



May 14, 2024

Your Excellency,

On behalf of Together for Safer Roads (TSR) and our members, it is our honor to transmit our gratitude and support for the United Nations and World Health Organization's efforts to promote road safety and limit road deaths, and the international work done to advance Vision Zero goals of reducing road injuries and fatalities.

In line with the ambitious goal to reduce road traffic deaths by 50% by 2030 (*Global Plan for the Decade of Action for Road Safety, 2021-2030*) and the commitment to ensure vehicle safety, during the 2023 UN Global Road Safety Week, TSR announced the Fleet Trucking Global Safety Standards Initiative. This initiative aims to establish operator-focused guidelines and best practices for effective implementation of fundamental safety tools and technologies including: telematics, automatic braking, airbags, side view mirrors, and seatbelts.

Today we are announcing the conclusion of the first project of this initiative, which has been dedicated to developing "Gold Star" Standard Operating Procedures (SOPs) aimed at increasing seat belt utilization rates in fleets. Through extensive research and stakeholder engagement, TSR identified a critical need for detailed SOPs that address both human behavior and specific seat belt hardware and technology. The new handbook, based on insights from fleet managers, drivers, and public and private sector leaders, highlights the importance of consistent seat belt use and offers practical guidance to enhance safety measures.

The "Gold Star" SOP pillars include: Training for Seat Belt Compliance; Seat Belt Hardware and Software Selection; Purchasing and Evaluating Vehicle Seat Belt Safety Systems; Seat Belt Utilization Enforcement; Communication for Seat Belt Safety Awareness; and Documentation of Compliance.

The development and testing of the new SOPs are being conducted in collaboration with leading fleet partners, including AB InBev, Republic Services, The City of New York Department of Citywide Administrative Services (DCAS), PepsiCo, and Interstate Waste Services. These

partners emphasize the collective responsibility of organizations to contribute to long-term improvements in global fleet trucking safety.

In the next phase of the Fleet Trucking Global Safety Standards Initiative, TSR and our partners will focus on using fleet telematics to drive safety. Increasingly, fleet operators purchase and use telematics systems to improve road safety, monitor their services/products and efficiency, and better support their drivers. Telematics systems gather key data on what is happening on-the-road and in vehicles. To address safety, most fleet operators focus on a few main metrics – speeding, harsh braking, harsh cornering, close following, reversing actions, and seatbelt use – as addressing these behaviors have, to date, shown the best correlation with road safety.

Our next publication will unpack key safety telematic metrics and showcase how fleet operators have deployed and refined them in their operations. Focusing on experiences from fleet operators, it will provide case studies and other examples that show how organizations are using their telematics data to drive a culture of safety. This report will be critical for fleet safety managers implementing telematics programs and are looking for support in how to design and implement them.

Together for Safer Roads is proud to stand with the UN Road Safety Collaboration and our fellow road safety advocates in this decade of action for safer roads. Thank you to the UNRSC, Member States, UN agencies, Development Banks, and other global road safety stakeholders for your leadership in this important area. We look forward to presenting the next report and further updates on global safety standards to this body in the future, and to working in collaboration to reach Vision Zero.

Sincerely,

Together for Safer Roads

Peter Goldwasser
Executive Director

Cc: Michel Doukeris, CEO, Anheuser-Busch InBev
Carol B. Tome, CEO, United Parcel Services
Jon Vander Ark, President and CEO, Republic Services
Ben Pickard, CEO, VisionTrack

Enclosure:

“Seat Belt Safety Standard Operating Procedures: How to create and maintain a culture of safety by promoting seat belt safety procedures”