

# 30x30 – a practical path toward zero

## Texas Motorcycle Safety Forum

April 11, 2026



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Director of Statistical Services

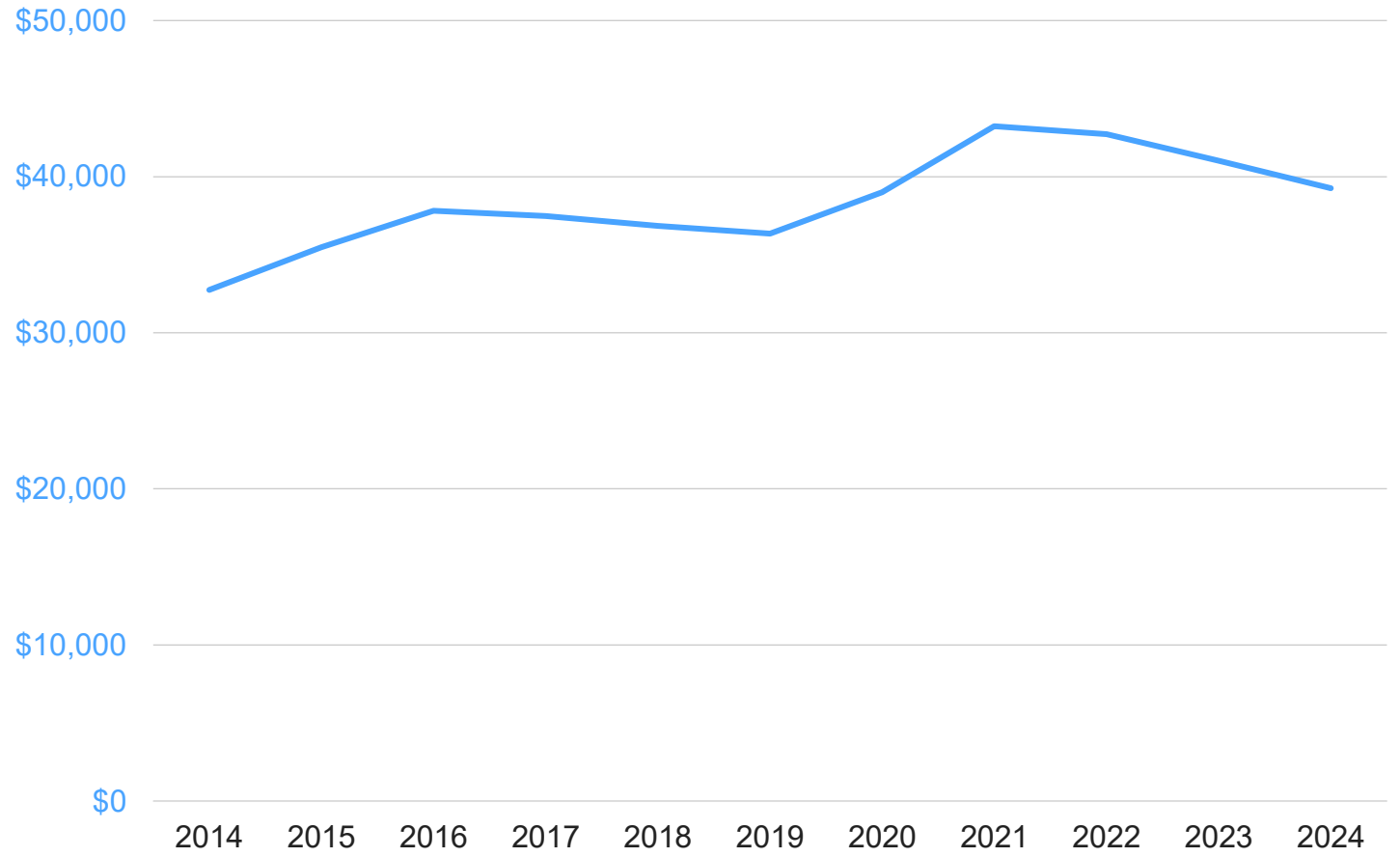




**I wanna be a billionaire  
so f\*\*king bad...**

## **A goal without effective actions is just a wish**

E.g., credit card debt vs building wealth

