



TOGETHER FOR SAFER ROADS[®]

COMPANIES DRIVEN TO SAVE LIVES[™]

2017 ANNUAL REPORT



OUR VISION AND MISSION

Every day, we're collaborating to make the world's roads *safer for all people*.

Working together, we transform transportation systems into sustainable, safe sources of prosperity.

What started as a conversation in a board room has grown into a global initiative.

In 2015, we knew we were embarking on something new, and potentially difficult, as the private sector set out on its own journey to counteract one of our generation's most pressing global health and development crises.

Our joint commitment to improve road safety—and ultimately, save lives—is critical work and an ambition we can all be proud of. Whether we live in a bustling urban center or the rural countryside, we all use roads, and we all care about the health and well-being of our families and communities. Collisions involving drivers, passengers, pedestrians, and cyclists are a major source of human suffering and pose grave consequences for the health of people and economies throughout the world.

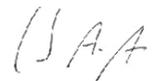
We know that this problem will not be solved by itself, by more economic growth, or by the intervention of governments alone. Today, more than ever, businesses are required to step in and do more. We have arrived at a promising point in our journey, setting the stage for even more success. From just three, we have grown to include many of the world's most forward-thinking, purpose-driven companies working across industries that are consumer-facing and enterprise-focused. We can measure our impact on hundreds of thousands of professional drivers and vehicles, millions of employees, and tens of millions of citizen road users. And, we count among our committed member participants an aligned group of road safety, operations, risk management, public policy, and corporate strategy experts—all united by a vision of a world where roads are safer for all people.

When the private sector invests in road safety, we become devoted partners in the communities where we live and work. Whether it's collaborating with cities to understand root causes and accelerate innovative interventions or benchmarking our own safety operations to be best in class, our programs are advancing prosperous economies and protecting our citizens. Finally, through Together for Safer Roads, we further support the United Nations Sustainable Development Goals (SDGs) 2030 agenda by collaborating to improve road safety.

Thanks to your support, together we've advanced road safety and saved lives!



David Braunstein
President
Together for Safer Roads



Carlos Brito
Chairman
Together for Safer Roads Board of Directors



CHALLENGING ROADS TRANSFORMING TO SUSTAINABLE DESTINATIONS

STEERING BEHIND THE WHEEL

Our 2017 Members

Together for Safer Roads' members are passionate about saving lives – this drive, combined with commercial expertise and capacity to innovate, provides the fuel for the coalition to have tangible results to make roads safer for all.

AB InBev

AIG

AT&T

REPUBLIC SERVICES

abertis

Cal/Amp

ERICSSON

IBM

iHeart MEDIA

OCTO

PEPSICO

Ryder
Ever better.

ups

Walmart

Our 2017 Leadership

Our leadership consists of two boards from the coalition's Leadership and Governing membership levels: Board of Directors and Governing Board, supported by a President, Treasurer, and Secretary.

BOARD OF DIRECTORS

Responsible for the overarching vision of the coalition.

Carlos Brito

AB InBev
Chief Executive Officer
TSR, Chairman

Thaddeus Arroyo

AT&T Business Solutions & International
Chief Executive Officer

Don Slager

Republic Services
President and Chief Executive Officer

GOVERNING BOARD

Official decision-making and agenda-setting body of the coalition.

Andrés Peñate

AB InBev
Vice President of Regulatory & Public Affairs
TSR, Governing Board Chair

Robert Bauer

AIG
Managing Director, Strategy and Innovation
TSR, Governing Board Vice Chair

Chris Penrose

AT&T
President, IoT Solutions

Jim Olson

Republic Services
Senior Vice President, Safety

PRESIDENT

David Braunstein

Together for Safer Roads

TREASURER

Catalina Garcia

AB InBev
Global Director, Corporate Affairs / Social Marketing & Social Norms / Healthier World

