



MOTORISTS & PEDESTRIANS – STOP, LOOK & YIELD

2020
PEDESTRIAN SAFETY MONTH
PLAYBOOK



Introduction



Whether it be in a parking lot, crosswalk, or on a road, everyone is a pedestrian. Pedestrian safety is crucial to know for pedestrians, motor vehicle operators, and all other road users because pedestrian safety is a two-way street that involves equal respect and equal responsibility.

That's why the U.S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA) has designated October as Pedestrian Safety Month, and created this playbook to provide you with a variety of earned and social media, and other materials to support your Pedestrian Safety Month activities.

Posting throughout the month of October will help consistently remind all road users that at some point, everyone is a pedestrian. Early morning and evening posts may be helpful in reminding pedestrians, motorists, and others to follow the rules of the road during their commutes to work or school. Weekend posts also will help by reminding everyone before they hit the roads for errands or fun activities.

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How to Use This Playbook



This document is an earned and social media playbook to support Pedestrian Safety Month. It is divided into four weeks; each one highlighting the following pedestrian safety concerns:

- Decrease vehicle speed; International Walk to School Day/Safe Routes to School
- Distraction; Impaired Pedestrians
- Illegal School Bus Passing
- Conspicuity/Daylight Saving Time; Older Pedestrians

You can follow the calendar-based suggestions, or create your own Pedestrian Safety Month strategies. Your communication efforts throughout the month may help save lives.

Week 1 – Decrease Vehicle Speed



2020 EVERYONE IS A PEDESTRIAN

SAMPLE PRESS RELEASE - SPEED

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

Note: Before filling in the names of the organization and organization spokesperson, you MUST contact them for permission to use their names in this op-ed. Also, you must get their approval for the language of their quotations, and any changes or additions they may require. Only after this is done should you issue the press release.

NHTSA and [Local Community Organization] Remind Motorists: Obey the Posted Speed Limit

[City, State] — In a crash between a vehicle and a pedestrian, the pedestrian is far more likely to be killed or injured. And, it's important to remember that children are often the smallest pedestrians, making them harder to see. Additionally, younger children may dart into intersections without understanding the dangers. For this reason, [Local/State Officials] are reminding drivers to watch out for pedestrians. While there are many actions that pedestrians can take to stay safe, there are more actions that only the driver can take — such as obeying the posted speed limit.

"Following the speed limit isn't just the law — it is a critical component to keeping pedestrians safe," said [Local/State Official]. Driving at the posted speed limit provides the driver time to "see, identify, and react" in time to brake for pedestrians. When a driver sees something ahead, he or she can slow down and identify the object. Because the driver can see and identify, he or she is able to react by applying the brakes. When a driver speeds, it increases reaction time, greatly increasing the likelihood the driver could hit the pedestrian. According to the U. S. Department of Transportation's National Highway Traffic Safety Administration (NHTSA), in 2018 nearly three quarters (74%) of pedestrian fatalities occurred at non-intersections. If you are speeding, pedestrians can seem to "come out of nowhere." This is especially true in neighborhoods and around schools. Even if you are going 35 mph in a 20 mph zone, it increases your vehicle's stopping distance by more than 100 feet. In those few seconds, your vehicle will travel the length of a basketball court, and it could be too late to avoid hitting the pedestrian in front of you.

[States and communities can also insert their own local statistics]

Visit www.nhtsa.gov/road-safety/pedestrian-safety to learn more tips and to get information about pedestrian safety.

###

Week 1 – Walk to School Day/ Safe Routes to School



2020 EVERYONE IS A PEDESTRIAN

SAMPLE PRESS RELEASE – WALK TO SCHOOL DAY/SAFE ROUTES TO SCHOOL

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

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Walk to School Day is October 7
Celebrate the Best Way for Your Community
Remind Motorists to Slow Down

[City, State] — While October 7 is officially Walk to School Day in 2020, communities are encouraged to celebrate any day in October that works best for their schedules and that fits with local public health guidance.

“For over 20 years, communities have been coming together for Walk to School Day. This year, the global coronavirus pandemic means that travel to school may be different than prior years,” said [Local/State Official]. This means that in some places, schools are open and students can walk to school. In other places, the school trip might just be to the living room. Regardless, communities across the country remain committed to participating in this year’s Walk to School Day for the same reasons as always, with physical activity, safety and social connectedness rising to the top.