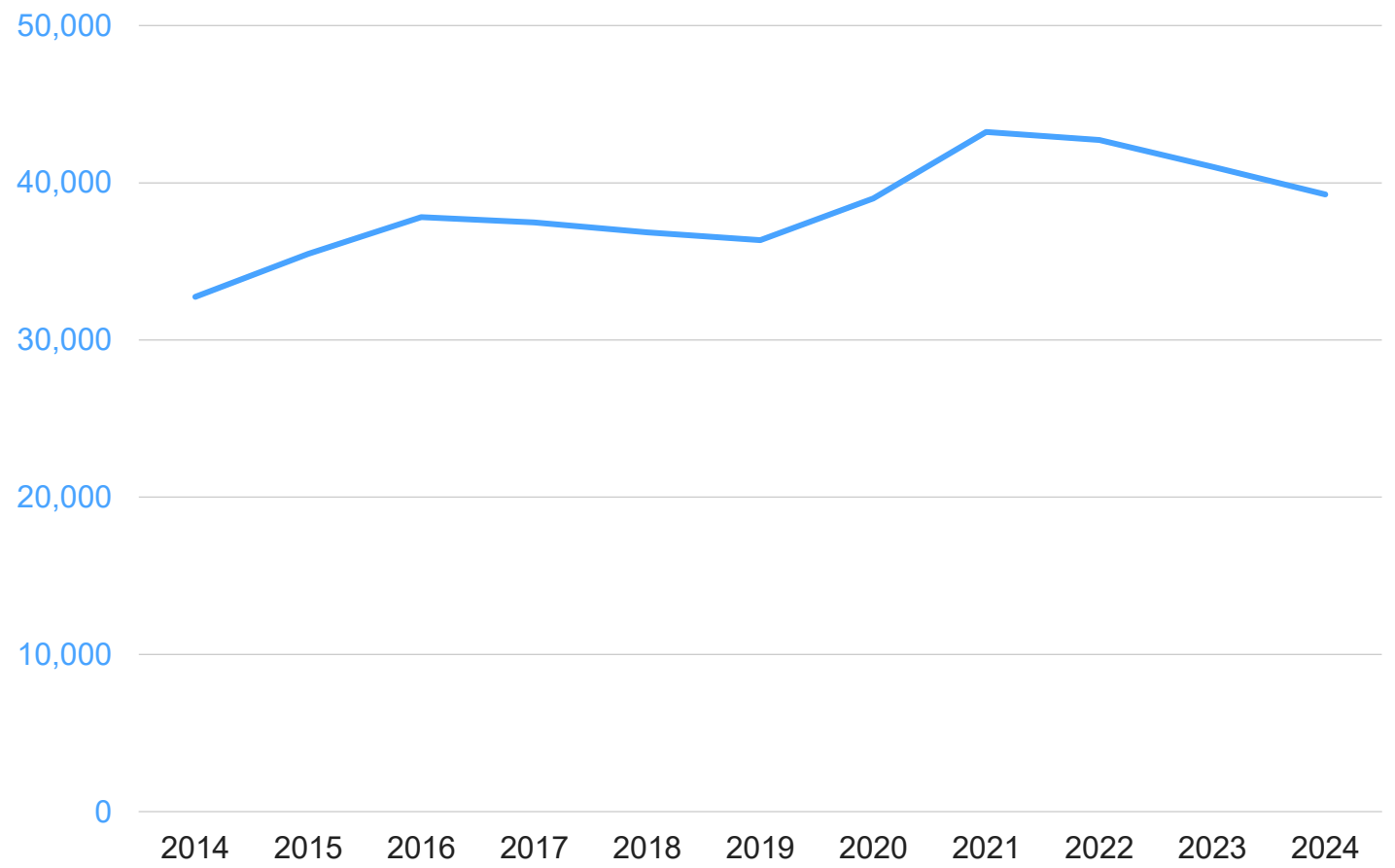




11 of the 421,935 people we've lost in these years

# We need real progress on our roads

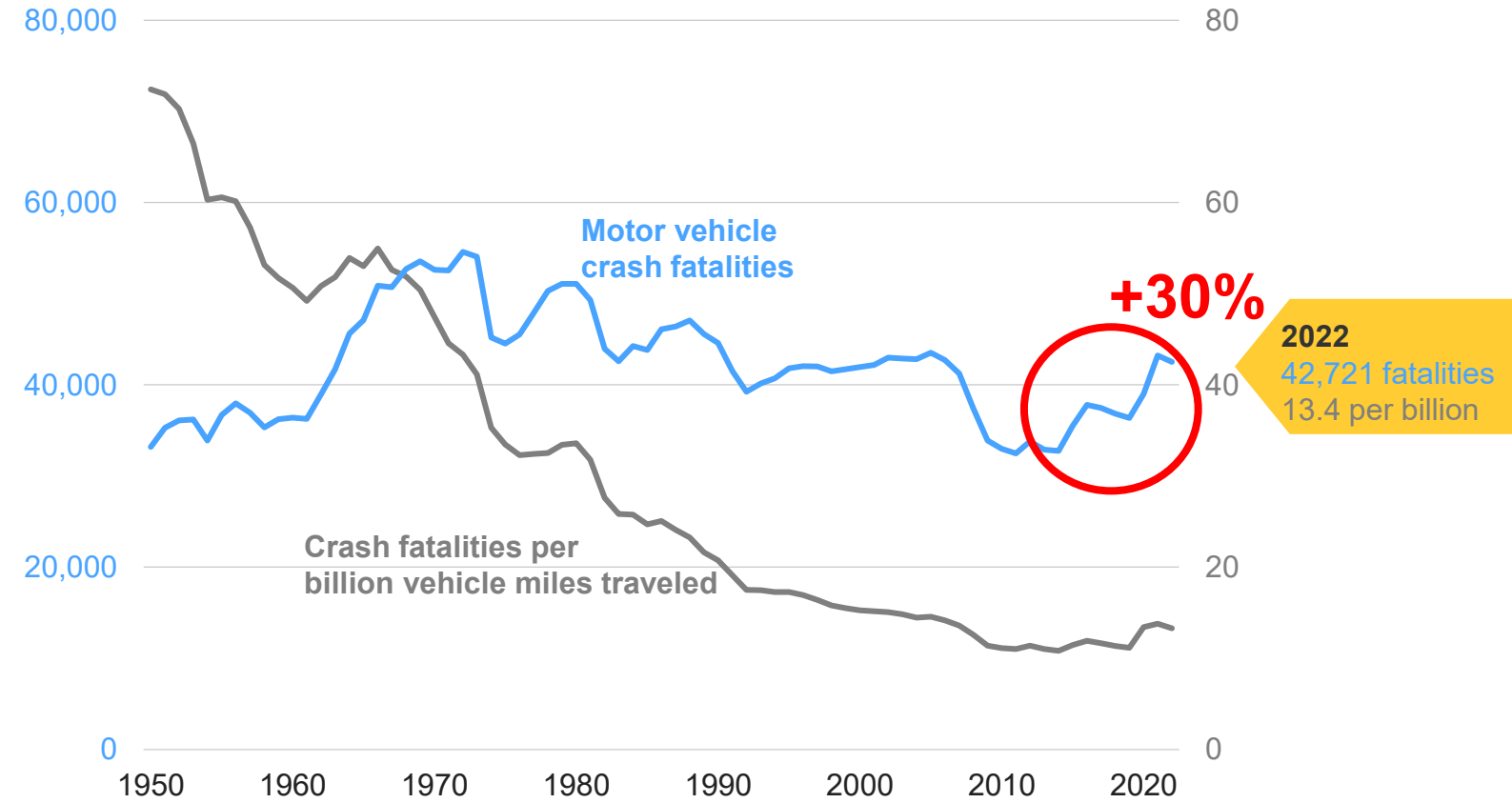
## U.S. traffic fatalities



Motor vehicle crash fatality rates have declined significantly in the U.S. during the past 50+ years, but ...

