U.S. Highway Deaths & Potential Safety Benefits of Autonomous Vehicles

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Traffic Deaths in the U.S. by Cause: 2015

- 7.2 Percent Increase from 2014 to 2015, largest in nearly 50 years
- In preliminary estimates of 2016 crash deaths, National Safety Council reported deaths totaled 40,200, up 6 percent from 2015 and the first time crash deaths have exceeded 40,000 since 2007
- 2015 Traffic Deaths by Cause
- Cause Number of Deaths
  - Alcohol 10,265
  - Unbelted 9,385
  - Speed 9,557
  - Motorcycle 4,976
  - Pedestrians 4,950
  - Distracted 3,477
  - Cell Phone 476
- Total Deaths: 35,092
MADD’s Response: Campaign to Eliminate Drunk Driving

• Launched in 2006 as a response to stagnate DUI fatality numbers
• Review of data and peer reviewed research
• MADD Created a blueprint for the nation to Eliminate Drunk Driving in America consisting of three components

1. Support for Law Enforcement and High Visibility Law Enforcement Efforts
2. Ignition Interlocks for all convicted drunk drivers
3. Support for Advanced Alcohol Detection Technology
4. Grassroots Support
Drunk Driving still accounts for one-third of ALL U.S. traffic fatalities (10,265 in 2015, NHTSA)

15 percent reduction in DUI deaths (Kaufman, Wiebe, 2016)

50-75 percent of all convicted drunk drivers will continue to drive on a suspended license.

Average drunk driver drives 80 times drunk before arrest.

Over 15 peer reviewed studies, including the Centers for Disease Control, recommends Ignition Interlocks for all convicted Drunk Drivers.

CDC study showed 70 percent of the public supports all offender interlock laws

Ignition Interlocks reduce DUI recidivism by 65 percent

Drunk Driving costs the U.S. $132 billion per year (PIRE)
• Behavior has been changed. Over 20,000 DUI deaths per year in 1980, but still over 10,000 deaths per year.
  – This is happening 37 years after everyone knows the consequences of DUI.
• We have largely made the progress we are going to make using behavior change.
• Passing new laws on safety has been relatively stagnant.
  – MADD has made good progress on Ignition Interlock laws with 30 states complying
• States aren’t passing many new safety laws and in fact repealing some that work
  – Motorcycle helmet repeal
• Other areas of traffic safety are difficult to address through new laws.
  – Drugged driving
  – Distracted driving
• Technology is the next area where we can make giant leap forward in terms of saving lives and reducing injuries.
Support for Autonomous Vehicles

- Safety is critical
- We support rollout as soon and as safely as possible
- The technologies that will get us to fully autonomous will save a lot of lives along the way
  - Automatic Emergency Braking (AEB)
  - Lane Departure Warning
- Potential to Eliminate 94 percent of Traffic Deaths
  - Potential to Eliminate Drunk Driving
- Autonomous Systems could work in conjunction with the Driver Alcohol Detection System for Safety
- Important to create a federal framework to govern autonomous systems
  - Passing individual state laws is hard and could make roll-out hard
MADD’s Four Principles for Autonomous Vehicles

• **Support federal regulatory framework.**
  – It doesn’t make sense for states to pass laws or regulate the safety of autonomous vehicles
  – Congress and/or the administration must provide the necessary guidance and regulations to the autonomous vehicle community in order to allow a national roll-out of this technology.
  – Support the DOT/NHTSA Autonomous Vehicle Policy issued last year

• **Support existing state regulatory system.**
  – The state role in autonomous vehicles is to continue doing what they do for conventional vehicles today.
  – This includes titling, registration, insurance requirements, etc.
  – States should not regulate the safety of autonomous vehicles.

• **Support for level four and five autonomous technologies.**
  – For MADD’s purposes, it is important that vehicles achieve level four and level five automation

• **Support for evaluating the technology as it evolves.**
  – The Autonomous Vehicle Policy includes provisions for recording and sharing information on system capabilities and data on events, incidents, and crashes.
Questions?
Thank You

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