



# Road Safety Matters

Training, infrastructure improvement and capacity building



Kids in cities across China are trained to be safe pedestrians at FedEx-sponsored Safe Kids China Walk This Way events.



# Letter from the Chairman

We deliver more than 15 million packages and 30 million freight pounds to our customers each business day. With every delivery we strive to show that “Safety Above All” is a core FedEx belief. We integrate safety into everything we do – from workplace education programs to exacting safety standards to the millions of dollars we invest in safety equipment and technology. We also focus philanthropic contributions to keeping roads safe, and our drivers and safety experts donate their time and talent in their local communities.

One of the most important things we can do as a company is to share our expertise and resources to make roads safer around the world. By 2030, traffic deaths worldwide are expected to reach 2.4 million a year. Every four minutes a child is killed in a road crash, and most of these occur in low- and middle-income countries.

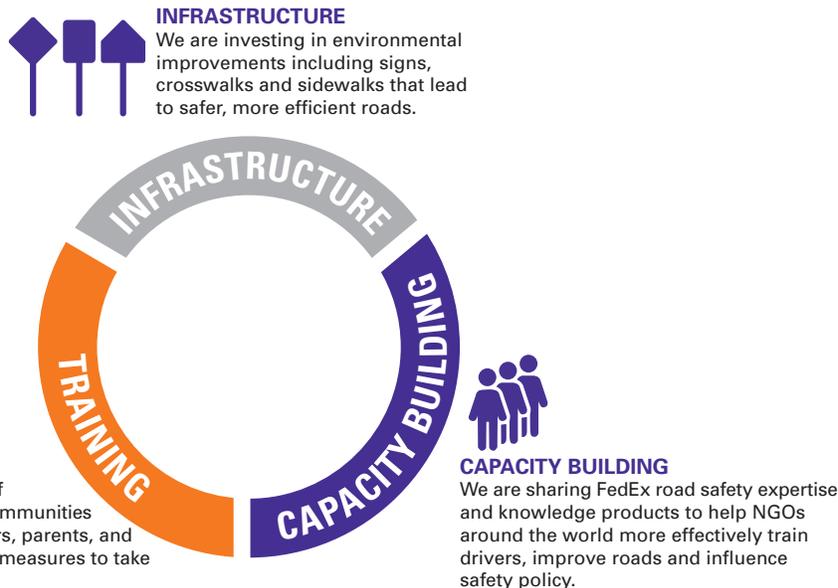
FedEx is committed to helping reverse these trends. This report highlights some of the safety investments we believe will go a long way toward putting safety above all for millions of people around the world.

Sincerely,



Frederick W. Smith  
Chairman & CEO

## Road Safety Strategy



<b>2</b>	<b>8</b>	<b>9</b>	<b>12</b>	<b>14</b>
Celebrating 20 Years Working Together to Keep Kids Safe	Training	Infrastructure	Capacity Building	Safety Above All

# Celebrating 20 Years Working Together to Keep Kids Safe

Our collaboration with Safe Kids Worldwide grows from pilot program to award-winning global road safety initiative

The worst nightmare of any FedEx courier is a child running into the street in front of their vehicle. FedEx safe driver training and policies help couriers make smart decisions on the road. To help keep communities safe, FedEx extends financial support and road safety expertise to organizations working towards greater road safety through infrastructure improvement, education and training initiatives, and advocacy efforts.

In 1999, we embraced our role as a leader in road safety and set out to help keep the most vulnerable members of our communities safe: kids. When we discovered Safe Kids Worldwide, we knew we had the opportunity to create something meaningful together. *Safe Kids Walk This Way*® was born out of Safe Kids' vision to scale child pedestrian safety programs globally and the FedEx commitment to provide dollars, team member time, and thought leadership every step of the way.