SECRETARY

Michael O'Brien

JPA Health Communications
Managing Director

PAVING THE PATH FORWARD

Road crashes are the **#1 KILLER** of young people age 15-29
90% of road deaths are in low- and middle-income countries
1.25 MILLION people die, and **50 MILLION** people are injured
On the world's roads every year
50% of road deaths are among motorcyclists, pedestrians, and cyclists
Between **25-33%** of road crashes are work-related
36% of occupational deaths are due to crashes

Road safety is one of the most critical and urgent social and economic challenges in the world. And, what's still most alarming is the number of fatalities and injuries aren't decreasing consistently as the mixed modes of mobility are increasing. Communities are demanding sustainable, innovative, and proven solutions that provide a safe source of prosperity. That's where Together for Safer Roads is leading the way.

Together for Safer Roads is an innovative coalition of global private sector companies, across industries, collaborating to improve road safety. We are one part "Think" Tank and one part "Do" Tank, rolling up our sleeves and bringing together the private sector's capacity and technical expertise, partnering with the public sector, and expanding the resources it takes for safer transportation and mobility systems.

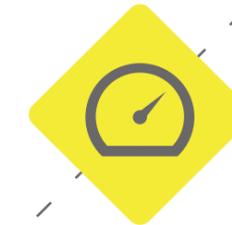
OUR ROADMAP

WITH EACH MILE DRIVEN, WE'RE CREATING
A BETTER FUTURE FOR ROAD SAFETY.



LEVERAGE

We leverage private sector data, technology, and solutions to advance innovative road safety approaches.



ACCELERATE

We accelerate the understanding of local road safety root causes and evidence-based interventions that reduce road injuries and fatalities.



COLLABORATE

We work across industries and with government, academia, and non-governmental organizations to enhance road safety initiatives with private sector expertise.



SUSTAIN

We build sustainable capabilities and capacity to help foster safer road tech, cities, companies and fleets, and policies.

SAFER ROAD TECH

ENTREPRENEURS DRIVEN TO SAVE LIVES

Every day, entrepreneurs work to disrupt how we connect, work, and play. Now, they're reimagining road safety. Roads and infrastructure are being redefined to enhance mobility. Sensors are making cars smarter to prevent collisions. Apps are helping to improve driver's behavior in real time. Real-time alerts are supporting emergency responders share the roads with other motorists.

Together for Safer Roads is leading the road safety community by accelerating the power of these entrepreneurs to save lives and launching the Global Entrepreneur Program. The program connects early-stage companies with road safety experts at multinational companies and universities to advance new technologies that can help address communities' greatest road safety challenges. Global Entrepreneur Program members, with our members and public sector partners, unite to refine product market fit and demonstrate proof points that validate whether these solutions can become valuable new interventions.

"TSR has given us exposure and connections in the transportation field, which we hadn't considered before. It's truly allowed us to thrive and bring cost-effective solutions to cities in a scalable way."

CORY HOHS, CEO, HAAS Alert

"TSR is accelerating our business and is creating incredible long-term value for our company. Through TSR, we've connected with large fleet safety stakeholders, and deployed our technology to avoid collisions in a new way."

ANGUS PACALA,
Co-Founder, Ouster

"Zendrive joined TSR because partnerships are key to bringing life-saving technology to communities around the world. TSR connects Zendrive with partners who use our driving and safety data to power strategies to prevent traffic crashes, injuries, and fatalities."

TODD THOMAS, VP Business Development, Zendrive

2017 GLOBAL ENTREPRENEUR PROGRAM MEMBERS



HAAS ALERT

Responder to Vehicle Communication



Zendrive

Driver Behavior Identification



OUSTER

Fleet Collision Avoidance

SAFER CITIES ATLANTA



With the vision to become the transportation city of the future, the City of Atlanta launched a pilot to test smart city technologies along a 2.3-mile corridor to understand urban challenges, foster economic growth, and strengthen safety and mobility. Together for Safer Roads contributed to the City's success by analyzing private sector and public data to understand root causes of crashes and suggest the best interventions, such as where to install sensors and tweak traffic light timing along the corridor.

