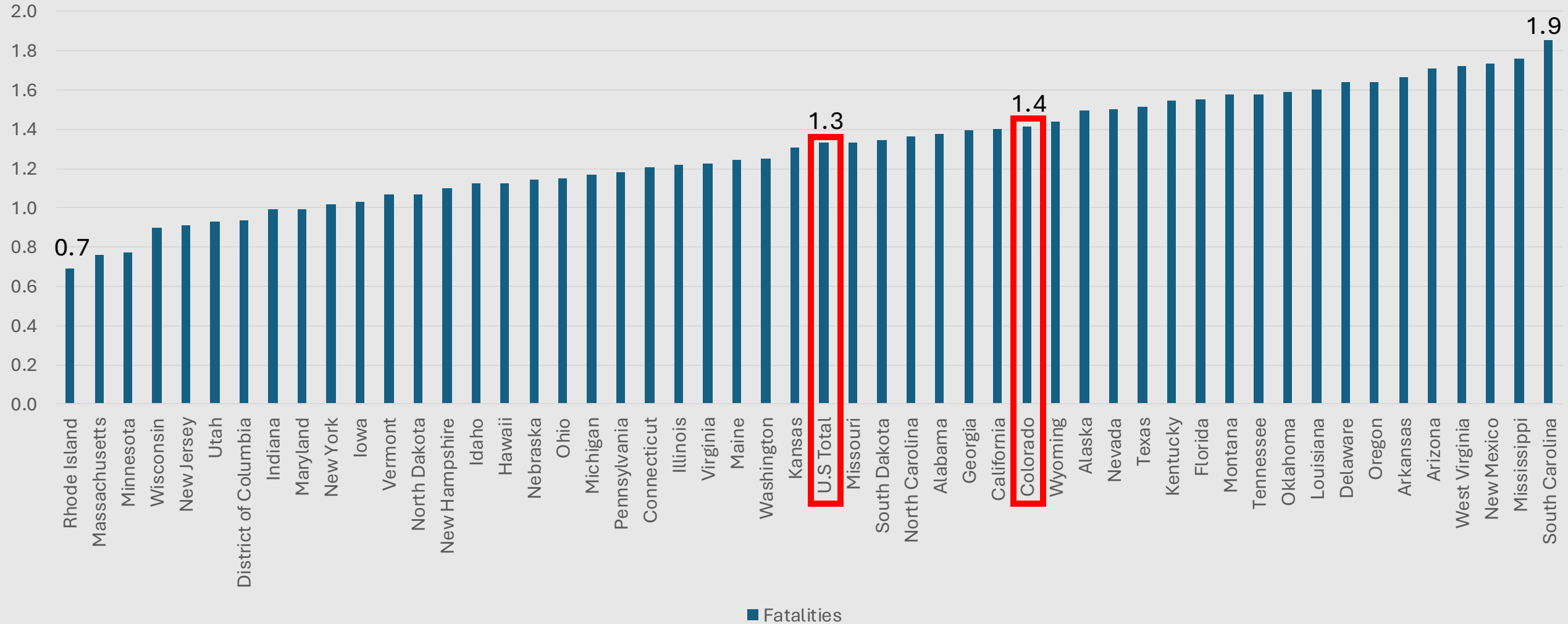
2022 Crash Fatality Rate per 100,000 Population