# U.S. motor vehicle crash deaths

1950-2022

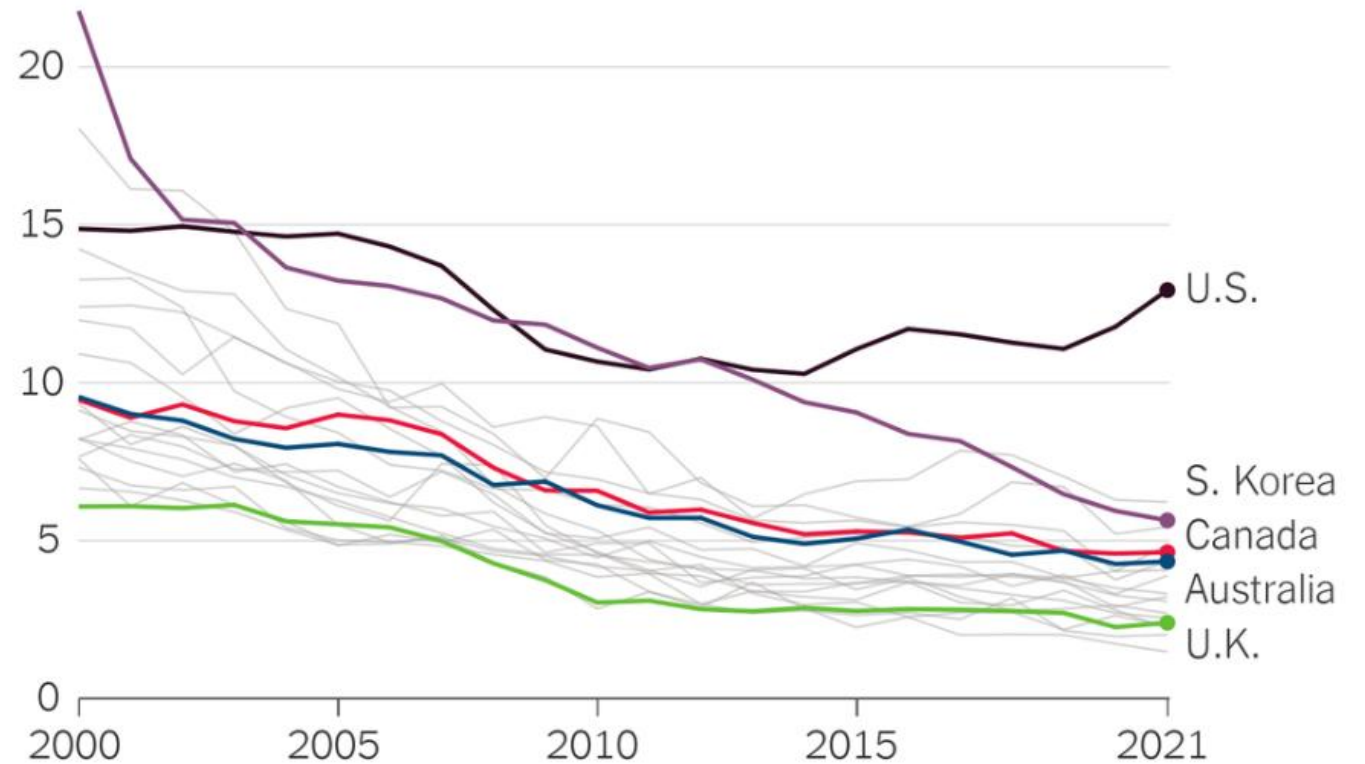


**-4% fatalities in 2023, -4% in 2024**

**LET'S NOT GET COMPLACENT!**

# Traffic fatalities per 100,000 residents

20 rich countries



By The New York Times | Source: OECD

U.S. fatality rate is **2.3 times** the average of the next 28 high-income countries