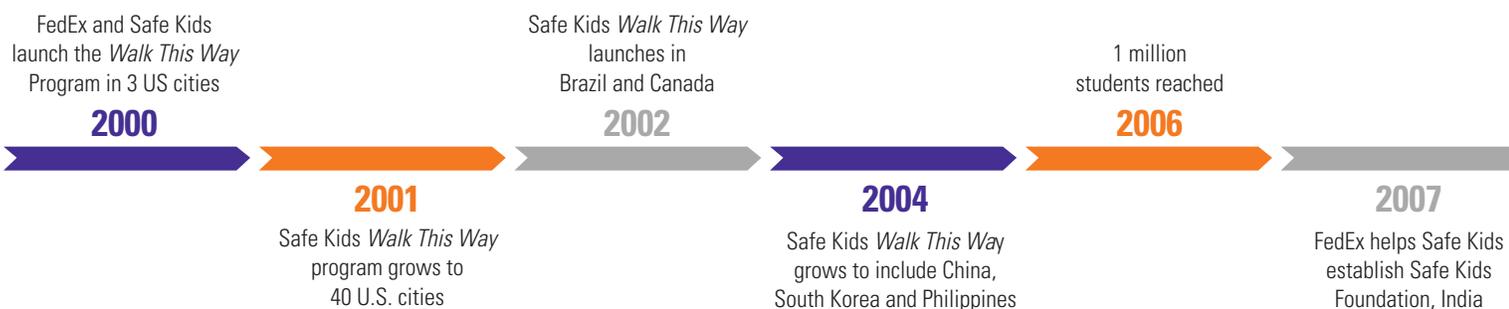
In 2000, Safe Kids and FedEx piloted *Walk This Way* in three U.S. cities: Memphis, Indianapolis, and Washington, D.C. Over the next two years, the program grew to 40 and then 120 cities throughout the U.S. Now, 20 years later, Safe Kids and FedEx are proud to share that the *Walk This Way* campaign has grown to reach 566 cities across the U.S. and nine other countries: Brazil, Canada, China, India, Philippines, South Africa, South Korea, Thailand, and Vietnam.

**What began as a simple idea has now spread across oceans and continents to reach more than 17 million children worldwide.**

FedEx and Safe Kids have dedicated the last two decades not only to educating and training kids to practice safe pedestrian behavior, but also to advancing research and efforts to improve safety for children across the globe. *Walk This Way* has multiple components, including International Walk to School Day, the Safe School Zone project, and pedestrian safety research – all designed to meet four important goals:

- 1** Prevent pedestrian-related injury to children
- 2** Teach safe behavior to motorists, caregivers, and child pedestrians
- 3** Create safer, more walkable communities
- 4** Advocate for better pedestrian laws and enforcement

## Timeline Details





*FedEx volunteers paint road safety markings at the traffic simulation corner at the Nguyen Tri Phuong Primary school in Vietnam.*

*Walk This Way*  
launches in Vietnam

**2009**

*Walk This Way* awarded  
the Prince Michael  
International Road Safety  
Award, *Walk This Way*  
begins in Thailand

**2011**

*Walk This Way* reaches  
10 countries

**2015**

**2010**  
*Walk This Way* reaches  
8 countries

**2012**  
2.5 million  
students reached

**2018**  
17 million children  
reached

# 2018 Walk This Way Country Highlights

## Brazil 56,377 students



**2,384 teachers** completed Safe Kids Brazil's online teacher training course on road traffic injury prevention.

SK Brazil conducted research and analyzed data on road traffic deaths of children and shared their findings with **9 cities and capitals** as well as the Department of Traffic in **11 states**.

## Canada 2,680 students



Fredericton, N.B police signed on to the Pace Car program, meaning **159 city vehicles** will serve as pace cars to raise awareness on speed reduction in pedestrian-dense areas.

Parachute reached **1,470 children, parents, and teachers across 5 cities and 3 schools through the Pace Car program**.

## China 403,214 students



**2,318,000 students in 1,009 schools** received education through Safe Kids China workshops and trainings in more than 30 cities around China.

Safe Kids China conducted two activities that reached **700 families** and educated them on pedestrian safety.

## India 226,409 students



**204,331 students and 416 teachers** participated in interactive workshops on topics like safe walking and crossing, types of traffic signals, and identification of road hazards.

After Walk This Way programming, **more than 65% of students** surveyed had knowledge of curb drills, up from 40% of students before programming.

