

SPARTAN SOLAR

Carbon Free San José State

Ron Swenson

Engineering 100 • Green Talk

26 April 2017



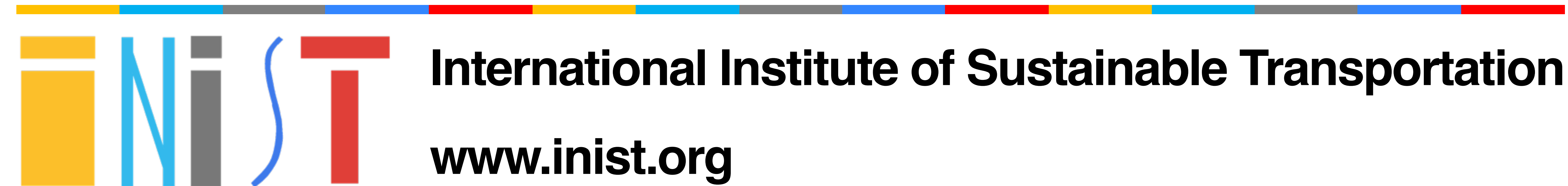
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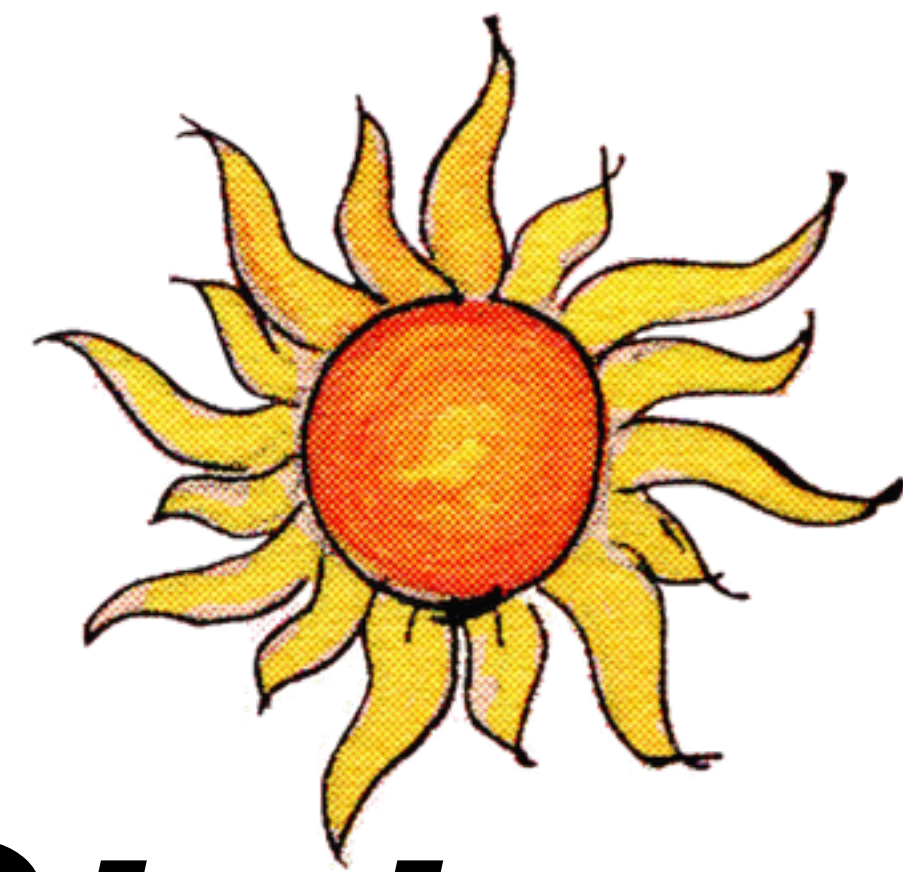
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International Institute of Sustainable Transportation

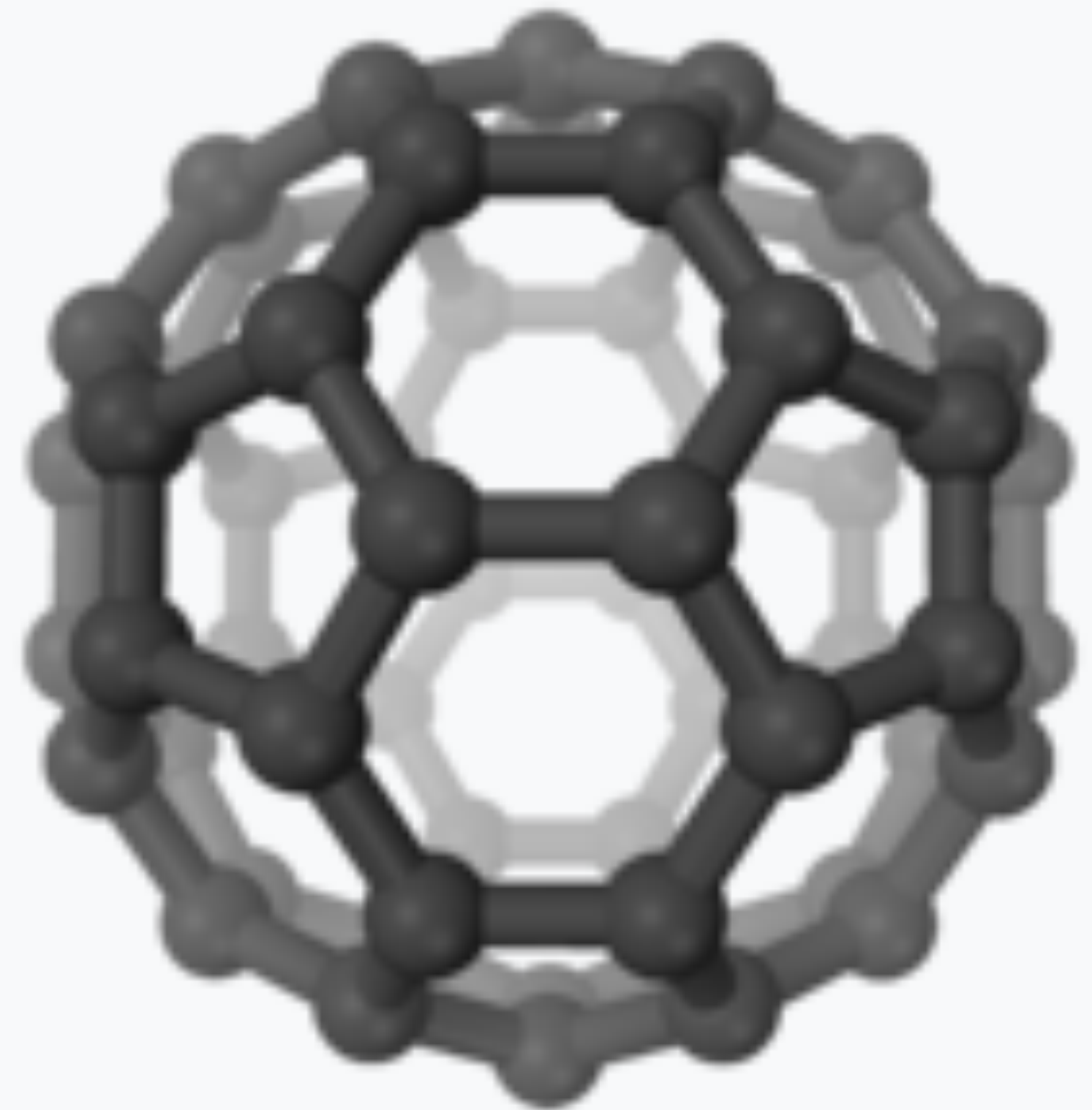
www.inist.org

First I want to introduce you to Bucky Fuller



Carbon 60 is the foundation of nanotechnology

Buckminsterfullerene



Nanotech: please meet the soccer ball



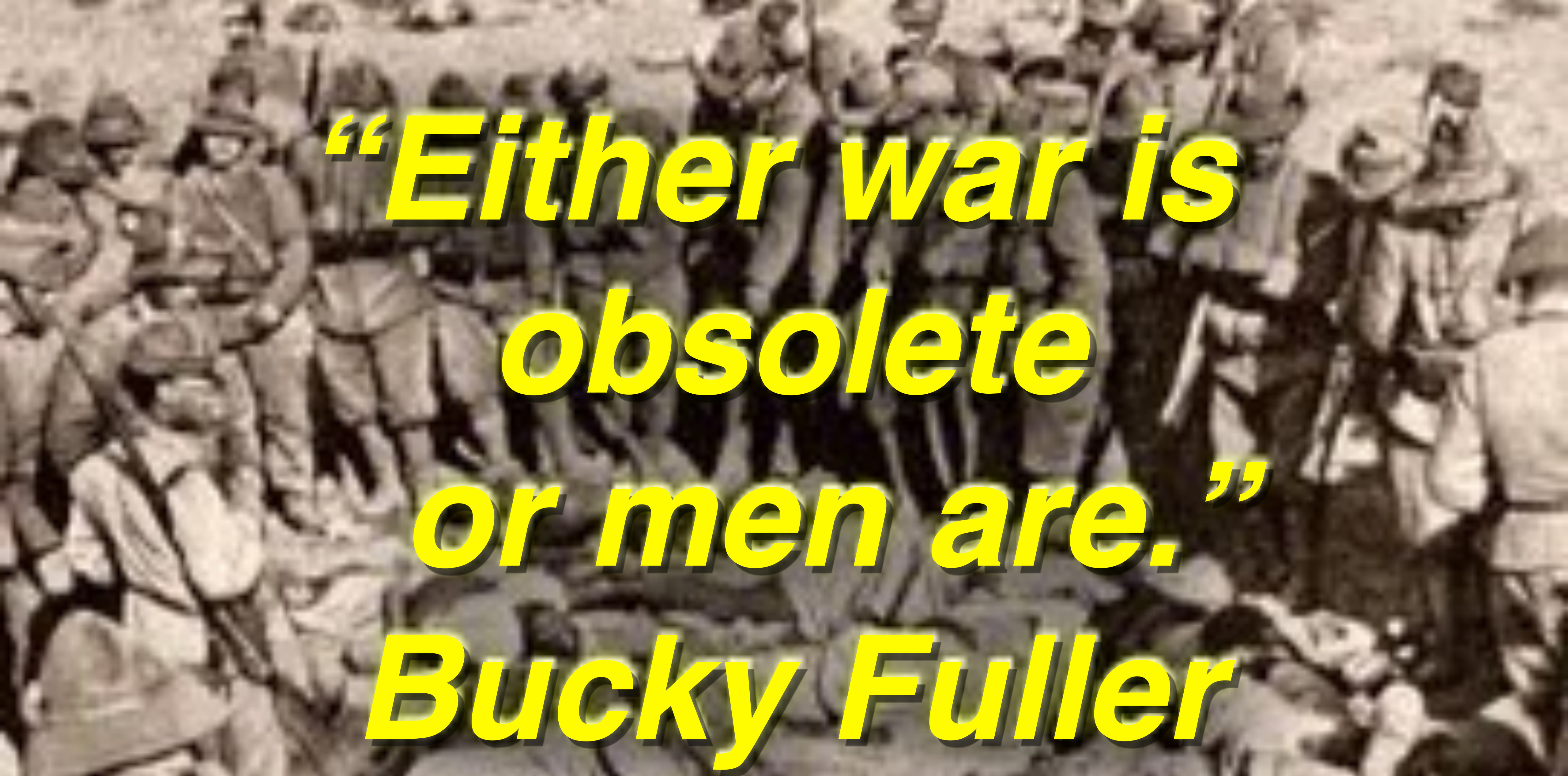
I was here 50 years ago when Bucky Fuller came by



It is now highly feasible to take care of everybody on Earth at a higher standard of living than any have ever known. It no longer has to be you or me. Selfishness is unnecessary. War is obsolete. It is a matter of converting the high technology from weaponry to livingry.

— *R. Buckminster Fuller* —

I was here 50 years ago when Bucky Fuller came by



***“Either war is
obsolete
or men are.”***

Bucky Fuller

So you can understand why I don't use bullets!



The Assertion-Evidence Method

www.assertion-evidence.com

So you can understand why I don't use bullets!



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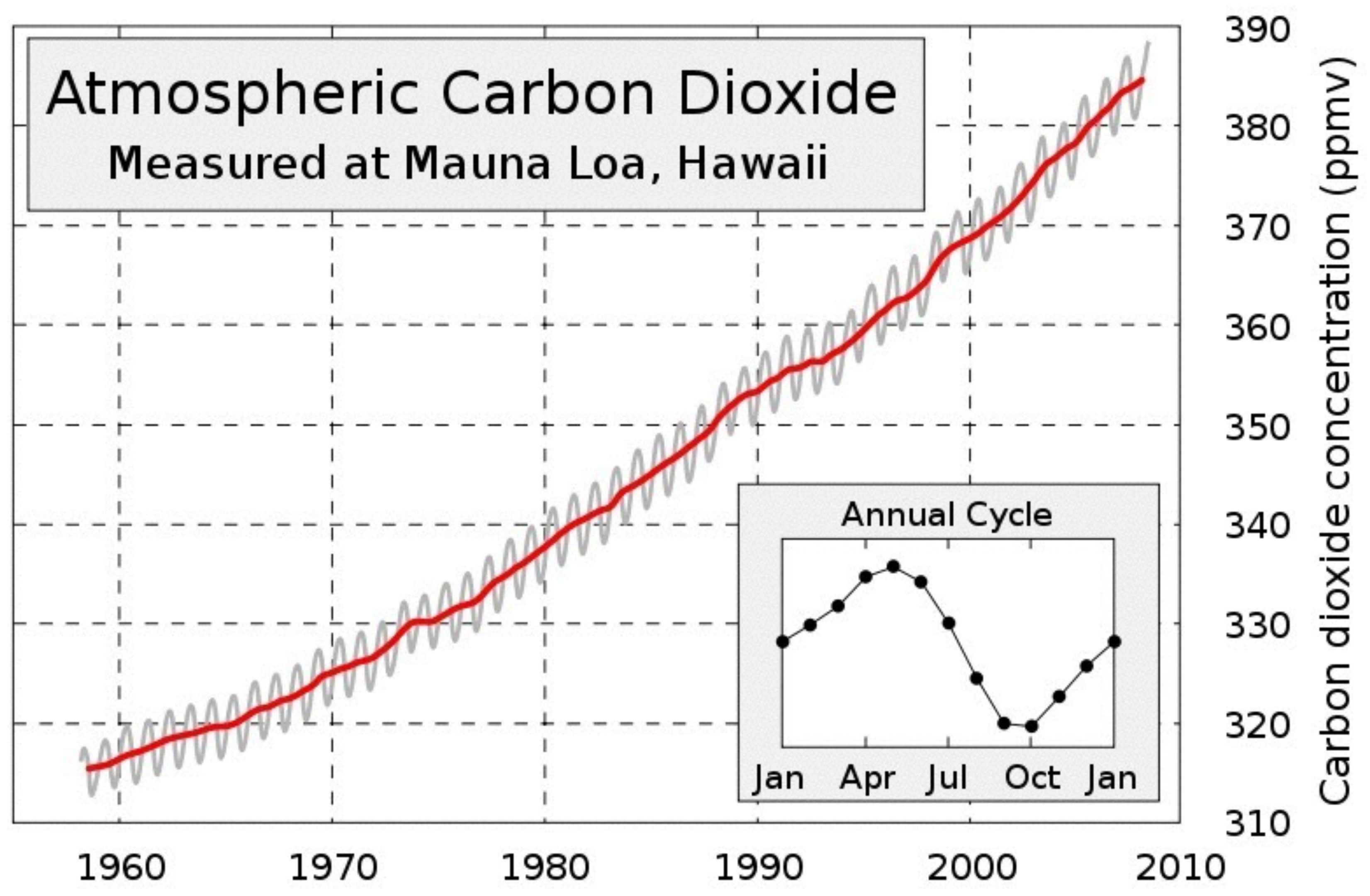


The Assertion-Evidence Method

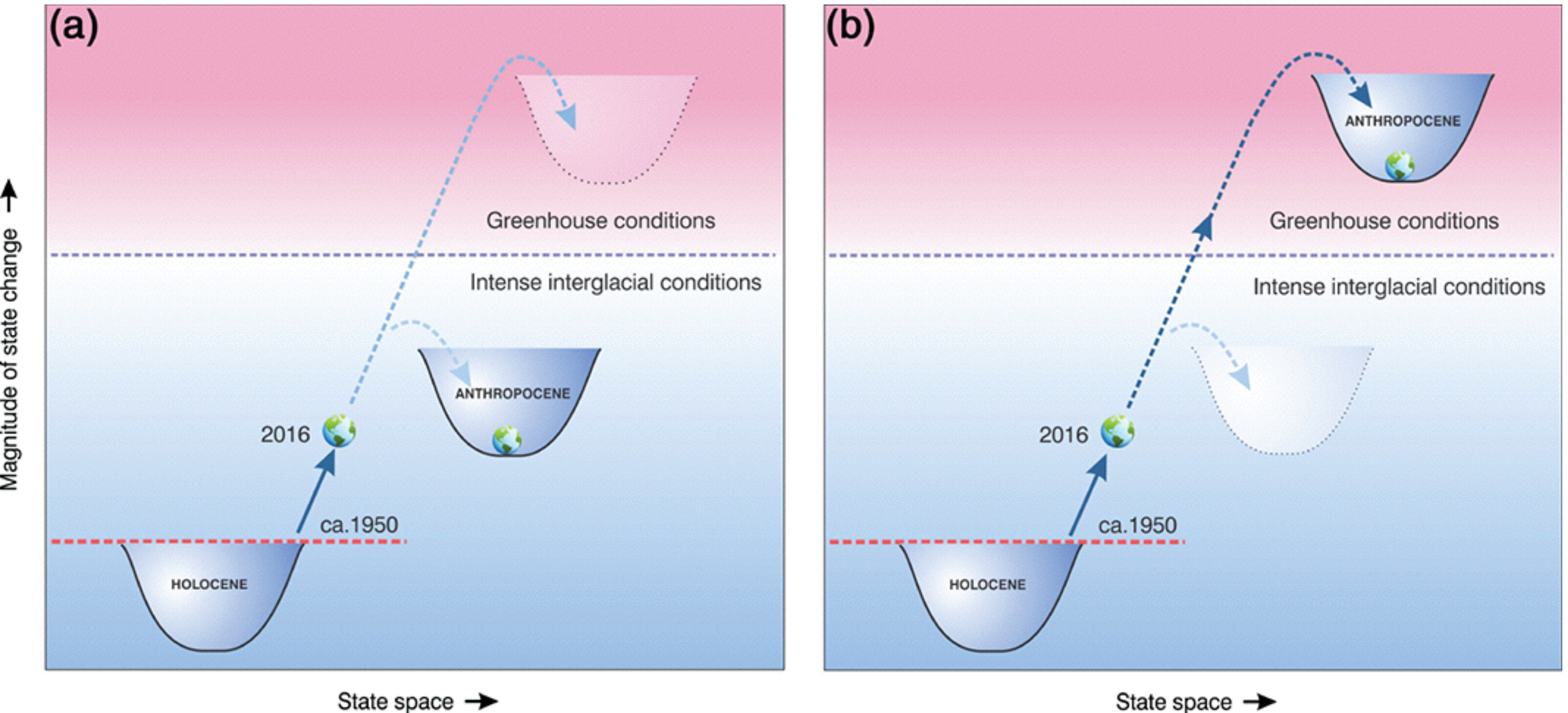
www.assertion-evidence.com

The Challenge

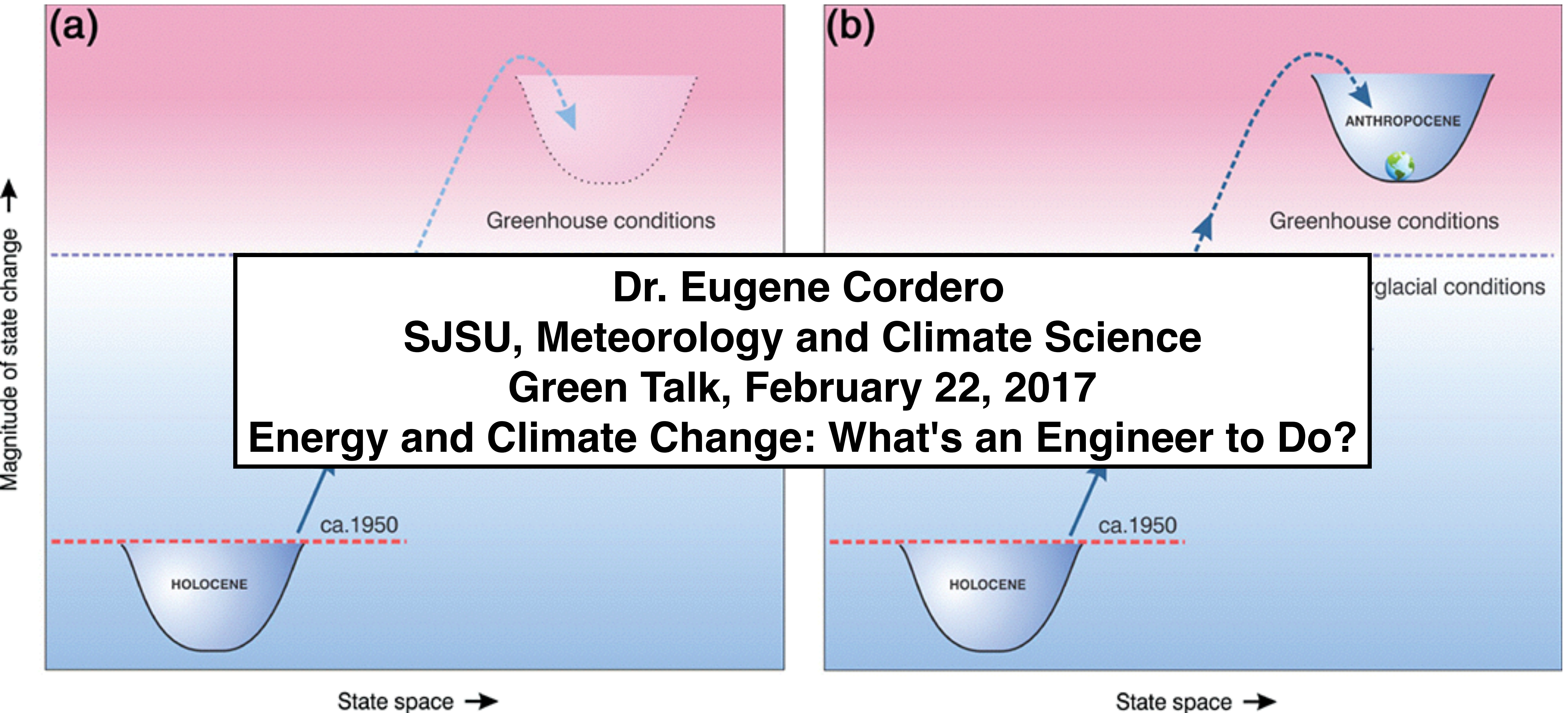
I'm here to say ... we've got some tough sailin' ahead



The climate will stabilize — with intense interglacial conditions or toward unknown greenhouse conditions



The climate will stabilize — with intense interglacial conditions or toward unknown greenhouse conditions



The March for Science helped to create awareness



The March for Science helped to create awareness



The March for Science helped to create awareness



I would like us to focus on what Bucky had to say

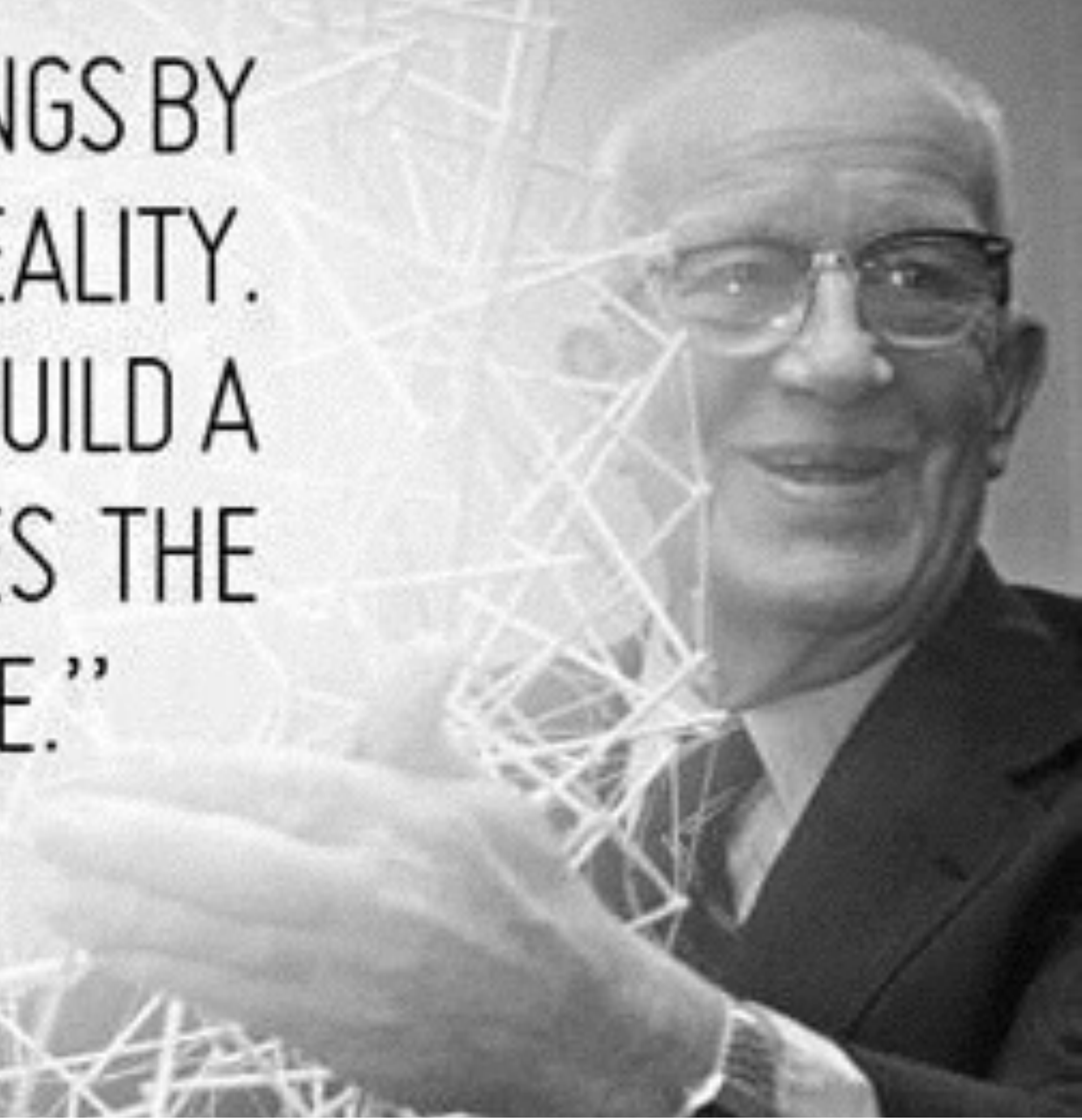


The Opportunity

Bucky had something to say about this kind of thing

“YOU NEVER CHANGE THINGS BY
FIGHTING THE EXISTING REALITY.
TO CHANGE SOMETHING, BUILD A
NEW MODEL THAT MAKES THE
EXISTING MODEL OBSOLETE.”

- BUCKMINSTER FULLER



Paris 2015 was a key step for Climate Change action

COP21
**CLIMATE CHANGE
CONFERENCE**
ACTION FOR PEOPLE
AND PLANET



THE CLIMATE IS CHANGING

Governments


World leaders issued the Challenge in Paris



Cities, regions, islands & countries are doing it



Go100RE.net

An aerial photograph of a residential neighborhood. Several houses have their roofs covered with blue solar panels. The houses have red-tiled roofs, and there are green lawns and trees visible between the buildings.