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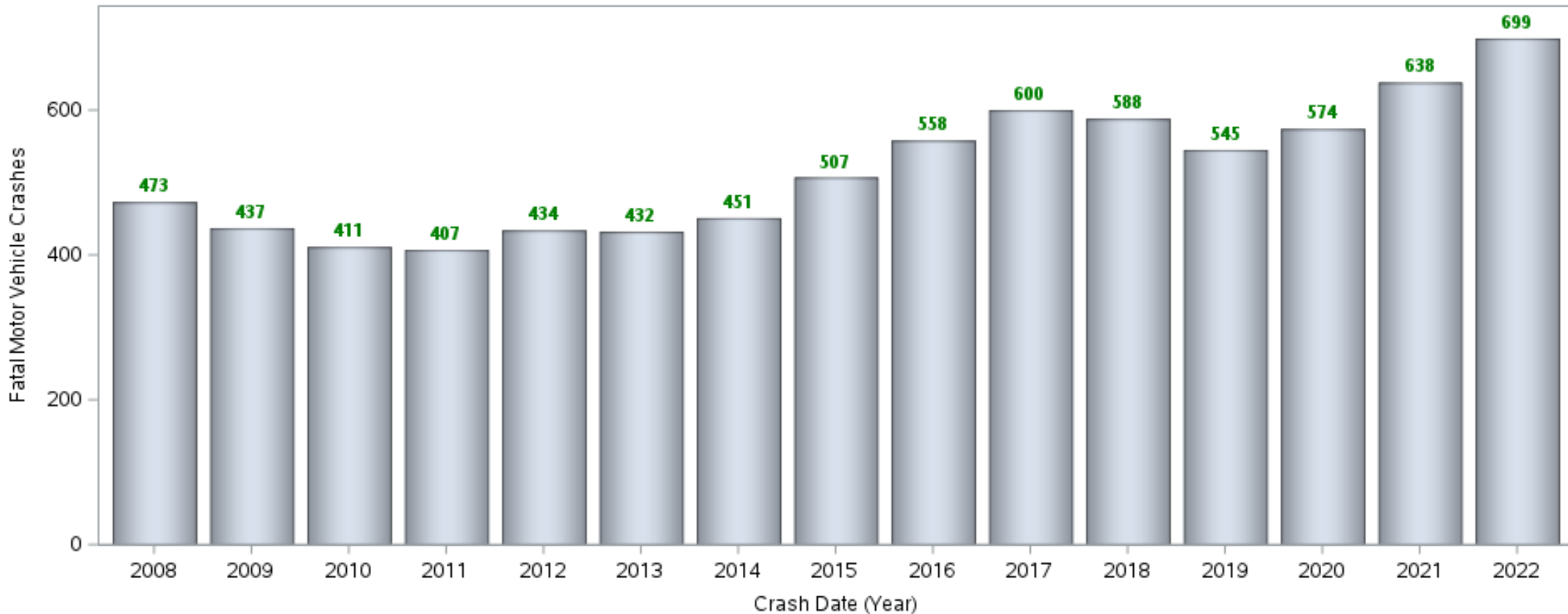
2022 Crash Fatality Rate per 100,000,000 vehicle miles





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Colorado Fatal Motor Vehicle Crashes 2008 - 2022



Source:
Fatality
Analysis
Reporting
System
(FARS)



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The Pandemic's Effect on Traffic Safety 2020 - 2022



17%
**HIGHER MORTALITY OVER
PRE-PANDEMIC TRENDS**

114,528 TOTAL FATALITIES

[nearly **17k** additional deaths, 2020–2022]

-  HISTORIC DATA
-  FORECAST MODEL
-  ACTUAL DATA

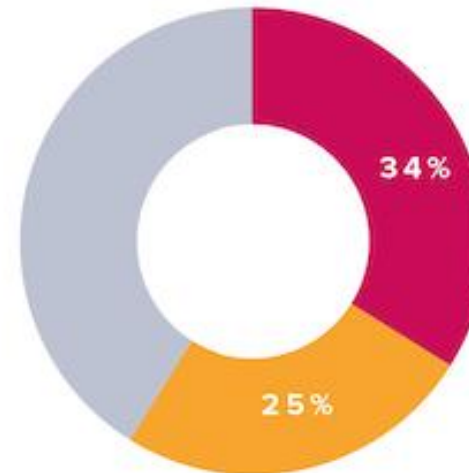


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The Pandemic's Effect on Traffic Safety 2020 - 2022

DISPROPORTIONATE DEMOGRAPHICS

Black Americans (approximately 12% of the U.S. population) comprised 34% of the overall rise. Similarly, **Hispanic Americans** (19% of the population) accounted for 25% of the increase.





