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Vehicle Safety for Pedestrians 101: The U.S. New Car Assessment Program

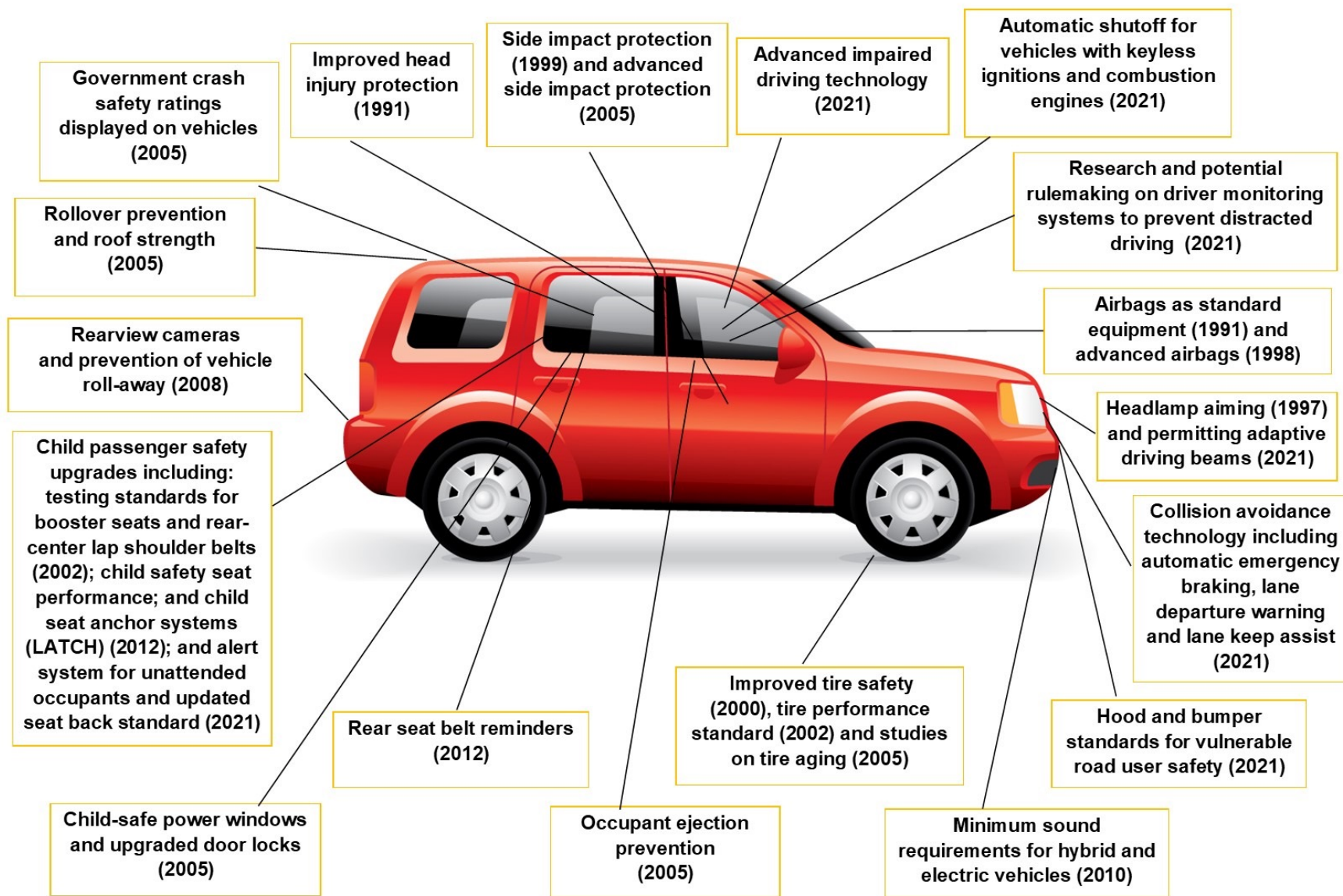


Cathy Chase, President
Advocates for Highway and Auto Safety
May 12, 2022



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Vehicle Safety Improvements: Prevent Crashes, Save Lives & Reduce Injuries For Road Users





Two Years of Skyrocketing Fatalities

2020:

- 38,824 people were killed in motor vehicle crashes
- 7% increase over 2019
- Pedestrian fatalities up 3.9%, 6,516 people killed (highest number since 1989)

2021:

- During the first nine months, an estimated 31,720 people were killed
- 12% increase over 2020 during that period
- The fatality spike during the first nine months was the largest increase ever recorded during that period in the U.S.