100% Renewable Energy: the only future we have!

100% Renewable Energy is reality today

Cities, regions, islands & countries are doing it

Cities, regions, islands & countries are doing it

News

May 10

LAST COAL-FIRED PLANTS SHUT DOWN IN SOUTH AUSTRALIA AND SCOTLAND SHOW...

States & Regions, RE100, Energy Transition Platform, Compact of States and Regions



News

Mar 20

SOUTH AUSTRALIA LAUNCHES NEW CLEAN ENERGY PLAN TO COMBAT GRID BLACK-OUT...

States & Regions, Under2



News

Apr 05

CALIFORNIA AND SCOTLAND SIGN NEW CLIMATE AGREEMENT TO SUPPORT THE UNDER2...

Under2



Local climate & energy initiatives are growing



Join the new Covenant of Mayors for Climate and Energy!

Local climate & energy initiatives are growing

“Cities are the drivers of progress and innovation, and through the Compact of Mayors, they can help nations set new, aggressive climate targets over the next year.”

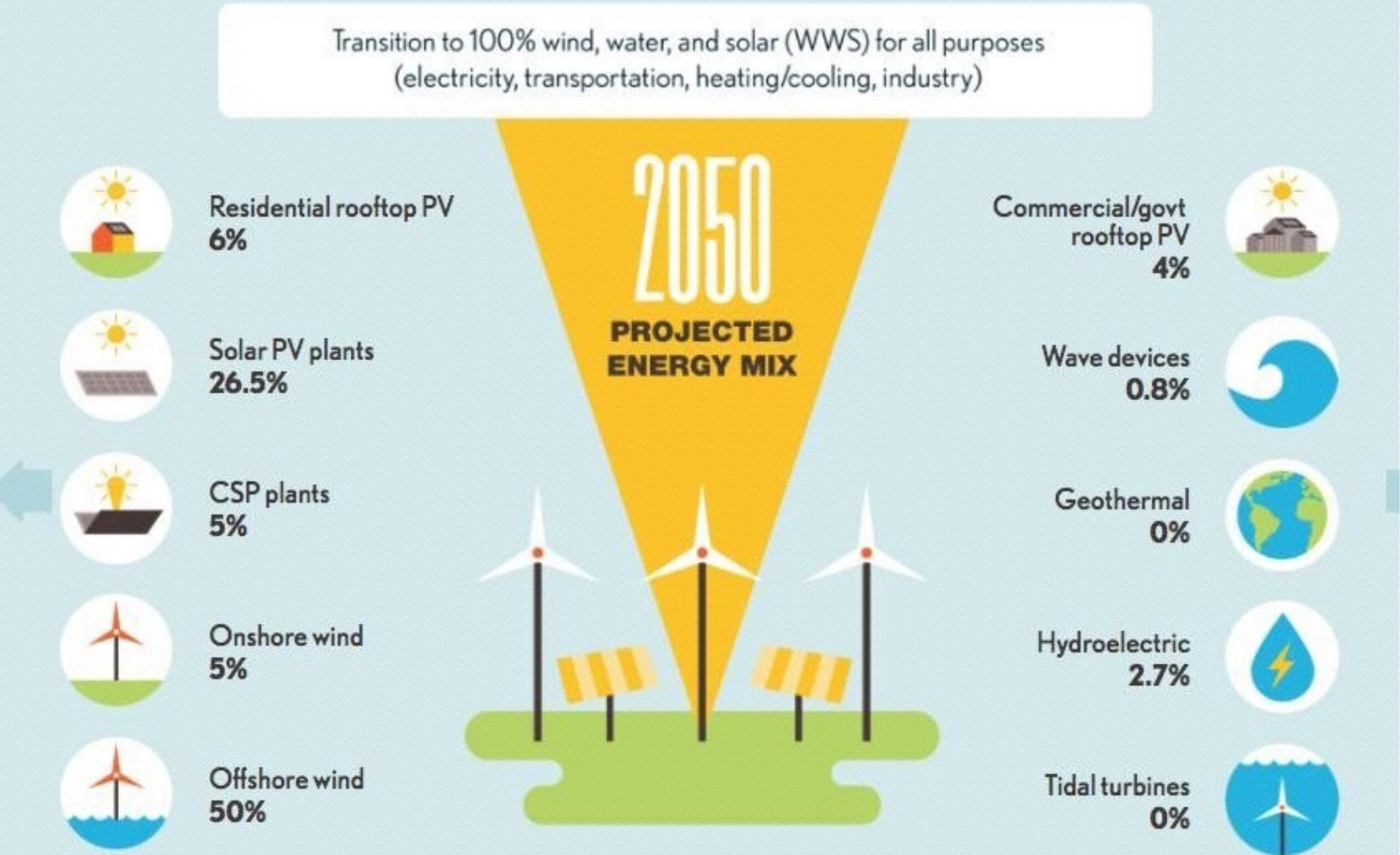
– Michael R. Bloomberg, UN Secretary-General’s Special Envoy for Cities and Climate Change

Reporting Partners



North Carolina has a bold vision for 100% RE

100% NORTH CAROLINA

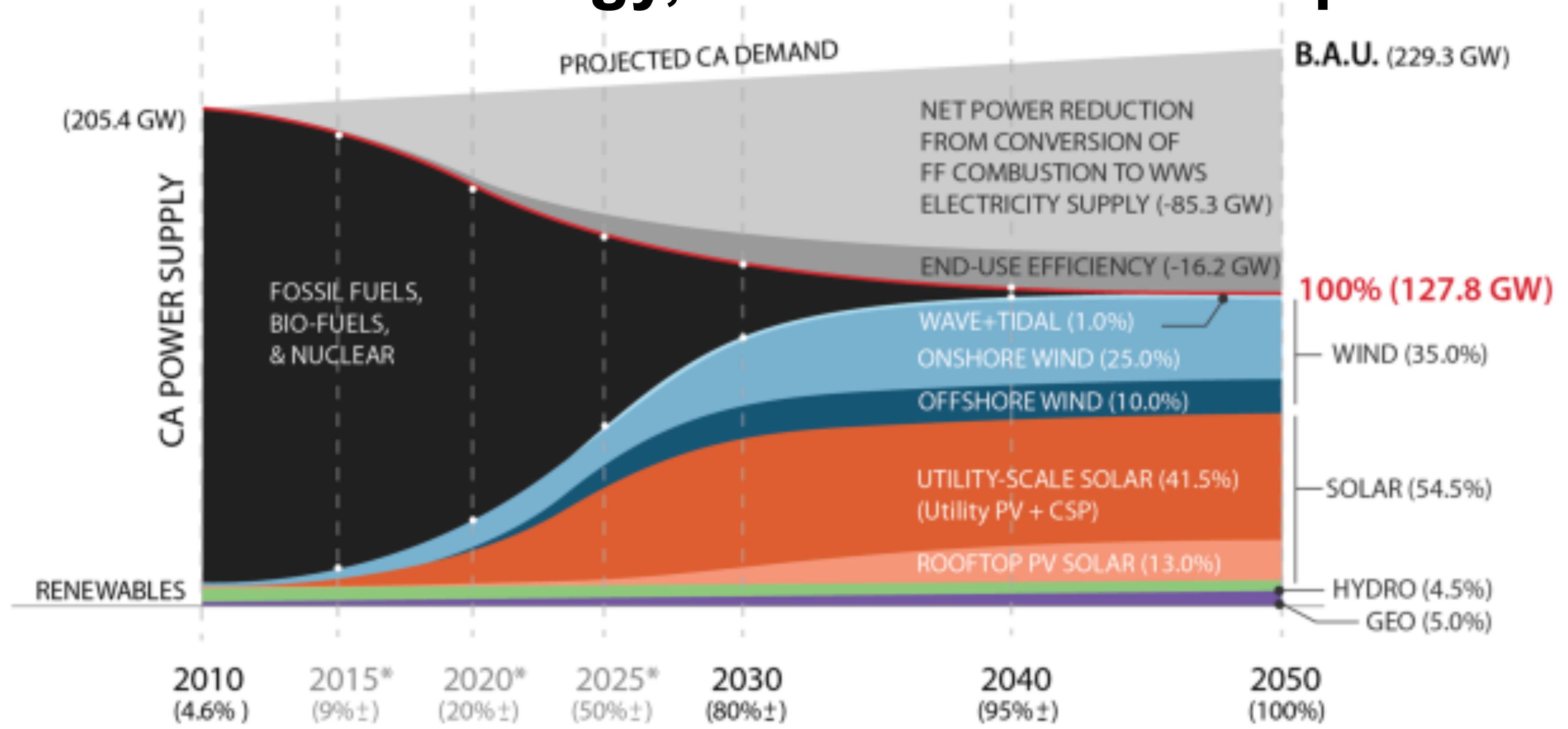


NORTH CAROLINA'S BOLD VISION FOR 100%

MARCH 17, 2017

North Carolina State Representatives Pricey Harrison (D-Guilford), John Autry (D-Mecklenburg), and Jean Farmer-Butterfield (D-Wilson) have introduced the first legislation ever in the North Carolina General Assembly to call for the State of North Carolina and the United States to set a...

California has the political will to replace fossil fuels with renewable energy, which SJSU can tap into



Projected Energy Supply & Demand, **California**

Senator de León has a new bill to push for 100% RE



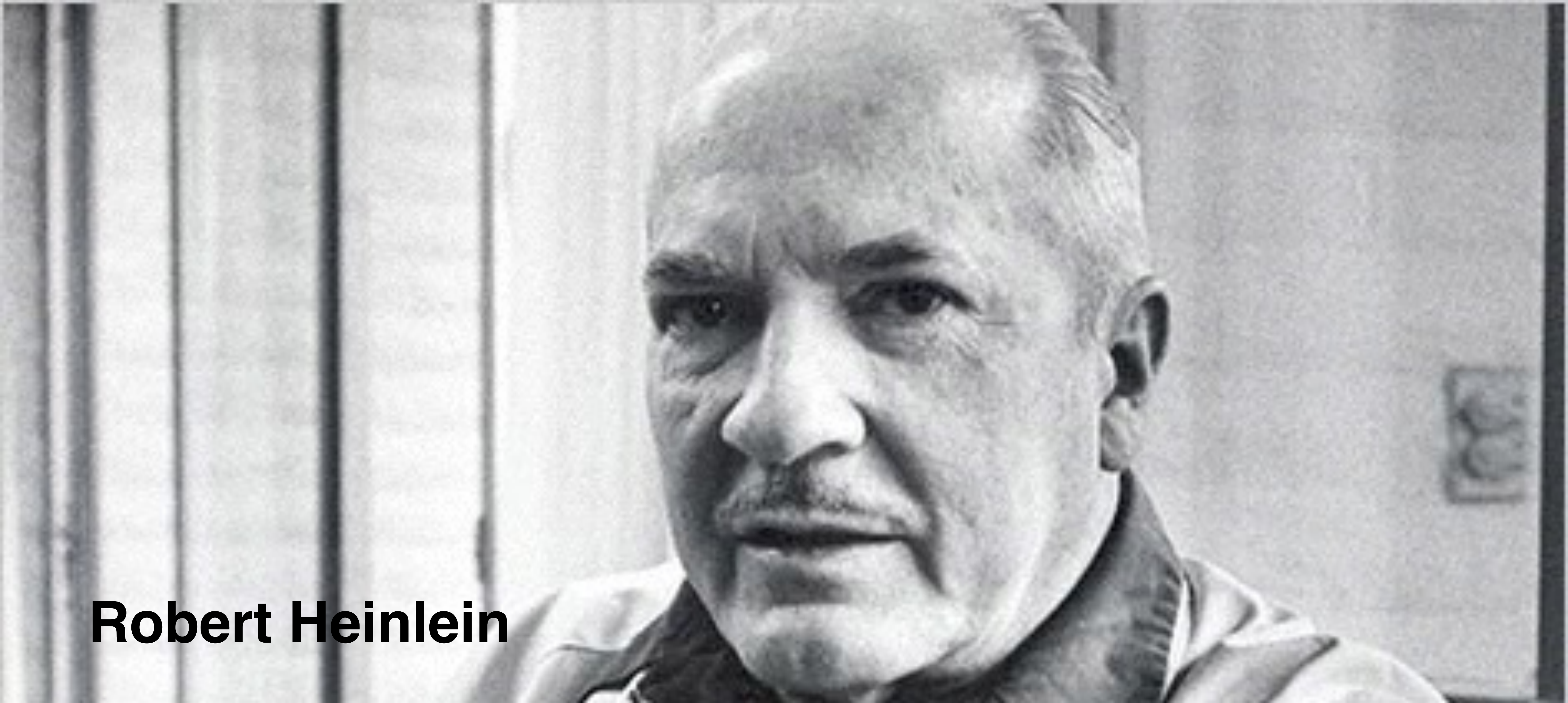
Industry

“Industry is hard to decarbonize”



Jeffrey Sachs
UN Advisor

Always listen to experts. They'll tell you what can't be done and why. *Then do it.*



Robert Heinlein

I know one industry group that is doing it

SSAB

PRODUCTS ▾

STEEL SELECTOR

SUPPORT

SERVICES

CONTACT US

COMPANY ▾

SUSTAINABILITY

SSAB AND SUSTAINABILITY

SUSTAINABLE OFFERING

SUSTAINABLE OPERATIONS

RESPONSIBLE PARTNER



Carbon-dioxide-free steel industry

SSAB, LKAB and Vattenfall are launching an initiative to solve the carbon dioxide problem in the Swedish steel industry. Together, the companies involved will initiate work to develop a steel production process that emits water rather than carbon dioxide.

I know one industry group that is doing it

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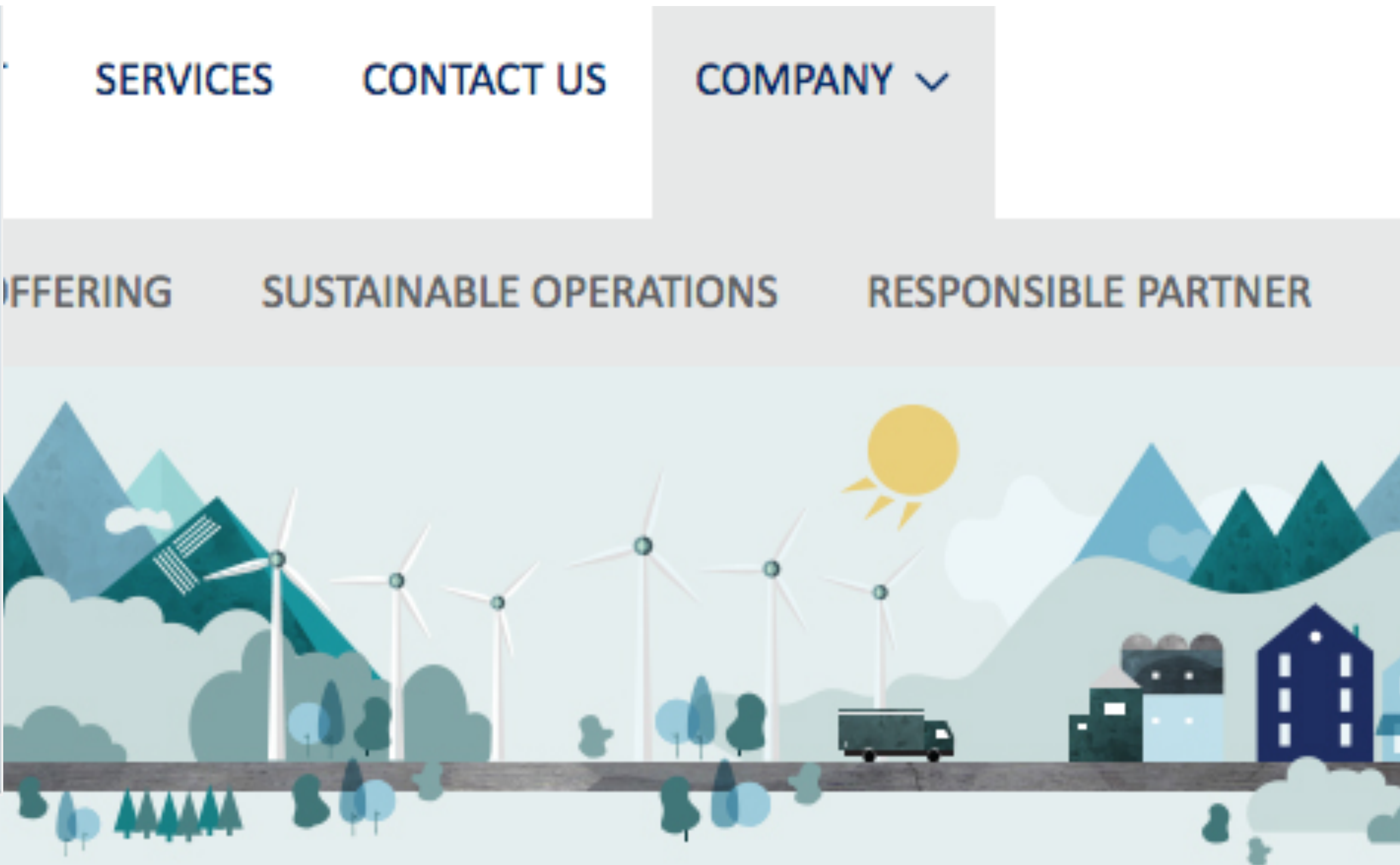
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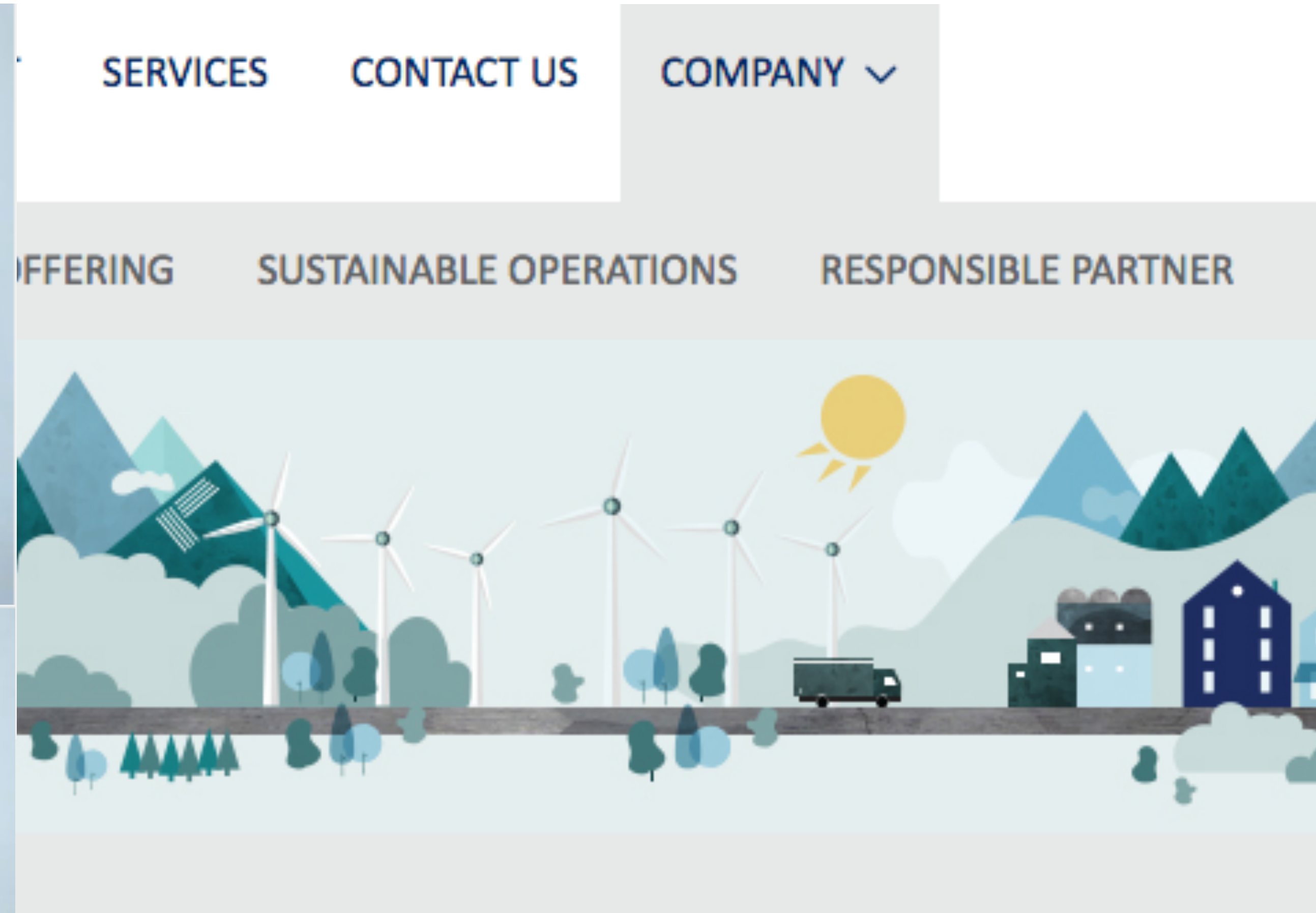
I know one industry group that is doing it



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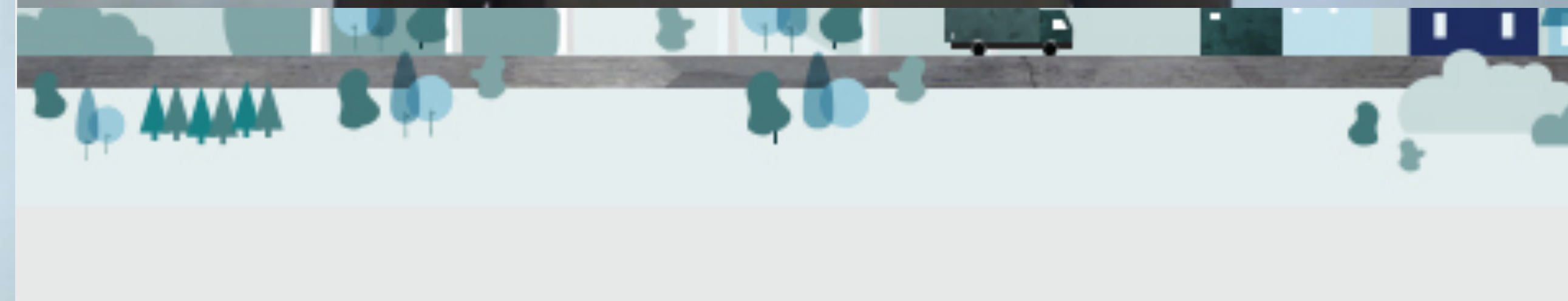
I know one industry group that is doing it



l industry

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will initiate work to develop a steel
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**“Renewables
not nuclear”**

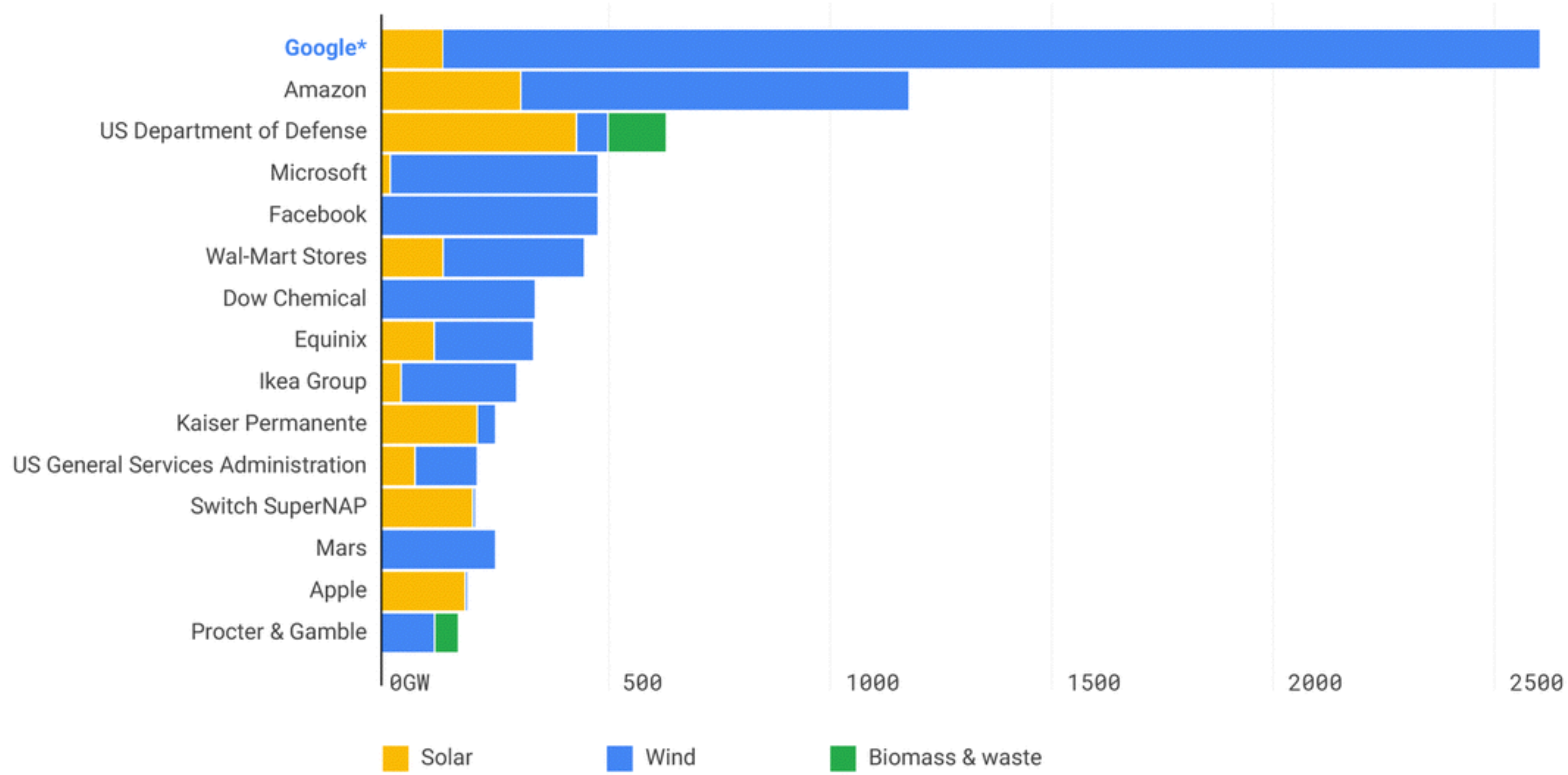
Many businesses have jumped on board

**88 OF THE WORLD'S MOST
INFLUENTIAL COMPANIES
ARE COMMITTED TO 100%
RENEWABLE POWER**

RE100.org

Many businesses have jumped on board

CUMULATIVE CORPORATE RENEWABLE ENERGY PURCHASING
IN THE UNITED STATES, EUROPE, AND MEXICO—NOVEMBER 2016



Source: Bloomberg New Energy Finance

*Google total also includes one 80 MW project in Chile

Many businesses have jumped on board

GOOGLE IS SET TO REACH 100% RENEWABLE ENERGY - AND IT'S JUST THE BEGINNING



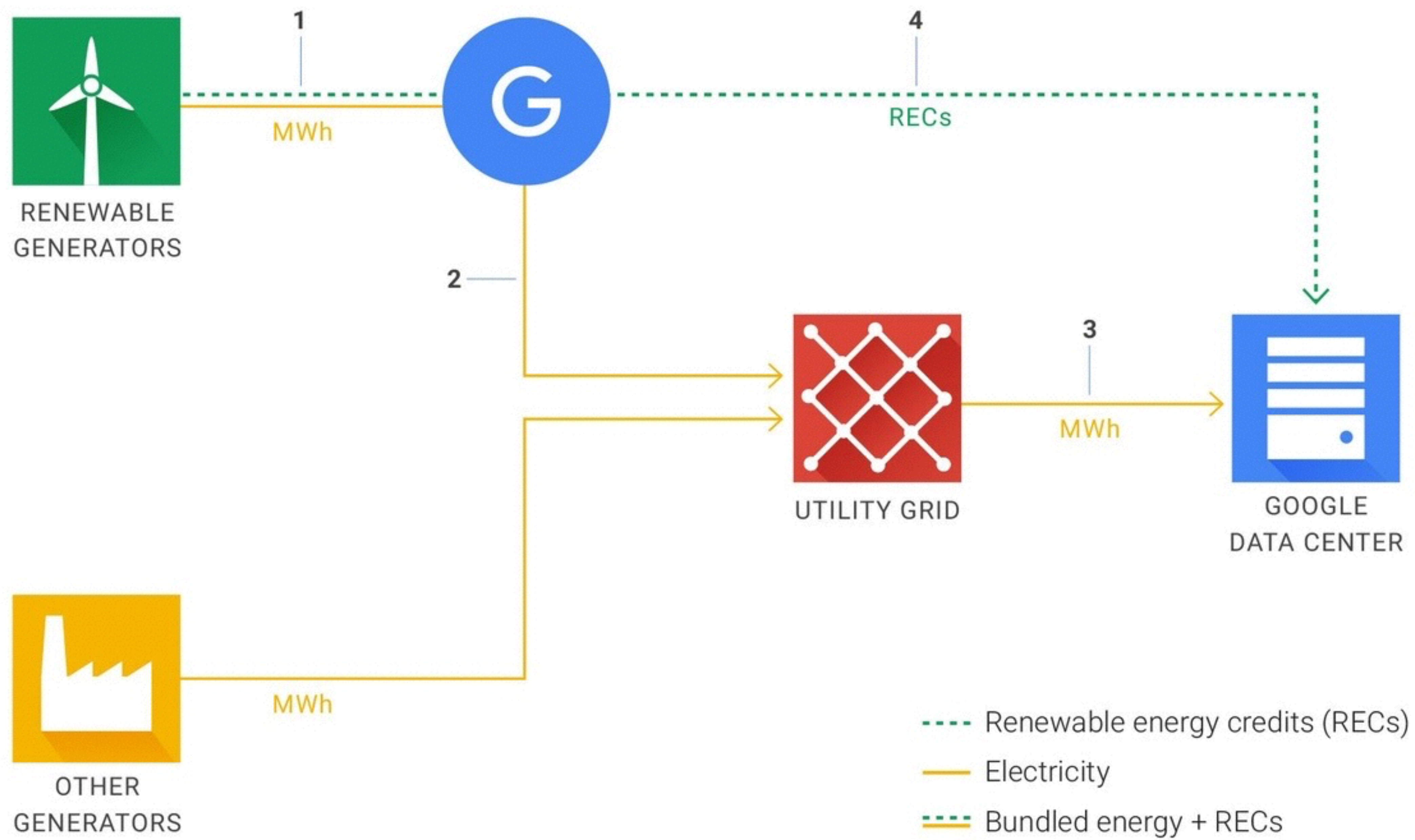
Blog



Reading time: 5 minutes

6 December 2016

Many businesses have jumped on board



Many businesses have jumped on board

2.6_{GW}

Total renewable energy we've contracted to purchase globally.