Source: CDC, 2022

3



X

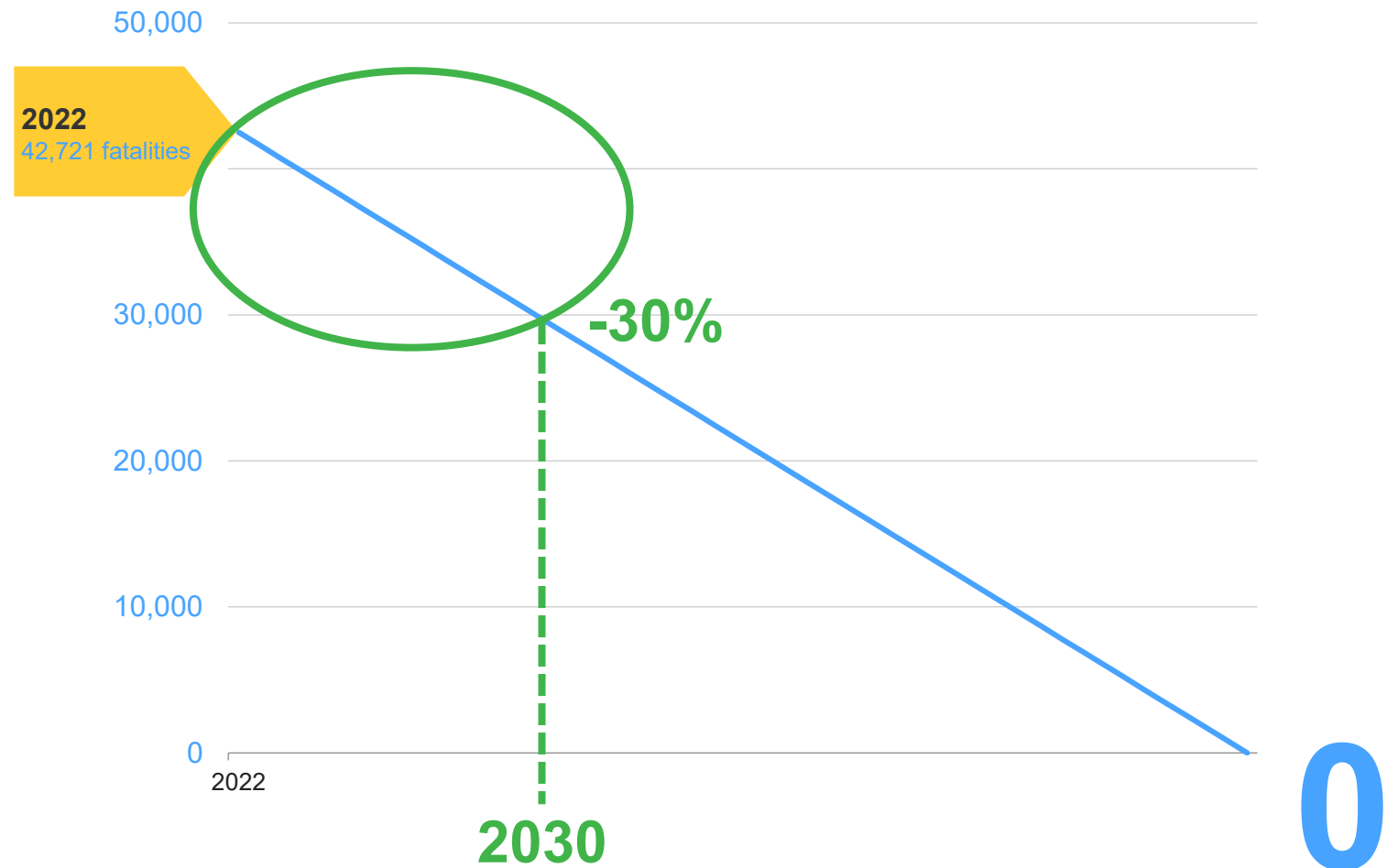
3



*Reduce roadway fatalities  
30% by 2030*

## Let's change the trajectory

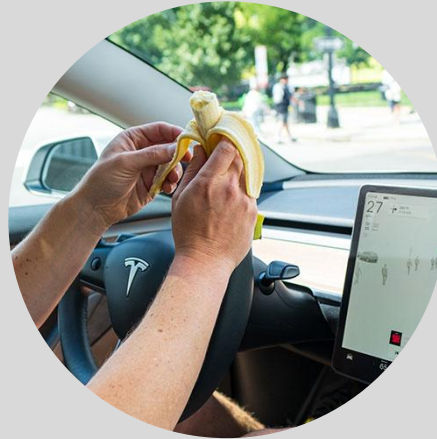
Accelerate progress toward zero fatalities



30↓  
X  
30→

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## IIHS emphasis areas



**Reducing  
risky behavior**



**Extending safety  
to everyone**

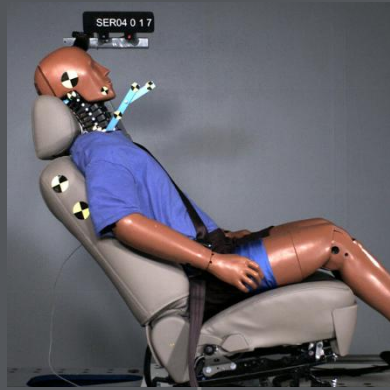


**Accelerating  
commercial  
vehicle safety**

[iihs.org/30x30](https://www.iihs.org/30x30)

[iihs.org/strategic-plan](https://www.iihs.org/strategic-plan)

# Crashworthiness testing over 30 years at IIHS



Head restraints and seats  
2004



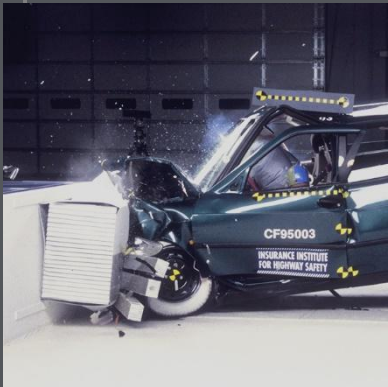
Driver-side small overlap front  
2012



Updated side impact  
2021

1995

Original moderate overlap front



2003

Original side impact



2009

Roof strength



2017

Passenger-side Small overlap front



2022

Updated moderate overlap front









2009 Chevrolet Malibu vs 1959 Chevrolet Bel Air  
Video available on [youtube.com/@iihs-hldi](https://www.youtube.com/@iihs-hldi)