26%
OF CRASHES
REDUCED ON THE
NORTH AVENUE
CORRIDOR

100%
OF HEAD-ON
COLLISIONS AND
OPPOSITE DIRECTION
SIDESWIPES
REDUCED

24%
OF REAR-END
COLLISIONS
REDUCED

34%
OF SAME-DIRECTION
SIDESWIPES
REDUCED

SAVING LIVES IN ACTION

"The men and women of the Atlanta Fire Rescuer Department (AFRD) are committed to protecting our citizens, our businesses, our visitors—our community. Through the collaboration with the City's Renew Infrastructure Bond program, we were able to navigate the increased North Avenue Corridor traffic conditions, making our jobs safer as we responded to over 100,000 calls for service in Atlanta in 2017.

Together we:

- Deployed new smart-technologies, such as pre-emptive lighting, to improve how our emergency vehicles share the roads with other drivers, pedestrians, and cyclists
- Helped citizens move to safe areas while emergency responders did their jobs
- Navigated through increased amounts of construction projects to get to scenes quickly and safely

Our city ended 2017 with a 26% reduction in road crashes and a 25% reduction in the number of road injuries across the North Avenue Corridor. But, as important, we had no road fatalities in the North Avenue Corridor."

DWAYNE JOHNSON SR.

Atlanta Fire Rescue Department
Battalion Chief

SAFER CITIES SÃO PAULO

Vida de Preferência: Movimento Paulista de Segurança no Trânsito (MPST), a partnership between the State of São Paulo and the non-governmental organization, Centro de Liderança Pública, with support from businesses, including Together for Safer Roads' members, was established to reduce the State's crash fatalities by half by 2030. The coalition was an active advisor to MPST in expanding its road safety data system and implementing road safety action plans in 64 cities.

SAVING LIVES IN ACTION

"I am a Deputy Secretary of Transportation. But, more importantly, I am a pedestrian and a driver. One who experienced daily how inadequate traffic signs and high speed limits impacted the lives of my neighbors, my family, and my own sense of security. With the assistance of the São Paulo Road Safety Movement, we were able to bring road safety into the forefront of our bustling city.

Together we:

- Reduced urban road speeds alongside areas of pedestrian concentration from 60 and 70 km/h (38 and 44 mph) to 40 to 50 km/h (25 to 31 mph)
- Replaced more than 5,000 traffic plates with new reflective films
- Inaugrated a Traffic Education Center for daily education for children and young people
- Intensified educational road safety campaigns on speed limits and proper pedestrian crossings
- Increased electronic surveillance of speed from one to five pieces of equipment

Our city ended 2017 with a 65% reduction in road fatalities. Meaning we had 24 fewer deaths compared to 2016."

RODRIGO LUIZ GOMES FUMIS
City of Botucatu
Deputy Secretary of Transportation

13%
REDUCTION IN
FATALITIES BETWEEN
2015 AND 2017

496+
LIVES SAVED



SAFER CITIES SHANGHAI

A multi-sector collaborative was formed to keep Shanghai's annual fatalities per 10,000 motor vehicles below 2.63 by 2020. The coalition was an active member of the local collaborative in improving roadway segments and intersections, deploying a behavior-based commercial driver safety education program, and educating the public on safer behaviors.

SAVING LIVES IN ACTION

"As a Shanghai driver, daily I had to navigate sharing the roads with pedestrians and cyclists who were prone to jaywalk and randomly cross the road. So it was an honor that as an engineer, I had the privilege to fix the challenges me, my loved ones, and my community faced day-in and day-out. Through the Together for Safer Roads multi-sector collaborative, I surveyed and improved the Yueluo highway, which was prone to cause increased road crashes and take away lives.

Together we:

- Implemented central medians with proper openings on roadways to improve vehicle-pedestrian interactions
- Deployed clear warning posts and markings to improve guidance and passage among multi-mode users
- Reduced road crashes by 25% and road fatalities by 80% on the Yueluo highway

Our city ended 2017 with a 90% reduction in road fatalities across all intervened roadways."