20

Number of agreements Google has made to purchase renewable energy to date.

842_{MW}

In 2015, we entered into six new agreements totaling 842 MW—the largest aggregate purchase of renewable energy ever made by a non-utility.

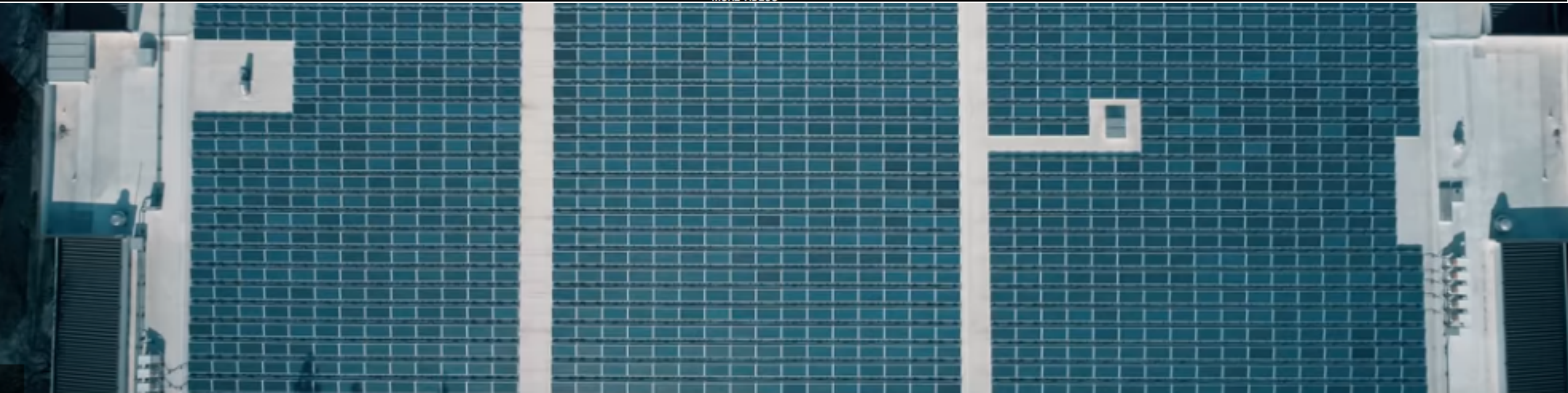
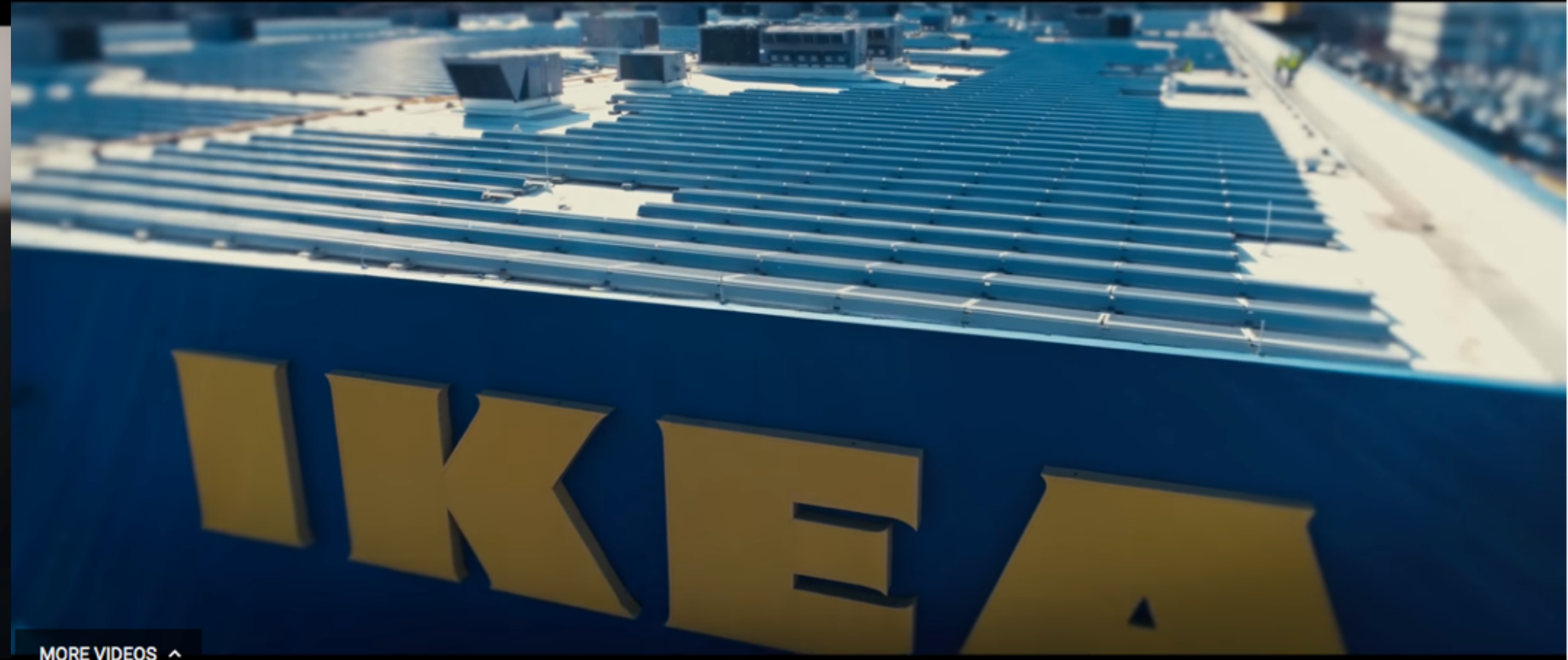
\$3.5_{billion}

New capital investments worldwide generated by renewable energy projects from which we buy electricity.

\$10_{s of millions}

Economic impact of lease payments and local taxes from Google's commitment to renewable energy.

Many businesses have jumped on board



Many businesses have jumped on board

WORLD'S LARGEST BREWER COMMITS TO A 100% RENEWABLE ELECTRICITY FUTURE

LONDON: The world's largest brewer, **Anheuser-Busch InBev**, has joined **RE100** with a commitment to power its global operations – representing almost six terawatt-hours of electricity annually – with 100% renewable sources.

Many businesses have jumped on board

ABInBev

Committing to a Renewable Electricity Future

100% purchased electricity from renewable sources by 2025



AB InBev to become the largest corporate direct purchaser of renewable electricity in the global consumer goods sector¹



Mexico leads the way

Our renewable electricity transformation starts in Mexico by signing an agreement which will increase the country's wind and solar energy capacity > 5%²



Shift in sourcing purchased electricity from renewable sources from today to 2025

Reducing our carbon footprint by **30%**

Equivalent to removing nearly 500,000 cars from the road³



Shifting electricity to renewable resources

Our commitment will shift 6 terawatt-hours of electricity annually to renewable sources, equivalent to solar panels covering the area of 400 soccer pitches⁴



Religion

Pope Francis is leading the way



ENCYCLICAL LETTER

LAUDATO SI'

OF THE HOLY FATHER

FRANCIS

ON CARE FOR OUR COMMON HOME

Pope Francis is leading the way



“In the end, everything has been entrusted to our protection, and all of us are responsible for it.”

- Pope Francis

Universities

Other universities are doing it



Sustainability at UC

"...Now, this is a steep mountain, and we have to figure out how to reach the top. But we are the University of California. And there is no reason that UC can't lead the world in this quest, as it has in so many others... The good news is that research universities like UC are in the business of breaking through barriers. That's why we call them breakthroughs. It is the essence of what research universities do."

– UC President Janet Napolitano, announcing that UC will be carbon neutral by 2025

Sustainability Brochure



UC: The Living Laboratory for Sustainability

Other universities are doing it



Sustainability at UC

"...Now, this is a steep mountain, and we have to figure out how to reach the top. But we are the University of California. And there is no reason that UC can't lead the world in this quest, as it has in so many others... The good news is that research universities like UC are in the business of breaking through barriers. That's why we call them breakthroughs. It is the essence of what research universities do."

– UC President Janet Napolitano, announcing that UC will be carbon neutral by 2025

Sustainability Brochure



UC: The Living Laboratory for Sustainability

Other universities are doing it



Join the movement!



Coal was just the beginning. It's time to
#DivestTheRest.

Get Involved:

Want to get involved with Fossil Free Stanford? First...

1. Sign our **petition**.
2. Like us on **Facebook**.
3. Follow us on **Twitter**.

...So we can keep you up to date on our campaign, and tell you about key opportunities to take action.

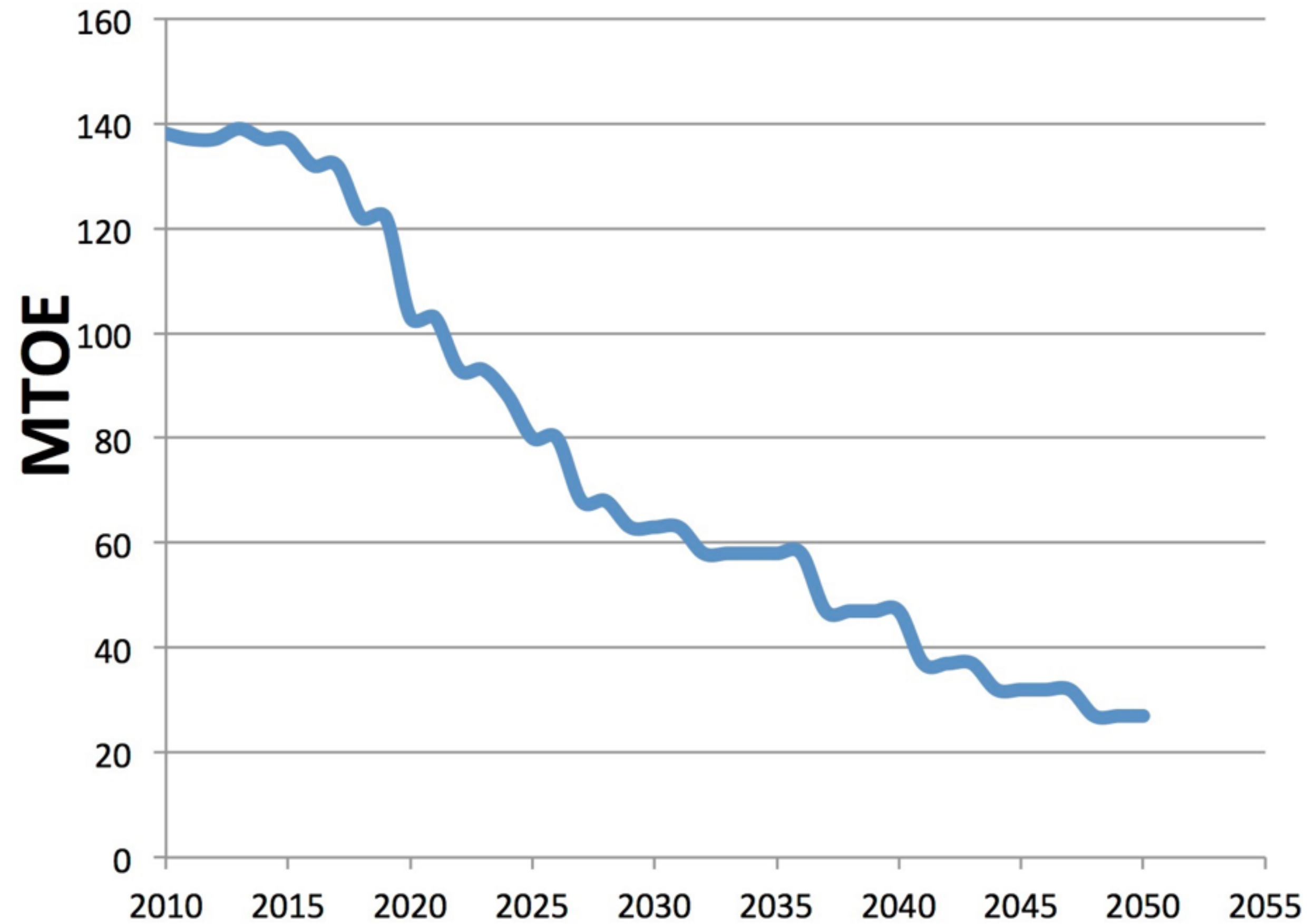


If they can do it, so can we at San José State!

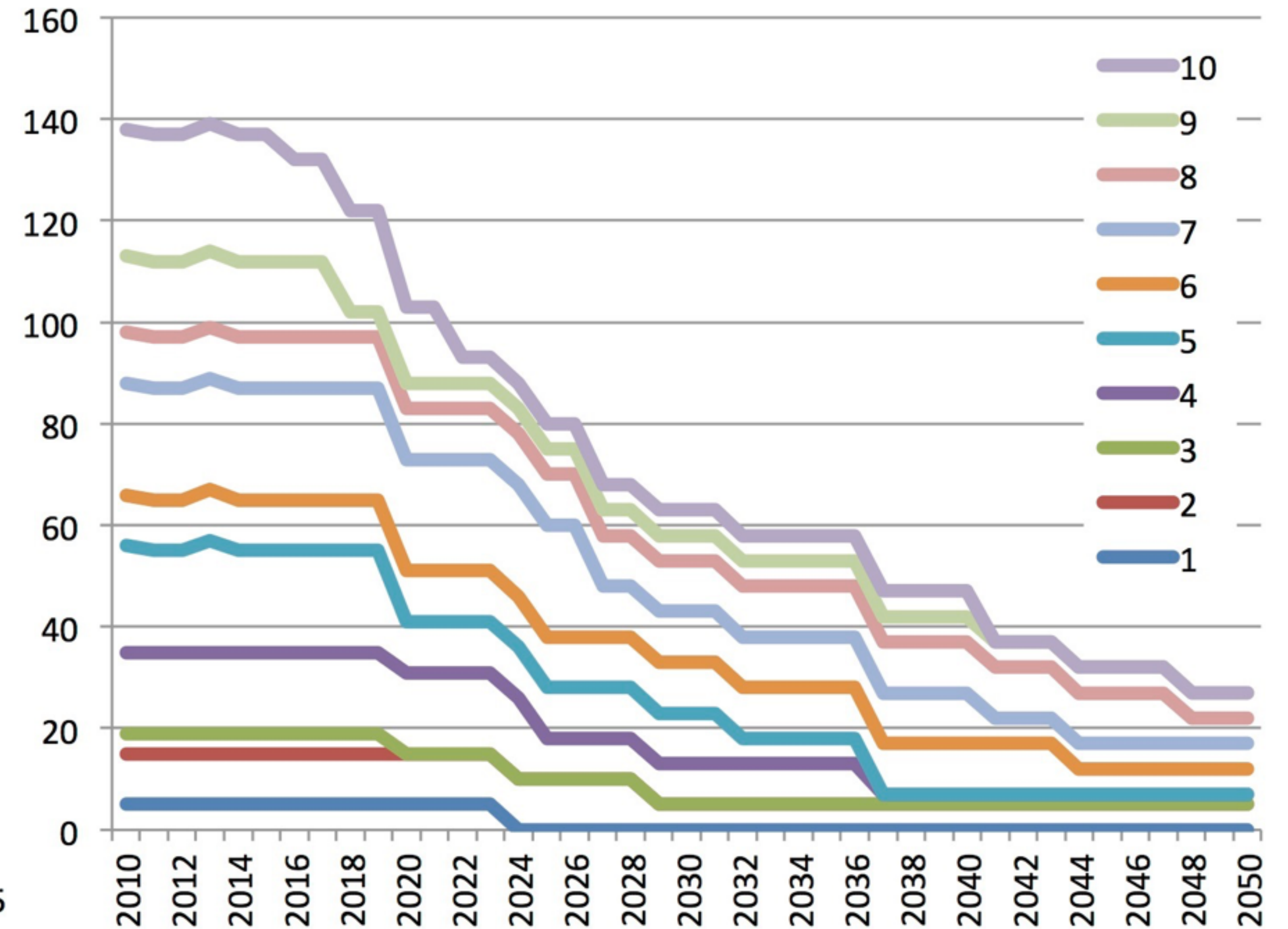


The transition happens one project at a time

Future Scenario for Fossil Fuel Use



Future Scenario for Energy Transition



Only individuals can do it

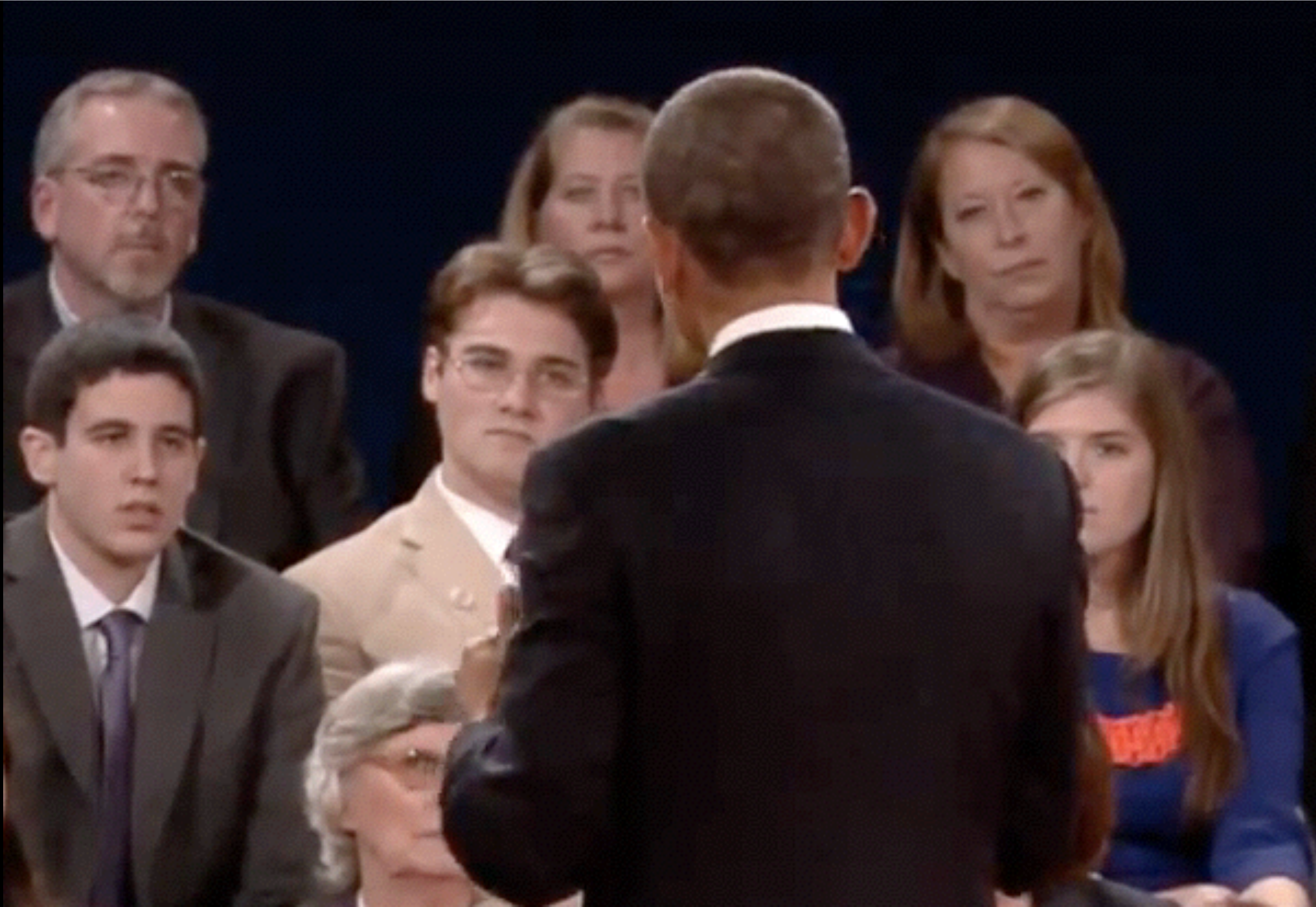
Getting jobs was a hot topic in the 2012 debates



“When I graduate, I will have little chance to get employment ... what can you say to reassure me...?”



Obama: “We’ve got to make sure we’re building the energy source of the future...”



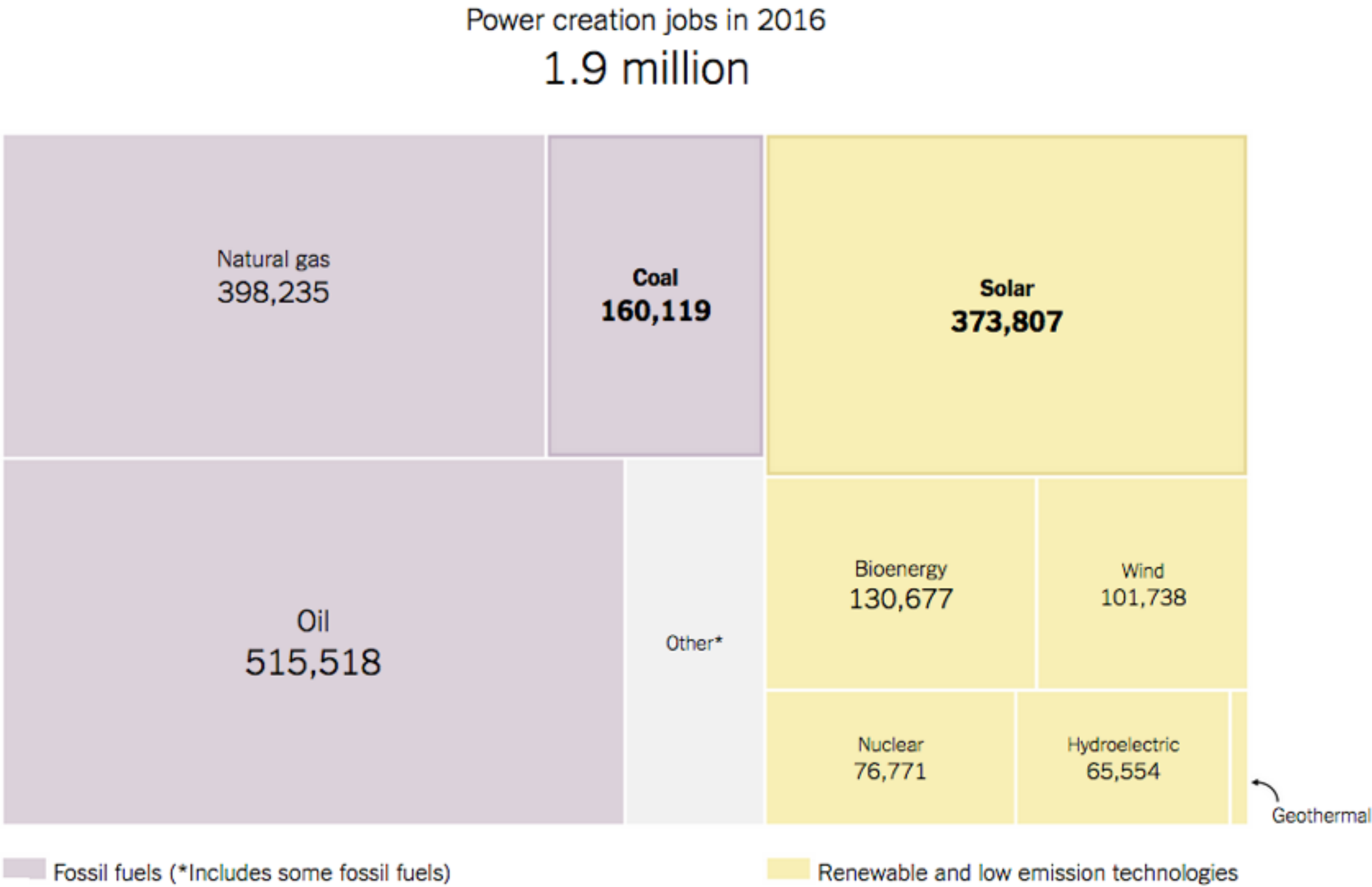
Today’s Energy Jobs Are in Solar, Not Coal

Today’s Energy Jobs Are in Solar, Not Coal

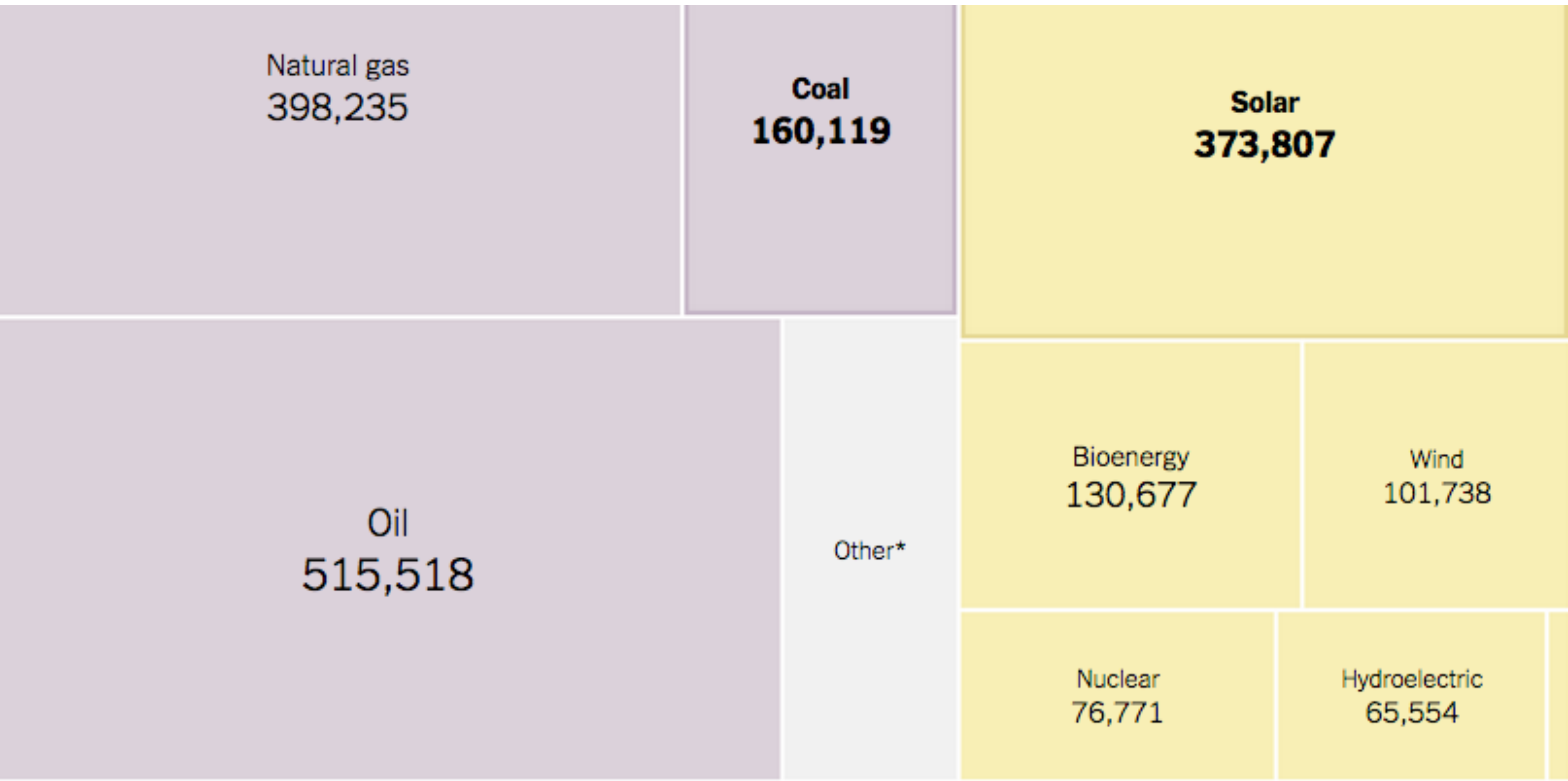
By NADJA POPOVICH APRIL 25, 2017

President Trump has promised to revive the coal industry and double down on fossil fuels, creating “[so many energy jobs](#),” but he has not focused on the increasingly important role of renewable power in America’s energy economy.