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Pedestrians Imperiled

Deseret News.

In one hour, vehicles killed 3 pedestrians in Utah. Is it time to get serious about road safety?

Just weeks before, 4 cyclists were killed, spurring advocates to call for more action on bike-safe streets

By Zakary Sonntag and Kyle Dunphey | May 3, 2022, 10:37pm EDT

The New York Times

Pedestrian Deaths Spike in U.S. as Reckless Driving Surges

Fatalities are climbing to record levels two years into the pandemic. Authorities cite drivers' anxiety levels, lack of social norms, and fraying social norms.

By Simon Romero
Feb. 14, 2022

The Washington Post

Two friends fatally struck by vehicle at Hains Point were advocates for the homeless

 By Peter Hermann

April 27, 2021

Newsweek

Nanny Hit by Truck While Pushing Infant to Safety Dies From Injuries: 'Guardian Angel'

BY **XANDER LANDEN** ON 1/2/22 AT 11:08 AM EST



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U.S. New Car Assessment Program (NCAP) – Safety Sells

- 1979:** NCAP launches to provide consumer safety information includes frontal impact program
- 1994 - 2004:** 5-Star ratings are implemented
- 2008:** Monroney label and enhancements for MY 2011
- 2013:** NHTSA requests comments on including pedestrian crash avoidance and mitigation tests
- 2015:** FAST Act directs updates incl. new ratings for crash avoidance on Monroney label, NHTSA proposes pedestrian crash avoidance and mitigation tests and requests comments
- 2018:** NHTSA requests updated comments
- 2019:** NHTSA requests comments on pedestrian crash avoidance test protocols
- 2020:** Legislation to comprehensively update NCAP is introduced
- 2021:** NHTSA request comments on NCAP pedestrian safety and advanced driving features; IIJA directs NCAP updates
- 2022:** NHTSA releases proposal with “significant changes” and issues request for comment




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NCAP at 40 – Time to Return to Excellence



NCAP at 40: Time to Return to Excellence
 By Joan Claybrook and Advocates for Highway and Auto Safety
 October 17, 2019

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NEW CAR ASSESSMENT PROGRAM (NCAP)
40th Anniversary (1979-2019)

STARS ON CARS



TIME FOR AN UPGRADE



E.U. CAR RATINGS vs. U.S. CAR RATINGS

- | | | |
|---|--------------------------------|---|
| ✓ | Accommodating Child Seats | ✗ |
| ✓ | Seat Belt Reminders | ✗ |
| ✓ | Pedestrian Safeguards | ✗ |
| ✓ | Child-sized Crash Test Dummies | ✗ |
| ✓ | Whiplash Test Results | ✗ |
| ✓ | Automatic Emergency Braking | ✗ |
| ✓ | Forward Collision Warning | ✗ |



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INVEST in America Act vs Infrastructure Investment and Jobs Act

INVEST included superior provisions to upgrade vehicle safety:

- **Crash Avoidance Technology**
- **Driver Monitoring Technology**
- **Passive Impaired Driving Prevention Technology**
- **Additional Advanced Crash Avoidance Technologies**
- **Headlamp Improvements**
- **Hood and Bumper Upgrades**
- **Comprehensive NCAP Update**



2022 NCAP Proposal Request for Comment – Pedestrian Safety

Adds:

- Pedestrian AEB

Plans to propose/consider:

- Pedestrian Crashworthiness
- Vehicle Lighting Technology
- Other Vehicle Safety Technology including:
 - Driver Monitoring, Driver Distraction, Impaired Driving Prevention Technology, and Intelligent Speed Assist

- **More than 50% of crash fatalities (18,429 people) occurred at nighttime in 2019.**
- **76% of pedestrian fatalities and 47% of cyclist fatalities happened when it was dark out that same year.**



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Regulation – A Critical Tool to Advance Safety

- Proven effective
- Ensures minimum level of performance
- Drives market saturation - reduces cost and amplifies safety impact
- Traffic safety equity



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- Call your Member of Congress and demand action
- Submit a comment to the Federal Register
- Work with an advocacy organization

Cathy Chase

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@SafeRoadsNow

Take Action!



HAVE YOU BEEN
INJURED OR LOST A
LOVED ONE IN A
CRASH?

JOIN US



Have you been affected by
distracted driving?

- Are you ready to speak out against this epidemic?
- Are you looking for a speaker?
- Do you just need an outlet for your grief?