



Motor Vehicle Safety Strategic Research Plan

*Strategic Plan to Reinvent, Modernize,
and Better Integrate the Office of Vehicle
Safety Research”*

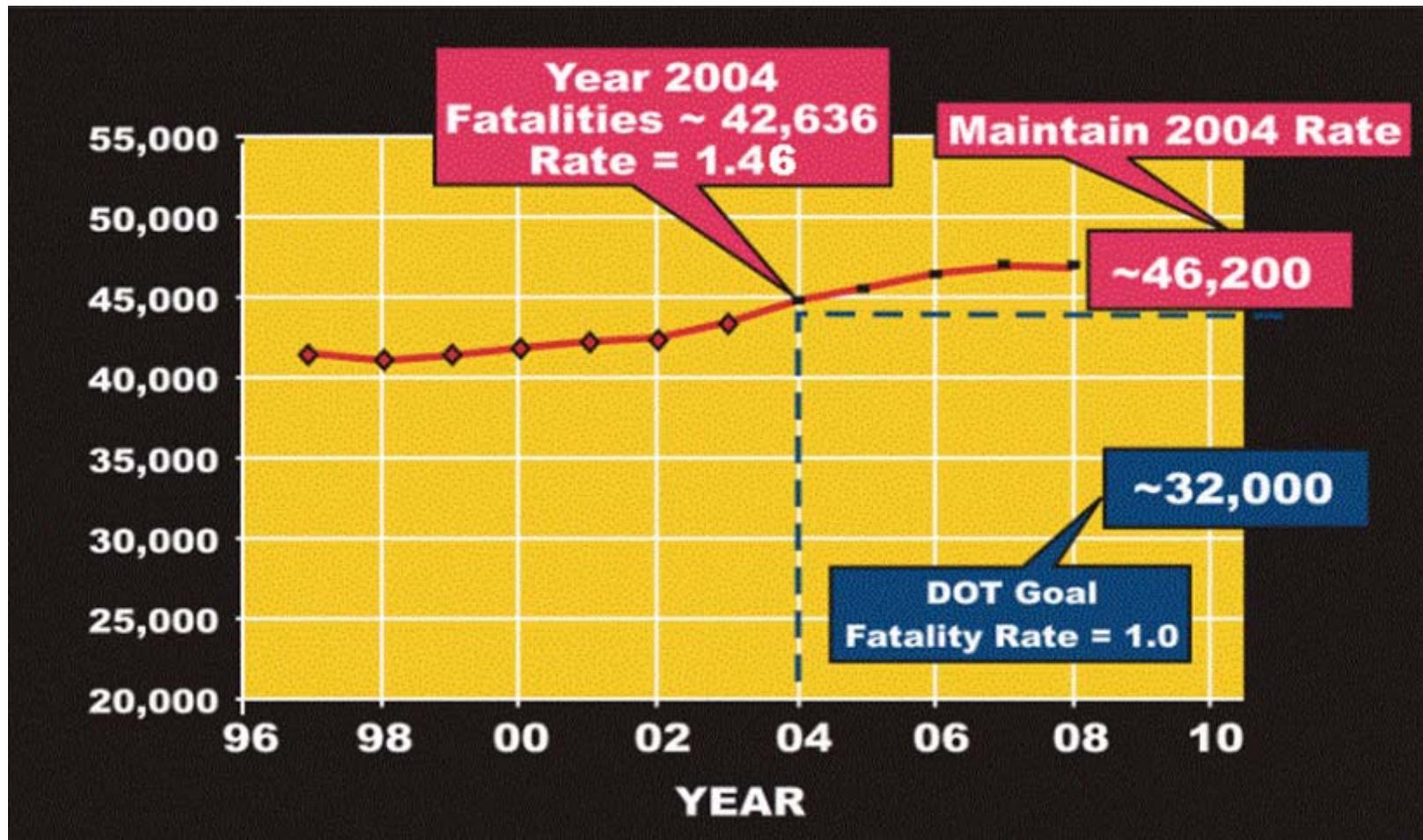
National Highway Traffic Safety Administration

DECEMBER 2005

State of Motor Vehicle Safety



2008 Goal Is Challenging



What is this Strategic Plan?



What it is

- Sets direction for Office of Vehicle Safety Research
- Defines goals, objectives, and strategies

What it is not

- Budget plan
- Program plan
- Rulemaking Priority Plan
- Biomechanics Research Plan
- NHTSA's strategic plan
- Implementation plan

Objectives of the Plan



- **Presents strategies to:**
 - Update NHTSA's traditional model of safety research to keep up with new technology
 - Facilitate rapid deployment of advanced technologies to achieve our safety goals
 - Improve collaborative relationships with stakeholders
 - Achieve organizational excellence through a strengthened workforce

Mission



“The Office of Vehicle Safety Research conducts research and development programs to develop and advance the scientific knowledge to support NHTSA’s mission to save lives, prevent injuries and reduce economic costs due to road traffic crashes.”