# New paradigm for 2028 awards and beyond

Focus on interventions aimed at the biggest safety problems

## **IIHS TOP SAFETY PICK**

**Expected base level safety in every vehicle**

- ▶ Crashworthiness
- ▶ Crash avoidance

## **IIHS TOP SAFETY PICK+**

**Technologies to promote safe driving**

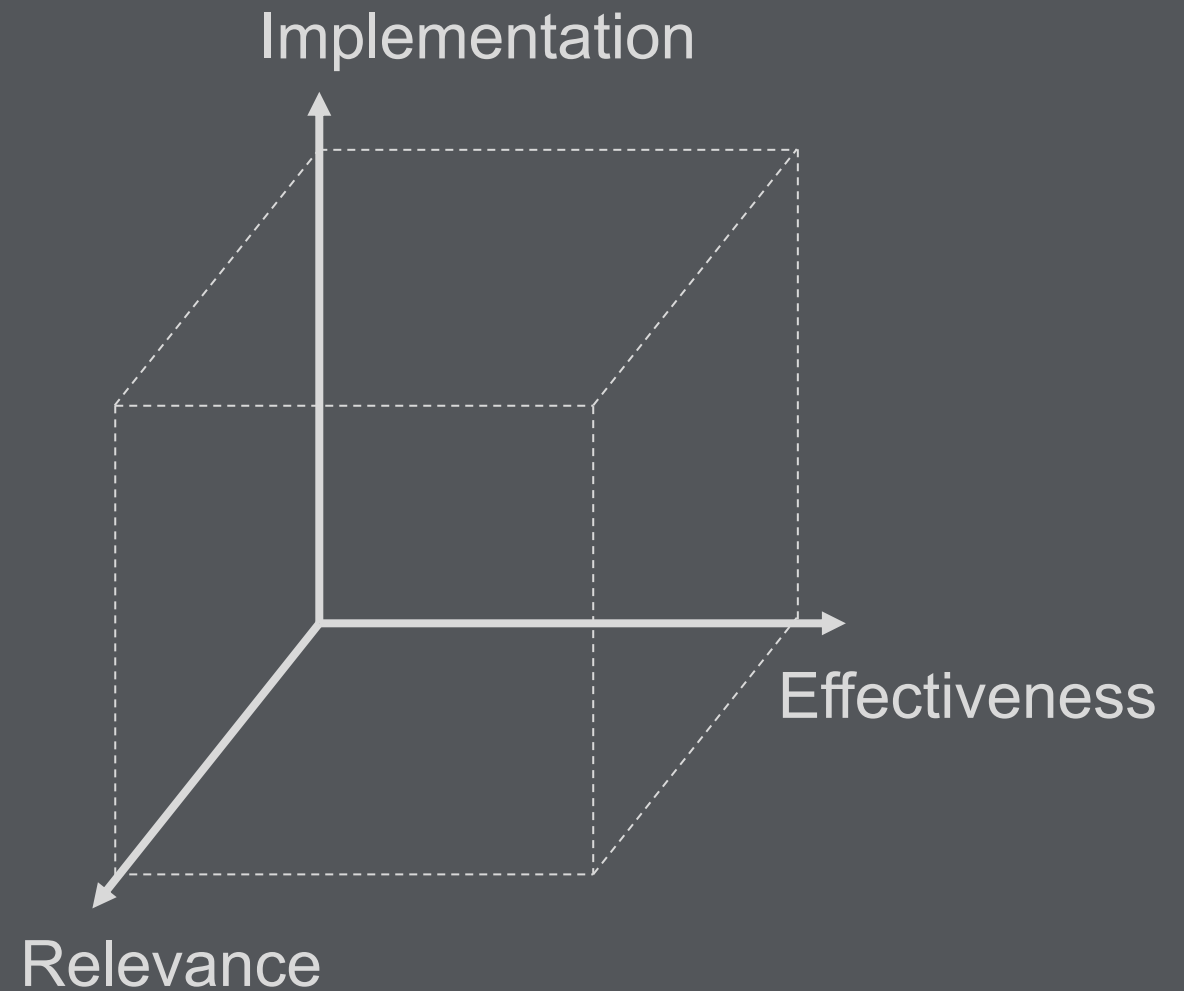
- ▶ Intelligent speed assistance
- ▶ Distraction mitigation
- ▶ Impairment detection