Here are some of the most compelling reasons to participate in a “custom” Walk to School Day:

- Walking or rolling to school benefits mental and physical health.
- Physical activity opportunities like recess, PE and after-school sports may be more limited, so an active trip can be critical for students.
- Walking to school can also provide a much-needed chance to rebuild community and social connections that have been lost in recent months.
- A walking trip to school offers children a chance to “be a kid” in a time with a lot of change and new structure.
- Avoiding the dropoff line, whether by walking from home or from a remote dropoff location, might be particularly appealing for parents and caregivers.



- A pledge to walk a certain number of days or on certain days of the week can help solidify commitment.

[Local/State Official] reminds families and motorists who must drive to follow the posted speed limit and eliminate all distractions – especially on school days and during school hours.

[States and communities can also insert information about local Walk to School Day event in their communities.]

For more information about coordinating Walk to School Day events, visit Safe Routes to School Planning Considerations for Walking & Rolling to School in Fall 2020.

Visit **www.nhtsa.gov/road-safety/pedestrian-safety** to learn more tips and to get information about pedestrian safety.

###

Week 1 - Research & Resources



- ▶ **NHTSA Traffic Safety Facts - Pedestrians**
- ▶ **Walkability Checklist (English)**
- ▶ **Walkability Checklist (Spanish)**
- ▶ **Walkability Checklist (Chinese, Korean, Tagalog, Vietnamese)**
- ▶ **Heed the Speed**
- ▶ **Walk to School Day Guide**
- ▶ **Back to School 2020 - Recommendations for Safe Routes to School Programming**
- ▶ **Safe Routes to School/Planning Considerations for Walking and Rolling to School in Fall 2020**
- ▶ **A Resident's Guide for Creating Safer Communities for Walking and Biking**
- ▶ **Stop Speeding Videos**

Week 1 - Enforcement Strategies

- ▶ **Pedestrian Safety Enforcement Operations - A How-To Guide**

Week 1 - Additional Resources

- ▶ **NCSA Data Visualization Tool**

Week 2 – Distraction



2020 EVERYONE IS A PEDESTRIAN

SAMPLE PRESS RELEASE - DISTRACTION

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

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During Pedestrian Safety Month, Pedestrians Are Reminded: Distraction Changes the Way Pedestrians Walk, React, And Behave

[City, State] — Over the past decade, distracted driving has become one of the leading causes of vehicle crashes on our nation's roads.

Researchers at the Governor's Highway Safety Association, a non-profit representing all 50 state highway safety offices are concerned that increasingly distracted drivers are leading to more pedestrian-involved collisions.

"Sending or receiving an average text takes a driver's eyes off the road for an average of 4.6 seconds, the equivalent of driving blindfolded at 55-mph for the length of an entire football field," said **[Local/State Official]**. "Those few seconds of distracted driving could result in hitting a pedestrian in front of you," **[he/she]** said.

Pedestrian distraction is also a real problem; the effects can be detected in crash data, naturalistic behavioral observations, virtual environment simulator studies, and the laboratory. Distraction changes the way pedestrians walk, react, and behave, including safety-related behaviors.

"It is absurd how common it has become to see people walking down the street looking at their phones," said **[Local/State Official]**. "Whether motorist or pedestrian, all road users share the responsibility of keeping themselves and others safe while interacting with traffic," **[he/she]** said.

"We all have cell phones, and we use them all the time," said **[Local/State Official]**. "But when you get behind the wheel, or you're walking down the street, putting away your phone should be automatic. No one is able to interact with other road users safely while distracted. You want others to pay attention to the road, right? You should pay attention, too," **[he/she]** said]



Visit www.nhtsa.gov/road-safety/pedestrian-safety to learn more tips and to get information about pedestrian safety.

###

Week 2 – Impaired Pedestrians



2020 EVERYONE IS A PEDESTRIAN

SAMPLE PRESS RELEASE – IMPAIRED PEDESTRIANS

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

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Alcohol Involvement Reported in 48% of Fatal Pedestrian Traffic Crashes; Halloween Celebrations Increase Risk

[City, State] — Alcohol involvement — for the driver and/or the pedestrian — was reported in 48 percent of the traffic crashes that resulted in pedestrian fatalities in 2018. About one-third (33%) of pedestrians killed in crashes were over the legal alcohol limit for drivers (a BAC of .08 g/dL or higher). An estimated 16 percent of fatal pedestrian crashes involved a driver with a BAC of .08 g/dL or higher.

“Being drunk affects judgment, balance, and reaction time. It often results in bad decision-making, which can lead to unpredictably risky behaviors,” said [Local/State Official]. “This combined with the change from Daylight Saving Time each fall when we lose one hour of light in the evening makes it harder for motorists to see pedestrians, which increases an impaired pedestrian’s risk.” [he/she] said.