MA XIANGDONG

Shanghai Municipal Engineering Design Institute

90%

OF FATALITIES
REDUCED ON
INTERVENED
ROADWAYS

30%

OF RISKY DRIVING
BEHAVIORS REDUCED
AFTER SAFETY
EDUCATION

4

ACADEMIC
EXCHANGES AND
PUBLIC SAFETY
PROMOTIONS



SAFER COMPANIES & FLEETS

ADVANCING BEST PRACTICES



The coalition released its second report in our *Advancing Road Safety Best Practices for Companies and Their Fleets* series on *Guidelines for Using Technology to Address Road Safety Challenges*.

The report provides guidance on how to effectively apply safety technologies to fleet operations to pave the way to a golden era of road safety. Our member companies, who have invested in cameras, traffic radars and sensors, telematics, collision mitigation systems, lane departure warning systems, and electronic stability control systems, contributed their expertise to identify these best practices so others can understand and execute technologies to improve safety.

14 CHALLENGES COMPANIES CAN ADDRESS WITH SAFER ROAD TECH



PILLAR 1: Road Safety Management

1. Obtaining Leadership Support
2. Developing and Implementing an Action Plan



PILLAR 2: Safer Roads and Mobility

3. Navigating Dangerous Roadways and Bridges
4. Understanding Congestion and Construction Areas
5. Managing the Impact of Weather



PILLAR 3: Safer Vehicles

6. Braking as a Heavy Fleet Vehicle
7. Avoiding Speed and Rollovers
8. Eliminating Blind Spots and Increasing Visibility
9. Meeting Basic Safety Standards



PILLAR 4: Safer Road Users

10. Curbing Distracted Driving
11. Monitoring Driver Behaviors



PILLAR 5: Post-crash Response

12. Responding in a Timely Manner
13. Recreating the Scene
14. Employee Response Training

SAFER POLICIES

WORLD DAY FOR SAFETY AND HEALTH AT WORK

The International Labour Organization has observed World Day for Safety and Health at Work since 2013—an annual international campaign to promote safe, healthy, and decent work. Since the coalition's founding, Together for Safer Roads has recognized World Day for Safety and Health at Work to be a flagship initiative to prevent occupational road crashes.

In 2017, we engaged nearly

1.5 MILLION PEOPLE ACROSS 85 COUNTRIES

to be safer road users.

A 50% INCREASE IN ENGAGEMENT

compared to 2016.

We worked together to engage our members' employees who commute to and from work, as well as those who are company drivers, on road safety. Each day, we focused on a safer road behavior, including:



DON'T TEXT AND DRIVE



BUCKLE YOUR SEAT BELT



RESPECT SPEED LIMITS



DON'T DRINK AND DRIVE



**BE A RESPONSIBLE ROAD USER,
WHETHER WALKING, CYCLING,
OR DRIVING**

2018 PRIORITIES

WHILE 2017 WAS OUR YEAR TO SCALE IMPACT, 2018 IS OUR OPPORTUNITY TO SUSTAIN OUR COMMITMENT TO SAVE LIVES.

We will **save** more lives in cities around the world by providing technical expertise and deploying targeted interventions.

We will **accelerate** the time to market for new road safety solutions, expanding the capacity of road safety tech to reduce crashes.

We will **expand** and digitize our Advancing Best Practices series to support small- to mid-size fleet operators with their corporate and fleet road safety.

We will make an unprecedented **commitment** to prevent crashes through road safety tech and road safety behavior-based campaigns in association with World Day for Safety and Health at Work.

THE
JOURNEY
AHEAD





TOGETHER FOR SAFER ROADS[®]

COMPANIES DRIVEN TO SAVE LIVES[™]

togetherforsaferroads.org

info@togetherforsaferroads.org

 [@TSRcoalition](https://twitter.com/TSRcoalition)

 [/company/together-for-safer-roads](https://www.linkedin.com/company/together-for-safer-roads)

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