

June 28, 2022

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 2020 – June 2022. 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 and fatalities on the world's roads
2. Expand access to transportation and mobility safety resources
3. Share technical expertise for road safety and best practices to create and expand local capacity
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,



Noah Budnick  
Interim Executive Director

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

- Subscribed to Global Compact Local Network newsletters and online media, including the Global Compact Network USA;
- Shared news and initiatives by the United Nations Global Compact as available to TSR's membership through its digital channels;
- In February 2020, TSR participated in the 3rd Ministerial Conference on Road Safety in Sweden.

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:

### MITIGATING COMMERCIAL TRUCK BLIND ZONES

Facts:

- Blind zones, especially in commercial trucks, prevent drivers from seeing other road users, and even the best trained drivers cannot avoid what they cannot see
- According to the University of Michigan Transportation Research Institute, one-quarter of the 500-plus pedestrian and bicyclist deaths in the U.S. each year that involve large trucks traveling at low speeds could be prevented by eliminating blind zones
- Collisions between large vehicles and vulnerable road users are usually fatal because the human body cannot withstand the force of an impact with a vehicle that weighs thousands of pounds

Project 1: Truck of the Future Technology Pilot

- TSR and our Global Leadership Council for Fleet Safety have identified and are testing an innovative vehicle safety solution to help mitigate blind zones and prevent serious collisions between large vehicle operators and other road users, especially the most vulnerable

Result:

- We partnered with a technology start-up that specializes in video analytics that can identify people walking and biking and other vulnerable road users in real-time, using vehicle-mounted cameras
- TSR fleet partners are installing and testing the new technology in major North American cities
- Pilot analysis will be available in 2023 Q1

Project 2: Direct Vision Cab Standard

- TSR and our partners are working with the U.S. DOT Volpe Center to make direct vision cabs, which greatly reduce blind zones, a fleet industry standard in North America and around the world

Result:

- We are raising fleet industry awareness that better cab designs exist
- TSR and our partners are creating a direct vision cab rating system and standard so fleets can make informed decisions about the vehicles they buy
- The first version of the rating system and standard will be finished by the end of 2022

### DRIVER ATTITUDES TOWARDS VEHICLE SAFETY TECHNOLOGY

Facts:

- Technology that helps reduce risky driving is widely available, and TSR believes it should be standard equipment in commercial vehicles, especially trucks
- Drivers' opinions about this technology have not been researched

Project:

- TSR undertook first-of-its-kind research on driver attitudes towards vehicle safety technology

Result:

- With input from fleet leaders and safety experts, we designed a survey and collected data from over 500 commercial drivers, including dozens of interviews

Additional Outcomes

- Key findings from the research included: drivers report that technology improves safety; driver trust in technology increases with personal experience; managers can accelerate adoption

## HOUSTON, TX

### Facts:

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

### Project:

- TSR worked in the underserved community of Gulfton, which has some of Houston's most dangerous roads, to show that change is possible -- we can significantly reduce fatalities and serious injuries
- We brought in innovative near-miss analysis to accelerate project development
- TSR partnered with Houston Mayor Sylvester Turner and neighborhood leaders to transform the eight lane Hillcroft Avenue -- a highway for all intents and purposes -- into a complete street with pedestrian safety improvements, better crossings, safer bus stops and protected bike lanes

### Result:

- With our backing, construction of the \$4-million community-driven project finished in June 2022, and a ribbon-cutting will be held this fall
- Hillcroft Avenue is the centerpiece of Houston's Vision Zero efforts and local leaders are talking about how to extend the work

### Additional Outcomes

- In partnership with the City of Houston, New York University and private sector data analytics and road safety experts, we are using near-miss data to conduct an innovative rapid before and after analysis to help the community assess the effects of the new design

## FORT COLLINS, CO

### Facts:

- Growing U.S. city that is a League of American Bicyclists Platinum-rated Bicycle Friendly Community
- Originator of the Bicycle Friendly Driver training program that has been adopted across the U.S.

### Project:

- TSR and our Global Leadership Council delivered TSR's FOCUS on Fleet Safety training to local organizations, including food banks, local businesses and academic institutions
- We partnered with Fort Collins Mayor Jeni Arndt, the Fort Collins Office of Economic Health, FC Moves and local media to promote the training

### Result:

- Seven organizations, representing over 200 drivers and close to 200 commercial trucks, completed the FOCUS training

### Additional Outcomes

- We built on Fort Collins' bike safety expertise and incorporated the City's Bicycle Friendly Driver program into our training, an especially important local road safety topic

## UPCOMING

- Distracted driving is the DWI of this generation, and TSR is bringing together leading businesses to combat this ubiquitous cause of preventable deaths
  - In 2021, the NTSB launched the National Distracted Driving Coalition and named TSR to the steering committee to represent leading road safety businesses
  - With partners from leading media and marketing firms, TSR is taking the lead to develop a distracted driving public awareness campaign on behalf of the national coalition
- In September 2022, TSR will host our annual meeting in New York
- In 2023 TSR will convene the 3rd annual Vision Zero Fleet Forum