Research has shown that fall also brings Halloween celebrations when more children and adults are walking in the streets—many of them going to or from holiday parties. While alcohol has always been a contributing factor in fatal traffic crashes, an alarming number of all crash fatalities on Halloween involved a drunk pedestrian. It’s all pretty scary – especially since most crash-related pedestrian fatalities also occur at night.

“No one is trying to blame the victims who may have been trying to do the right thing by not drinking and driving,” said [Local/State Official]. Instead – just like motorists – pedestrians traveling to locations or celebrations where they know they’ll be drinking should plan a way to get home safely at the end of the night before the festivities begin,” [he/she] said.

Pedestrians can also practice simple precautions like wearing brightly colored or reflective clothing, and motorists can turn on their headlights and reduce their speed. Whether a pedestrian or motorist, remember the “buddy system” – no one should ever travel home



alone. Call a cab or your community's Sober Ride program, take public transportation, or call a sober friend or family member.

Visit www.nhtsa.gov/road-safety/pedestrian-safety to learn more tips and to get information about pedestrian safety.

Visit www.trafficsafetymarketing.gov/get-materials/drunk-driving to learn more about the risks associated with drunk walking and driving.

###

Week 2 - Research & Resources



- ▶ [How Pedestrians Can Walk Safely](#)
- ▶ [DWI History of Fatally Injured Pedestrians](#)
- ▶ [Effect of Electronic Device Use on Pedestrian Safety - A Literature Review](#)
- ▶ [Pedestrian Traffic Fatalities by State: 2019 Preliminary Data](#)
- ▶ [NHTSA Traffic Safety Facts - Pedestrians](#)
- ▶ [NHTSA Traffic Safety Facts - Alcohol Impaired Driving](#)

Week 2 - Special Projects/Training

- ▶ [Countermeasures That Work](#)

Week 2 - Enforcement Strategies

- ▶ [Pedestrian Safety Operations](#)

Week 2 - Additional Resources

- ▶ [NCSA Data Visualization Tool](#)

Week 3 – Illegal School Bus Passing



2020 EVERYONE IS A PEDESTRIAN

SAMPLE PRESS RELEASE – ILLEGAL SCHOOL BUS PASSING

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

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Children and Motorists Need to Be Especially Careful Around the School Bus Danger Zone

A national survey conducted by the National Association of State Directors of Pupil Transportation Services that tracks the illegal passing of school buses found that in 2019, more than 95,000 motorists ran school bus stop arms in one day. In the ninth annual survey, over 27% of school bus drivers in 39 states participated, with 130,963 school bus drivers reporting that 95,319 vehicles passed their buses illegally on a single day earlier this year. According to NASDPTS, throughout a 180-day school year, these sample results point to more than 17 million violations among America's motoring public. The number of incidents is likely far greater, since not all school bus drivers participated in the voluntary survey. "The injuries and deaths caused by these motorists' reckless behavior were completely preventable," said [Local/State Official]. "The school bus provides the safest form of transportation for students being transported to and from school, but when entering or exiting these vehicles, children become pedestrians who must safely navigate the school bus danger zones. School bus danger zones are areas 10 feet in front, behind, and on each side of the school bus," [he/she said].

Safety tips for students and parents when in and around school bus danger zones:

- Stand at least 6 feet (giant steps) from the approaching school bus while waiting at the bus stop.
- Wait to board the bus until the driver says it is safe.
- When getting off the bus, walk in front of the bus and make sure the driver sees you and lets you know it is safe to cross.
- Always watch for oncoming traffic when approaching or leaving the bus.

How motorists can keep kids safe around the school bus:



- When driving in neighborhoods with school zones, watch out for children walking or bicycling to school.
- Slow down. Look for children walking in the street, especially if there are no sidewalks in neighborhood.
- Learn and obey the school bus laws in your state. Learn the “flashing signal light system” that school bus drivers use to alert motorists of pending actions:
 - **Yellow flashing lights** indicate that the bus is preparing to stop to load or unload children. Motorists should slow down and prepare to stop their vehicles.
 - **Red flashing lights** and extended stop arms indicate that the bus has stopped, and that children are getting on or off. Motorists must stop their cars and wait until the red lights stop flashing, the extended stop sign is withdrawn, and the bus begins moving before they can start driving again.

Visit www.nhtsa.gov/road-safety/pedestrian-safety to learn more tips and to get information about pedestrian safety.