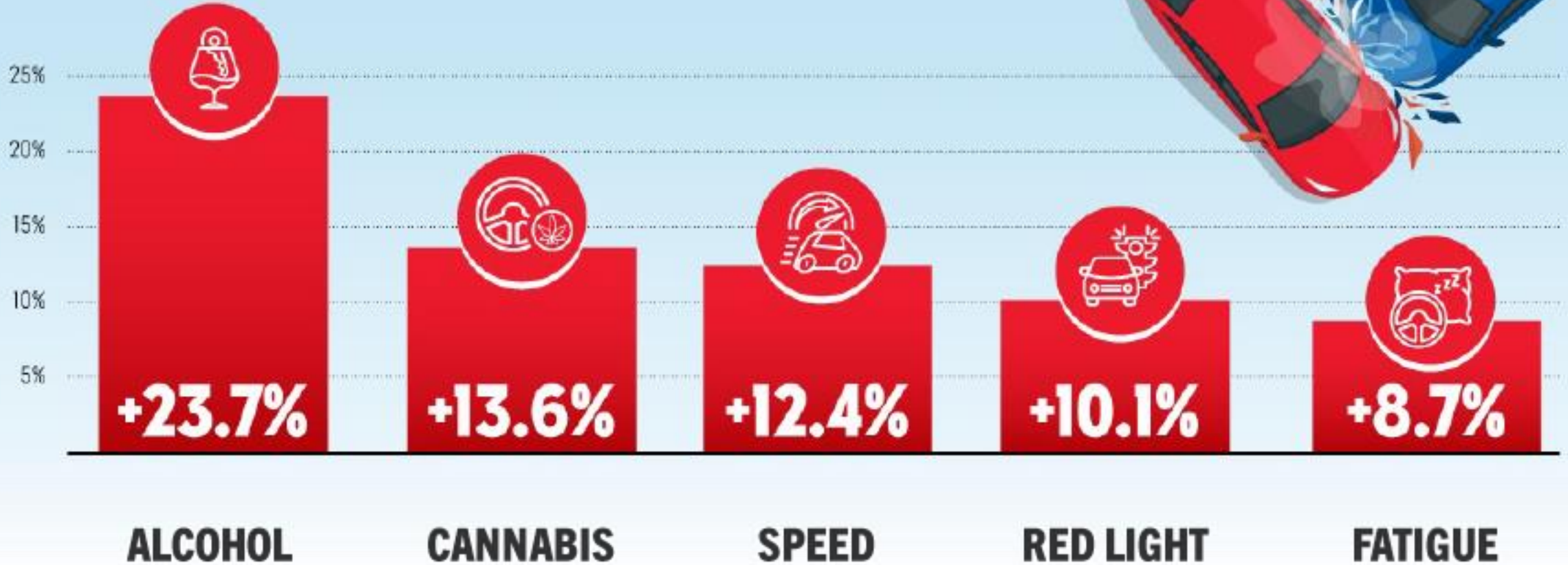
The Pandemic's Effect on Traffic Safety *2020 - 2022*

Other key takeaways from the study:

- Not the result of *decreases* in traffic. Disproven by timing, VMT levels.
 - Late nights and early mornings saw the most significant spikes.
- **Risky driving spiked:** Speeding and driving under the influence of alcohol remain significant contributors.
- **Lack of seatbelt use:** The increase in occupant deaths was almost entirely among those not wearing seatbelts.

DANGEROUS DRIVING BEHAVIORS ARE ON THE RISE

CHANGE FROM 2020 TO 2021 (%)



AAA Foundation for Traffic Safety (2022). 2021 Traffic Safety Culture Index

Why the Post-COVID Spike in Traffic Deaths?

