

Subject: SAFE ROADS POLICY MEMO
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Main Point

Every year, more than [38,000 people die](#) on U.S. roadways, and 4.4 million are seriously injured. These numbers continue to rise annually. Consequently, road safety is quickly becoming recognized as a major public health concern—one that Bressman Law is uniquely qualified to challenge by confronting negligent behavior, an aging transportation infrastructure, and negligent behavior and lack of oversight on the part of the government.

Background

Little has been done in the last thirty years to rethink the U.S. transportation infrastructure. Even as [European countries have researched and adopted innovative street design](#), a move that has drastically decreased deaths, the U.S. has continued to place the burden on humans to stay safe when traveling. Human error does account for a percentage of fatalities, but death could be lowered with a four-point plan.

Recommendation 1 and Evidence: Fund Massive Infrastructure Based on Cutting-Edge Research

The [1.2 trillion infrastructure bill](#) is a first step in repairing the U.S. transportation system but for roads to be safe enough to decrease deaths, a complete overhaul is needed. In addition to building new roads and bridges and creating new public transit options, the bill should also allot money to fund better safety precautions that not only [“fix them first but fix them right with safety, resilience, and all users in mind.”](#)

Recommendation 2 and Evidence: Hold Government Accountable

When communities are forced to build new roads, it gives them an opportunity to make changes that have great effect on their citizens that use them. The [latest research and innovations](#) should be incorporated into all plans; if they're not, those communities should be held accountable. After all, if you knowingly ignore the facts, then when someone is killed, it becomes a matter of negligent on the government/community's part.

Recommendation 3 and Evidence: Aggressively Promote Safe Driving Practices

[One-third of all traffic-related deaths in the U.S.](#), or 10,000 deaths, are caused by drunk driving—despite well-publicized campaigns, stringent laws, and public shaming. More can be done, however, including promoting a designated driver campaign that stigmatizes drinking and driving, promoting safe driving through media campaigns, increasing tickets for people who don't wear seat belts, and having bars, restaurants, and other public places offer rides home through a free service for those patrons who are drunk.

Recommendation 4 and Evidence: Fund Research for Safer Cars

The U.S. should follow Europe and require cars to [have advanced safety systems](#). This move would not only prevent deaths but also implement new standards for emissions.

Conclusions

Having safer roads is a complicated problem but one that can be easily resolved if the U.S. is willing to take a stand supported by new laws and funding. To have knowledge and advanced technology at our fingertips, along with the funding to support better safety precautions, and yet do nothing to implement it, is not only idiotic but negligent.