###

Week 3 - Research Reports



- ▶ NHTSA Traffic Safety Facts - School Buses
- ▶ School Bus Safety - Back to School Safety Tips

Week 3 - Special Projects/Training

- ▶ Reducing Illegal Passing of School Buses

Week 3 - Additional Resources

- ▶ Stop Means Stop - School Bus Safety
- ▶ Federal Register Notice - [Docket No. NHTSA-2020-0018] Agency Information Collection Activities; Notice and Request for Comment; Reducing the Illegal Passing of School Buses
- ▶ NCSA Data Visualization Tool

Week 4 – Conspicuity/ Daylight Saving Time



2020 EVERYONE IS A PEDESTRIAN

SAMPLE PRESS RELEASE – CONSPICUITY

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

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As Daylight Saving Time Ends, [Organization Name] Cautions Drivers on Increased Pedestrian Risks; Pedestrians Reminded to Increase Their Visibility

As the end of Daylight Saving Time approaches and clocks are turned back, [Organization Name] cautions motorists and pedestrians to be more alert to roadway risks.

Thousands of people each year are killed on America's roadways, and many of those deaths could have been prevented. In fact, in 2018, 17 percent (6,283) of all roadway-related deaths were pedestrian fatalities, which equates to a traffic-related pedestrian death every 84 minutes. Tragically, in a crash between a vehicle and a pedestrian, the pedestrian is far more likely to be killed or injured.

In 2018, more pedestrian fatalities occurred in the dark (76%) than in daylight (20%), dusk (2%), and dawn (2%). [Local /State Official] warns drivers, "adjusting to the new low-light environment can take time, and that puts everyone – especially pedestrians – at greater risk of death or injury, [he/she said]. "Pedestrians who carry a flashlight or wear reflective gear at night increase their safety by making sure they're visible to drivers at greater distances," [he/she said].

Here are some additional pointers:

Motorists:

- Slow down. During evening hours, you need more time to see a pedestrian in your path.
- Keep in mind that pedestrians who are distracted by their phones, or wearing headphones, hats or earmuffs may not hear your vehicle as it approaches.
- Keep your windshield, windows, and mirrors clean. Make sure your defrosters and windshield wipers are working properly and that washer fluid is replaced as needed.



Pedestrians:

- Carry a flashlight or attach reflective materials - such as fluorescent tape - to clothing, backpacks, purses, and briefcases. These materials reflect light from headlights back to drivers, making it easier to see you.
- Don't depend on the traffic signal to protect you. Motorists may be distracted, especially when adjusting to the nighttime travel environment.
- Just because you can see a motorist does not mean he or she can see you. If you cannot make eye contact or do not see the driver slow down for you, just wait until the vehicle passes, even if you have the right of way. If you have multiple lanes to cross, slow and watch for traffic at each lane.
- Avoid jaywalking and crossing between parked vehicles. Crosswalks are a safer alternative.
- Walk on sidewalks whenever possible. If you must walk on the street, walk facing traffic.

Both drivers and pedestrians should always keep road safety habits in mind, too, like not using electronic devices or drinking or using drugs while driving or walking because they can impair judgement. Everyone who uses America's roads has a duty to drive safely, which, in turn, helps everyone get to their destinations unharmed.

To reduce traffic safety risks to pedestrians, safety should always be top-of-mind for those traveling on and near the road. Visit **www.nhtsa.gov/road-safety/pedestrian-safety** to learn more tips, and to get more information about pedestrian safety.

###

Week 4 – Older Pedestrians



2020 EVERYONE IS A PEDESTRIAN

SAMPLE PRESS RELEASE – OLDER PEDESTRIANS

FOR IMMEDIATE RELEASE: [Date]

CONTACT: [Name, Phone Number, Email Address]

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Drivers Age 60-65 Represent the Highest Percentage of Pedestrian Fatalities

[City, State] — In 2018, approximately 52.4 million people—16 percent of the total U.S. population—were 65 and older. This research also shows that there were 6,907 people 65 and older killed (19%) and an estimated 276,000 injured (10%) in motor vehicle traffic crashes. Compared to 2017 there was a 1-percent increase in the number of fatalities and a 2-percent decrease in the number of those injured in the older age group.

In 2018, of the 5,602 pedestrians killed in single-vehicle crashes, 97 percent (5,429) were killed in crashes where the first harmful event was collision with a pedestrian. The age group with the highest percentage of pedestrian traffic fatalities was the 60-to-64 age group at 22 percent. The other age groups with the largest number of pedestrian fatalities were 55-to-59 (608), 60-to-64 (558), and 50-to-54 (553). The single highest fatality rate by age and sex is for males 80 and older, at 4.33 pedestrian fatalities per 100,000 population, while Injury rates per 100,000 population were also higher among males than females in every age group.

