

# Safety

## Smarter Insight, Safer Roads

**Traffic deaths are far too common. In addition to the incalculable personal loss and grief caused by fatalities and injuries on roadways around the world, roadway crashes impose an astronomical cost to the global economy. In our project work, EBP is committed to advancing projects that bring this unacceptable toll down to zero as we help agencies prevent fatal and serious injury crashes and reduce the economic cost of crashes on the road.**

EBP's approach to safety is unique. As transportation professionals, we value the four E's of highway safety: engineering, enforcement, education, and emergency response. As researchers, we emphasize the fifth E as well: evaluation. Our projects study the economic importance of investing in safer infrastructure, safer vehicles, and safer road users. Our research focuses on topics ranging from the wider economic impacts of safer connected vehicles to urban/rural disparities in highway safety and the incidence of pedestrian and cyclist fatalities among underserved populations. In doing so, we identify the best route to a safer tomorrow.