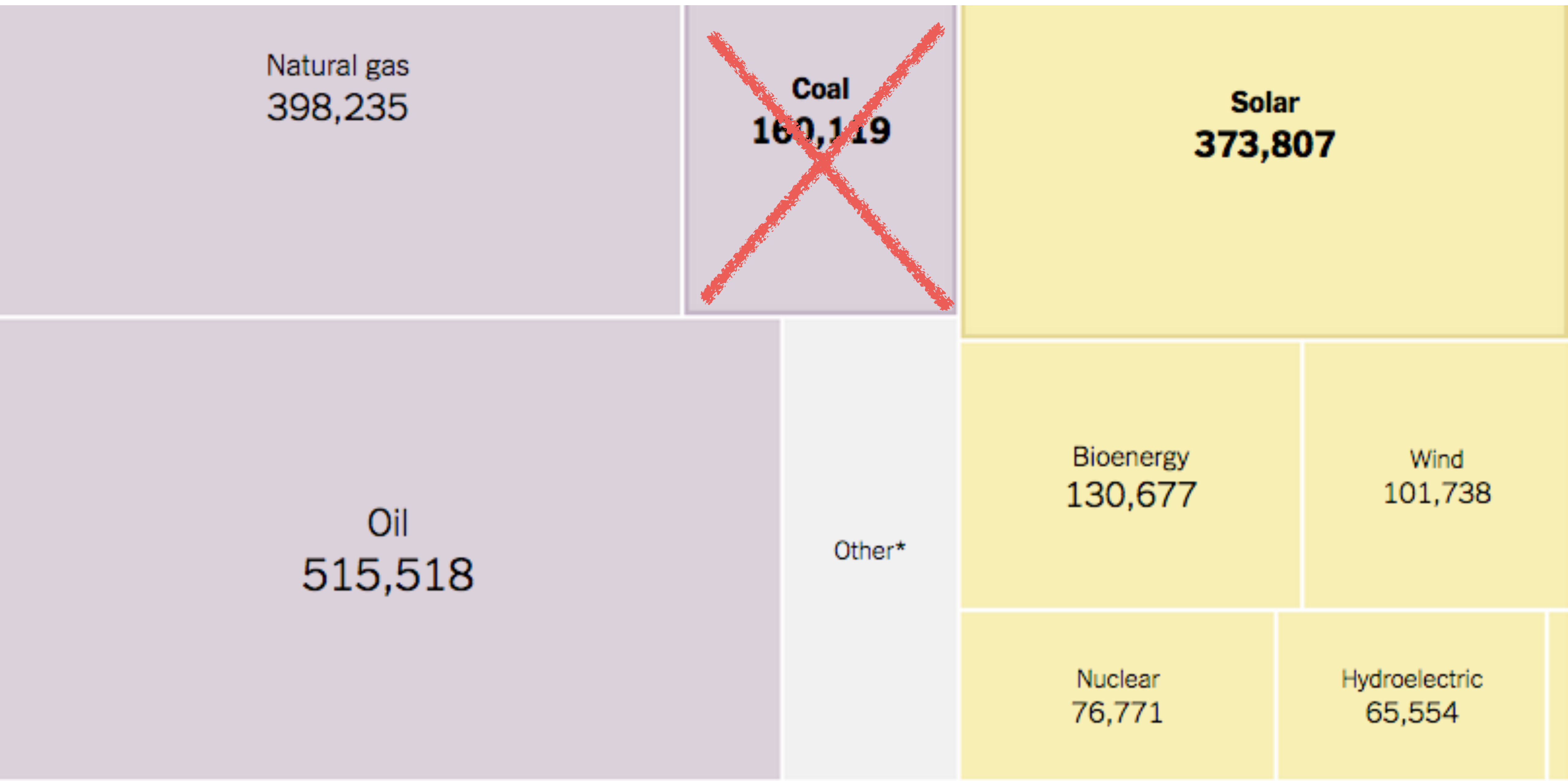
Last year, the solar industry employed many more Americans than coal, while wind power topped 100,000 jobs.



Today's Energy Jobs Are in Solar, Not Coal



Today's Energy Jobs Are in Solar, Not Coal



Bucky Fuller taught us how to predict the future



**“THE BEST WAY
TO PREDICT
THE FUTURE
IS TO
DESIGN IT”
—BUCKMINSTER
FULLER**

Solar
Storage
Smart Grid

The best place to start is right here at home



ENGINEERING AT SAN JOSÉ STATE

CHARLES W. DAVIDSON COLLEGE OF ENGINEERING

powering Silicon Valley



Engineering For Good

SJSU | CHARLES W. DAVIDSON
COLLEGE OF ENGINEERING

Spring 2017

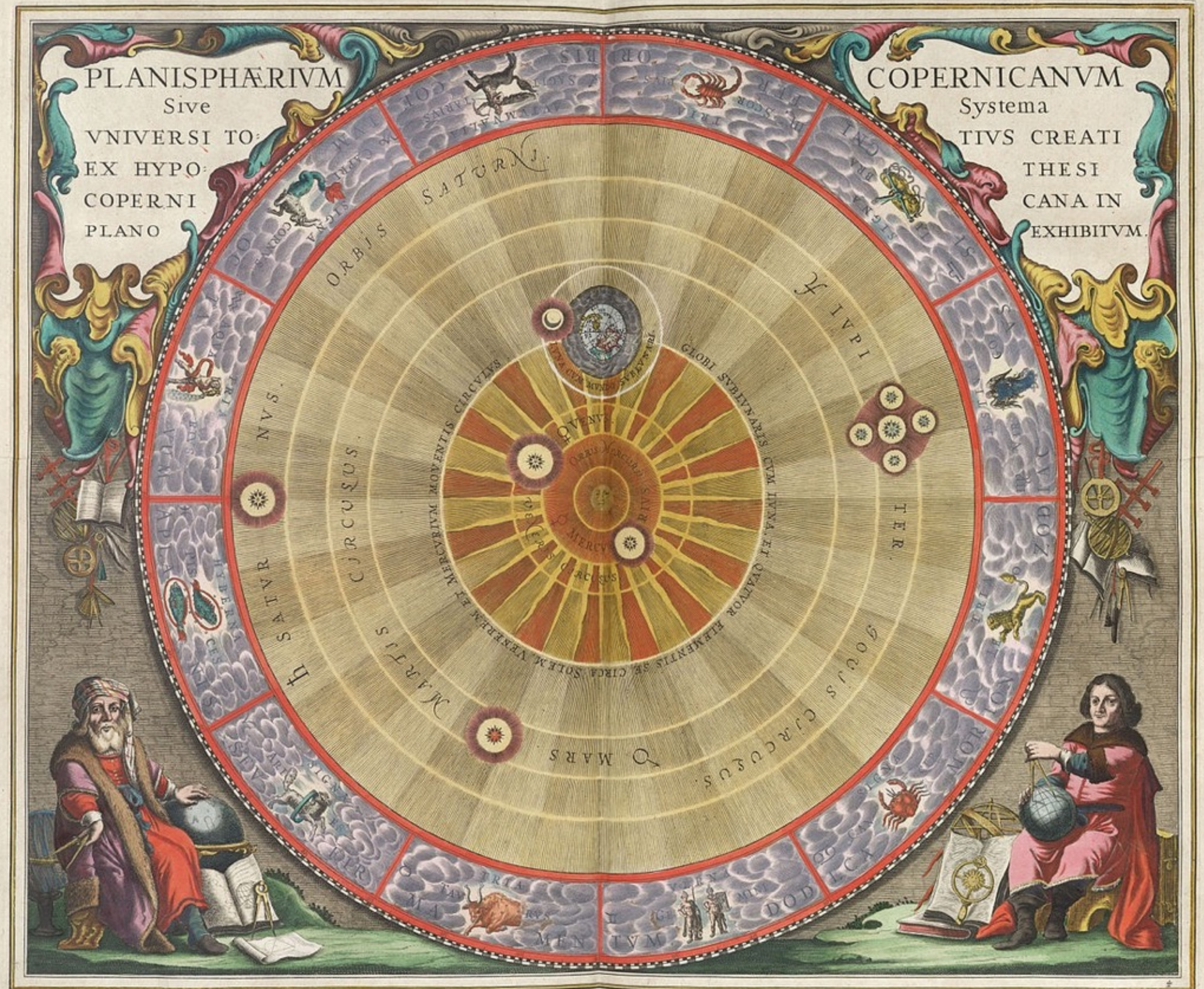
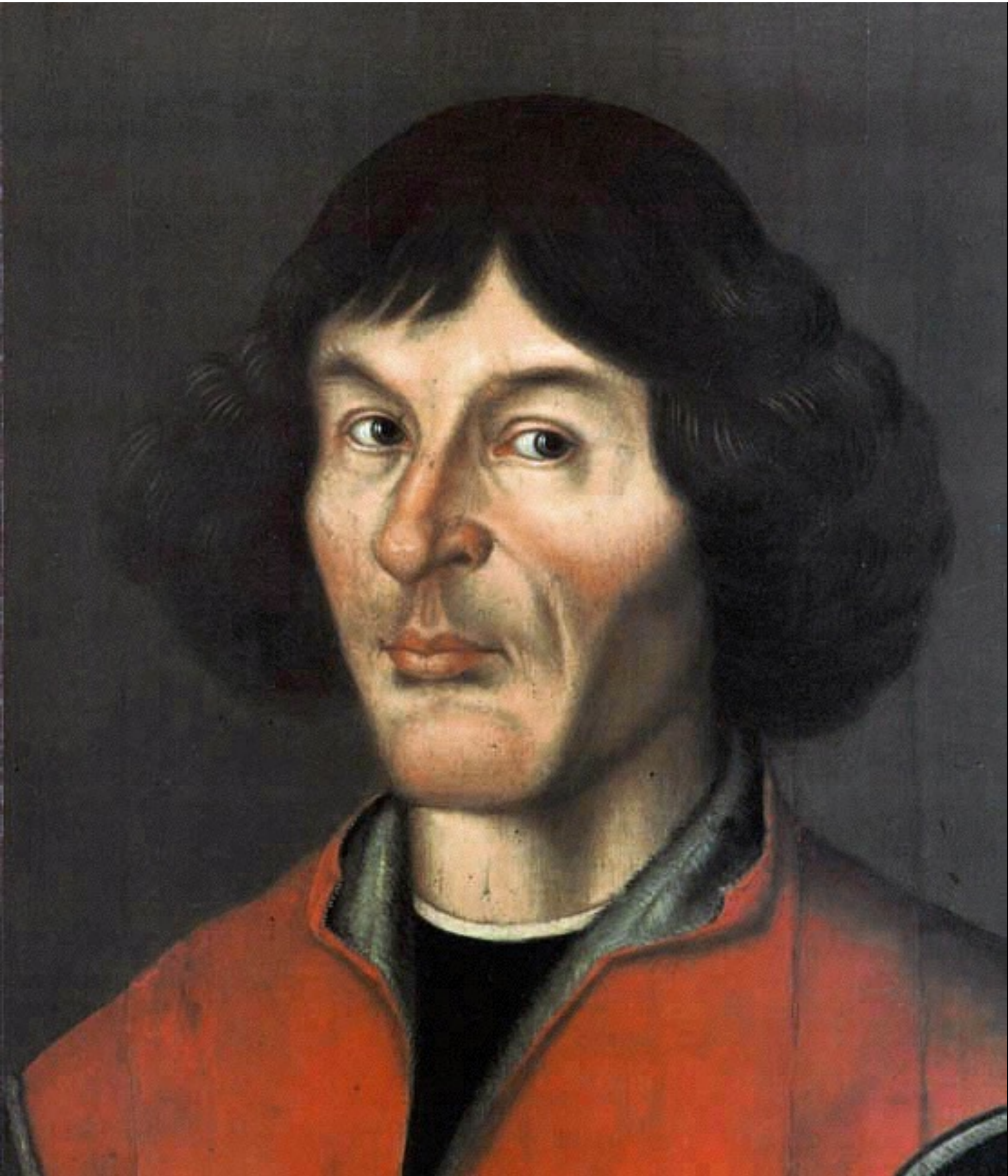
We need to know how much solar can be captured



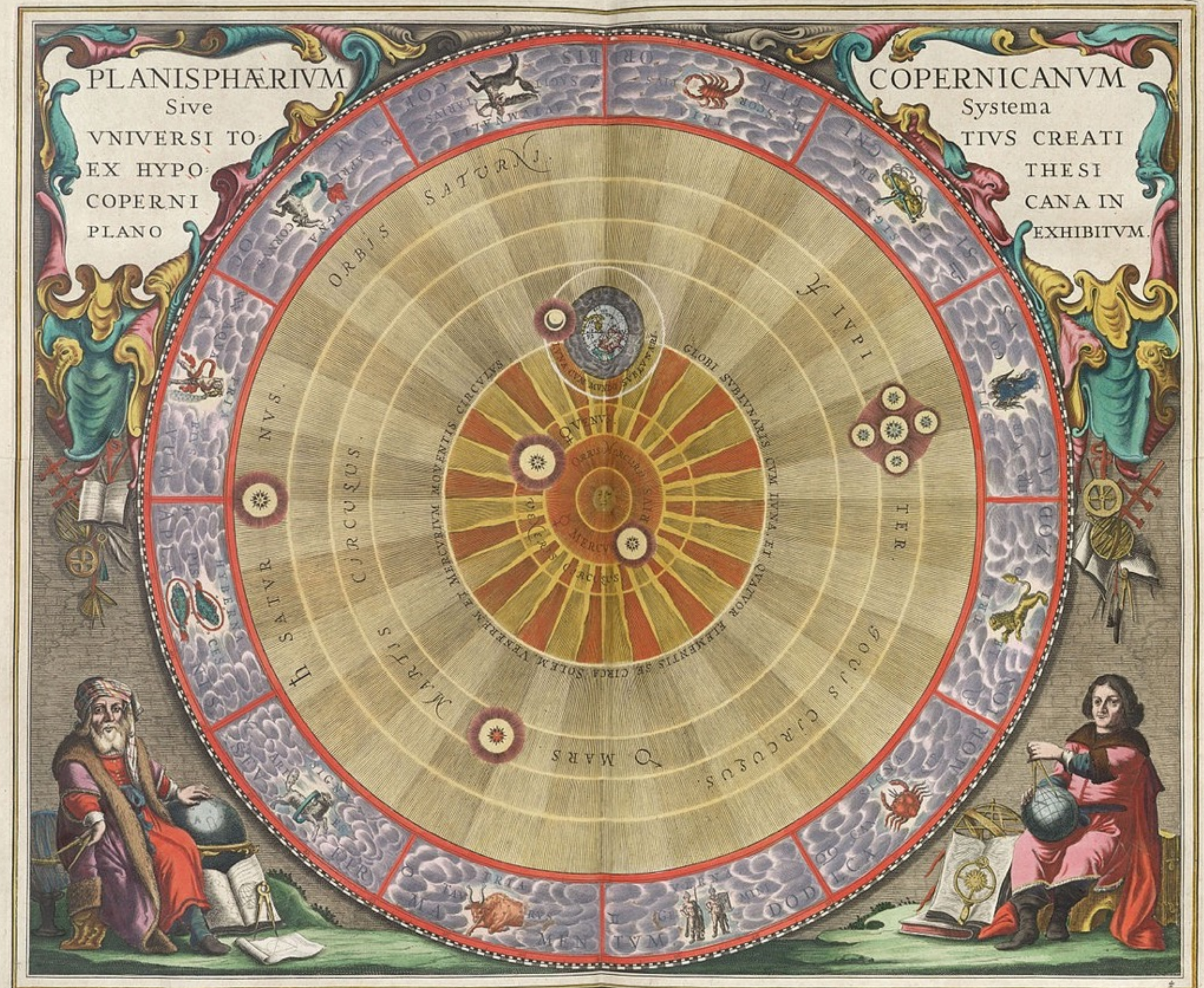
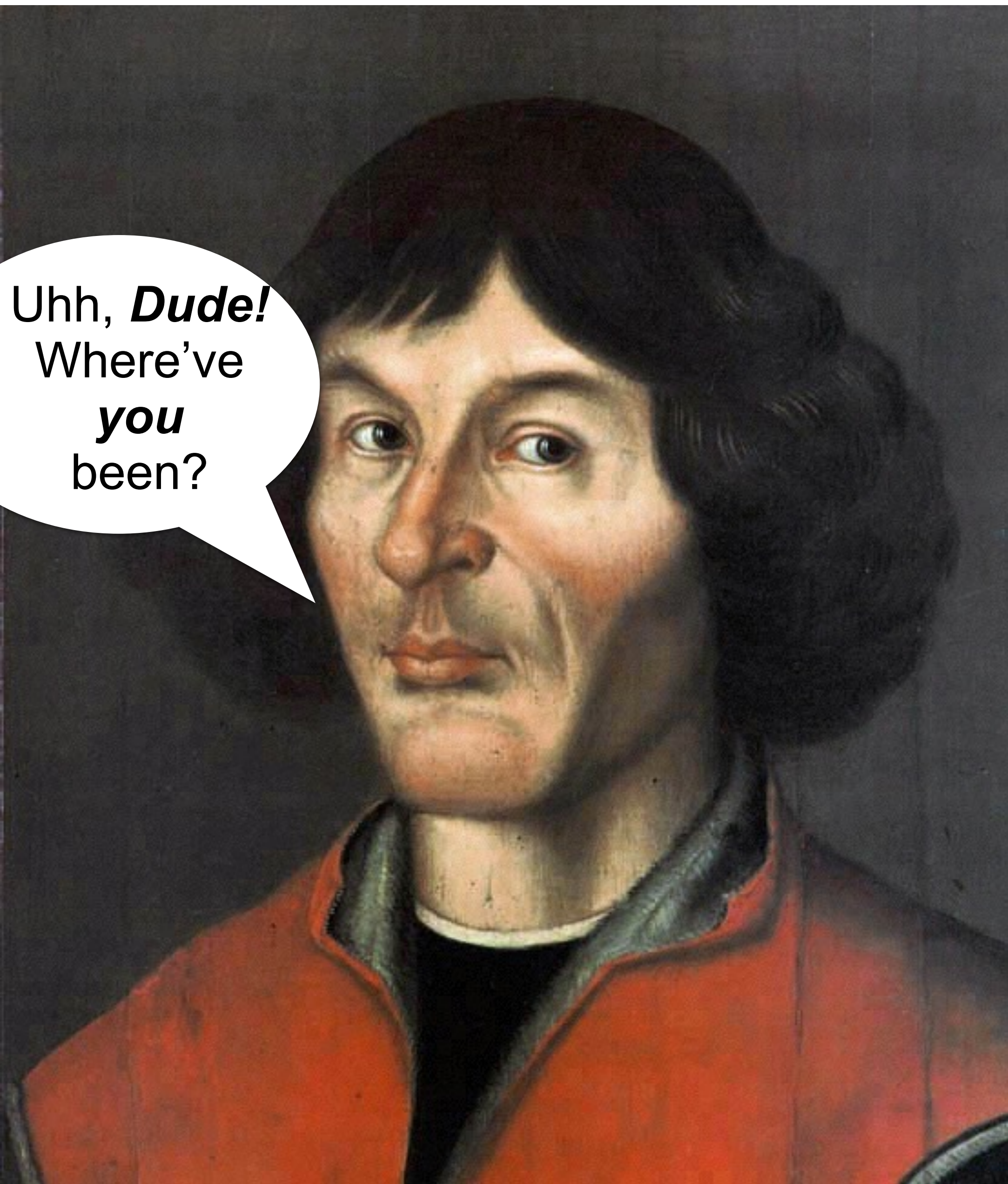
There is concern: “...these are intermittent sources”



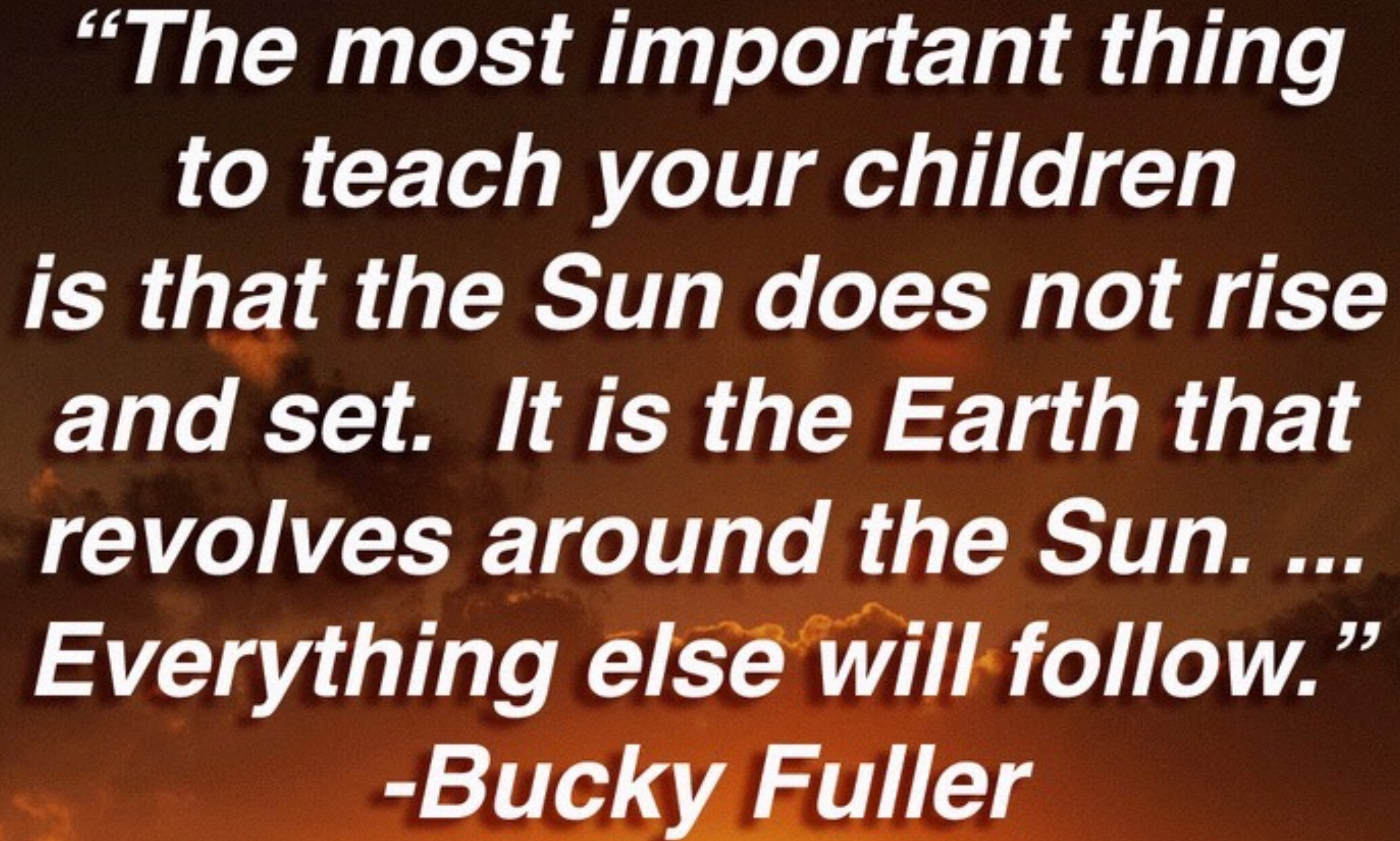
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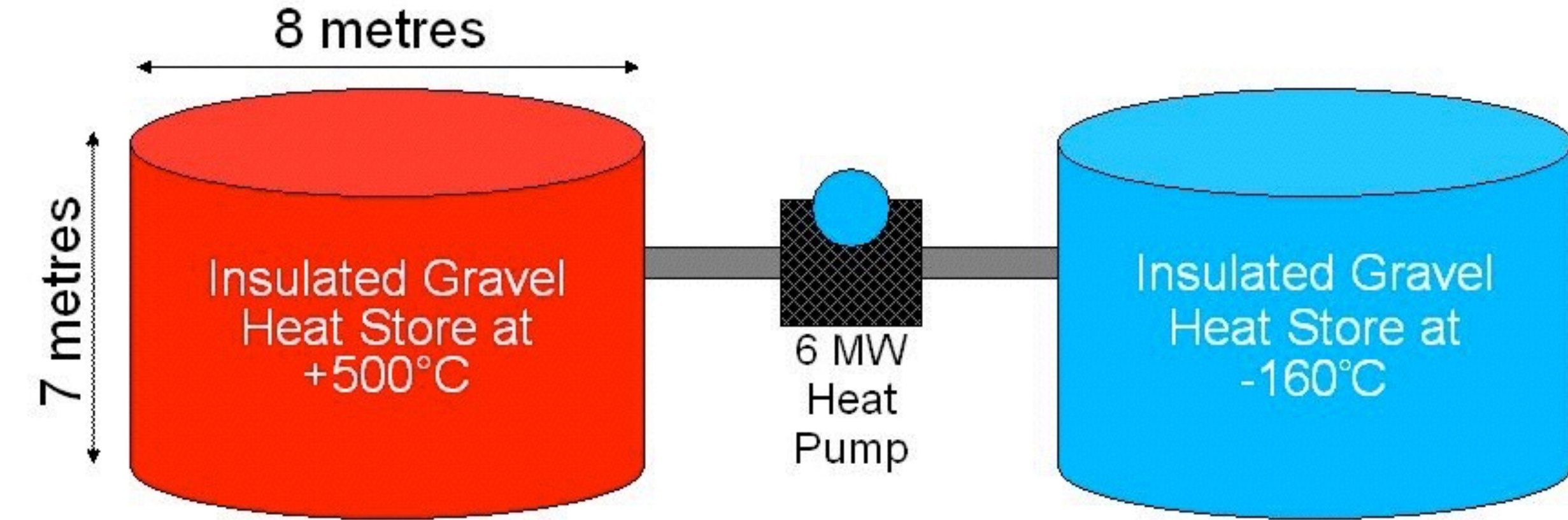


