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Video Analytics Towards Vision Zero Web Page Launches Today ITE Participating in Crowd-sourced Effort to Help Improve Road Safety

Washington, DC— The Institute of Transportation Engineers (ITE) is part of a collaboration with organizations across North America, the University of Washington, Microsoft, and the City of Bellevue, WA, USA in asking for the public’s help in a cutting-edge effort to help prevent deaths and serious injuries from traffic crashes. Called Video Analytics Towards Vision Zero, the project will tap new technologies to analyze traffic camera video footage available in many cities and use near-miss collisions to predict where future crashes are likely to occur. Traffic engineers could then take corrective action to prevent those crashes.

ITE and the partner organizations are encouraging as many people as possible to help by watching traffic camera videos and using tracking tools to identify objects and movements. The videos and tools for the project are now available on ITE’s Vision Zero and Safety Resources Toolbox website at www.ite.org/visionzero/videoanalytics.

The crowdsourced inputs will be used for machine learning—teaching computers how to tell the difference between cars, buses, trucks, motorcycles, bicycles, and pedestrians. Ultimately, instead of a person watching a few hours of video, computer algorithms will analyze millions of hours of footage live, in real time. The technology uses near-miss collisions as zero-cost learning opportunities to improve road safety. It holds the potential to dramatically reduce the number of crashes by predicting where, when, and how they are likely to occur.

The project’s potential for saving lives is significant. In 2016, road crashes resulted in approximately 40,000 deaths and 4.6 million injuries in the United States alone. For young people under age 19, these collisions were the leading cause of death. Supporting the project ties in with ITE’s commitment to advancing Vision Zero and Towards Zero Deaths goals. ITE Executive Director and CEO Jeffrey F. Paniati states, “The Video Analytics Towards Vision Zero partnership is another example of how ITE’s community of transportation professionals are coming together to support and champion cutting-edge efforts that will save lives on our roadways. The crowd-sourcing effort is a part of ITE’s larger effort to provide our members with the knowledge and tools that will bring us another step closer to zero.”

The Institute of Transportation Engineers (ITE) is an international membership association of transportation professionals who work to improve mobility and safety for all transportation system users and help build smart and livable communities. Through its products and services, ITE promotes professional development and career advancement for its members, supports and encourages education, identifies necessary research, develops technical resources including standards and recommended practices, develops public awareness programs, and serves as a conduit for the exchange of professional information. Founded in 1930, ITE is a community of transportation professionals including, transportation engineers, transportation planners, consultants, educators, technologists, and researchers. Through meetings, seminars, publications, and a network of more than 14,000 members working in more than 90 countries, ITE is your source for expertise, knowledge, and ideas.

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