## Philippines 78,235 students



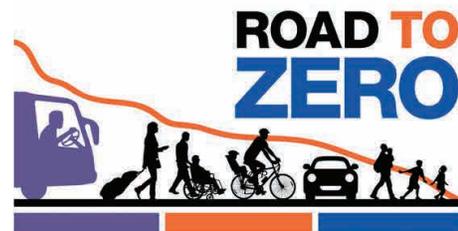
**29 schools sent 12 students** each to an initial Walk This Way manual training day for peer-to-peer learning activities on road safety.

Walk This Way post-event surveys showed students who knew the shape of a "STOP" road sign had **increased by 137%** because of programming.

## Did you know?

Each year, drivers representing FedEx compete in the **National Truck Driving Championship**, which challenges the country's safest professional drivers to put their skills and safety knowledge to the test. Each driver competes in a series of tests, including a written exam, vehicle pre-trip inspection and a driving skills challenge. Over the past 16 years, Team FedEx has established a reputation of excellence with 5 National Grand Championships, 57 National Champions, and 8 National Rookie of the Year titles.

In 2019, the American Trucking Association welcomed four women as members of the 2019-20 America's Road Team and FedEx is proud to recognize Tina Peterson (FedEx Ground) and Nicolette Weaver (FedEx Freight) among this group.



In 2018, FedEx joined the Road to Zero Coalition alongside hundreds of organizations dedicated to ending roadway fatalities by 2050. The Road to Zero Coalition is managed by the National Safety Council and committed to research and action on motor vehicle safety issues such as automated vehicles, investing in infrastructure, distracted driving, and alcohol- and drug-impaired driving.

FedEx is excited to be a member of the coalition and to help save lives on the road.

## South Africa 29,941 students



Students in **10 schools** across Cape Town and Johannesburg received road safety training through interactive workshops and demonstrations.

ChildSafe helped 9th grade students distribute **250 pamphlets, road safety bumper stickers, and information sheets** to drivers during peak rush hours before school.

## South Korea 15,174 students



The Mom's Hand Campaign reached **67 schools and 8,491 students** across South Korea.

**16 students** received the Good Idea Award from Safe Kids Korea for ideas on how to decrease pedestrian accidents caused by distracted use of electronic devices.

## Thailand 83,888 students



**293 primary schools across 3 provinces** conducted PHOTOVOICE and Safe-Walking Zones Training.

**41 schools completed 134 risk improvements** as a result of the PHOTOVOICE project and 45 schools now have a plan for environmental modifications in risk areas around their schools.

## USA 234,778 students



More than **150,000 people** participated in International Walk to School Day, including students, PTAs, community leaders, and pedestrian safety stakeholders across **700 communities**.

Three Safe School Zones in Des Moines, Huron Valley, and Southeast Wisconsin received environmental modifications and safety improvements.

## Vietnam 44,610 students



**32 school coordinators and teachers** from 9 secondary schools received training on teaching pedestrian safety skills and then trained **13,849 students**.

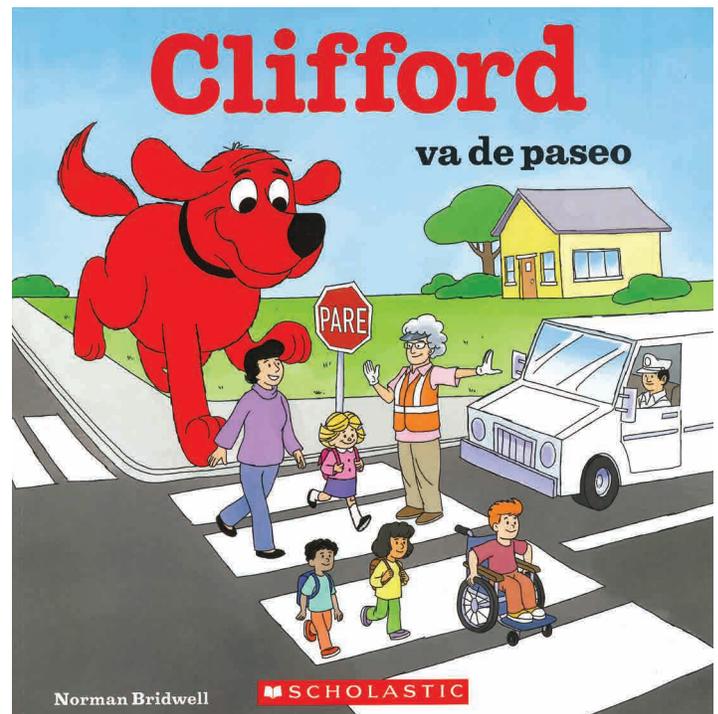
Safe Kids Vietnam piloted the Star Ratings for School app in **37 schools** in Ho Chi Minh City.

