June 29, 2018

Sanda Ojiambo
Executive Director
United Nations Global Compact

Dear Ms. Ojiambo:

I am pleased to submit Together for Safer Roads' Communication on Engagement (COE) from June 2018 – June 2020. In conjunction with this COE, I am pleased to confirm that Together for Safer Roads reaffirms its support to the United Nations Global Compact and its Ten Principles with respect to human rights, labour, environment, and anti-corruption.

In this COE, we describe the actions that our coalition has taken to support the United Nations Global Compact as suggested for an organization like ours. First and foremost, we wanted to share our unifying principles that underlies everything we do at Together for Safer Roads (TSR):

1. Reduce serious injuries & fatalities
2. Expand access to transportation & mobility safety resources
3. Share best practices to create and expand local capacity, and technical expertise for road safety
4. Promote road safety innovations, which create sustainable sources of economic growth
5. Contribute to industry standards for road safety

Below is a more detailed description of our actions and Measurable Outcomes. We welcome feedback on its contents.

Sincerely yours,

David Braunstein
President
Together for Safer Roads

Over the past two years, TSR has taken the following actions as a non-profit organization in the United Nations Global Compact:

- Participated in Global Compact Local Network events within the United States, including the Global Compact Network USA annual Symposium in New York City;
- Shared news and initiatives by the United Nations Global Compact as available to TSR's membership through its digital channels;

(CONT.)

Additionally, TSR has had the following successes and planned projects in alignment with the United Nations Sustainable Development Goal (SDG) agenda on road safety to halve road traffic deaths and injuries by 2030 and provide safe, sustainable transport systems for all:

HOUSTON, TX

Facts:
- Population of 2.3MM
- Deadliest traffic in the U.S.

Project:
- TSR set to demonstrate a dramatic reduction in fatalities and serious injuries is possible by implementing innovative safety improvements with measurable outcomes in partnership with public and private sector leaders;

Result:
- Our work garnered $3.5-million in city funding for Hillcroft Avenue, including better sidewalks, pedestrian crossings, protected bike lanes and safer bus stops.

Additional Outcomes
- Mayor Turner commits to Vision Zero and names TSR to the Houston Vision Zero Executive Committee.
- Vision Zero staff feature Hillcroft as a model project to highlight as Houston develops its Vision Zero Action Plan.

NEW YORK, NY

Facts:
- NYC operates the largest municipal fleet in the US, of approximately 30,000 vehicles.
- They have recognized the need to address fleet-specific safety policies in a city with so many pedestrians and cyclists.

Project:
- TSR set out to help small- and mid-sized fleets develop and institutionalize a culture of continuous improvement in fleet safety and arranged a pilot with NYC. We organized this into the Global Leadership Council, which is organized into three pillars:
  - Vehicle safety technology and telematics;
  - Professional development and training;
  - Leadership and organizational change management.
- TSR is using best practices to create resources for fleet owners, managers and front-line operators.
- TSR will pilot these resources with up to ten small- and mid-sized fleets in New York City (and ten in Houston). TSR's goal is to get feedback on the program and develop Vision Zero fleet standards.

Result:
- Initial results are expected in the 1st Half of 2021.

Additional Outcomes
- NYC Mayor commits NYC Fleet as a founding member of TSR's Global Leadership Council for Fleet Safety
- TSR, NYC Vision Zero Task Force and Trimble Maps produce Digitizing Vision Zero MVP to improve cycling safety

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COMPANIES DRIVEN TO SAVE LIVES

BELLEVUE, WA

Facts:
- Major US Tech Hub with headquarters of REI, Eddie Bauer, Expedia, T-Mobile, Pokemon USA, and 26 other companies.
- Bellevue has a strong existing network of cameras that gives traffic safety practitioners on excellent view of what's happening on the streets.

Project:
- TSR set to conduct the first ever network-wide near miss study using the aforementioned network.

Result:
- Our groundbreaking near-miss to fatality & serious injury comparison was a new way to use predictive analytics at scale in road safety.

Additional Outcomes
- The work was accepted for the 2020 Intelligent Transportation Society World Congress.
- The work revealed a positive correlation between near misses and collisions, providing evidence of future crashes.

UPCOMING

- Formal Creation of the Vision Zero Technology Fund is used to accelerate regional, national, & global adoption of fleet safety tech*. Grants are provided to fleet-using purpose-based and essential services organizations. We're just about to launch this initiative along with presenting sponsors UPS, Cal/Amp, and others. The Fund will direct fleet safety grants from $5,000 to $20,000 to the following types of organizations:
  - School districts, food distribution networks and food banks, health services providers, paratransit operators, and environmental services and community-focused construction organizations
  - Applicants that depend on fleets to assist historically underserved communities
  - 501(c)3, public sector and public-sector aligned organizations
  - Minority- and women-owned or -led organizations
- Partnership with Nashville Mayor John Cooper & TSR Innovation Program Participant, Derq to reduce Traffic Fatalities and Serious Injuries
- Partnership with the World Business Council for Sustainable Development to scale fleet safety initiatives through private sector involvement globally.
- Partnership with the Vision Zero Network to scale vision zero initiatives in cities across North America.
- Partnership with the National Waste & Recycling Association to elevate fleet safety standards at an industry level.

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