## A countermeasure's benefit

At the population level

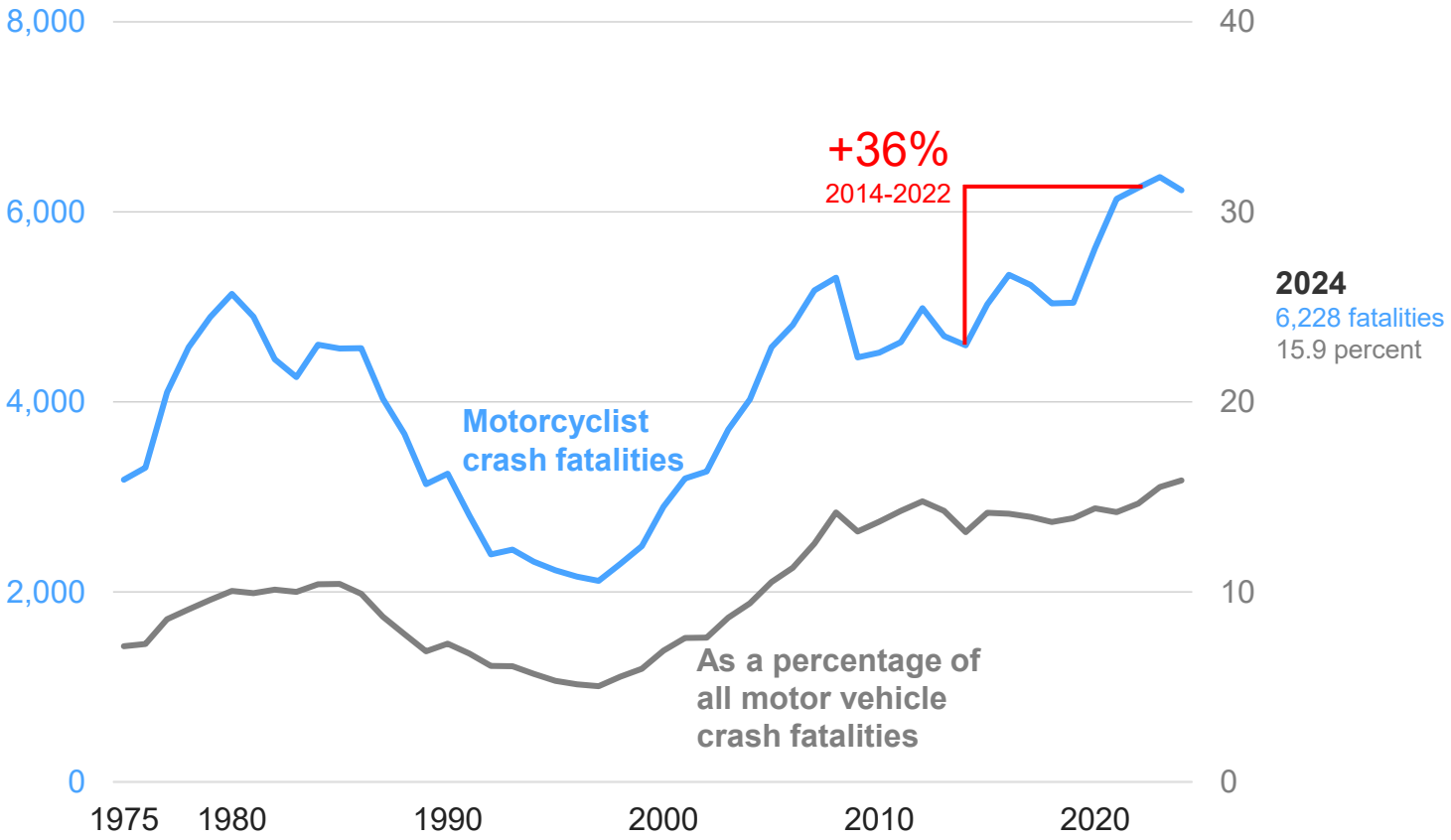
- ▶ Prioritization
- ▶ How long does it take?
- ▶ “60% of the time, it works every time”



# U.S. motorcyclist crash fatalities

1975-2024

Motorcyclist crash fatalities in the U.S. are at **record-highs**



30  
X  
30

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## How do we do this?

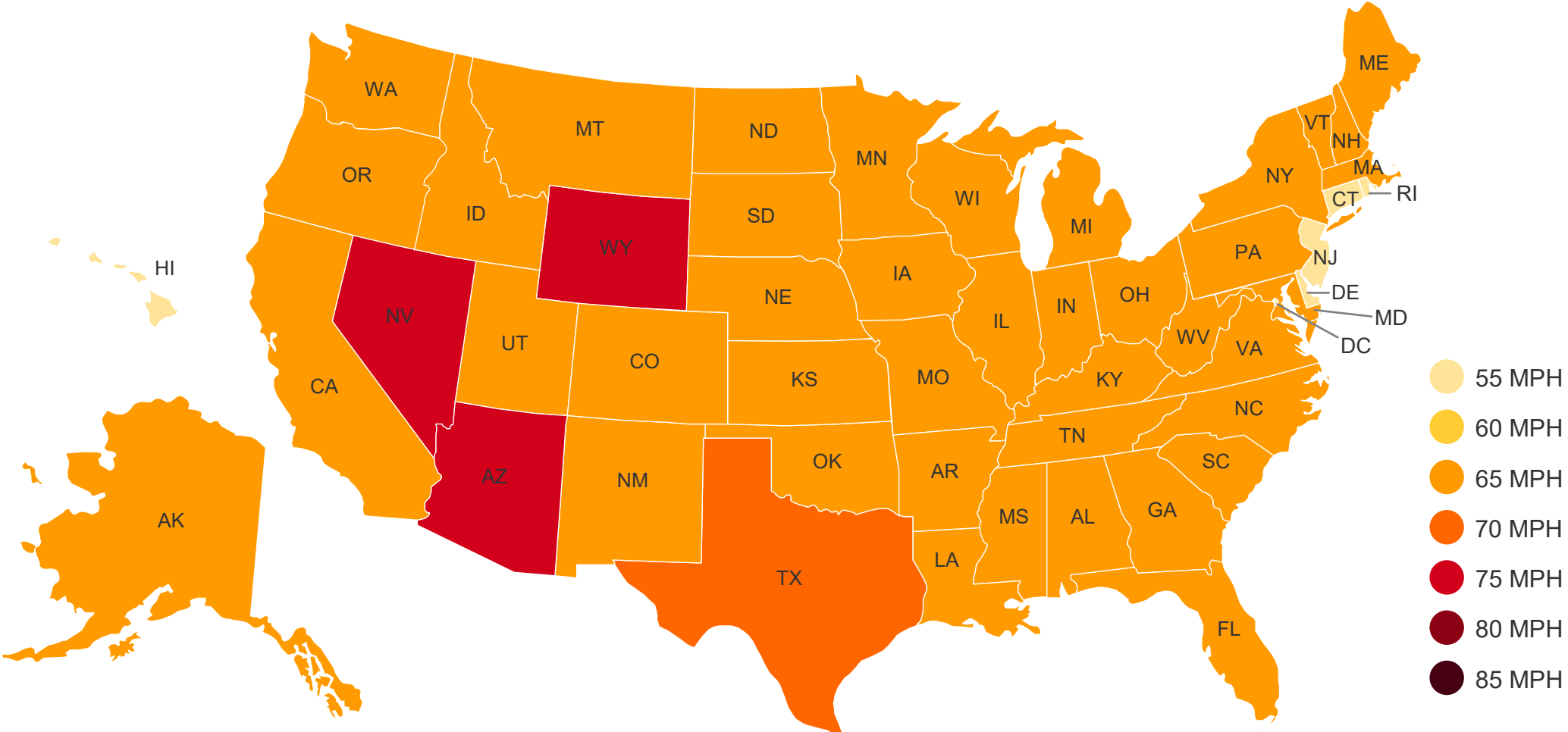
- ▶ Prioritize
  - fatalities
  - redundancy
  - effectiveness
  - what can be done quickly/broadly
- ▶ Remember safety is a shared responsibility
- ▶ Don't abandon longer-term efforts
- ▶ Frameworks, strategies → action

