



# Toward Zero Deaths

## BACKGROUND

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Over the last ten years, more than 410,000 people died on public roadways in the United States. Motor vehicle-related injuries remain one of the leading causes of death. The annual societal cost of vehicle crashes is estimated at \$230 billion (NHTSA, 2010).

The American Traffic Safety Services Association is the industry leader supporting nationwide Toward Zero Deaths (TZD) efforts along with other stakeholders across the country. The association's Toward Zero Deaths federal aid highway program authorization policy sets forth specific recommendations to support attainment of this goal. ATSSA members are a critical part of the puzzle to move the nation TZDs. Through safety infrastructure and promoting work zone safety our members have the power to help drive down fatalities and bring us closer to putting an end to these needless deaths.

We recognize that the goal will only be achieved through the cooperation of all levels of government, private industry, and individual citizens. Consequently, the ATSSA Board of Directors is calling on our member companies as well as individual members to take a "Toward Zero Deaths" pledge and integrate this concept into their corporate cultures and everyday lives.

Over 77 ATSSA member companies have taken the pledge to date. There is a national coordinated effort underway to develop marketing tools and a shared strategy to move the nation toward zero death. Once complete the materials will be available to our members.

It is ATSSA's hope that our companies will include the national TZDs logo and strategies in their companies marketing materials, day-to-day operations and link to information on their websites.

Feel free to contact ATSSA's Government Relations Department at 202-733-1245, or [govrelations@atssa.com](mailto:govrelations@atssa.com) for more information and find out how you can get involved in this vital effort and remember:

**SAFER ROADS SAVE LIVES**