There is concern: “...these are intermittent sources”



***“The most important thing
to teach your children
is that the Sun does not rise
and set. It is the Earth that
revolves around the Sun. ...
Everything else will follow.”
-Bucky Fuller***

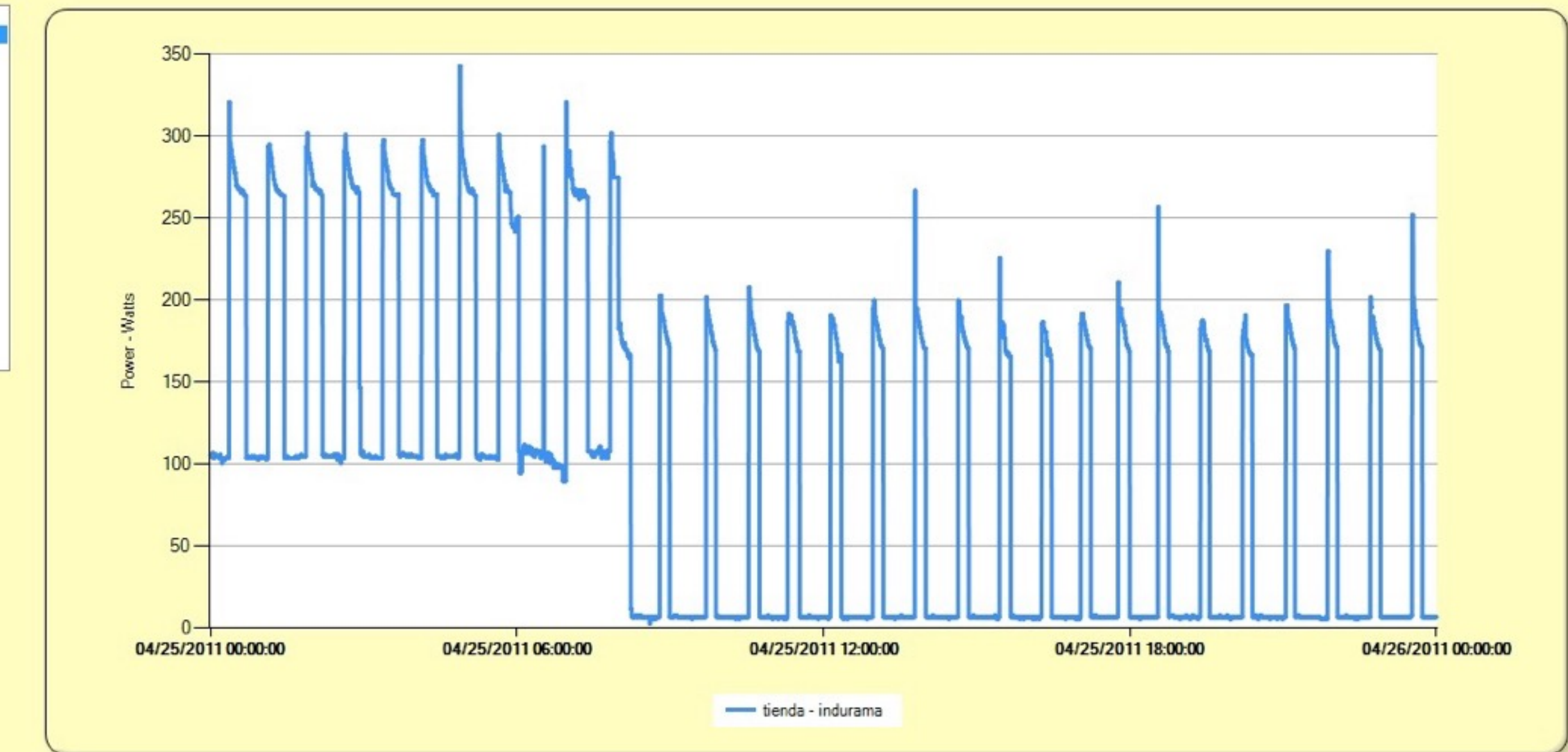
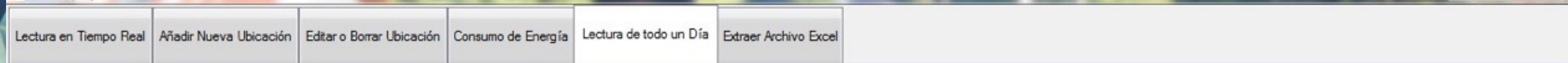
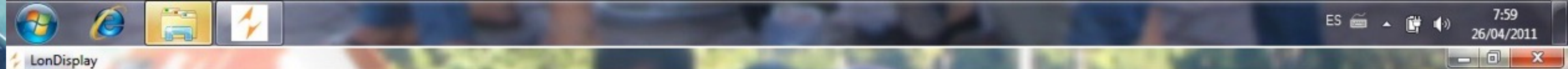
There are many storage technologies we can use



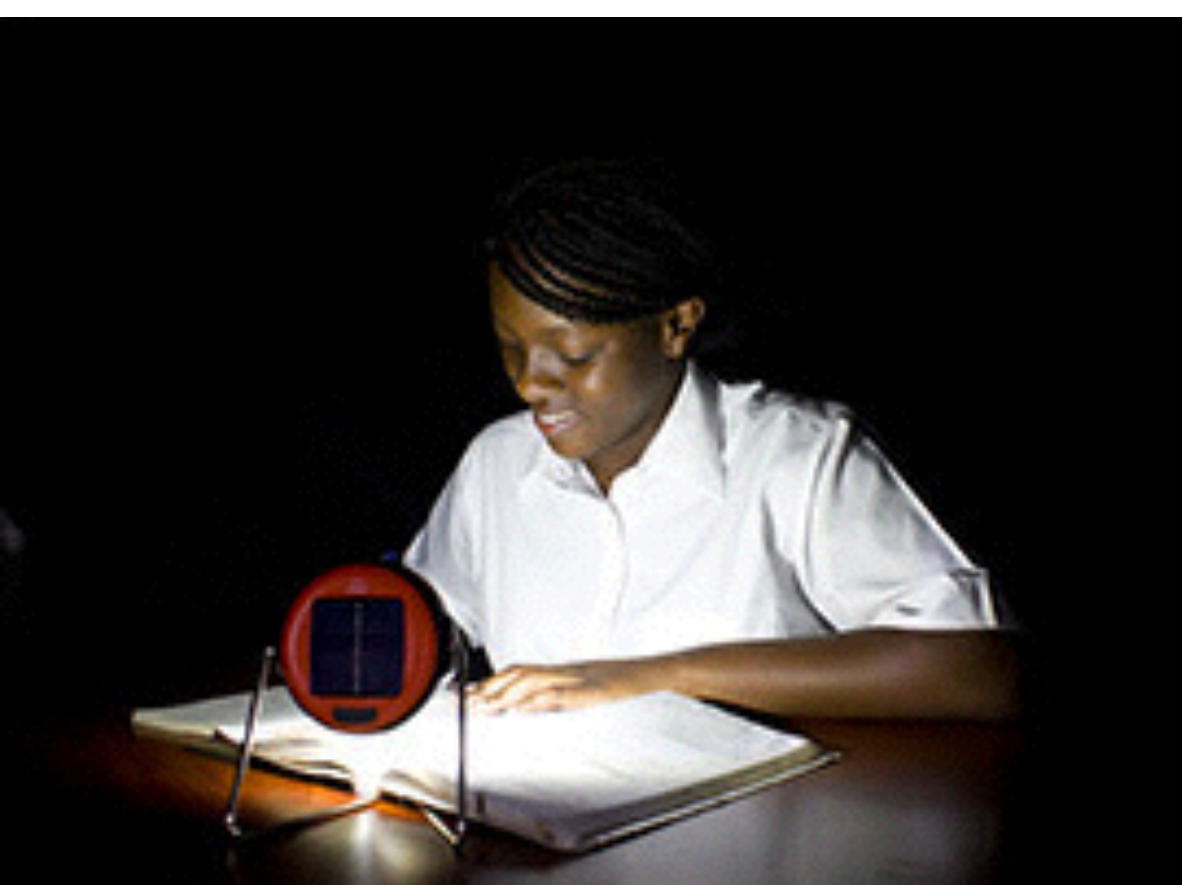
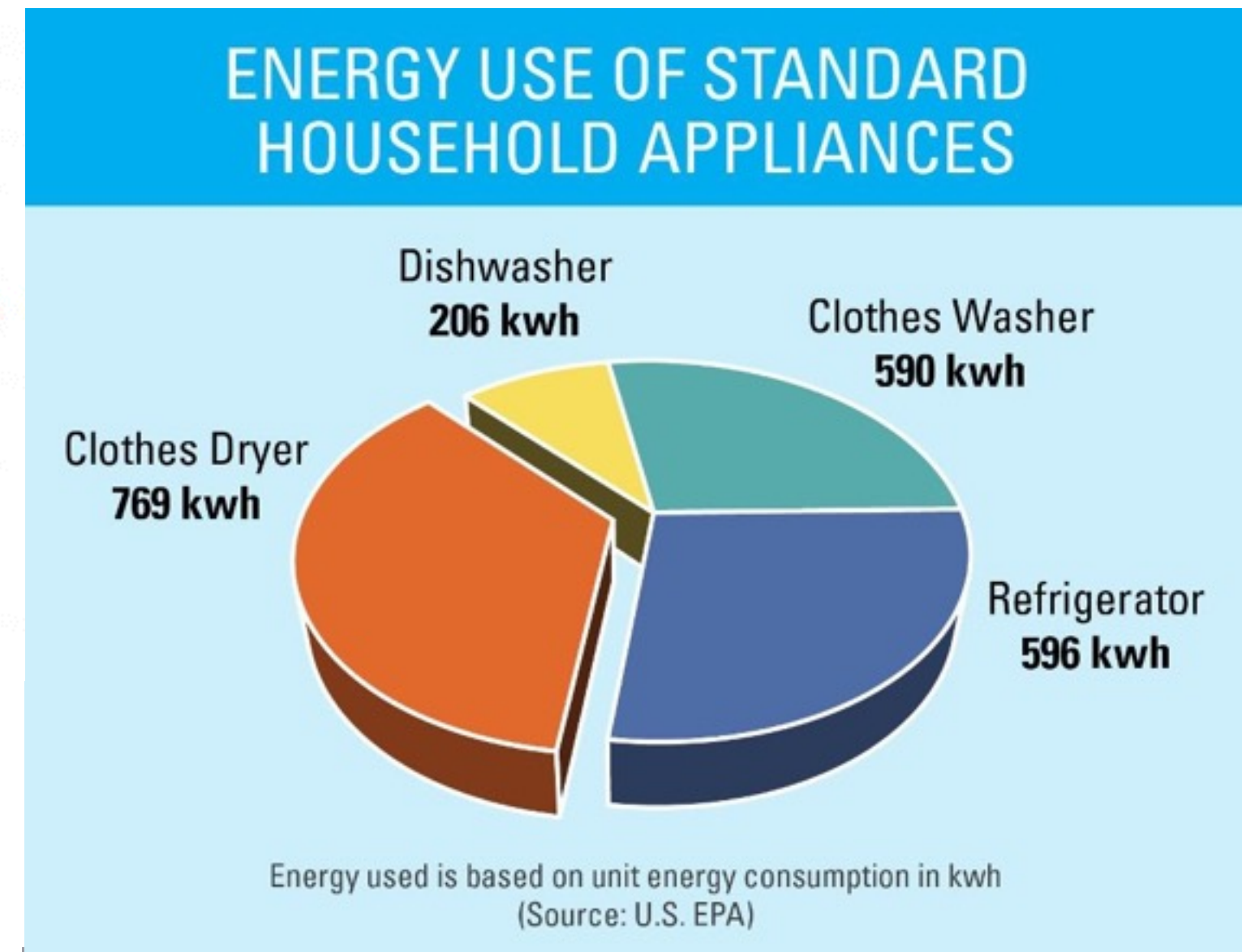
And we need to know how much energy is used



And we need to know how much energy is used



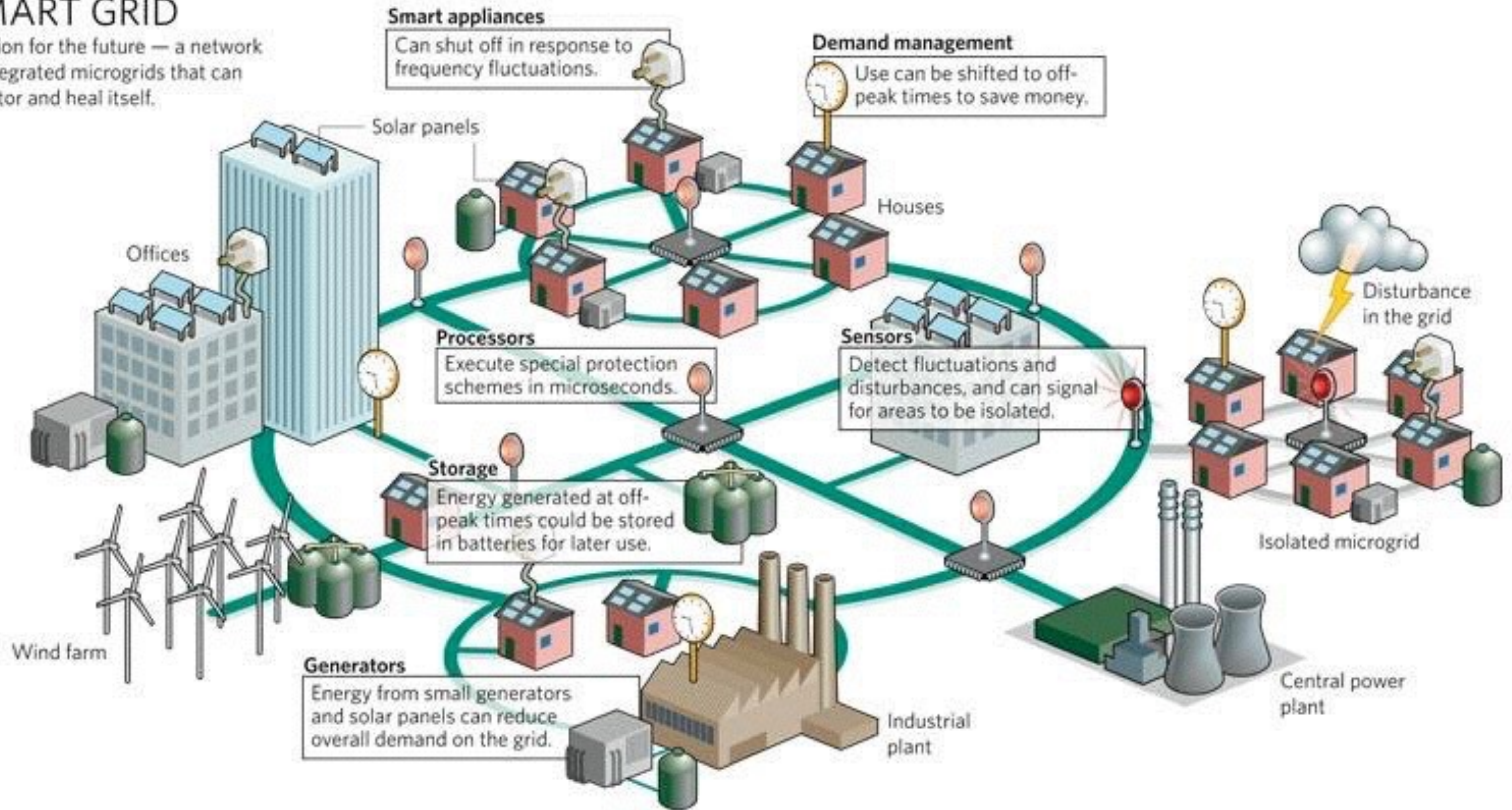
We can find many ways to reduce electricity loads



Smart Grid technology will play an important role

SMART GRID

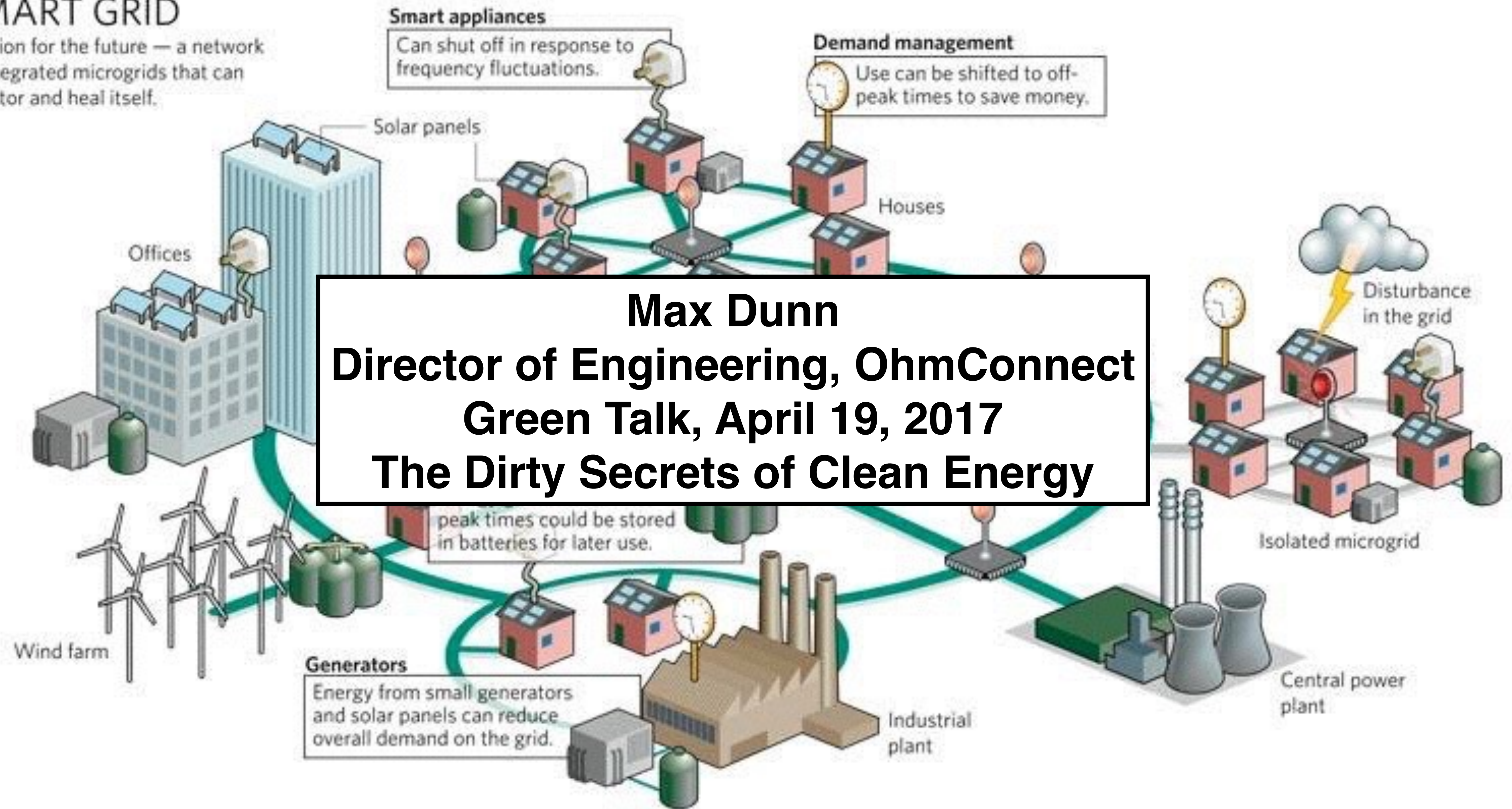
A vision for the future — a network of integrated microgrids that can monitor and heal itself.



Smart Grid technology will play an important role

SMART GRID

A vision for the future — a network of integrated microgrids that can monitor and heal itself.



Max Dunn
Director of Engineering, OhmConnect
Green Talk, April 19, 2017
The Dirty Secrets of Clean Energy

Solar Mobility

There's something, though, that many renewable energy advocates haven't figured out how to fix







There's something, though, that many renewable energy advocates haven't figured out how to fix



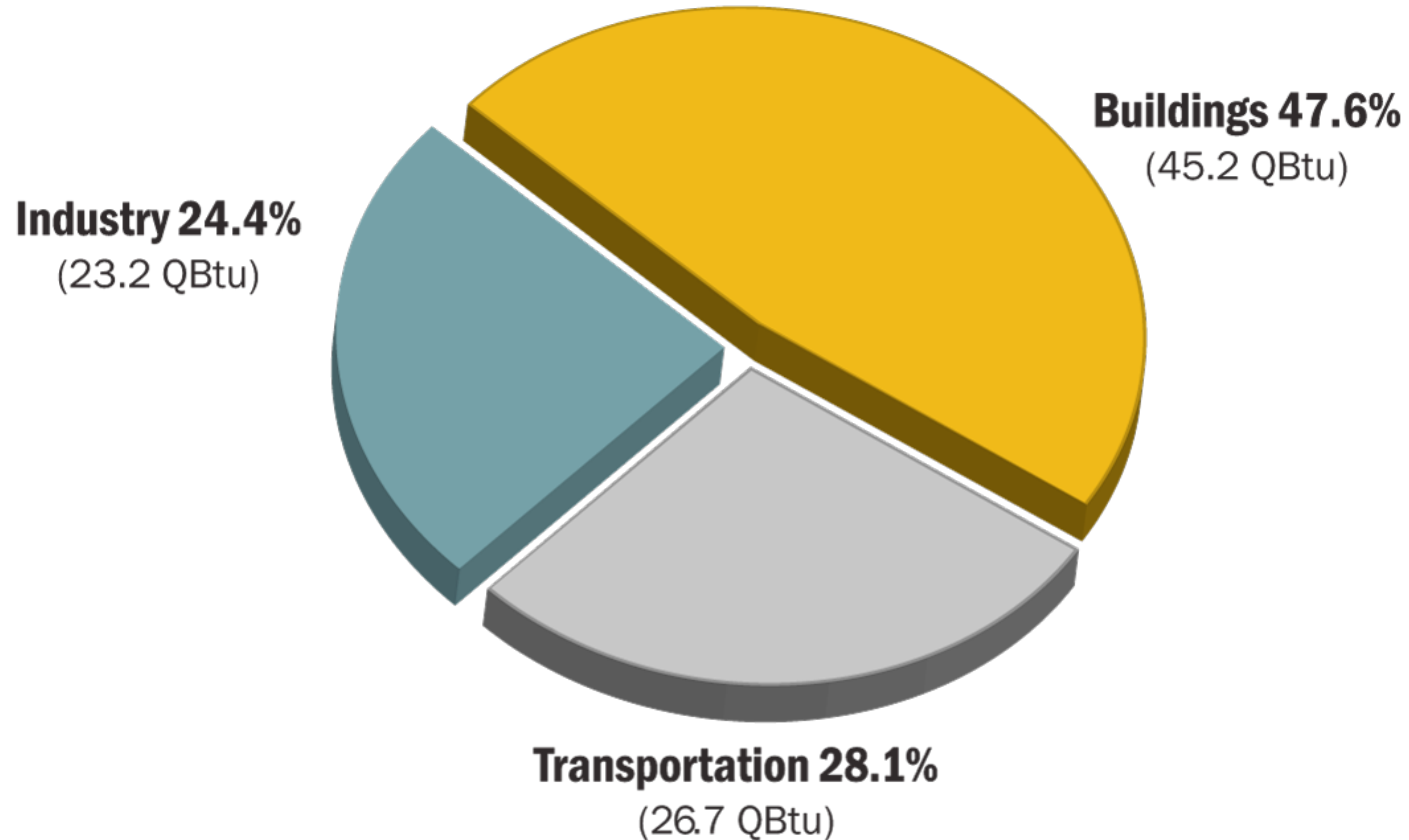


Metropolitan Center
1000 1st Avenue

VARIETY



Transport consumes a third of commercial energy



U.S. Energy Consumption by Sector

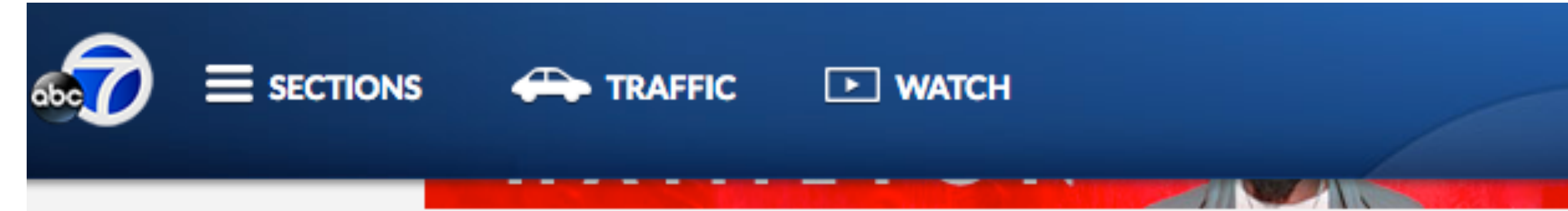
Automation fascination is taking the nation



Automation fascination is taking the nation



Automation fascination is taking the nation



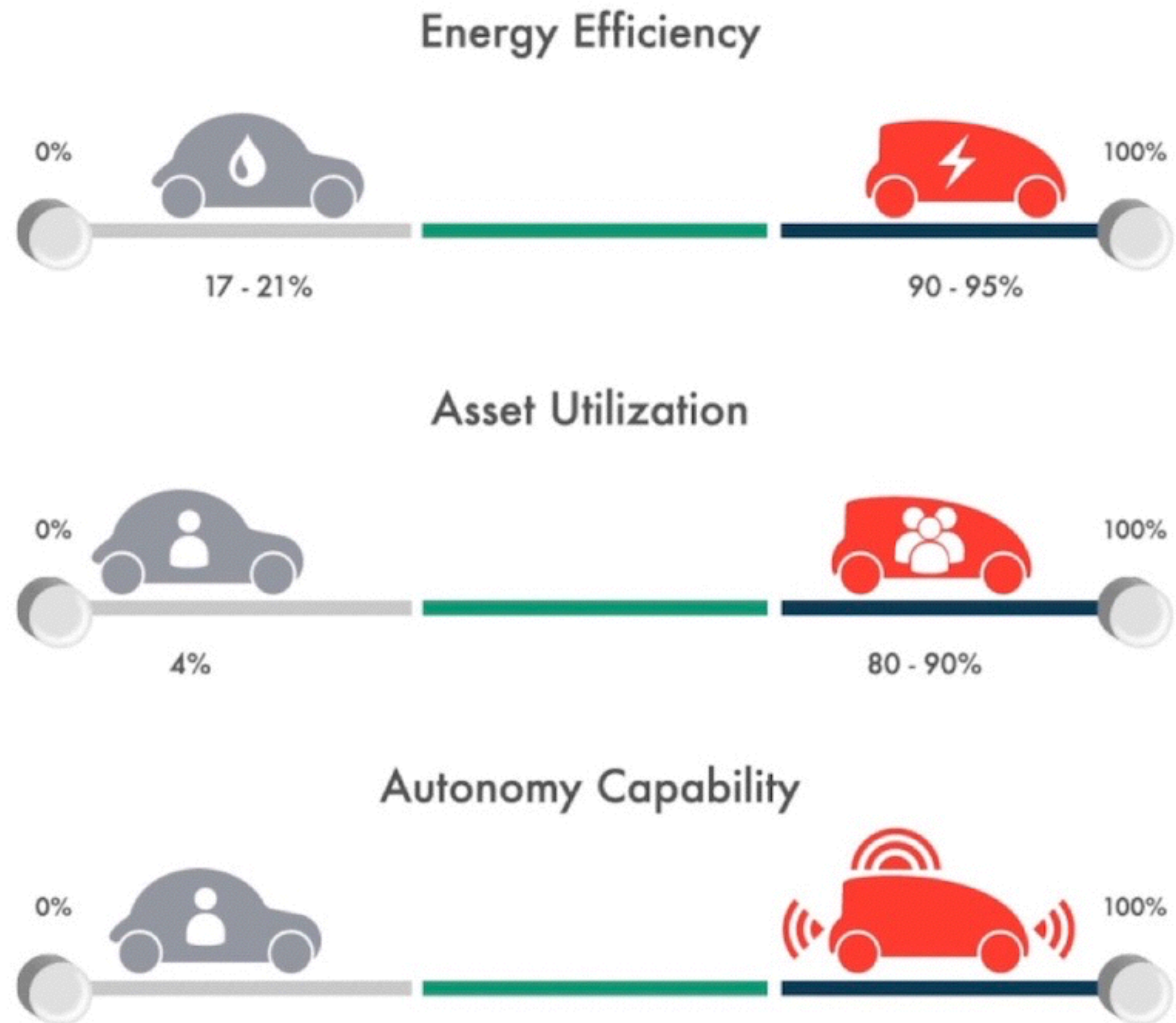
TESLA

PARKING AT BAY AREA TESLA HEADQUARTERS, FACTORY DESCRIBED AS NIGHTMARE

[Share](#) [G+1](#) [Tweet](#) [Email](#)



Many applaud electric and autonomous vehicles



But what happens when we flip the tables on them?