## Safe Kids Worldwide: Program Highlights

### Clifford Takes a Walk

Safe Kids and FedEx collaborated with Scholastic to write and design a Clifford book about pedestrian safety. As of 2018, we are proud to announce that *Clifford Takes a Walk* has now been translated into Spanish. More than 100,000 copies of the English version and 5,000 copies of the Spanish version have been distributed to schools across the country.

We also sent books to state and district offices of all Members of Congress, as well as the mayors of the 50 largest U.S. cities urging them to make the book available to constituents and their children.



*Clifford Takes a Walk* was a custom created book for the Safe Kids Worldwide program and is now available in Spanish.

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## Safe School Zones

Safe Kids made extensive progress on Safe School Zone projects across the U.S., including: Des Moines, Iowa; Olathe, Kansas; Ann Arbor, Michigan; Milwaukee, Wisconsin; and Plymouth, North Carolina.

Examples of upgrades made because of the project include new speed limit signs, refreshed road paint, overhead street lights, pedestrian walking timers, flashing warning beacons, and even a gateway that tells motorists when they are entering a residential area and no longer on an open, high-speed highway.



*Safe School Zone upgrade in Seminole County, Florida*

**SAFE KIDS Worldwide** @safekids Follow

Congratulations to the wonderful @dennyhamlin and the @FedEx #11 team on an amazing season.

In total, Denny won 2 races and led 710 laps throughout the series, which means FedEx is donating an incredible \$100,810 to help us keep kids safe.

Huge thanks to Denny and FedEx!



10:00 AM - 29 Nov 2017

9 Retweets 49 Likes

4 9 49

Safe Kids tweets out a *thank you* on Twitter

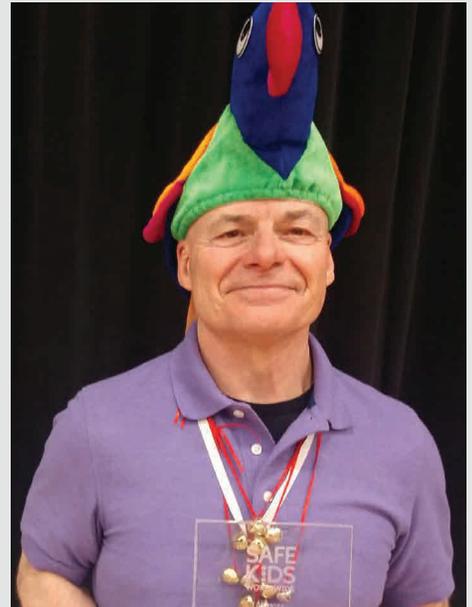
## Delivering Laps for FedEx Cares

In 2018, FedEx tied the performance of the #11 FedEx Toyota on the track to its efforts to improve road safety through Delivering Laps for FedEx Cares. FedEx donated \$111 for each lap Hamlin led, and \$11,000 for each race victory to Safe Kids Worldwide. FedEx also pledged to contribute \$111,000 to Safe Kids if the #11 team won the NASCAR championship.

The Denny Hamlin Foundation lent a helping hand and matched 100% of the money raised.

## Chief Lyn Woolford: America's Favorite Crossing Guard

This year marked the biggest national competition yet for America's Favorite Crossing Guard, with 169 nominations from 31 states across the country. The campaign raises awareness of pedestrian safety issues and celebrates the importance of crossing guards. Now in its third year, the campaign is gaining momentum and building notoriety for Safe Kids, FedEx and crossing guards across the country.



In 2019, Safe Kids Worldwide, FedEx and Safe Kids in Columbia, MO, named and honored Chief Lyn Woolford as America's Favorite Crossing Guard based on contributions to pedestrian safety. Chief Woolford and the Southern Boone Schools received a \$10,000 grant for pedestrian safety activities.

