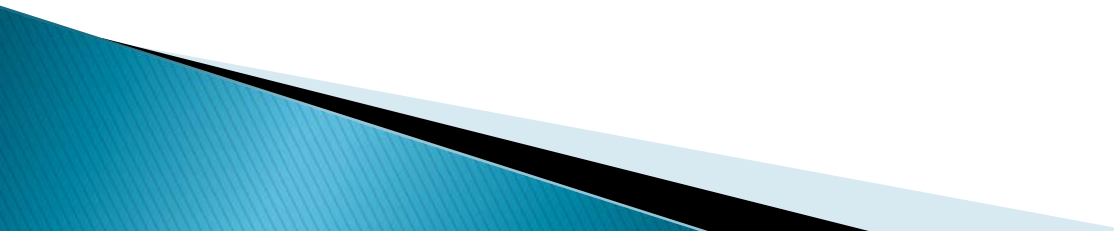


# Traffic Safety, Transportation Related Air Pollution, and Public Health.

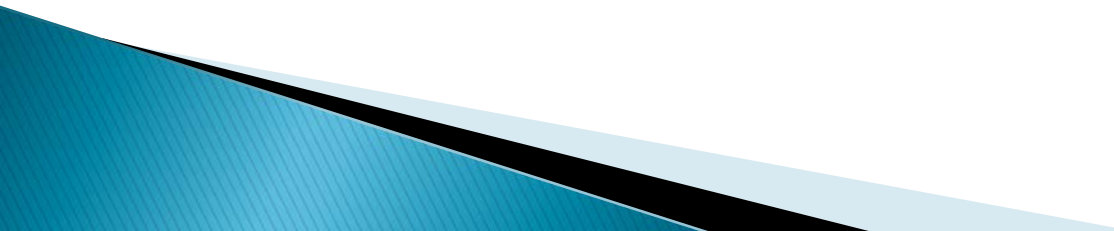
Mark Rosenberg  
Chris Hendrickson



# Terminology Important and Varied

- ▶ Inter-disciplinary collaboration requires good communication, but jargon and language varies among disciplines
  - ▶ Examples:
    - Accidents versus crashes
    - Public safety versus public health
    - Global versus international issues
    - Collaboration, science, etc.
- 

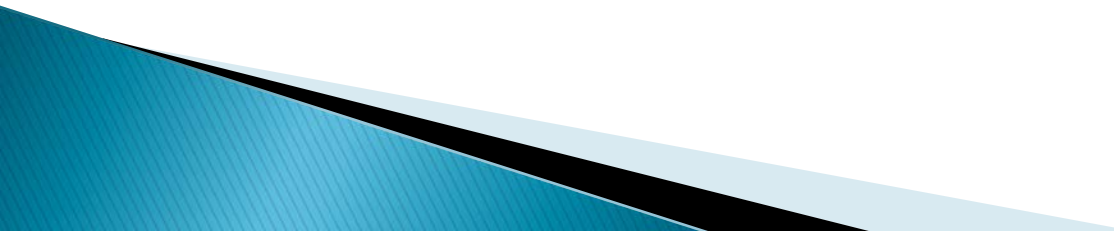
# Global Issue with International Co-operation

- ▶ Numerous global stakeholders (airlines, vehicle manufacturers, smartphone apps, etc.)
  - ▶ Global perspective helpful, rather than domestic/international split.
  - ▶ Example: crash rates on native American reservations similar to developing world.
  - ▶ Example: European actions to achieve zero crashes.
- 

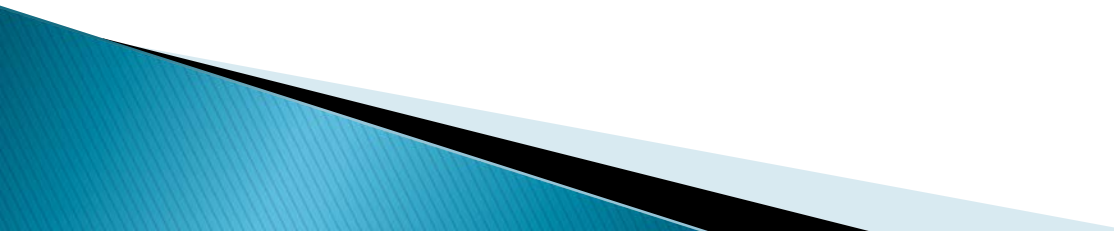
# Motor Vehicle Air Emissions Remain a Significant Health Problem

- ▶ Acute problems in developing world (e.g. Beijing recent alerts).
- ▶ Need innovation for:
  - Large emission vehicles
  - Emissions reduction technology
  - Enforcement

# Behavioral and Cultural Change is Hard

- ▶ Ambitious goals can help, such as zero fatalities.
  - ▶ Behavioral changes requires multiple levers: carrots, sticks, environmental change, etc.
  - ▶ Culture of compliance versus culture of prevention.
- 

# New Technology Promising

- ▶ Automation can aid crash avoidance and improve vehicle efficiency.
  - ▶ Lots of implementation issues to solve:
    - Human computer interaction
    - Reliability and cyber security
    - Transition with mixed traffic
  - ▶ Good opportunity for TRB.
- 

# Synergies among ExComm Task Forces

- ▶ Example: Technology Task Force:
  - Shared service infrastructure for extreme events.
  - Automation for crash avoidance and vehicle efficiency.
  - Roundtables to attract new TRB participants and funding.