But what happens when we flip the tables on them?



But what happens when we flip the tables on them?



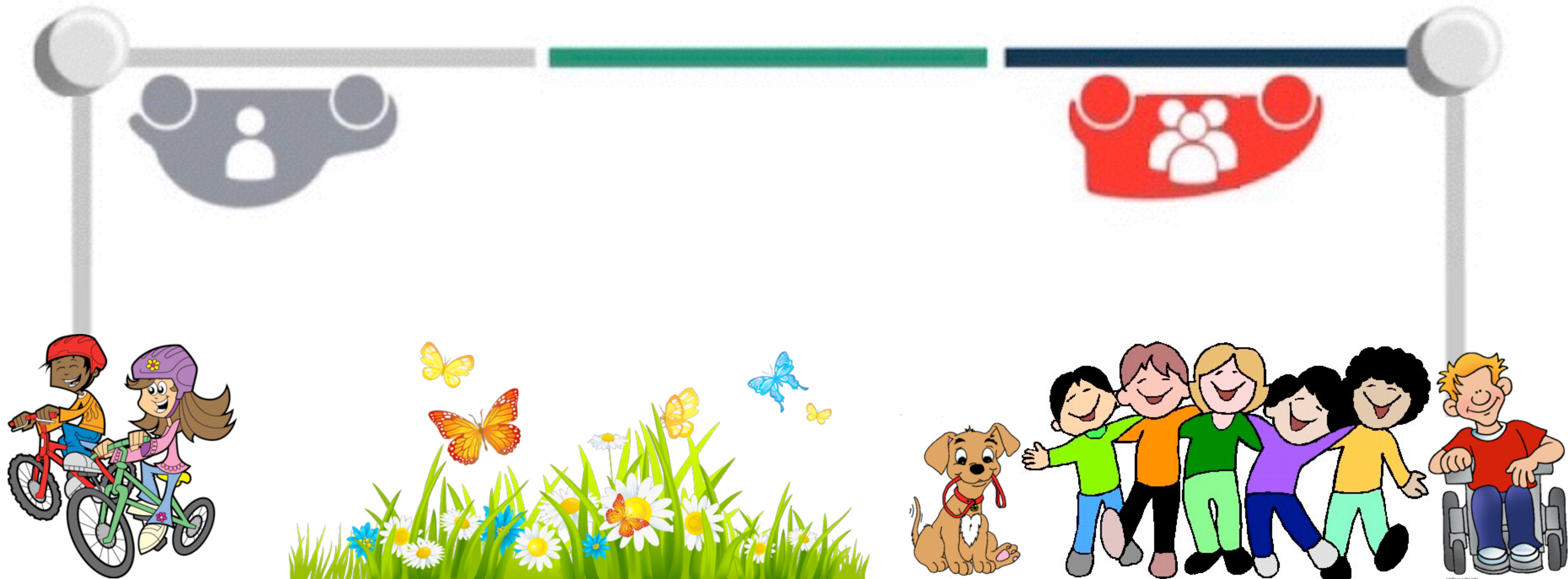
(oops...)

But what happens when we flip the tables on them?



ahh, that's better!

We make room for people, pets, pedals, and petals!



SPARTAN engineers are designing Solar Powered Automated Rapid Transit Ascendant Networks



SPARTAN

SPARTAN engineers are designing Solar Powered Automated Rapid Transit Ascendant Networks

Solar Powered



SPARTAN



SPARTAN engineers are designing Solar Powered Automated Rapid Transit Ascendant Networks

Solar Powered

Automated



SPARTAN

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Solar Powered

Rapid Transit

Automated

SPARTAN



SPARTAN engineers are designing Solar Powered Automated Rapid Transit Ascendant Networks

Solar Powered

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Automated

Ascendant



SPARTAN

SPARTAN engineers are designing Solar Powered Automated Rapid Transit Ascendant Networks

Solar Powered

Rapid Transit

Automated

Networks

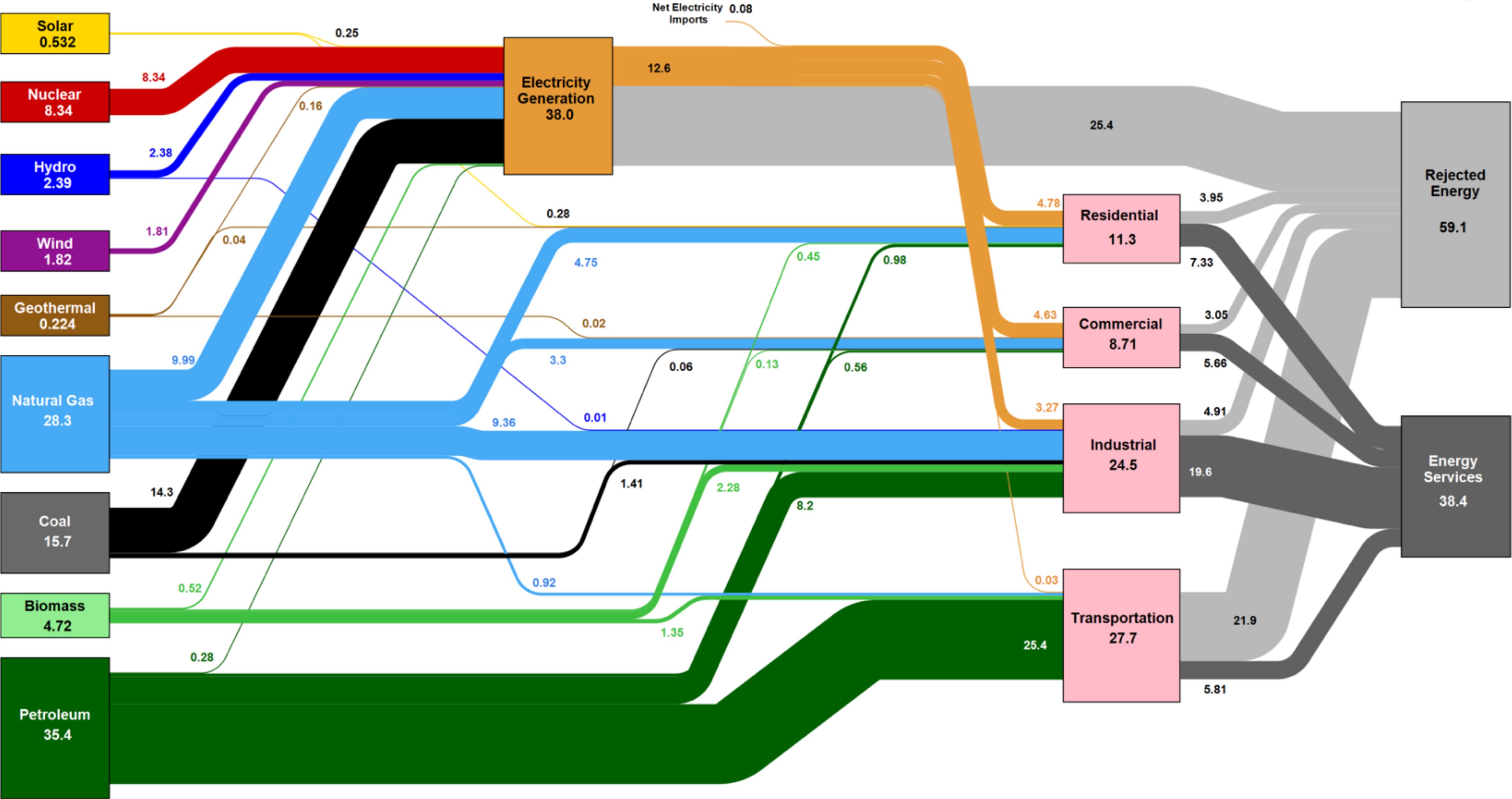
Ascendant

SPARTAN



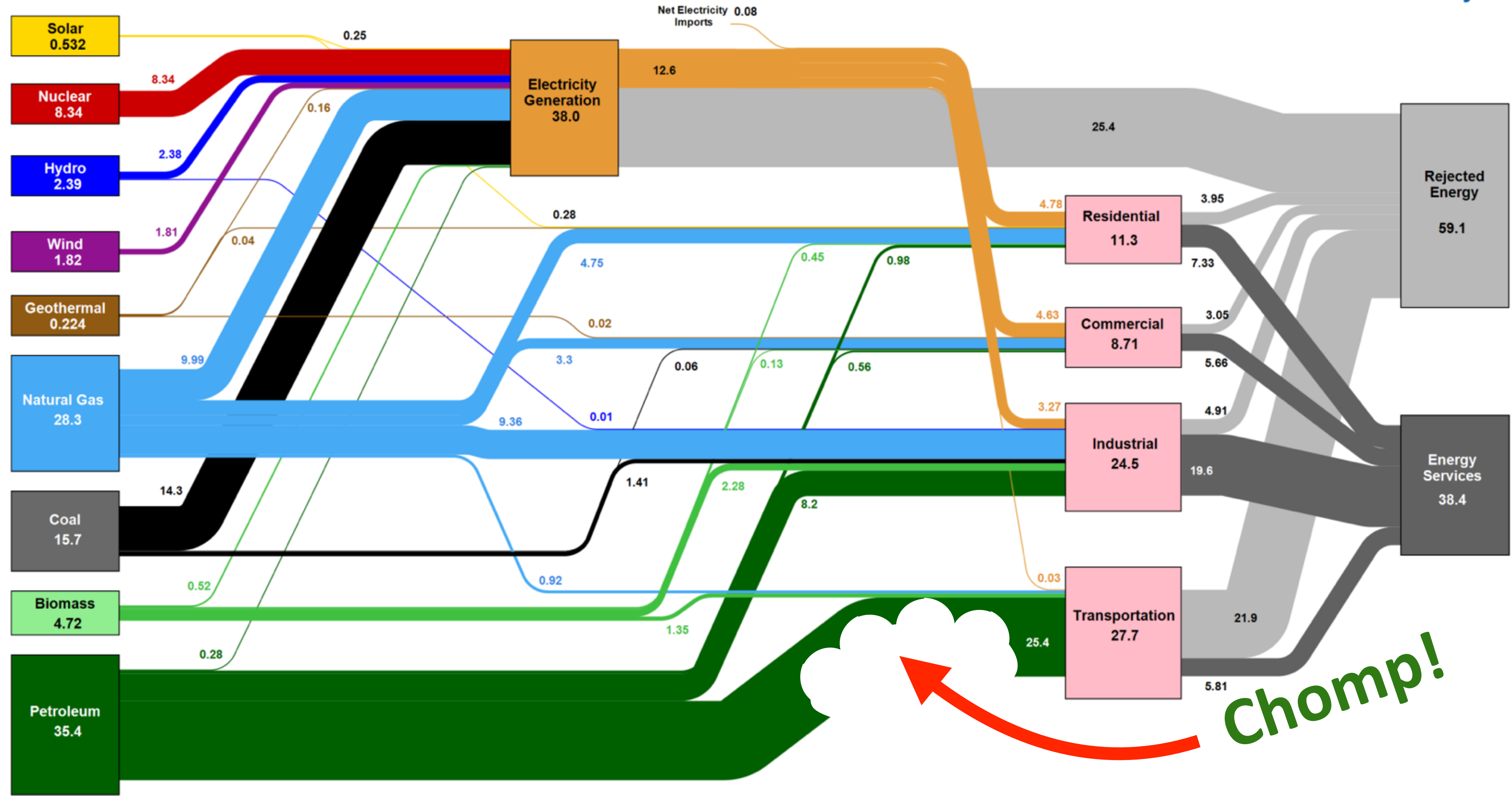
S.P.A.R.T.A.N. will impact urban mobility globally

Estimated U.S. Energy Consumption in 2015: 97.5 Quads



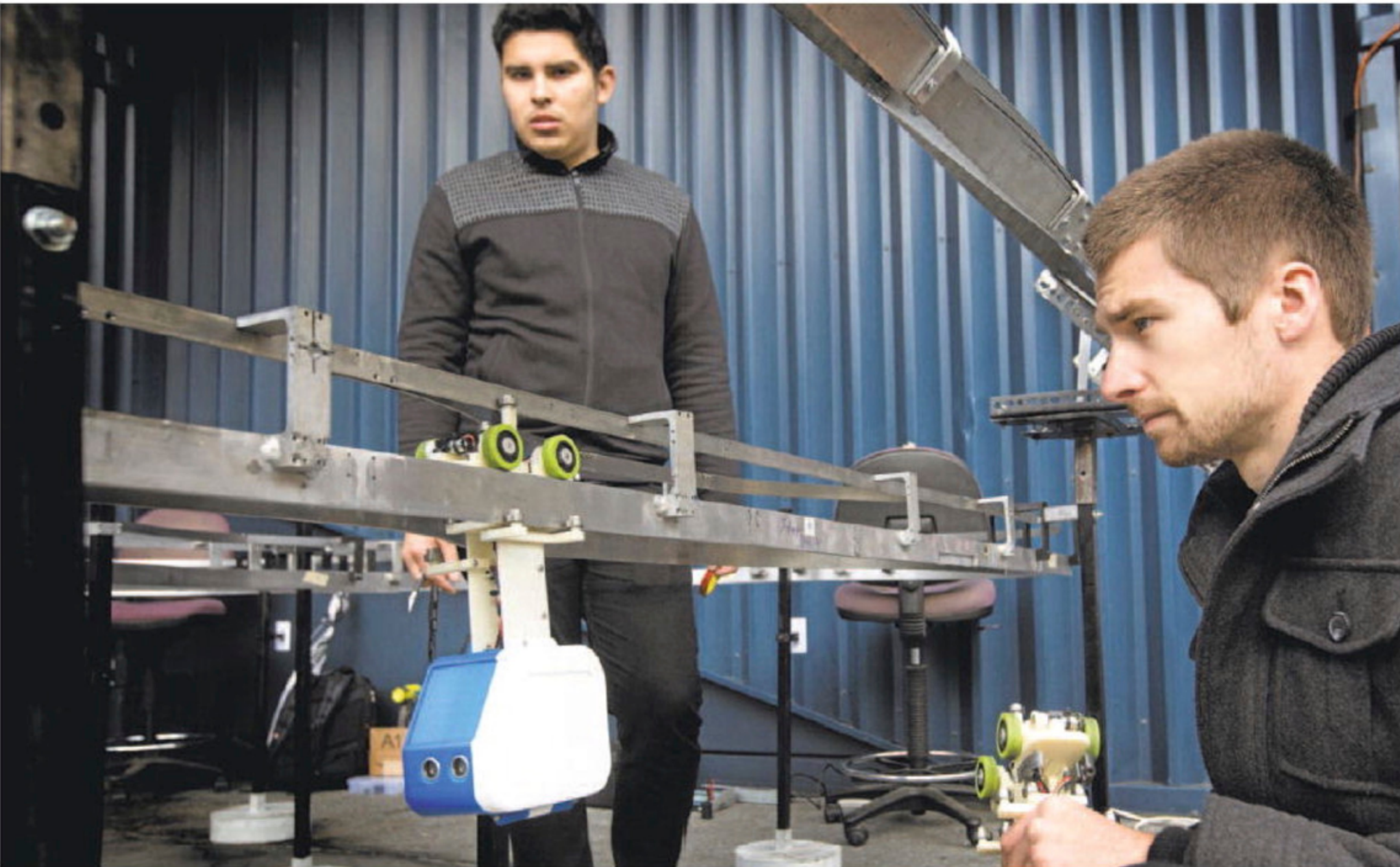
S.P.A.R.T.A.N. will impact urban mobility globally

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The Spartan Superway is in the news

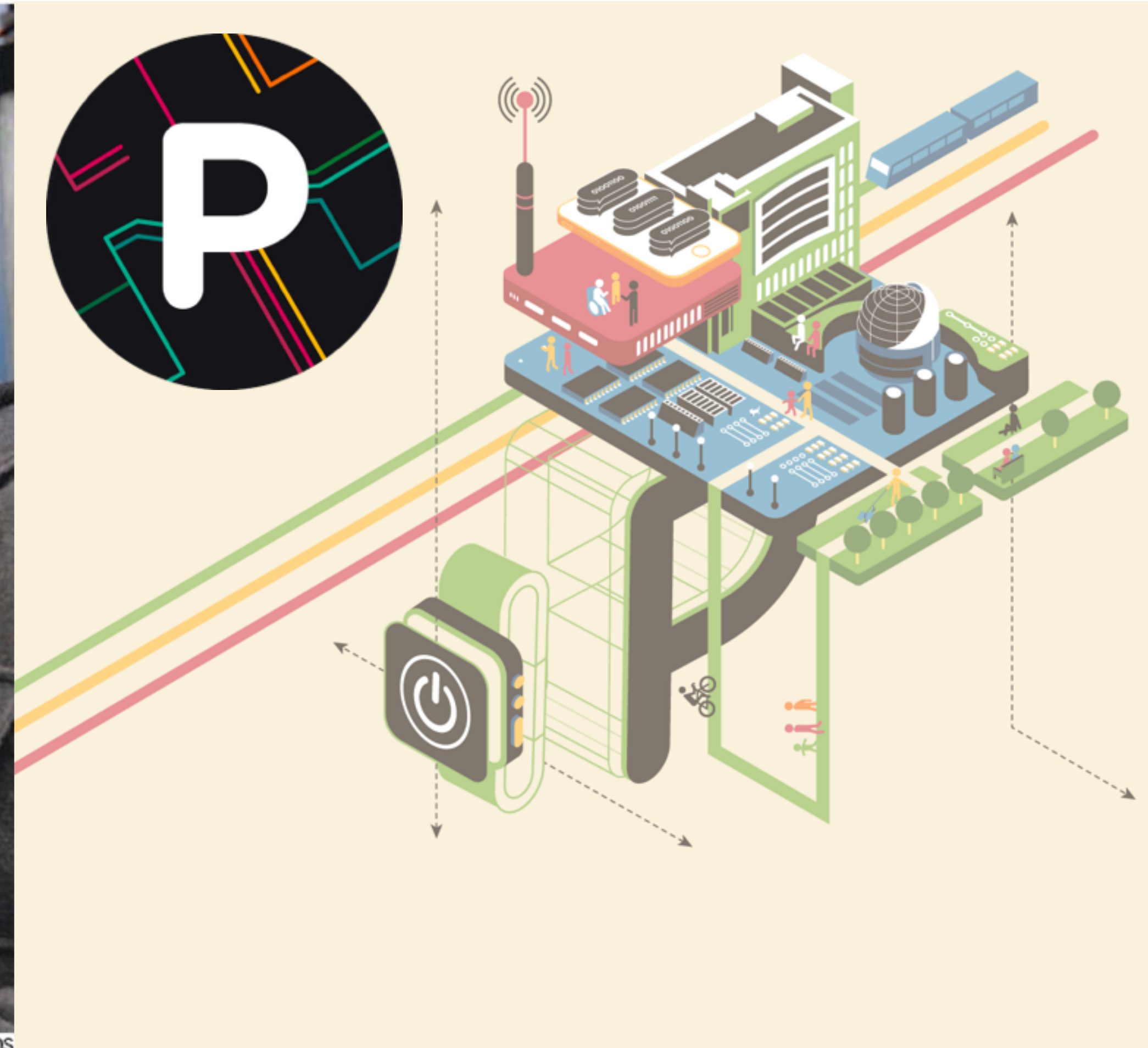
Prototyping a better tomorrow for San Jose



PATRICK TEHAN/STAFF PHOTOS

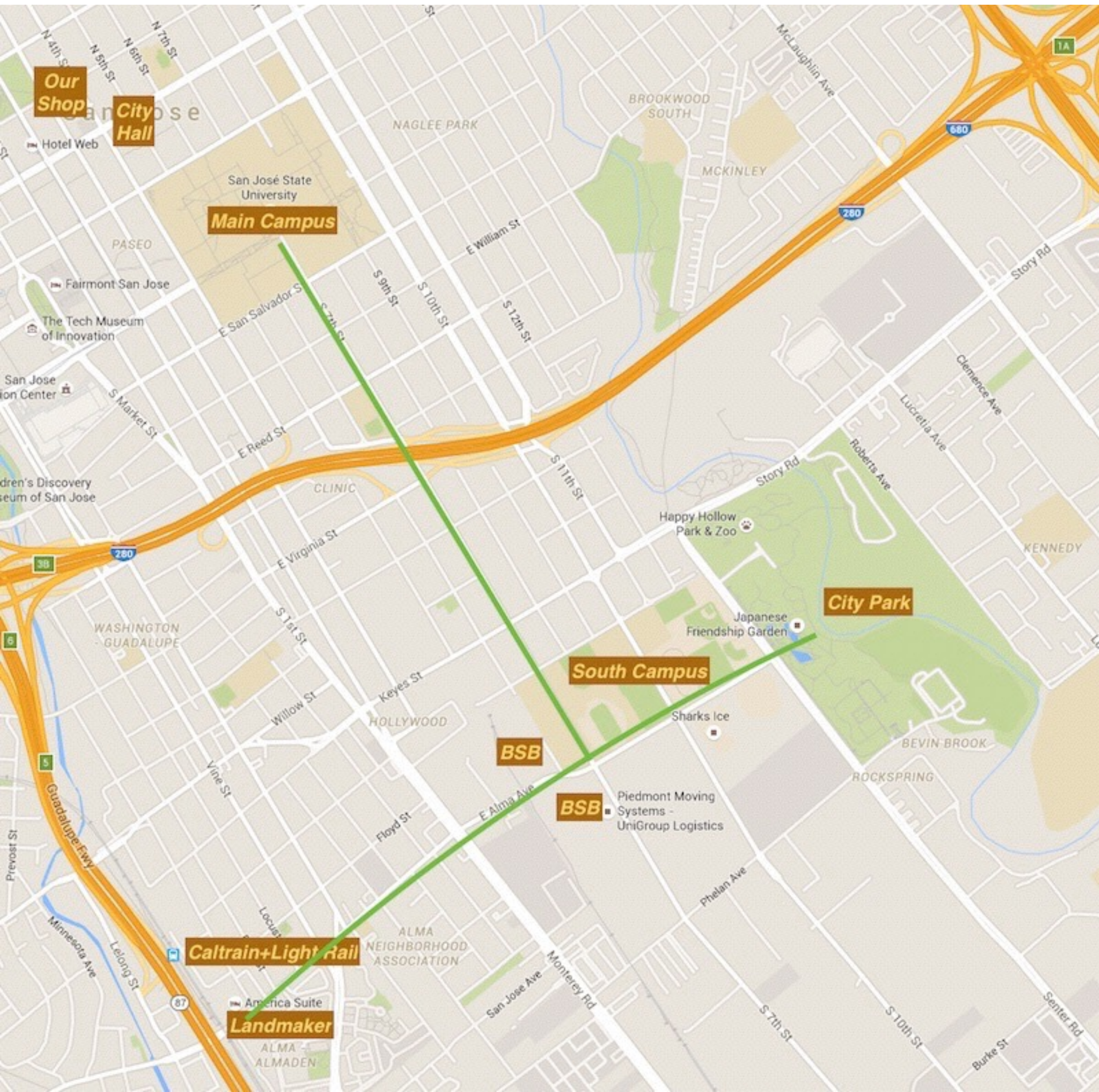
San Jose State seniors Luis Escamilla, left, and Chris Hansen, watch their project, the Spartan Superway, which would shuttle passengers between campus and Spartan Stadium. It was one of the many projects presented at the Paseo Public Prototyping Festival at the Hammer Theatre Center.

San Jose State students show off innovative designs to solve urban problems at festival



The Mercury News

For starters, let's connect the campuses using solar



It's a Bird!? It's a Plane!? It's Superway!!



It's a Bird!? It's a Plane!? It's Superway!!