### 2017 RESULTS

37 nominations                      0 votes (no voting)                      19 states participated

### 2018 RESULTS

55 nominations                      62,209 votes                      19 states participated

### 2019 RESULTS

169 nominations                      88,780 votes                      31 states participated

# Training

We are raising awareness of pedestrian dangers in our communities by training children, teachers, parents, and drivers on important safety measures to take while walking or driving.

## WRI Ross Center for Sustainable Cities

Buses are the world's leading mode of public transport – accounting for 63 percent of all total public transportation usage – higher than the sum of all other modes combined. Together, FedEx and the WRI Ross Center for Sustainable Cities are making buses an easier, safer, more affordable choice, improving quality of life for millions of people.

To date, we've helped train more than 7,000 bus drivers and officials in 50 cities, affecting more than 7 million commuters in four countries: Mexico, India, China and Brazil. "We work with WRI because we recognize that access to safe, reliable transportation can multiply possibilities for people everywhere," says Raj Subramaniam, President and Chief Operating Officer of FedEx Corporation.

Recently, we helped WRI launch the Quality of Service Toolkit, which adapts the safety expertise of FedEx to train bus drivers, incentivize driver performance, and measure the impacts of trainings and programs across four countries. Ultimately, the tool facilitates the more effective identification of problems and implementation of solutions in urban mobility systems.



*A driver operates a vehicle on Belo Horizonte's MOVE bus rapid transit system, a participant in the QualOnibus program.*

## Operation Safe Driver Events

FedEx Ground and FedEx Freight, together with the Commercial Vehicle Safety Alliance (CVSA), host Operation Safe Driver events to teach local high school students and community members safe driving habits like the importance of safely sharing the road with tractor-trailers and how to avoid the dangers of distracted driving.

Participants can climb behind the wheel of a tractor-trailer to view the truck's blind spots and use distracted and impaired driving simulators.

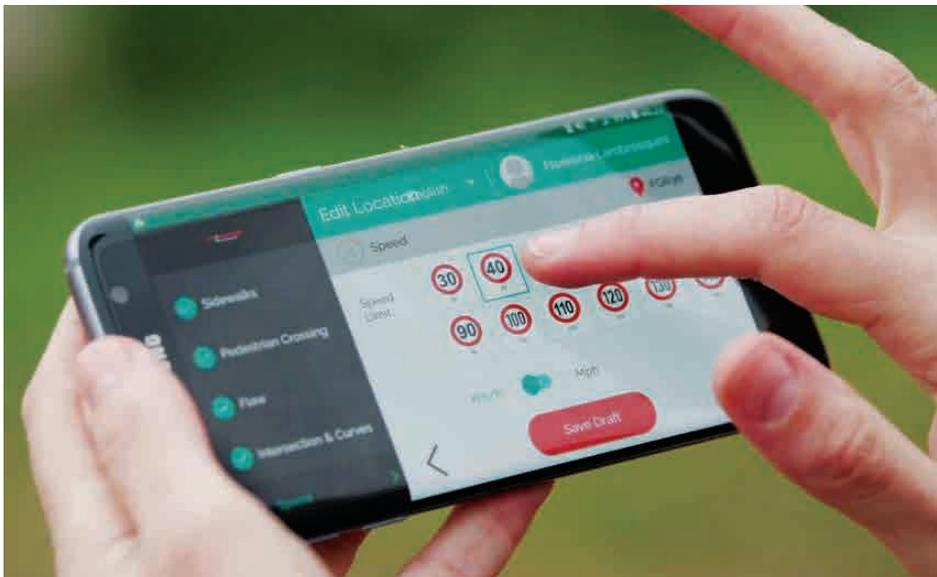
# Infrastructure

FedEx is investing in environmental improvements including signs, crosswalks, and sidewalks that lead to safer, more efficient roads around the world.

## International Road Assessment Programme (iRAP)

iRAP is an international charity dedicated to creating a world free of high-risk roads so that all children can travel safely to and from school. With our support, iRAP created the “Star Rating for Schools” (SR4S) app – the first ever systematic and evidence-based tool for measuring, managing and communicating the risk children are exposed to on school journeys. It harnesses the power of the iRAP Star Rating for Pedestrians and combines an Android mobile app with a Global Reporting web application. SR4S is an easy-to-use, low-cost application that empowers policymakers to set clear safety standards and school administrators, government agencies and NGOs to make environmental improvements to enhance safety.