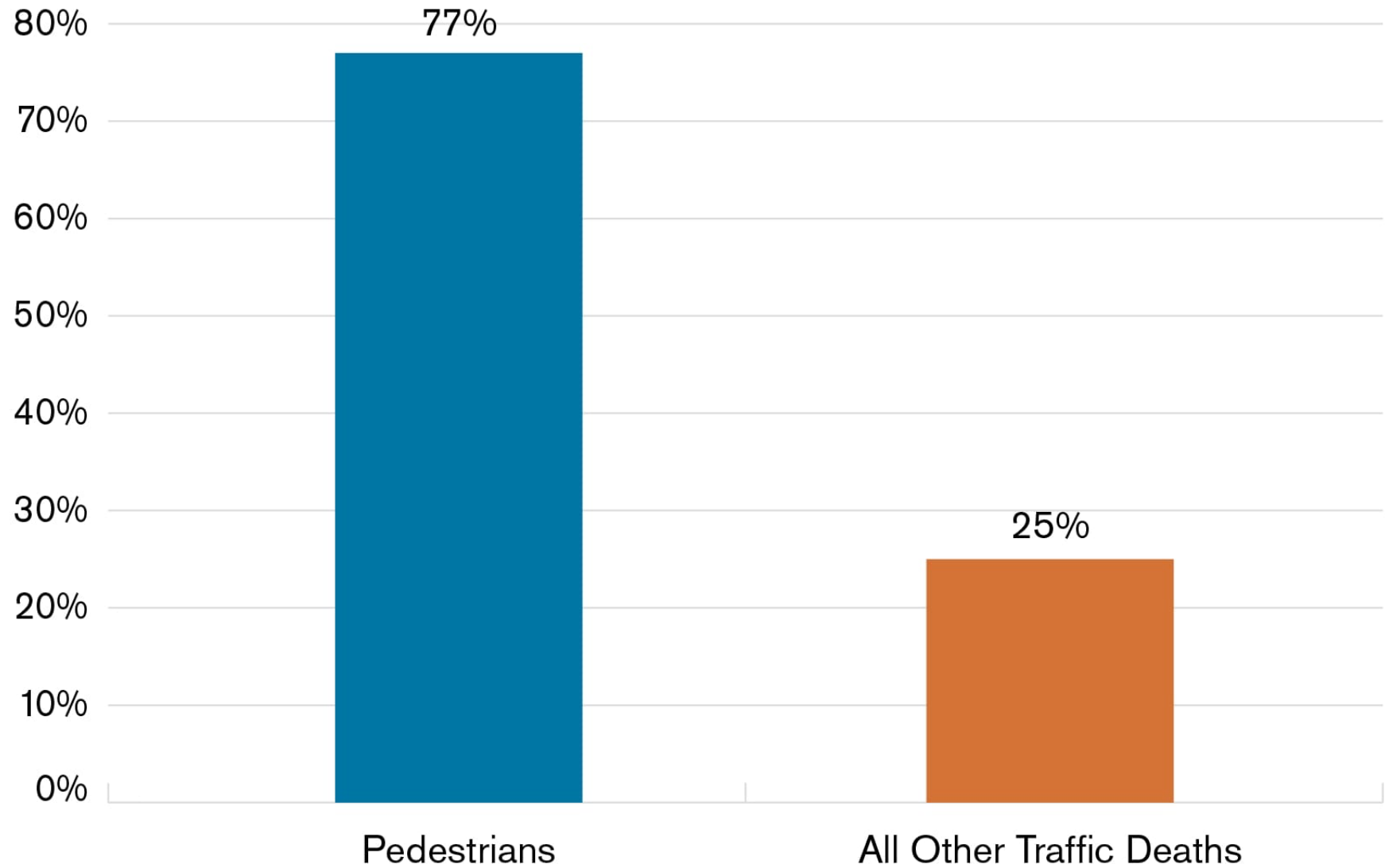


GHSA projects at least 7,508 pedestrians were killed in traffic crashes in 2022, continuing the upward trend in recent years. This would be the most pedestrian deaths since 1981.



Pedestrian Deaths Are Increasing Faster Than All Other Traffic Fatalities

Percent Increase
in Number of
Traffic Deaths,
2010-2021



Infrastructure Considerations









Majority of Risky Drivers Speed



Speeding Drivers



Distracted and Aggressive Drivers



Most Dangerous Drivers

72%



AAA Foundation research is charting a course of action



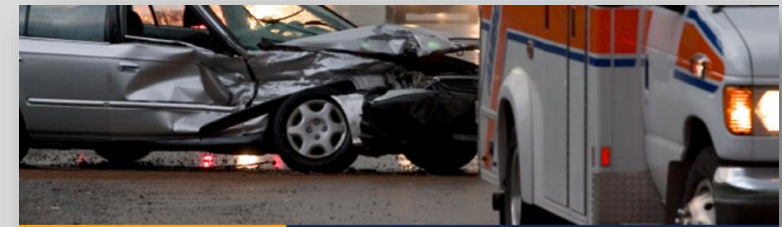
Roadway Systems & Drivers

Uncovering the Spillover Effect from Posted Speed Limit Changes: A Tool to Examine Potential Safety Concerns



Roadway Systems & Drivers

A Multi-Site Examination for the Impact of Changes in Posted Speed Limit on Traffic Safety