We've been developing SPARTAN technology since 2012

2012-13

The SMSSV Team



We've been developing SPARTAN technology since 2012

2012-13

We've been developing SPARTAN technology since 2012

2012-13



We've been developing SPARTAN technology since 2012

2012-13



We've been developing SPARTAN technology since 2012



We've been developing SPARTAN technology since 2012

2013-14

We've been developing SPARTAN technology since 2012



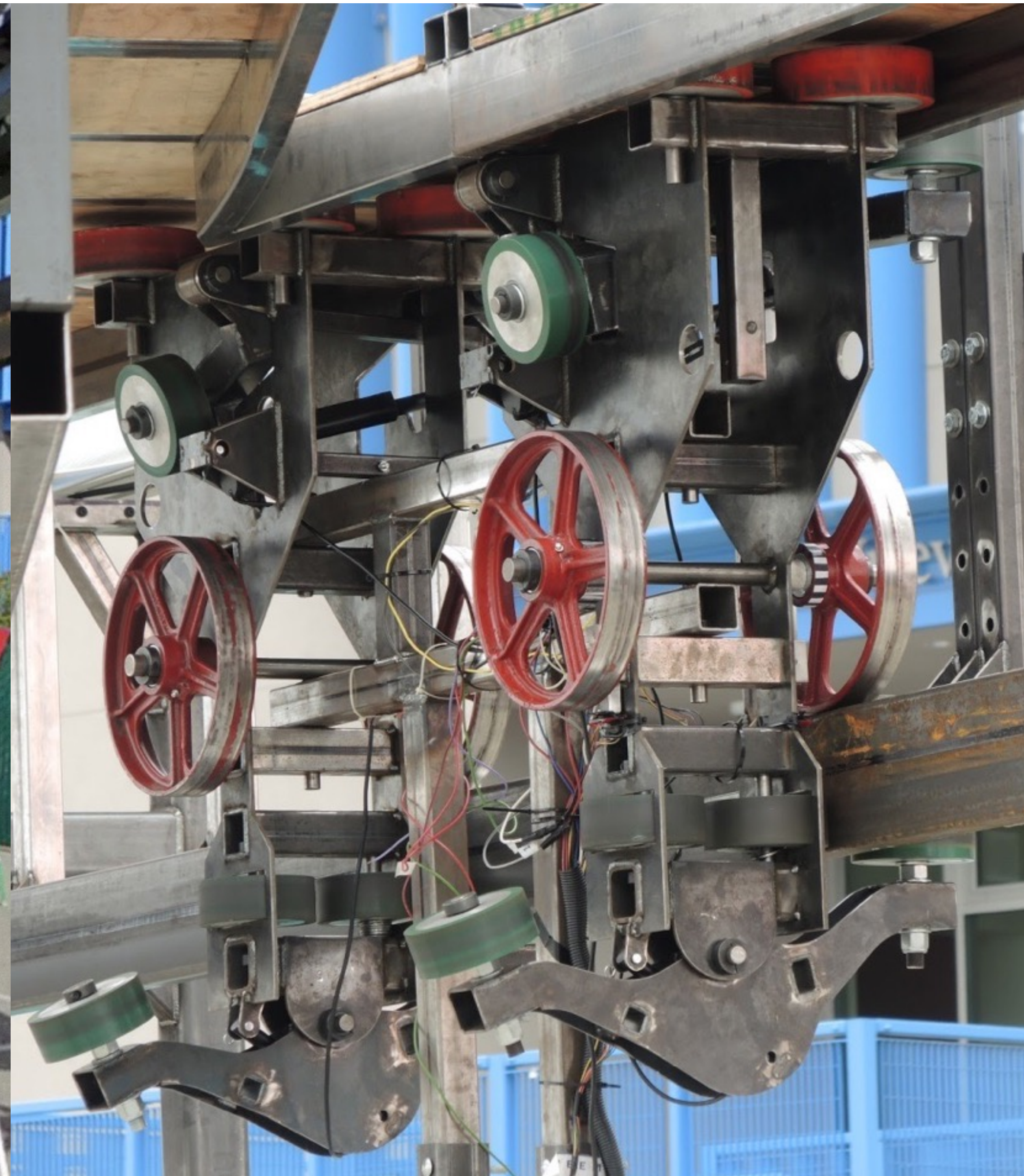
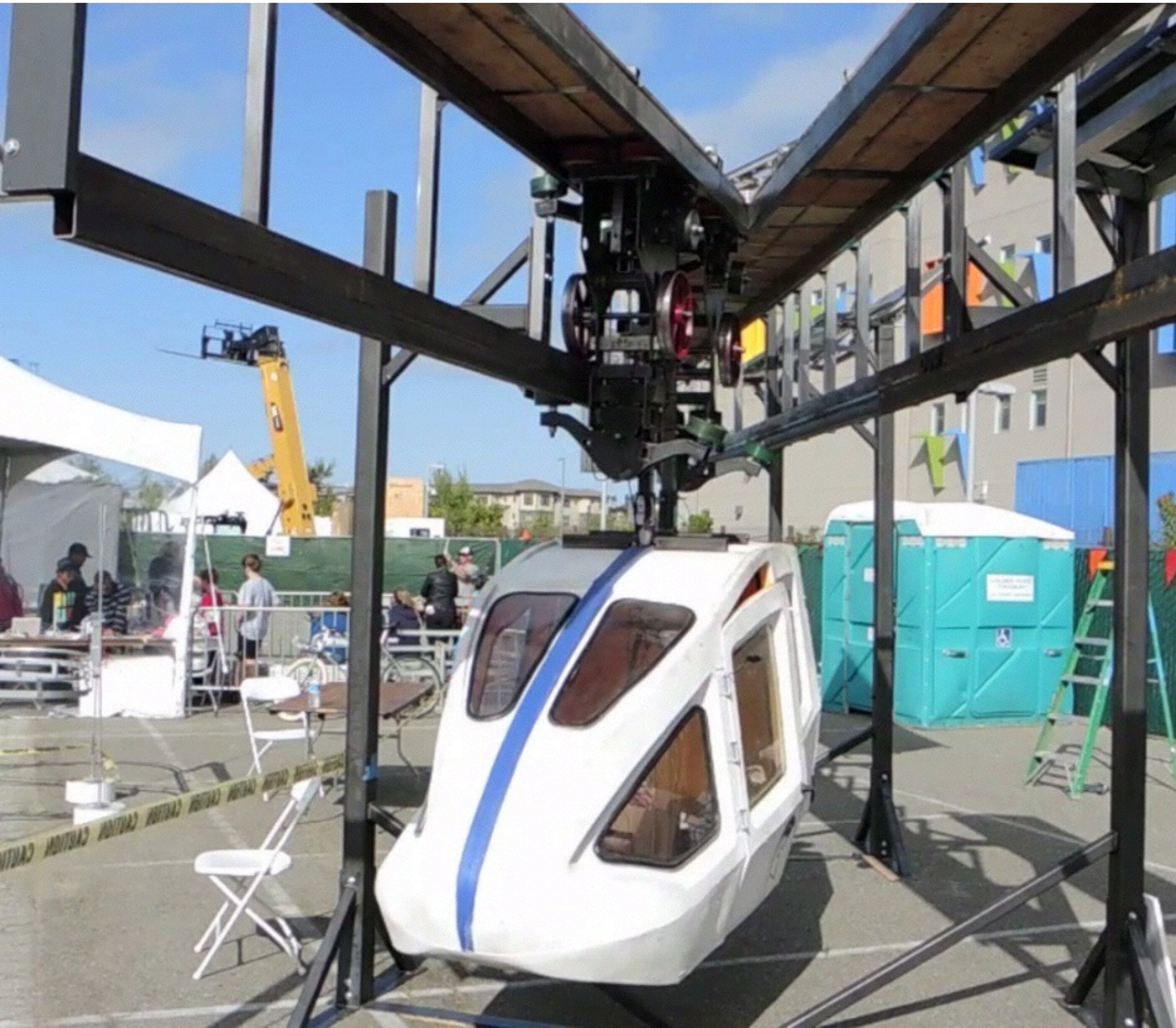
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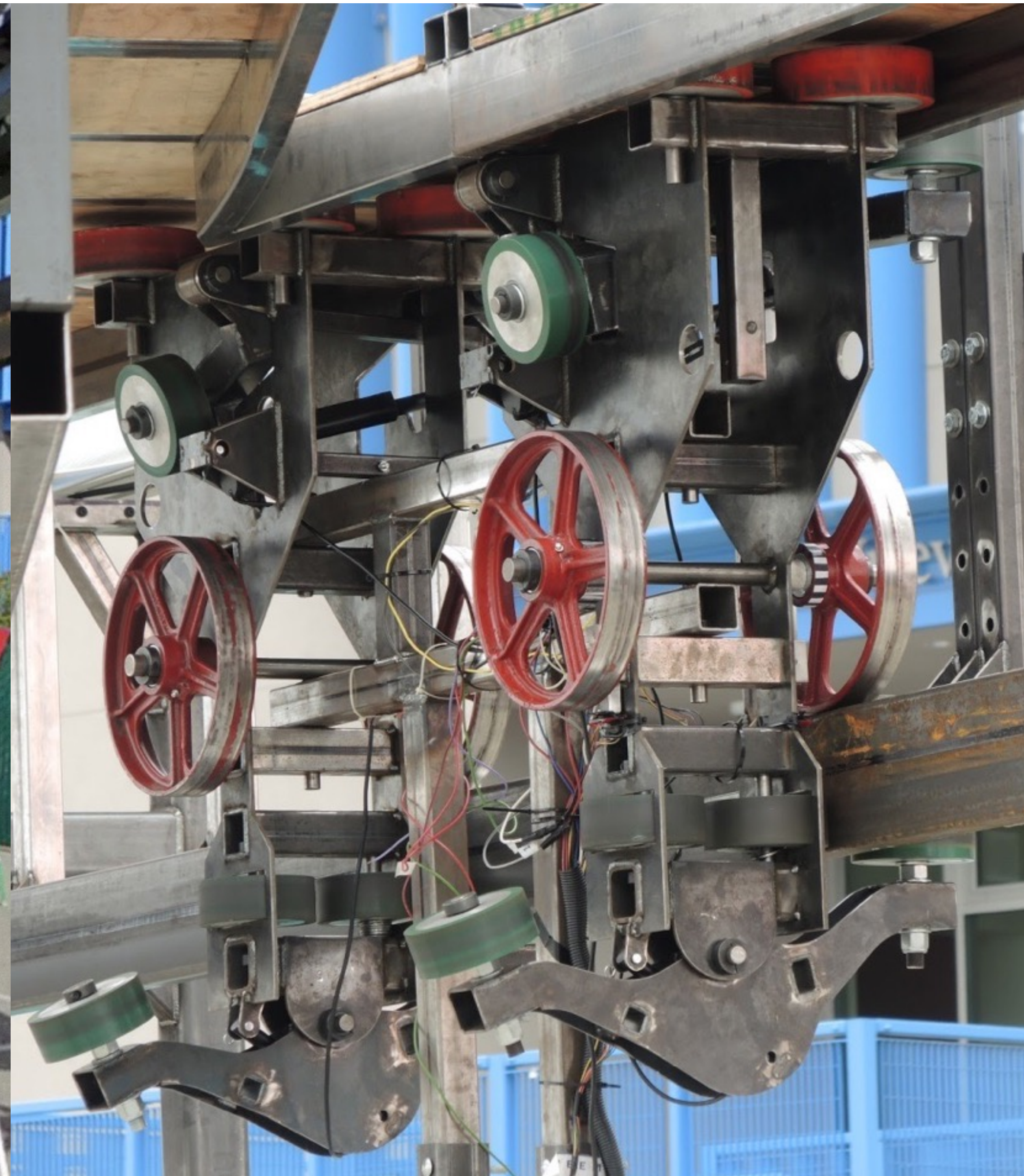
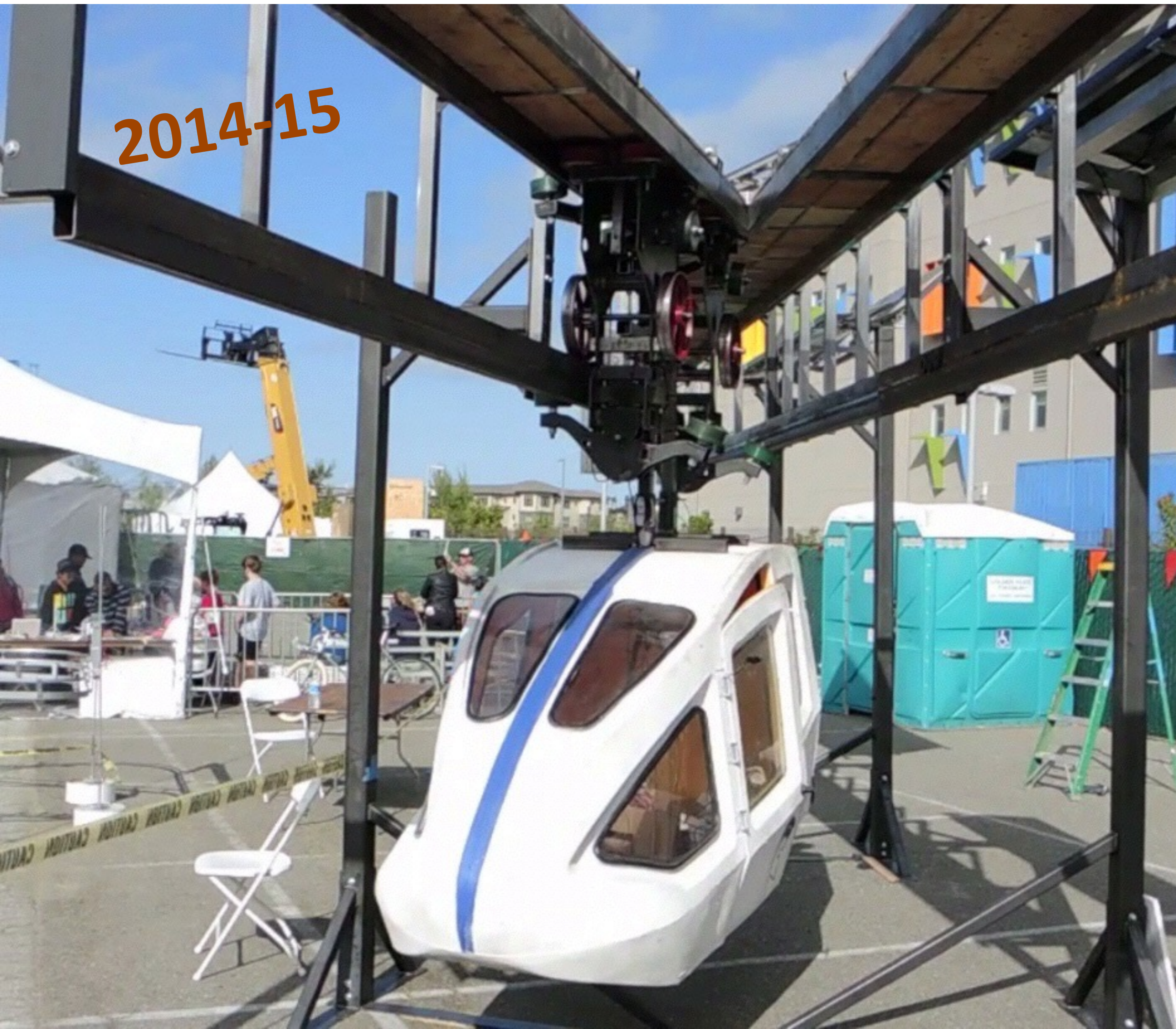
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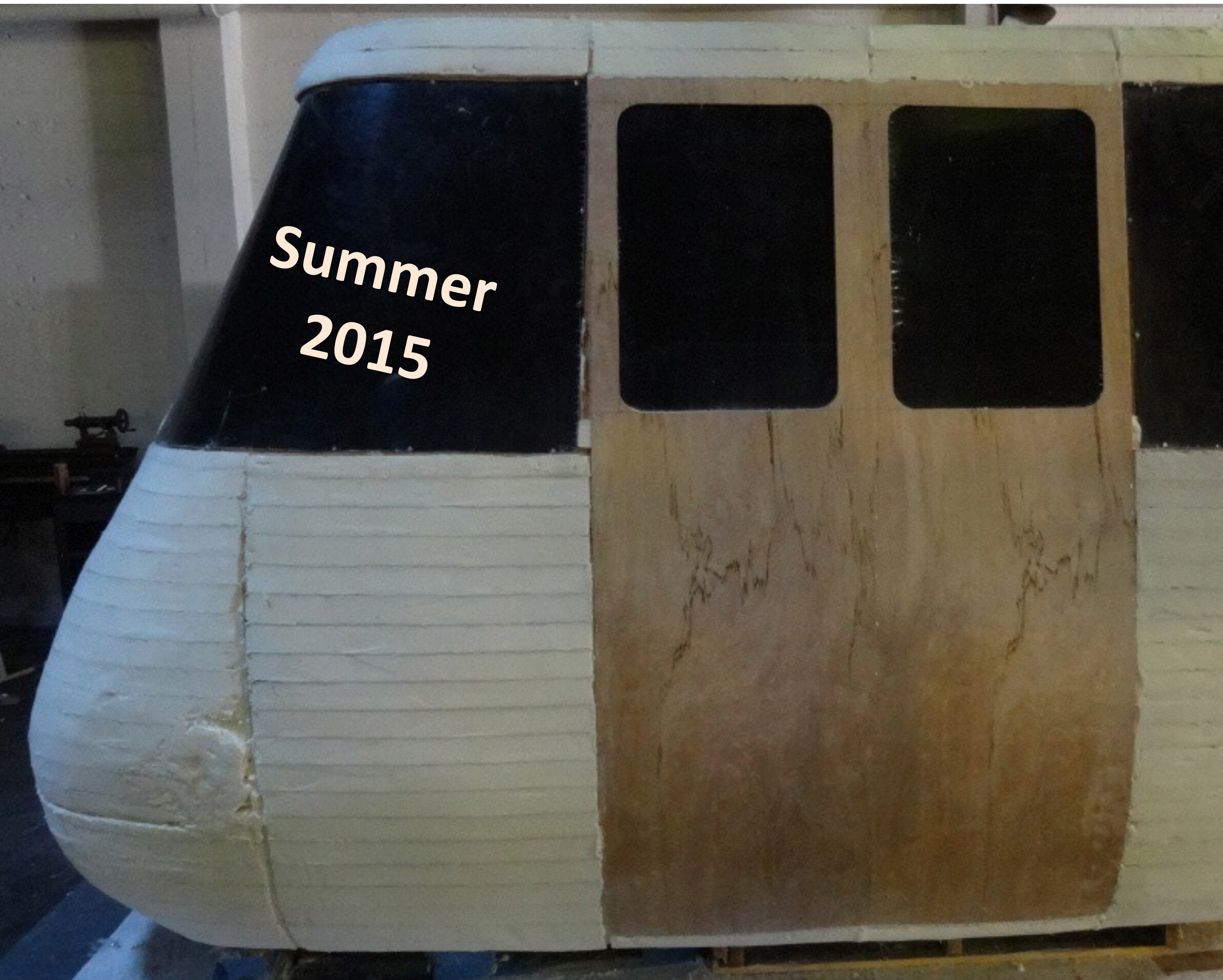
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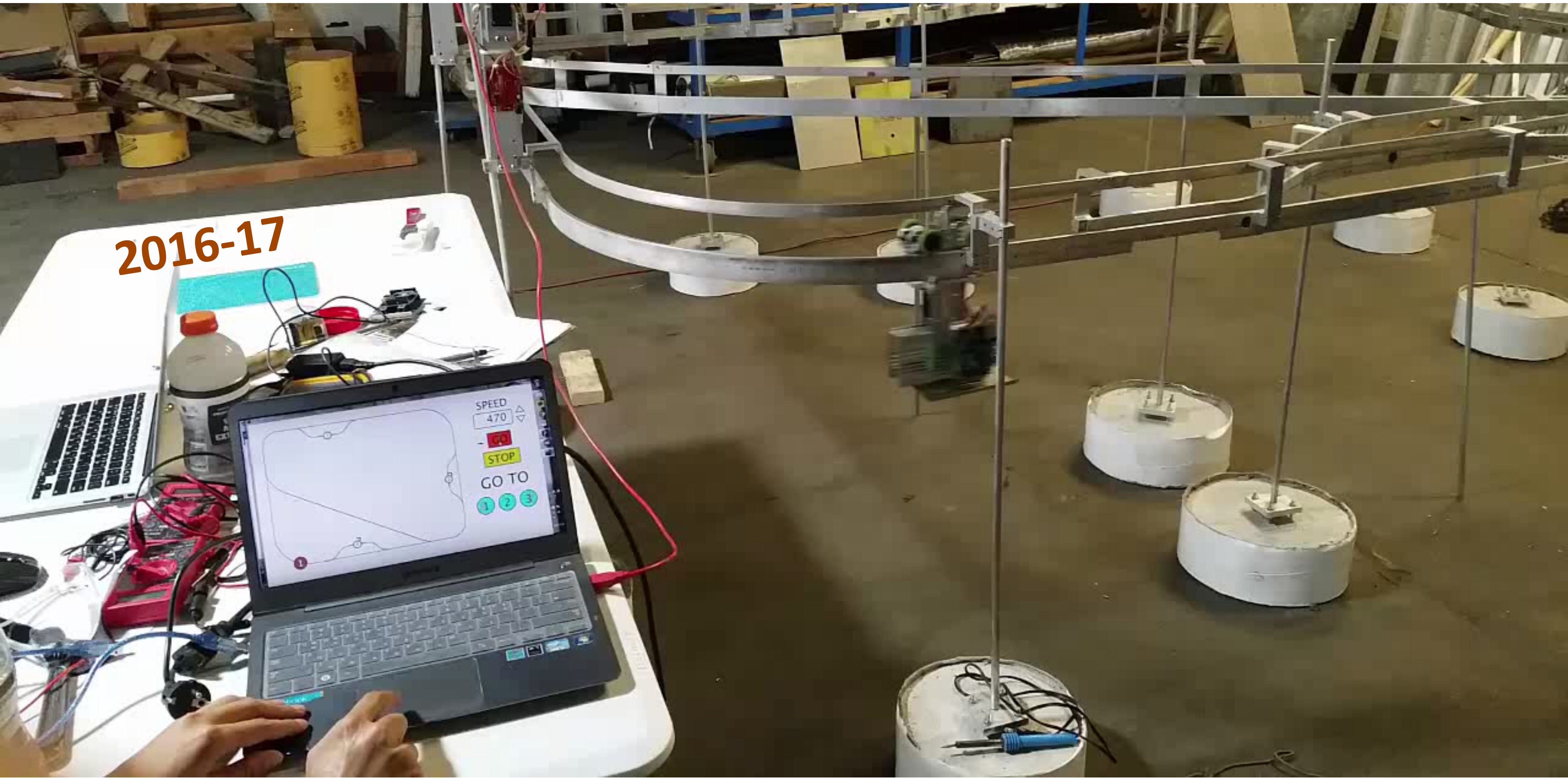
We've been developing SPARTAN technology since 2012



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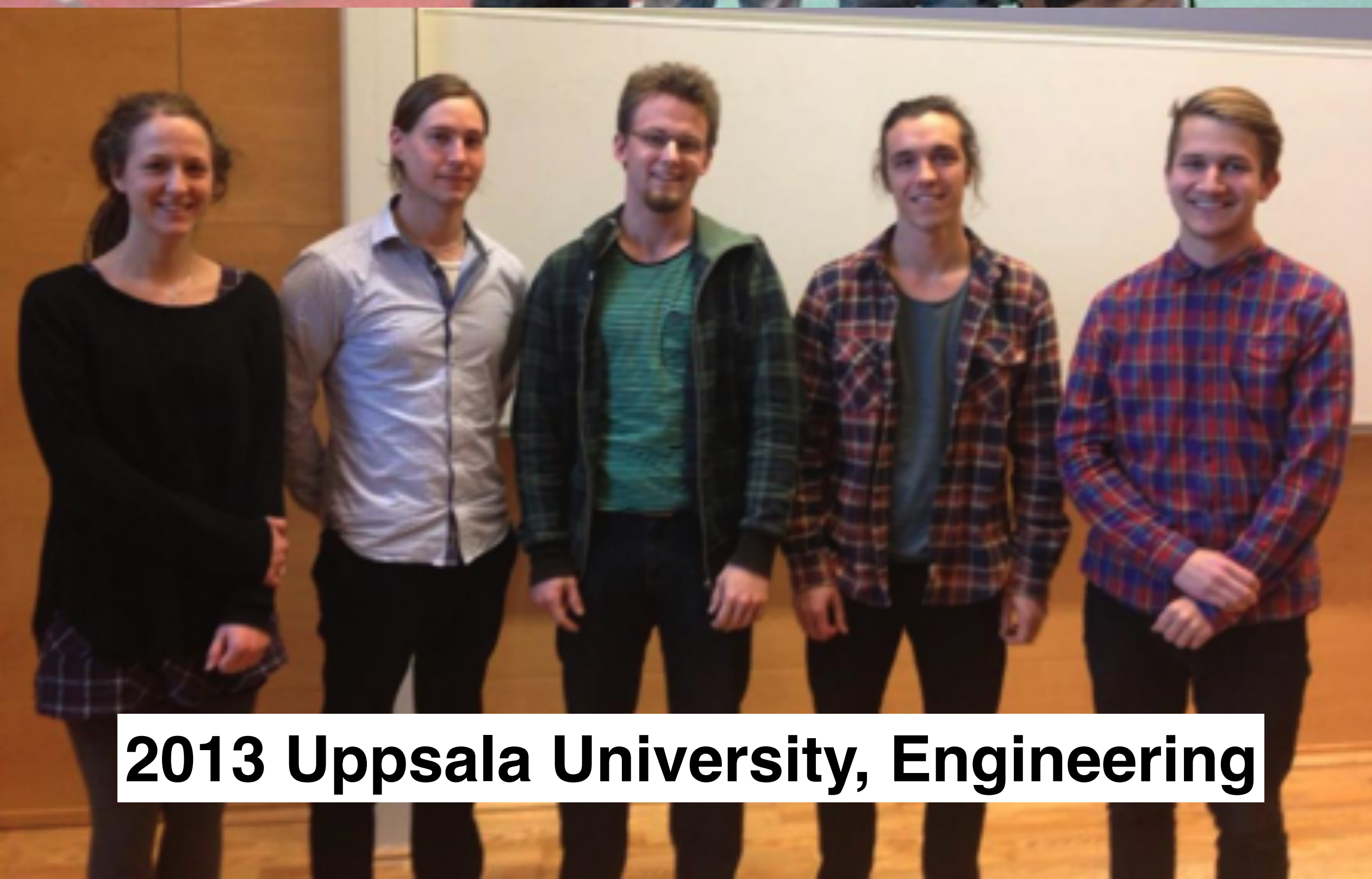
Students from other Universities have participated too



2011 Delft University, Arch & Ind Design



2014 Presidio Grad School of Business



2013 Uppsala University, Engineering



2015 Southern Illinois Univ, Architecture

3 kinds of people

There are three kinds of people in this world

There are three kinds of people in this world

Those who *make* it happen

There are three kinds of people in this world

Those who *make* it happen

Those who *watch* it happen

There are three kinds of people in this world

Those who *make* it happen

Those who *watch* it happen

Those who *wonder* what happened

Remember what Bucky said



**“THE BEST WAY
TO PREDICT
THE FUTURE
IS TO
DESIGN IT”
—BUCKMINSTER
FULLER**

I'd like you to pair up with the person next to you

I'd like you to pair up with the person next to you

First person:

What obstacles do you see?

I'd like you to pair up with the person next to you

First person:

What obstacles do you see?

Second person:

Come up with *designs* to overcome those obstacles

I'd like you to pair up with the person next to you

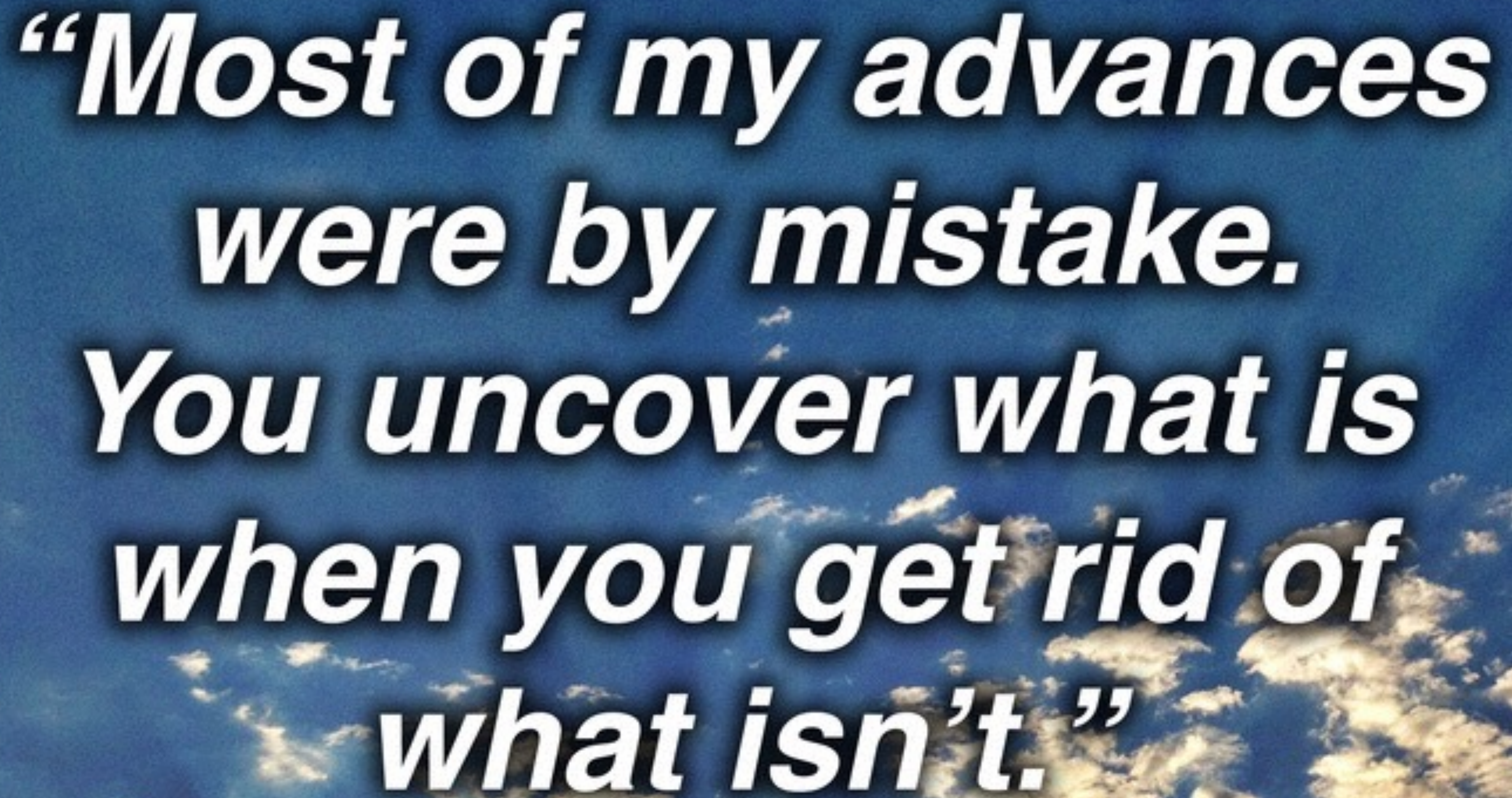
First person:

What obstacles do you see?