During its pilot, SR4S has assessed over 600 school locations across five continents and informed road upgrades that are already saving lives in South Africa, Zambia, Bogota, Botswana, Uruguay, Argentina, Vietnam and Jamaica.



*SR4S allows the easy assessment of road and environment attributes such as pedestrian facilities, land use, speed and intersections to calculate a Star Rating. A 1-star road is the least safe and a 5-star road is the safest.*

## IndiaRAP

In India, road deaths have an economic cost of approximately US\$70 billion per year. IndiaRAP, with support from FedEx Express, the World Bank and Bloomberg Philanthropies, is shaping government investment in safer road infrastructure across the country. Using iRAP’s Star Rating methodology, IndiaRAP aims to improve 10% of India’s highest risk roads to a 3-star or better standard over 20 years – an undertaking that would save over 7.6 million lives and serious injuries. In conjunction with the host agency, the Asian Institute of Transport and Development (AITD), IndiaRAP has trained over 1,200 government and non-government road engineers in using the iRAP Star Ratings as a tool to measure and manage road infrastructure safety. Seventeen thousand kilometers of roads have been assessed in 13 states including 2,000km of star rating of road designs.



*Pedestrians and bicyclists cross a street in Seattle, WA, a Platinum Walk Friendly Community.*

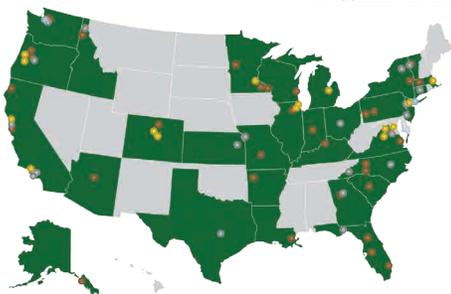
## Walk Friendly Communities

Research shows that the more “walkable” a community, the more positive impacts on health, environmental, economic, and safety for its members. Walk Friendly Communities (WFC) is celebrating its 10th anniversary by encouraging cities and towns across the U.S. to create safer walking environments. Since its inception, WFC has reached 178 communities around the country – representing more than 10% of the U.S. population.

WFC collaborated with FedEx, the U.S. Department of Transportation Federal Highway Administration (FHWA) and the Centers for Disease Control and Prevention (CDC) to develop a comprehensive tool to rate cities on their walkability and provide guidance on policies leading to walkability. WFC used this tool to evaluate and understand how Walk Friendly Communities compare to peer communities. Recent surveys found Walk Friendly Communities have more people walking to work, lower rates of motor vehicle commuting, and higher rates of transit use. Even with greater numbers of people walking, pedestrian fatality rates in Walk Friendly Communities are considerably lower than those in peer cities. And while fatality rates in peer cities are currently rising, Walk Friendly Communities have steadily improved their safety record over time.

Cities or towns interested in joining the growing number of Walk Friendly Communities can find more information here: [walkfriendly.org/get\\_Started.cfm](http://walkfriendly.org/get_Started.cfm)

## Walk Friendly Communities by the Numbers



**71**  
Walk Friendly  
Communities

**30**  
States  
Represented

**178**  
Applications  
Reviewed

**2,118**  
Smallest  
Population  
(Sisters, Oregon)

**8.6  
Million**  
Largest  
Population  
(New York City,  
New York)

Source: Walk Friendly Communities

## Amend

We began working with Amend in 2017, implementing Amend’s School Area Road Safety Assessment and Improvements (SARSAI) program at a school in Lusaka, Zambia, where children were at extremely high risk of road traffic injury. Amend partnered with Zambia Road Safety Trust, iRAP and the FIA Foundation to install lifesaving infrastructure that separates children from traffic and enhances safety, including footpaths, raised zebra crossing, rumble strips, a pedestrian gate, signage, and safety bollards, as well as reducing the operating speeds of passing vehicles. Watch Amend’s video on their safety work [here](#) or visit [www.amend.org](http://www.amend.org).

In 2018, we worked with Amend to implement SARSAI around a high-risk school in Gaborone, Botswana, and are looking ahead to future work Malawi, Namibia and Swaziland.