U.S. Department of Transportation, National Highway Traffic Safety Administration research shows that older pedestrians are overrepresented in intersection crashes. They are also more likely to be hit during the day, weekdays, and during the winter. Because many older adults are vulnerable to physical injuries, they may not recover from a pedestrian crash.

Pedestrians who died in single-vehicle crashes were most likely to be struck by the front of the vehicles. Passenger cars and light trucks including SUVs, pickups, and vans had higher percentages of frontal impacts than did other vehicles such as large trucks or buses. Large trucks had the highest percentage of right-side impacts and rear impacts.

It's important for loved ones to take steps to ensure older pedestrians' safety. After observing and assessing an older adult's walking abilities, a family member or friend may want to



discuss questions or concerns. Be prepared to discuss transportation alternatives and other potential solutions to increase an older pedestrian's safety.

It's also crucial that older drivers and loved ones know that aging can affect hearing, vision, and reaction time, and certain medical conditions like diabetes, arthritis, and Parkinson's disease can negatively affect other physical and mental abilities. However, there are simple safety tips that older pedestrians can use to make their pedestrian trips safer.

Visit **www.nhtsa.gov/road-safety/pedestrian-safety** to learn more tips and to get information about pedestrian safety.

###

Week 4 - Research Reports



- ▶ **Special Projects/Training – Pedestrian Safety Enforcement Operations: A How-To Guide**
- ▶ **Pedestrian Safety Guide and Countermeasure Selection System**
- ▶ **High-Visibility Enforcement on Driver Compliance With Pedestrian Right-of-Way**
- ▶ **Injury Vulnerability and Effectiveness of Occupant Protection Technologies for Older Occupants and Women**

Week 4 - Enforcement Strategies

- ▶ **Role of Law Enforcement in Supporting Pedestrian and Bicyclist Safety: An Idea Book**

Week 4 - Additional Resources

- ▶ **Pedestrian Safety Workshop - A Focus on Older Adults (Instructor Guide)**
- ▶ **Pedestrian Safety Workshop - A Focus on Older Adults**
- ▶ **Identifying Countermeasure Strategies to Increase Safety of Older Pedestrians**
- ▶ **Pedestrian Injury in Motor Vehicle Crashes: What to Know About EMS Activations**
- ▶ **NCSA Data Visualization Tool**

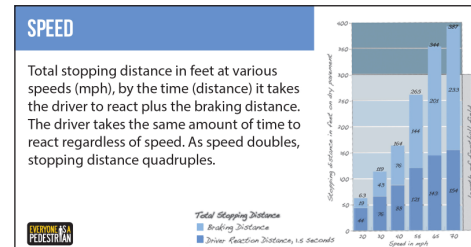
Downloadable Graphics



GENERAL

EVERYONE IS A PEDESTRIAN

**A TRAFFIC-RELATED
PEDESTRIAN DEATH
OCCURS EVERY 84 MINUTES.**



WALK TO SCHOOL DAY

October 7, 2020 is
Walk to School Day
Safety Starts With Me

WALK TO SCHOOL DAY

October 7, 2020 is
Walk to School Day
**Safety for Kids –
Everyone Wins**

DISTRACTION

Distraction changes the way pedestrians walk, react, and behave.

Pedestrian Safety is a Two-Way Street.

Equal Respect. Equal Responsibility.

**ALCOHOL INVOLVEMENT
FOR THE DRIVER AND/OR THE PEDESTRIAN OCCURS
IN ALMOST HALF
OF FATAL PEDESTRIAN
TRAFFIC CRASHES**

**SCHOOL BUS PASSING: RED FLASHING LIGHTS AND
EXTENDED STOP ARMS**

Motorists must stop their cars and wait until:

- The red lights stop flashing, and
- The extended stop sign is withdrawn, and the bus begins moving.

SCHOOL BUS PASSING: YELLOW FLASHING LIGHT

The school bus is preparing to stop to load or unload children.

Motorists — **Slow down** and prepare to **stop** your vehicles.

APPROXIMATELY 3 OUT OF 4 PEDESTRIAN FATALITIES OCCUR IN THE DARK.

**Increase Your
Safety**

Pedestrians: Carry a flashlight and wear reflective gear in the dark to make yourself more visible to motorists from greater distances.

OLDER PEDESTRIANS

The greatest number of of pedestrian fatalities are between the ages of 50 and 64.

NHTSA Contact



If you have questions about the Pedestrian Safety Campaign, please contact Ruth Esteban-Muir at **Ruth.Esteban-Muir@dot.gov**.

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