# Choices

**I  
CAN'T  
DRIVE  
55**

# U.S. maximum speed limits

1995





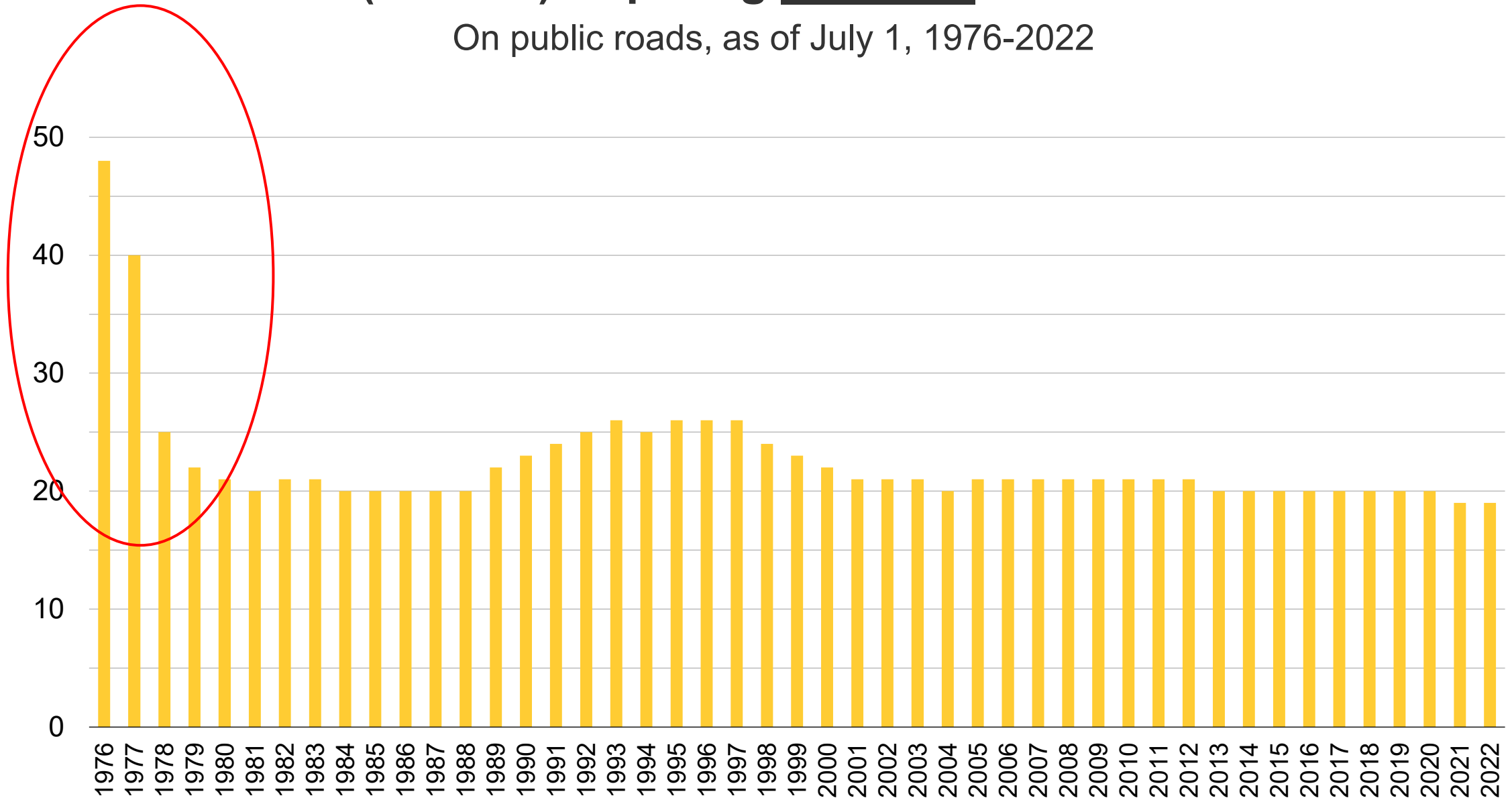
# Increases in maximum speed limits cost 46,000 lives in 29 years