Before intervention: SR4S assessed the school entrance as a dangerous 1-star for safety. Justin Kabwe primary school in Lusaka, Zambia before infrastructure improvements.



After intervention: 5-star safety excellence. Justin Kabwe primary school in Lusaka, Zambia after infrastructure improvements.

*“This collaboration between Amend and FedEx successfully targeted one of the highest-risk schools for road traffic injury in Lusaka, Zambia – a country in the highest-risk region in the world for road traffic injury – with proven and effective measures to save lives.”*

– Amend Final Report, 2017

# Capacity Building

## Sharing FedEx Expertise

We're sharing our road safety expertise and knowledge products to help NGOs around the world more effectively train drivers, improve roads and influence safety policy.

## Global Alliance of NGOs for Road Safety

We helped the Global Alliance launch the Alliance Empowerment Program, a capacity-building program that aims to improve the ability of non-governmental organizations (NGOs) working in road safety around the world to significantly reduce the risk of injury and fatality on the world's roads. In 2017, we granted the first "FedEx Road Safety Awards" to NGOs in South Africa, Malaysia, and Benin for their incredible advancements in road safety. In 2019, the awards were presented to NGOs in Eastern Europe, Tunisia, and the Philippines.

Since its inception, the Alliance Empowerment Program has led to outstanding global success among Alliance members, including:

**70**

NGO leaders trained as Alliance Advocates

**10**

million people in 43 countries reached through advocacy programs

**35%**

decrease in road traffic deaths in Tunisia

**30%**

reduction in drunk driving crashes in three rural communities in Slovenia

**16**

school zones in 5 countries made safer through infrastructure improvements



Alliance member NGO leaders learning about the importance of data during safe school zone advocacy training in Delhi, India, sponsored by FedEx.

## How a Roll of Tape Helps Save Lives

In Topisi, a small village in central Botswana, the main mode of transportation to farms, school, and around the neighborhood is the donkey cart – a small wagon pulled by a pair of donkeys. Topisi also happens to be situated in the middle of the A1 Highway, a fast-paced road with cars and no streetlights. This combination of donkey carts, cars and no lights can be deadly.

A group of volunteers named The Society of Road Safety Ambassadors decided to take action. With the help of funding from the Global Alliance of NGOs for Road Safety, provided by FedEx, the volunteers applied reflective tape to donkey carts around the village, making them more visible to drivers at night.

This simple task resulted in a 40% decrease in donkey cart crashes in one year alone.

Watch our new road safety video featuring the work of these volunteers. [about.van.fedex.com/blog/donkey-cart-accidents/](https://about.van.fedex.com/blog/donkey-cart-accidents/)





Members of the National Road Safety Council with key road safety stakeholders and GRSP following a workshop on road safety management.

## Global Road Safety Partnership

In 2018, FedEx and Global Road Safety Partnership launched a strategic intervention with the Namibian National Road Safety Council to reduce fatal crashes and incidents involving commercial vehicles in Namibia. 126 stakeholders, including government officials from numerous national agencies, the Namibia Red Cross, the media and private sector road safety forum, came together for a series of workshops on effectively managing road safety interventions. This included intelligence-led enforcement, building the quality and quantity of road safety reporting and promoting strong engagement between key stakeholders in Namibia.

Following the workshops, a Joint Task Force on Law Enforcement was quickly established to identify and implement a data-lead approach to traffic law enforcement. The National Road Safety Council also took steps to establish itself as a legislatively supported road safety lead agency for the country.

*“We are committed to working with all stakeholders to enhance the knowledge of transport operators about safe road habits and practices.”*

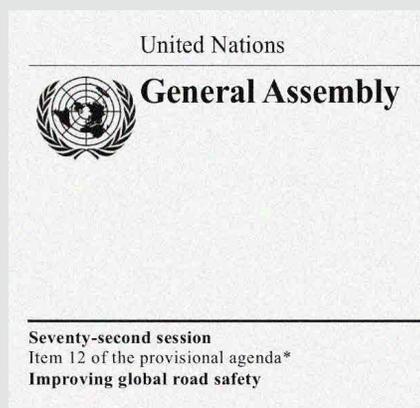
– Mike Higley, Vice President of Operations, FedEx Express Southern Africa

## Did you know?

FedEx serves on the UN Road Safety Collaboration, which is working toward addressing Sustainable Development Goal (SDG) targets including target 11.2 to provide access to safe, affordable, accessible and sustainable transport systems for all by 2030. To raise awareness for this work, the UN announced the 2019 theme: **it is time to Save Lives #SpeakUp**.