Vision



- 1. Provide national leadership in setting, prioritizing and implementing a safety research agenda that will lead to effective vehicle-based safety concepts.**
- 2. Provide the scientific knowledge to support NHTSA's motor vehicle and traffic safety goals.**
- 3. Provide support and cooperate in forums involving foreign countries, industry, and others to develop and implement collaborative safety research programs.**

Strategic Plan Goal #1



“Develop, Enhance, and Evaluate Technology and Mitigation Concepts to Advance Safety”

Translation: What are strategies that OVSR can use to explore new technologies and facilitate their rapid deployment to enhance motor vehicle safety?

Objective #1: Identify opportunities for safety enhancement



Human

Vehicle

Environment

Pre Event



Event



Post Event



Objective #1: Identify opportunities for safety enhancement



Strategy #1: Define the safety problem and clearly understand crash causation

Strategy #2: Identify and prioritize the required research problem

Objective #2: Develop understanding of the performance of advanced technologies



Strategy #1: Keep current with availability and deployment of technologies domestic and foreign

Strategy #2: Evaluate advanced technologies to understand their potential safety effectiveness as well as unintended consequences

Objective #3: Address Human Factors Issues Related to Advanced Technologies



Strategy: Understand human factors issues in relation to the effectiveness of advanced technologies

- Can technologies designed to monitor driver alertness and performance be integrated into vehicles in an unobtrusive manner?

Objective #4: Develop performance tests to establish the effectiveness of technologies



Strategy: Develop test tools, performance criteria, test devices, and test procedures to evaluate advanced technologies

–An advanced technology is only as effective as the test tools, criteria, and procedures used to evaluate that effectiveness

Objective #5: Retain leadership in human injury research and advancement of injury criteria, test devices, and procedures



Strategy: Generate and maintain a technology “tool box”

- Directed toward collaborative evaluation of test devices with stakeholders outside of regulations

Some Areas Have a Critical Need for Advanced Safety Technology Solutions



- **Heavy vehicle safety**
- **Alternatively fueled vehicles**
- **Motorcycle safety**
- **Pedestrian safety**
- **Impaired & distracted driving**

Strategic Plan Goal #2



“Refine the Research Process to Achieve Organizational Excellence”

Translation: What operational improvements should be made within OVSR to support the strategies from Goal #1

Objective #1: Implementing and conducting the required research program



Strategy #1: Be responsive to the needs of other organizations within the agency

Strategy #2: Enhance consumer awareness of emerging safety technologies

Strategy #3: Establish formal points of contact

Strategy #4: Involve stakeholders in the research program

Strategy #5: Collaborate both nationally and internationally in research activities

Strategy #6: Work with OCP to expedite awards of contracts and procurements

Objective #2: Disseminating research results



Strategy #1: Publish information in a timely manner

Strategy #2: Report research results to public domain to increase consumer awareness

Objective #3: Build a stronger organization to achieve strategic goals and manage resources effectively



Strategy #1: Implement the research projects that have the highest agency priority

Strategy #2: Conduct programs in a manner that they result in productive and valuable outcomes

Strategy #3: Devote sufficient resources so that the performance and quality of the research meets the highest standards

Strategy #4: Prepare and maintain the Strategic Plan

Objective #4: Achieve excellence in the workforce



Strategy #1: Interdivisional work assignments

Strategy #2: Commercial work assignments

Strategy #3: International work assignments

Strategy #4: Educational assistance

Strategy #5: Encourage NHTSA patents

Strategy #6: Encourage participation in technical meetings and publishing technical papers

Strategy #7: Encourage attendance at government sponsored education courses

Strategy #8: Streamline the recruiting process

Strategy #9: Create a formal mentorship program



- **Short Term**

- Programs that have been mandated or identified in the Rulemaking Priority Plan, the Biomechanics Research Plan, etc.
- The safety issue is often well defined and solutions have been identified

- **Long Term**

- Programs that have not yet been identified as priorities by Rulemaking or Congress
- The safety issue may or may not yet be well defined and solutions have not yet been identified

What Happens Next?



1. “Buy In” from OVSR staff

- Identify short and longer term projects

2. “Buy In” from NVS management

3. Implementation of the Plan

- Budget planning for FY 2008
- Initiate short and longer term projects
- Utilize strategies to conduct projects



THANK YOU!