



## FOR IMMEDIATE RELEASE

### **Together For Safer Roads Announces Steps Toward New Global Seatbelt Utilization Standards and Fleet Operator Implementation Partners During United Nations General Assembly**

**New York, NY (September 19, 2023)** — This week, [Together for Safer Roads](#) (TSR), a leading non-governmental organization dedicated to fostering cross-sector partnerships and using technological innovation to enhance global fleet trucking safety, announced an important next step and the selection of key partners in its seat belt safety standardization project—the first phase of its new Fleet Trucking Global Safety Standards Initiative.

This initiative, which officially launched during the UN Global Road Safety Week in May 2023, has the goal of establishing fleet trucking safety instrument standards for a broad cross-section of critical safety instruments and technologies; standards that will enable fleet operators to promote change at scale and support fleets of all sizes in their purchasing, utilization and/ or evaluation of the “right” foundational safety tools and technologies, directly contributing to safer roads for all.

Tapping into its deep network of members, partners and other relevant experts across the public and private sectors, TSR identified seat belts as the first safety instrument to be evaluated. Conducting extensive stakeholder interviews and research on the issue, a specific insight and overall theme emerged: the critical need for comprehensive “Gold Star” Standard Operating Procedures (SOP) related to increasing driver seat belt utilization rates; SOPs that offers public and private sector fleets step-by-step instructions across a number of specific areas including training, purchasing, hardware and software and monitoring. In short: rigorous policies that encompass and address both human behavior and specific seat belt hardware and technology that taken together have the potential to increase seat belt utilization rates.

“Today, I am pleased to report that, through intensive research and enthusiastic participation by fleet operators, we have made significant progress on our first set of safety instrument



recommendations, which will focus on seat belt utilization,” said Peter Goldwasser, Executive Director of Together for Safer Roads. “This represents a significant milestone within the Fleet Trucking Global Safety Standards Initiative, and a major step toward testing partnerships with some of the largest fleet operators in the US.”

This inaugural set of standards is being developed and tested in collaboration with prominent fleet partners, including AB InBev, Republic Services, The City of New York Department of Citywide Administrative Services (DCAS), Pepsico and Interstate Waste Services.

"We are committed to supporting this important work to develop safety instrument recommendations for standards alongside TSR, as we believe in the collective power of organizations, both large and small, to contribute to the long-term improvement of global fleet trucking safety," said AB InBev.

"Being part of this initiative and supporting TSR, as well as fleets of all sizes, resonates with our commitment to enhancing road safety on a broader scale," said Jim Olson, Vice President, Safety, at Republic Services. "We are excited about the potential impact of this endeavor in the long run. Starting with seat belts is a logical and powerful approach. These devices, when utilized, save lives."

"Our fleet in New York City has seen the deadly consequences when operators don't buckle up. Our partnership with TSR in this significant initiative underscores our dedication to upholding the highest safety standards within our fleet operations," said NYC DCAS Deputy Commissioner and Chief Fleet Officer Keith Kerman. "We look forward to the potential positive outcomes this collaboration can bring for New York City's fleet trucks and those in cities across the US and the world."

"Interstate Waste Services is thrilled to join hands with TSR in this mission to bolster fleet trucking safety standards," said Sal Mastriani, Vice President of Risk Management at Interstate Waste Services. "We are proud to be part of this global endeavor that holds the promise of a safer future for all road users."



The “Gold Star” Standard Operating Procedures will be comprised of categories that reflect the elements of safety standards that emerged during user interviews with fleet managers. The next step in this work will be working with our implementation partners (including drivers) to build out the content within each category, creating specific SOPs that will then be tested by the actual end user: drivers.

The new Fleet Trucking Global Safety Standards Initiative is closely aligned with the UN's Vision Zero goals, and TSR extends an invitation to fleet truck operators worldwide, including businesses, governments, and organizations, to join in this vital mission.

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### **About Together For Safer Roads**

[Together for Safer Roads](#) (TSR), the leading NGO focused on building cross-sector partnerships to enhance fleet trucking safety, leverages the technology, data, and expertise of the private sector to create innovative programs aimed at preventing traffic crashes, injuries, and fatalities across the globe. TSR's membership includes some of the largest and most influential fleets worldwide, as well as prominent road safety technology companies. TSR collaborates with governments, businesses, and community stakeholders on local projects, fleet safety management, and technology initiatives, with the ultimate goal of achieving Vision Zero — the complete eradication of traffic fatalities and severe injuries. Learn more at [www.togetherforsaferroads.com](http://www.togetherforsaferroads.com).

**Media Contact:**Judy Klym

[judy@agletstrategies.com](mailto:judy@agletstrategies.com)

203-921-9039