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U.S. Department of Transportation

Lifesavers National Conference on Highway Safety Priorities
Leveraging Data, A Critical Action to Yield Better Results
March 31, 2019
Systemic Safety Approach

STRATEGIES

- Improve the collection, management, and integration of data
- Identify risks that contribute to fatalities and serious injuries
- Collaborate with stakeholders to foster behavior and infrastructure changes
The Problem | We need better data analysis tools to understand why traffic fatalities have been increasing in recent years.

NHTSA, 2017 Traffic Safety Facts
The Vision

Evolve from retrospective to predictive analysis that is transformed into compelling visualizations of insights to better target safety risk.

Develop an integrated data eco-system for rapid, rigorous, and innovative safety data analysis and insights using new datasets and new analytic tools across surface transportation modes, accessible to decision-makers to support policy decisions.

Be a leader in Safety Risk Management by working with transportation stakeholders and leveraging innovative data sources and practices.

www.transportation.gov/SafetyDataInitiative
Safety Data Initiative has 3 focus areas

**Data Integration**
Integrate existing DOT databases and new private sector data sources to answer safety questions

**Data Visualization**
Create clear, compelling data visualizations to make data accessible and insightful for policy makers and practitioners

**Predictive Insights**
Reduce injuries and fatalities by identifying risk patterns and developing insights to anticipate and mitigate safety risk

www.transportation.gov/SafetyDataInitiative
Safety Data Initiative Projects

- Solving for Safety Visualization Challenge
- FARS Data Visualization
- Waze Pilot
- Rural Speed Pilot
- Pedestrian Fatalities Pilot
- Safety Data Factoids

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Solving for Safety Visualization Challenge

Competition to develop innovative analytical visualization tools that reveal insights into reducing serious crashes.

5 Semi-finalists

2 Finalists

University of Central Florida

Ford

Arity

VHB

Pedestrian Safety Action Plan

www.transportation.gov/solve4safety
FARS Data Visualization on Speeding

NHTSA’s visualization of its Fatality Analysis Reporting System (FARS) data focuses on speeding and safety.

Also check out our beta pedestrian visualization: http://bit.ly/PedFARSViz
Waze Pilot

Volpe Center used **machine learning** to reliably estimate hourly police reportable traffic crashes based on Waze and other traffic data in MD, VA, UT, and CT.

 Interested in trying this out in your area? Ask us about opportunities to partner!

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Rural Speed Pilot

A partnership with the Texas A&M Transportation Institute seeks to better understand the contribution of travel speed to the prevalence and severity of crashes on rural highways in OH and WA.
Pedestrian Fatalities Pilot

A national risk model at the U.S. Census tract level leveraging transportation system and built environment characteristics from multiple data sources.

Interested in trying this out in your area? Ask us about opportunities to partner!

Available online: https://maps.dot.gov/BTS/PedestrianFatalityModel/
Safety Data Factoids

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www.transportation.gov/SafetyDataInitiative
For more information, please visit the Safety Data Initiative website or contact us by email.

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