Deaths and expected deaths if maximum speed limits had not increased



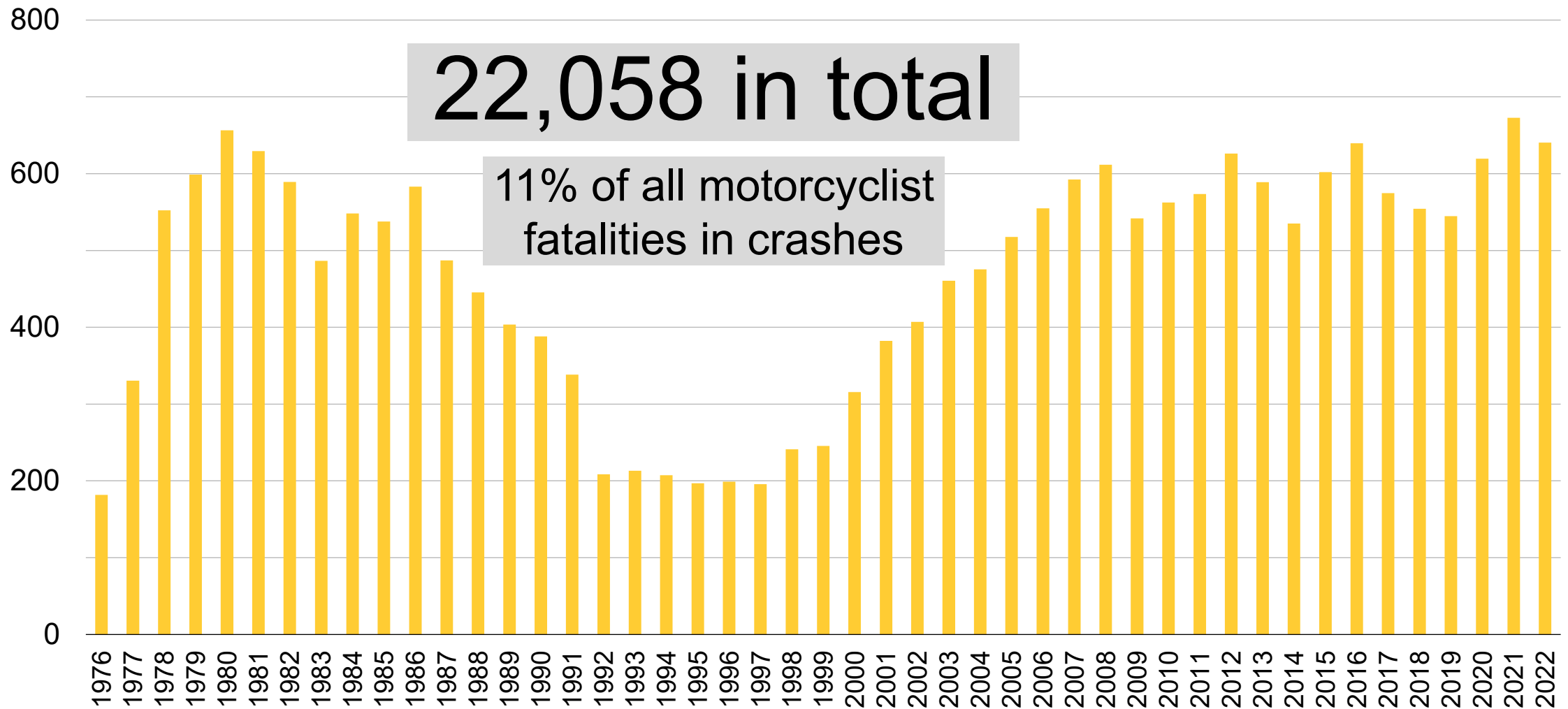
# States (and DC) requiring all riders to wear helmets

On public roads, as of July 1, 1976-2022



# Fatalities due to policy of allowing unhelmeted motorcycling

United States, 1976-2022



22,058 in total

11% of all motorcyclist fatalities in crashes



## Crash avoidance technologies can benefit motorcyclists

- ▶ Technology on passenger vehicles
- ▶ Technology on motorcycles
- ▶ Wait for it...
  - Bosch @ 11:15am
  - IIHS @ 1:30pm



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## Broader efforts can improve rider safety

Some where progress is achievable within 30x30 timeframe

- ▶ Speed limits
- ▶ Speed safety cameras
- ▶ Red light safety cameras
- ▶ Alcohol-impaired driving enforcement
- ▶ Alcohol ignition interlocks for all DUI offenders
- ▶ Telematics, aftermarket intelligent speed assist (ISA)
- ▶ Cellphone holding bans and enforcement
- ▶ Prioritized infrastructure improvements
- ▶ Improved messaging
- ▶ Et cetera

# 3↓x3→

*Reduce roadway fatalities 30% by 2030*



## Motorcycling in a Safe System

How do we get there?

- ▶ Commitment to reducing fatalities
- ▶ Implementation of multiple things that work
- ▶ Ambitious, achievable, measurable goals



# 30x30

*Reduce roadway fatalities 30% by 2030*

What can you do? What can we do?



Insurance Institute for Highway Safety  
Highway Loss Data Institute

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**THANK YOU**



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