Roadway Systems & Drivers

Traffic Fatalities on Urban Roads and Streets in Relation to Speed Limits and Speeding, United States, 2010–2019



Roadway Systems & Drivers

Impact of Speeds on Drivers and Vehicles – Results from Crash Tests



Roadway Systems & Drivers

Review of Current Practices for Setting Posted Speed Limits



Vulnerable Road Users

Impact Speed and a Pedestrian's Risk of Severe Injury or Death

Applying the Safe System Approach

Consumer Education

- Speeding
- Belt Use
- Impaired Driving

Lower BAC to 0.05

Automatic Crash Notification

Med Flight Policies in Rural Areas

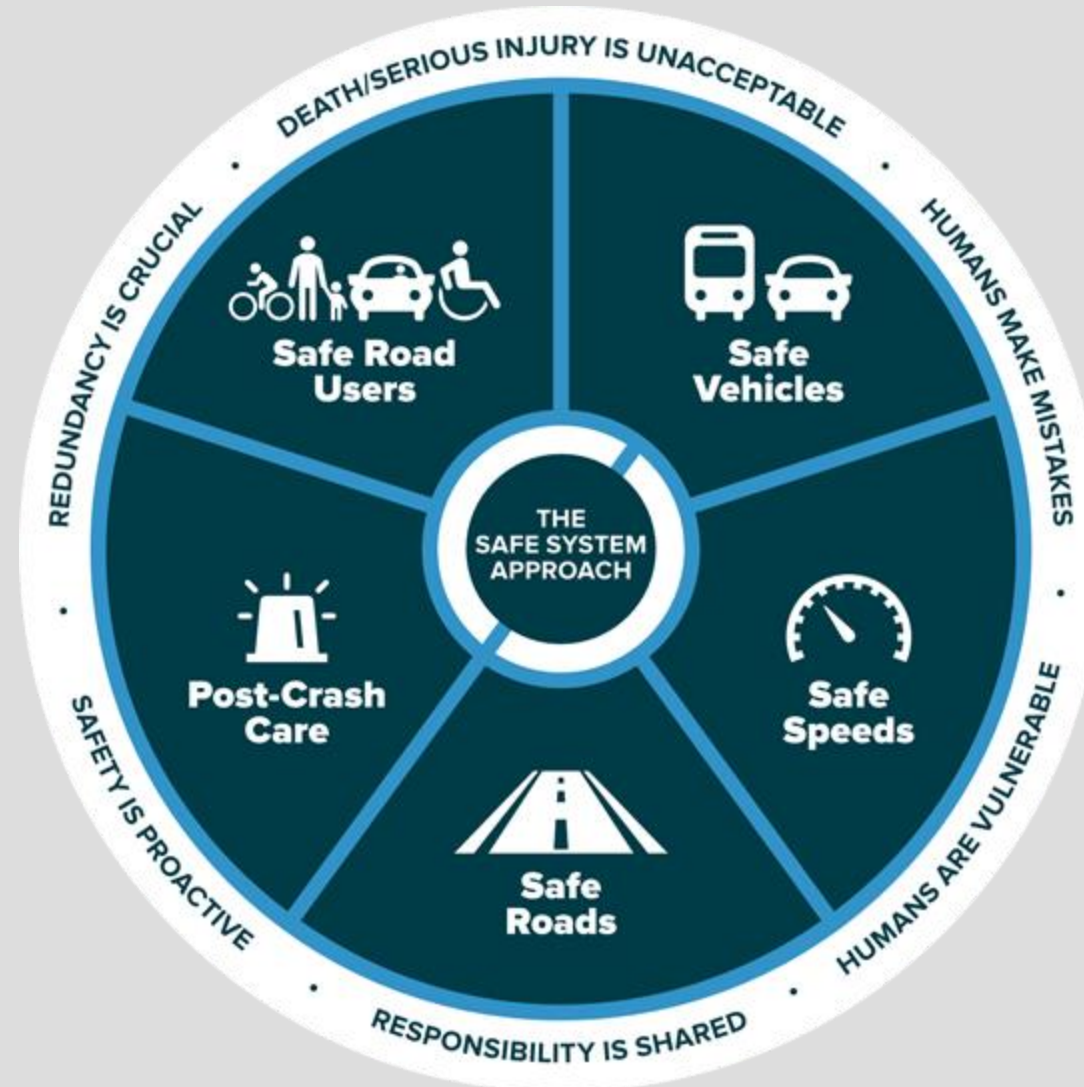
Intelligent Speed Assistance

ADAS Technologies

HALT Act

Setting Proper Speed Limits

Traffic Calming Measures



Source: FHWA

Speed Humps/Bumps, Rumble Strips, Speed Cameras, Roundabouts



✓ **Passed**
in the INVEST in America Act






HALT

*Honoring Abbas Family Legacy
to Terminate Drunk Driving Act*



Deadline:

11/15/2024

BLOOD ALCOHOL CONCENTRATION	NUMBER OF DRINKS	EFFECTS ON DRIVING
0.02% BAC		<ul style="list-style-type: none"> • Decline in visual functions • Inability to perform two tasks at the same time • Loss of judgment • Altered mood
0.05% BAC		<ul style="list-style-type: none"> • Reduced coordination • Reduced ability to track moving objects • Difficulty steering • Slower response to emergency driving situations
0.08% BAC		<ul style="list-style-type: none"> • Reduced ability to concentrate • Short-term memory loss • Lack of speed control • Impaired perception and self-control
0.10% BAC		<ul style="list-style-type: none"> • Clear deterioration of reaction time • Reduced ability to maintain lane position • Reduced ability to brake appropriately • Slurred speech
0.15% BAC		<ul style="list-style-type: none"> • Substantial impairment in vehicle control • Loss of auditory information processing • Major loss of balance • Vomiting may occur

**Lower BAC
Per Se to
0.05**

TRAFFIC SAFETY CULTURE INDEX

INTRODUCTION

Unsafe driving behaviors including distracted, aggressive, and impaired driving contribute to a substantial proportion of motor vehicle crashes, injuries, and deaths on U.S. roads. The AAA Foundation for Traffic Safety seeks to guide drivers toward safer decisions. As such, data to quantify the prevalence of such behaviors as well as to understand the attitudes, beliefs, and characteristics of the driving population is vital. Every year since 2008, the AAA Foundation for Traffic Safety has conducted the **Traffic Safety Culture Index**, a survey of the attitudes, beliefs, and behavior of U.S. drivers.

PROJECT GOAL AND PLAN

The goal of this project is to generate in-depth knowledge on American's perceptions of, attitudes toward, and engagement in unsafe driving behaviors. Each year, a nationally representative, randomly selected sample of over 3000 U.S. residents ages 16+ are invited to respond to an online survey. Participants are asked a series of questions about their perceptions, attitudes, and behaviors related to issues including distracted driving, aggressive driving, drowsy driving, substance-impaired driving, and seat-belt use. An [annual report](#) summarizes major national level results that identify relevant issues and highlight key traffic safety challenges; the data provide the foundation for numerous other topical studies as well.

Project Team

AAA Foundation for Traffic Safety
Rebecca Steinbach, Ph.D.
(Project Manager)

Ipsos Public Affairs LLC

Period of Performance

Annual



Q4 2024 / Q1 2025

New Data:

- (1) Intelligent Speed Assistance,**
- (2) HALT Act Tech, and**
- (3) Lowering BAC to 0.05**

SLOW | 
DOWN | **MOVE**
 | **OVER**

Keeping People at
the Roadside Safe



ROADWAY SYSTEMS & DRIVERS
TECHNICAL REPORT



Roadside Assistance Providers Fatally Struck by Vehicles at the Roadside: Incidence and Characteristics

JAN 2024

607 14th Street, NW, Suite 701
Washington, DC 20005
202-638-5944
AAAFoundation.org

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SCAN ME

89%

of the crashes occurred at locations with 55 mph or higher speed limits, almost all on Interstates or other limited-access highways.



84%

of crashes occurred in good weather without precipitation/slippery road conditions.