Learn more: [unroadsafetyweek.org/en/home](https://unroadsafetyweek.org/en/home)

As a major player in moving the needle on global road safety, several of our programs were referenced as key policy and program interventions in the United Nations Secretary General's most recent report on Improving Global Road Safety.



# Safety Above All

## Tips to Stay Safe on the Road

According to the National Highway Traffic Safety Administration, driver behavior contributes to 94% of all traffic crashes, meaning nearly all crashes are preventable. Keep yourself, your family and your neighbors safe by practicing safe driving behaviors every day.

### Wear your seatbelt

- Wearing a seat belt can reduce the risk of a fatal injury by 45%
- In the U.S., 90 people die each day in motor vehicle crashes
  - Use a seat belt in every seat, on every trip, no matter how short
  - Make sure children are always properly buckled in the back seat in a car seat, booster seat or seat belt, whichever is appropriate for their age, height and weight

Learn more: [nhtsa.gov/Driving+Safety/Occupant+Protection](https://nhtsa.gov/Driving+Safety/Occupant+Protection)

### Avoid cell phone use while driving

- Five seconds is the average time your eyes are off the road while texting. Traveling at 55mph, that's enough time to cover the length of a football field blindfolded
- Studies show that using hands-free devices is just as dangerous as normal cell phone use while driving
- Join the fight against distracted driving
  - Stay off your phone while driving
  - Talk to your teens about what it means to be safe and set ground rules
  - Make a family distraction-free pledge and have every member of your family sign

Learn more: [distraction.gov/index.html](https://distraction.gov/index.html)

### Follow the speed limit

- Speeding causes nearly 30% of all fatal vehicle crashes
- 15-20 year old males are most likely to be in a fatal crash that involves speeding
- Speed-related crashes cost society \$40 billion annually
  - Always obey posted speed limits
  - Plan ahead, check local traffic and give yourself enough time to reach your destination
  - Adjust your driving to meet road conditions; if the road is wet, slow down and keep more distance between you and the vehicle ahead of you

Learn more: [safety.fhwa.dot.gov/speedmgt/data\\_facts/](https://safety.fhwa.dot.gov/speedmgt/data_facts/)

## Don't drive while drowsy, fatigued or impaired

- Every 53 minutes, a person in the U.S. is killed in a drunk driving crash
- Over the last decade, more than 7,000 people have been killed by drowsy driving crashes
  - Don't drink and drive. Know the law and use a designated driver
  - Coffee and energy drinks are not always enough; if you feel drowsy behind the wheel, pull over in a safe place to rest

Learn more: [nhtsa.gov/Driving+Safety/Drowsy+Driving/Research+on+Drowsy+Driving](https://www.nhtsa.gov/Driving+Safety/Drowsy+Driving/Research+on+Drowsy+Driving) and <http://www.nhtsa.gov/Impaired>



*“Road safety is one of our FedEx Cares focus areas. Please follow these road safety tips.”*

– Matthew Thornton III  
Executive Vice President and  
Chief Operating officer  
FedEx Freight

# Did you know?

Alongside two global road safety organizations, FedEx was awarded two Prince Michael International Road Safety Awards back-to-back in 2017 and 2018. In 2017, FedEx was recognized for our work on the Global Alliance of NGOs for Road Safety's *Alliance Empowerment Program*. The second, in 2018, was in recognition for our work with iRAP on their Star Ratings for Schools initiative.



Left to right: FedEx VP John Stockton, Prince Michael of Kent, Global Alliance Executive Director Lotte Brondum, Alliance Board Chair Gela Kvashivela.



Left to right: FedEx UK Managing Director Ed Clarke, Prince Michael of Kent, Global Product Director of iRAP James Bradford.





**Learn More.**

For more information, visit [fedexcares.com](https://www.fedexcares.com)