63%

occurred during darkness, of which nearly two-thirds were at locations without street lighting. **But 34% of the crashes were in daylight.**



63%

occurred in crashes in which the striking vehicle had already left the road and was traveling on the shoulder or beyond before impact. This suggests the involvement of factors such as impairment, fatigue, or distraction. **More than one-third of striking drivers who were tested for alcohol were alcohol-positive. But nearly half were not tested.**



Safe System Approach

Move Over Laws + Motorist compliance

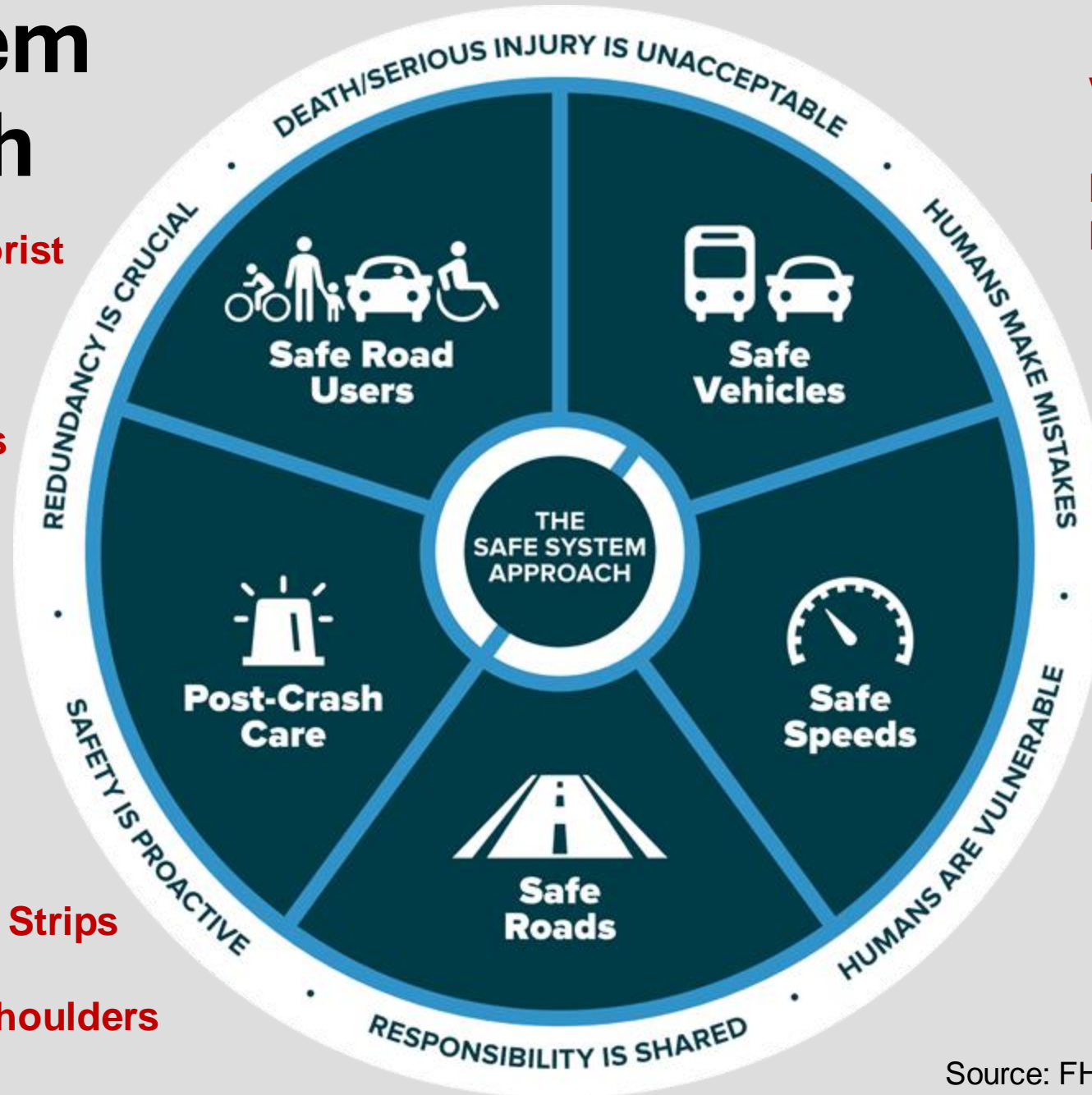
Worker Compliance w/ safety countermeasures

Automatic Crash Notification

Rumble Strips

Wider shoulders

Safety Edge



Variable Message Boards

Lighting Color/Flash Patterns

Intelligent Speed Assistance

Set Proper Speed Limits

Traffic Calming Measures

THANK YOU!

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