Second person:

Come up with *designs* to overcome those obstacles

Then switch places



***“Most of my advances
were by mistake.
You uncover what is
when you get rid of
what isn’t.”***

- Buckminster Fuller

***“Most of my advances
were by mistake.***

***You uncover what **is**
when you get rid of
what **isn't.**”***

- Buckminster Fuller

I'd like several of you to take seats onstage

I'd like several of you to take seats onstage

Tell us how you approached the challenge

I'd like several of you to take seats onstage

Tell us how you approached the challenge

Who might help you the most to get results?

I'd like several of you to take seats onstage

Tell us how you approached the challenge

Who might help you the most to get results?

What kind of organization would work the best?

There are many ways for you to design your future

There are many ways for you to design your future

2017 Urban International Design Contest

There are many ways for you to design your future

2017 Urban International Design Contest

**Spartan Superway
Summer
Internships**

There are many ways for you to design your future

2017 Urban International Design Contest

**Spartan Superway
Summer
Internships**

**Spartan Solar
Development
Internships**

Let's look at the first of these

2017 Urban International Design Contest

URBAN INTERNATIONAL DESIGN CONTEST

Best practices for Automated Public Transit

The rapid development of autonomous vehicles for private and public transportation creates a completely new playground for urban development.

The UIDC series of workshops will combine the know-how and creativity of academics and students, city planners, transportation specialists, and developers to create and propose new urban designs, incorporating the new possibilities that can be achieved with elevated and road-based autonomous vehicles.



The Urban International Design Contest will culminate at Podcar City 11 in Las Vegas / November

<i>Winter & Spring 2017</i>	<i>Build your local team</i>
<i>Summer 2017</i>	<i>Design internships in Silicon Valley</i>
<i>September & October 2017</i>	<i>Local design workshops (charrettes)</i>
<i>November 2017</i>	<i>Compete at Podcar City 11</i>



Join the Spartan Superway Summer Internship Program, June–July 2017 in Silicon Valley

Join the Spartan Superway Summer Internship Program, June–July 2017 in Silicon Valley

**Spartan Superway
Summer
Internships**

Join the Spartan Superway Summer Internship Program, June–July 2017 in Silicon Valley

**Spartan Superway
Summer
Internships**



Interns from Sweden have participated



UPPSALA
UNIVERSITET



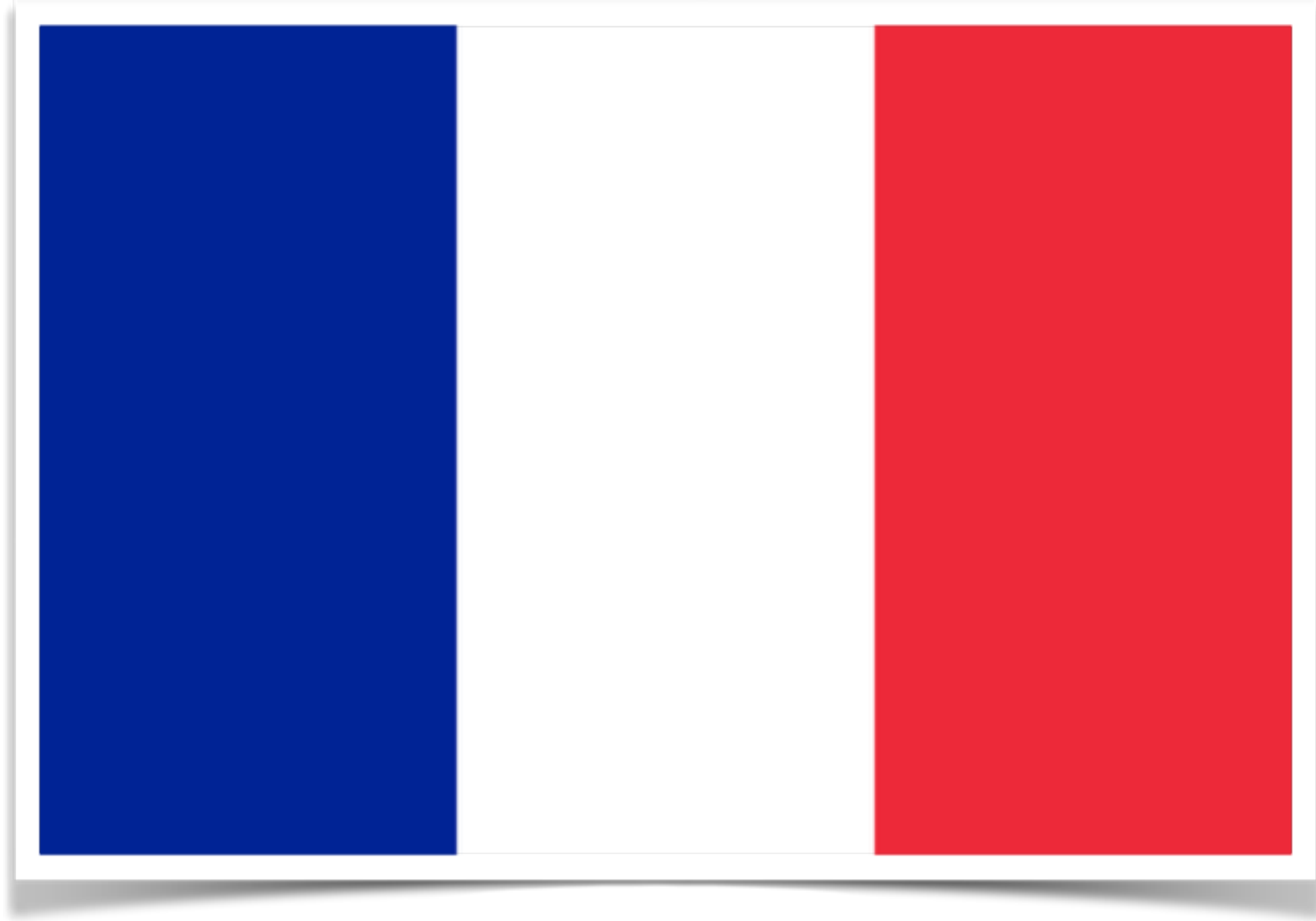
li.u LINKÖPING
UNIVERSITY



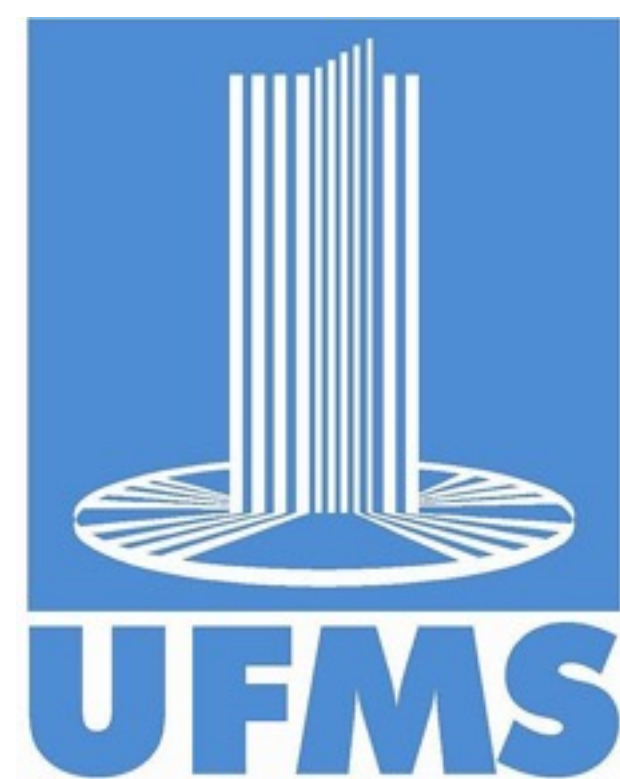
Interns from South Korea have participated



Interns from France have participated



Interns from Brazil have participated



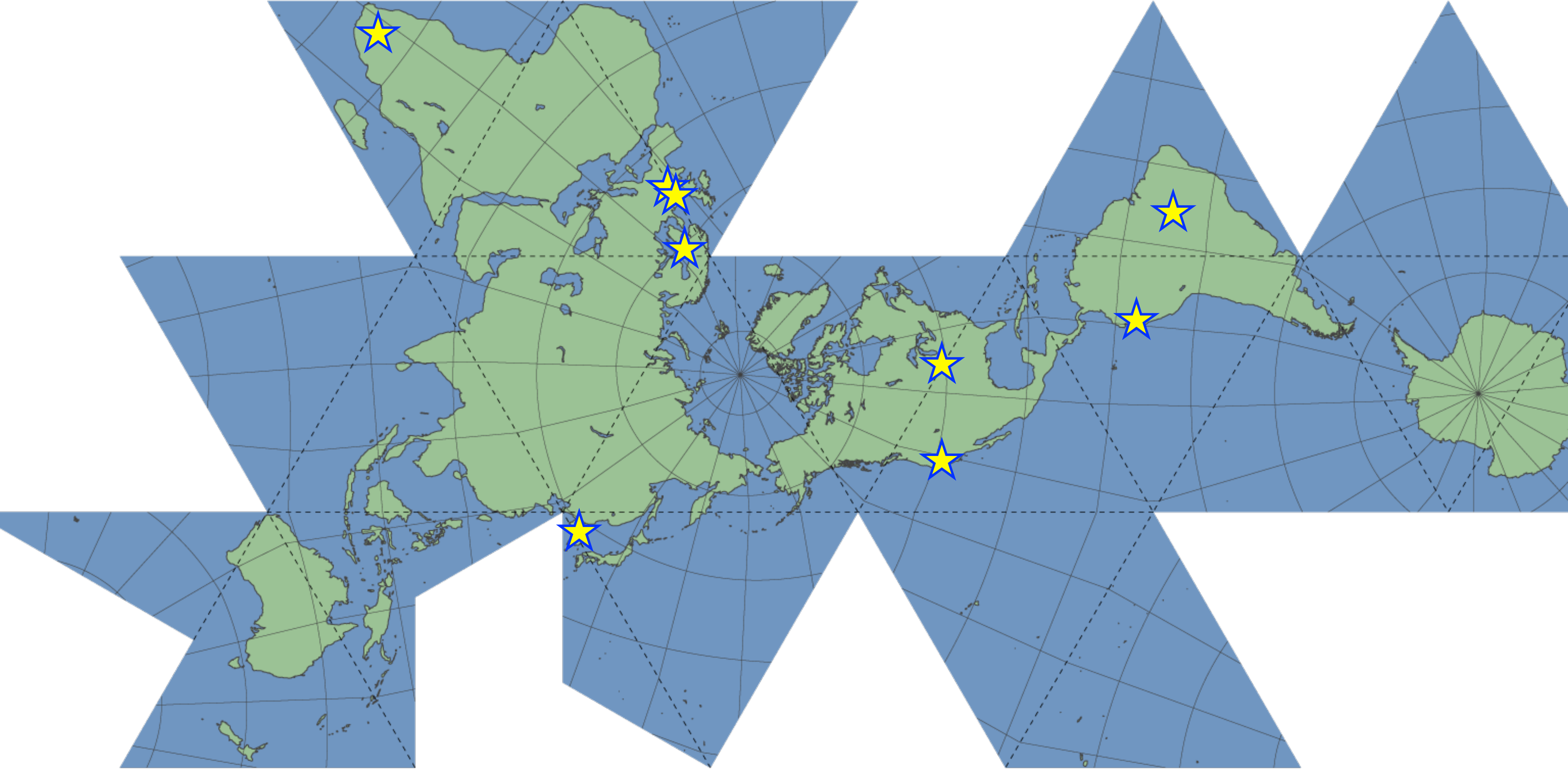
Universidade Federal de Sergipe

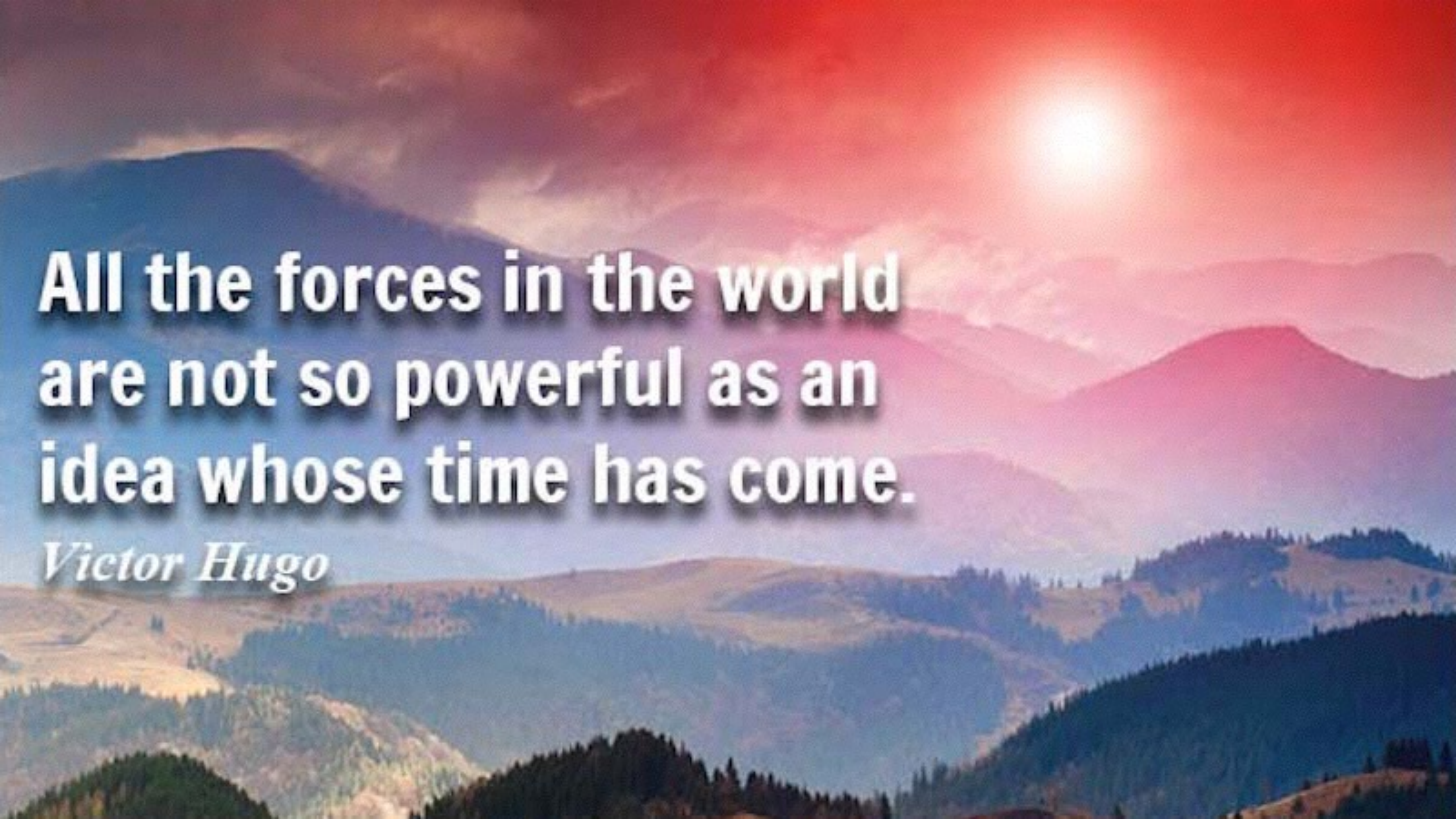


UNIVERSIDADE FEDERAL DE ALAGOAS



The Solar Skyways Network is growing





**All the forces in the world
are not so powerful as an
idea whose time has come.**

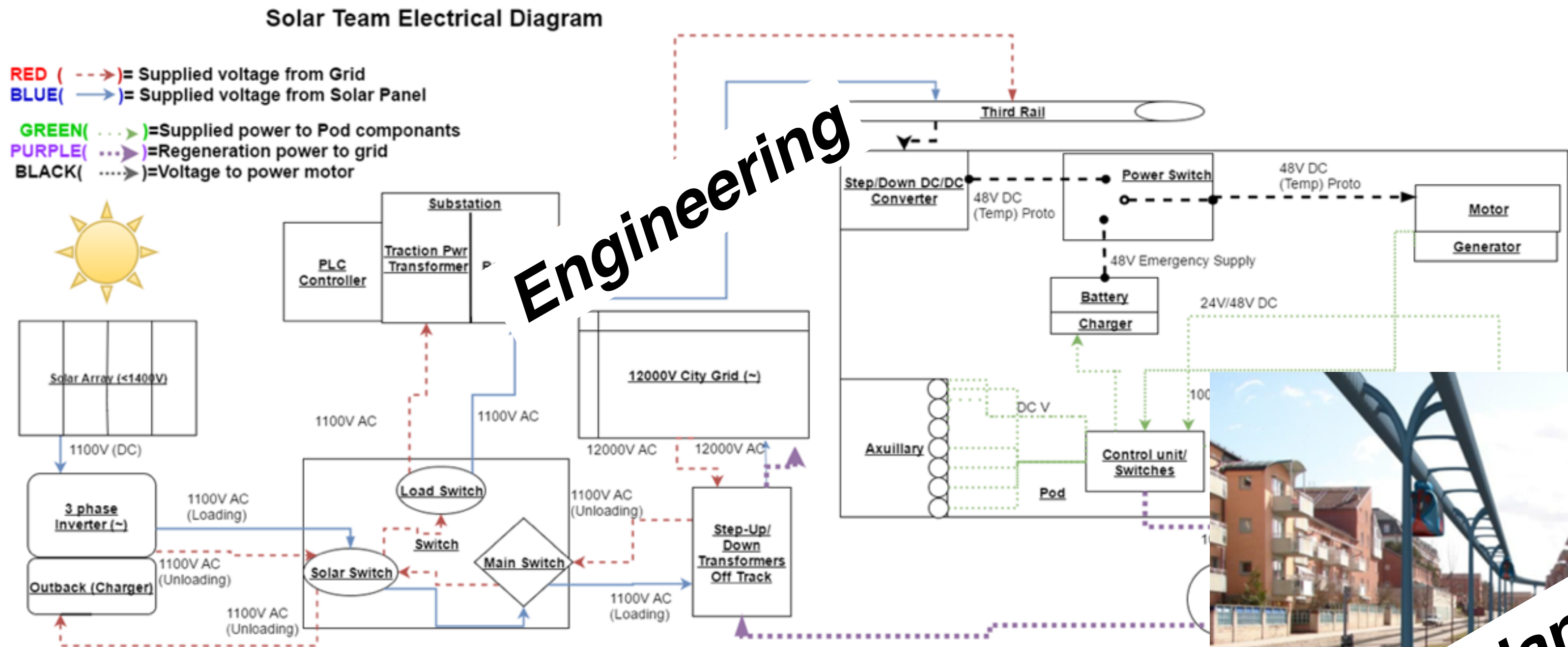
Victor Hugo

Spartan Solar is an idea whose time has come

**Spartan Solar
Development
Internships**

Spartan Solar is an idea whose time has come

Spartan Solar Development Internships

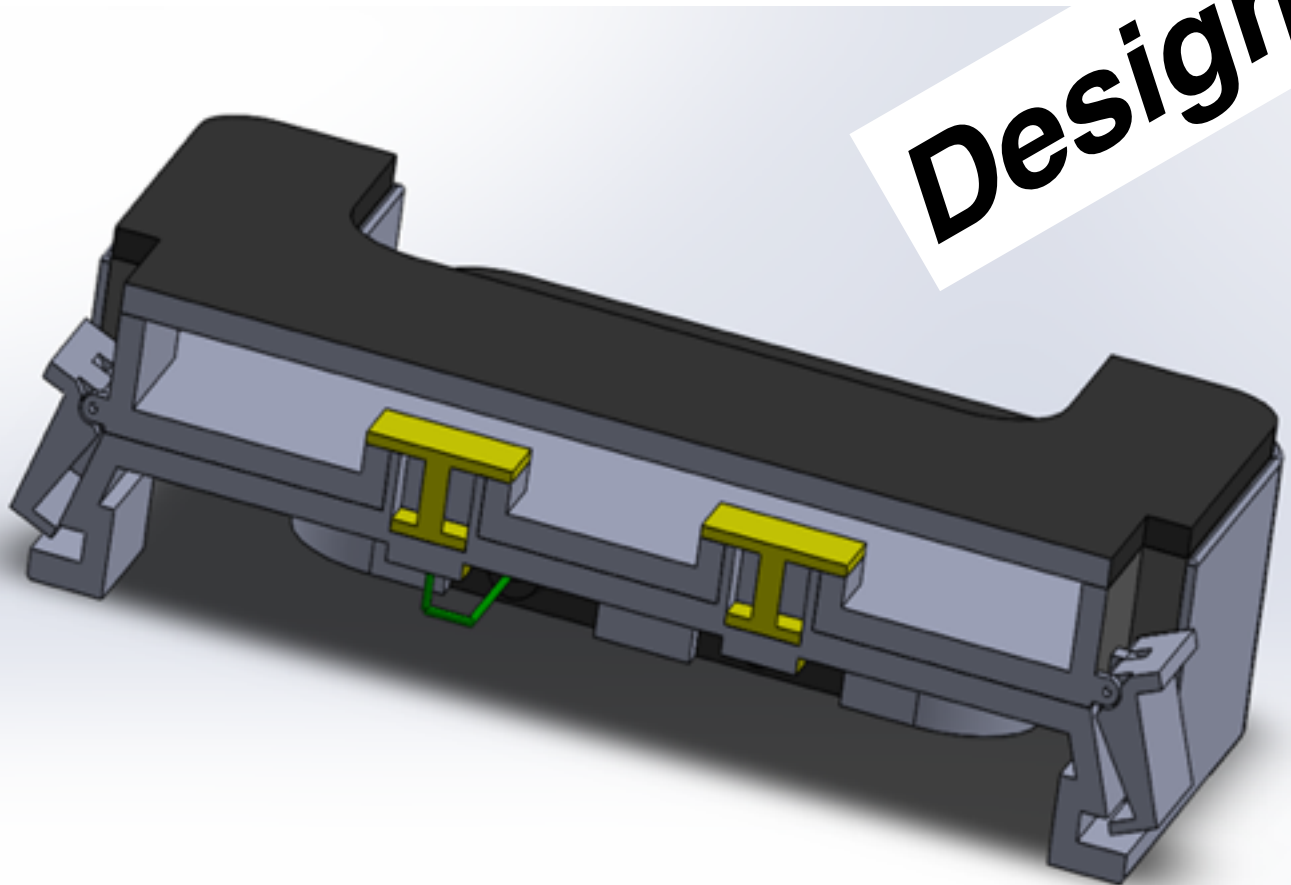


Engineering



Urban Planning

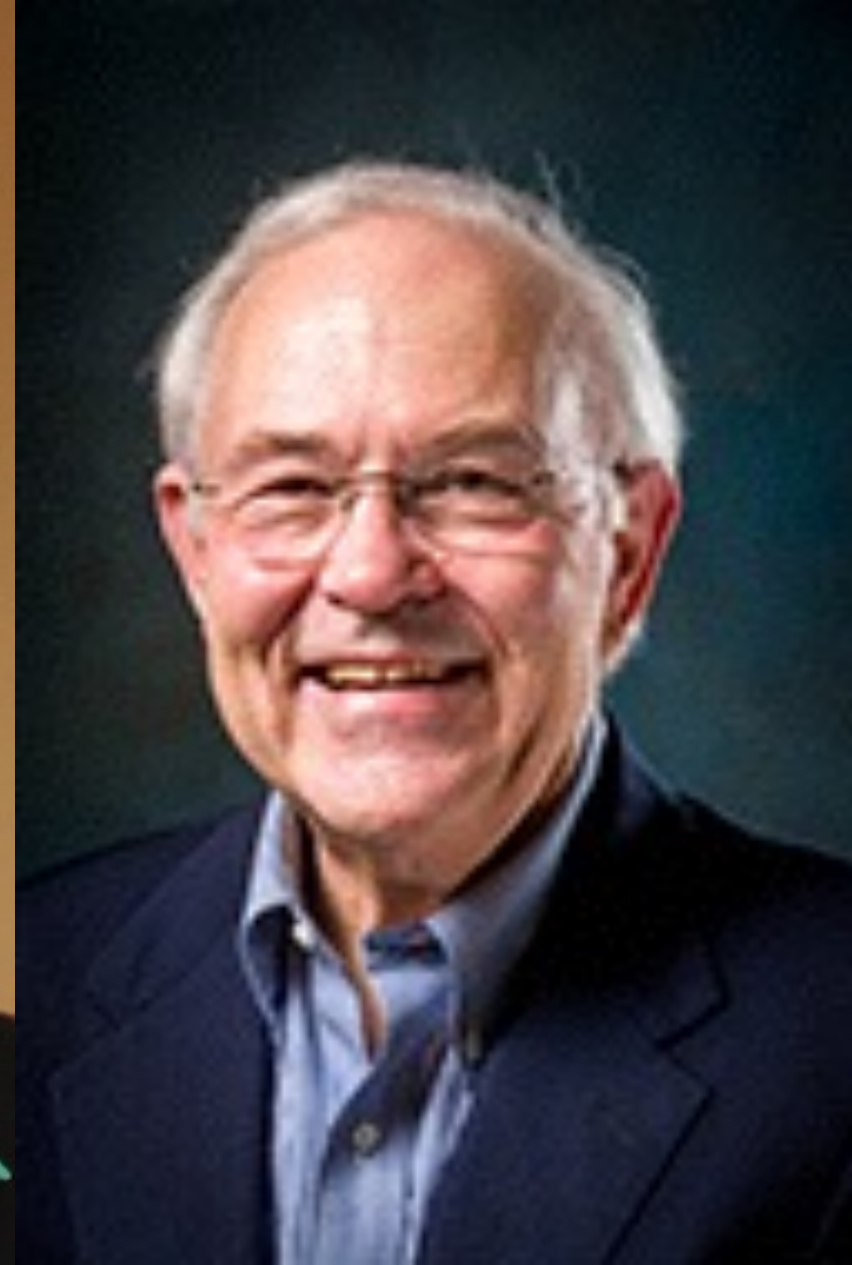
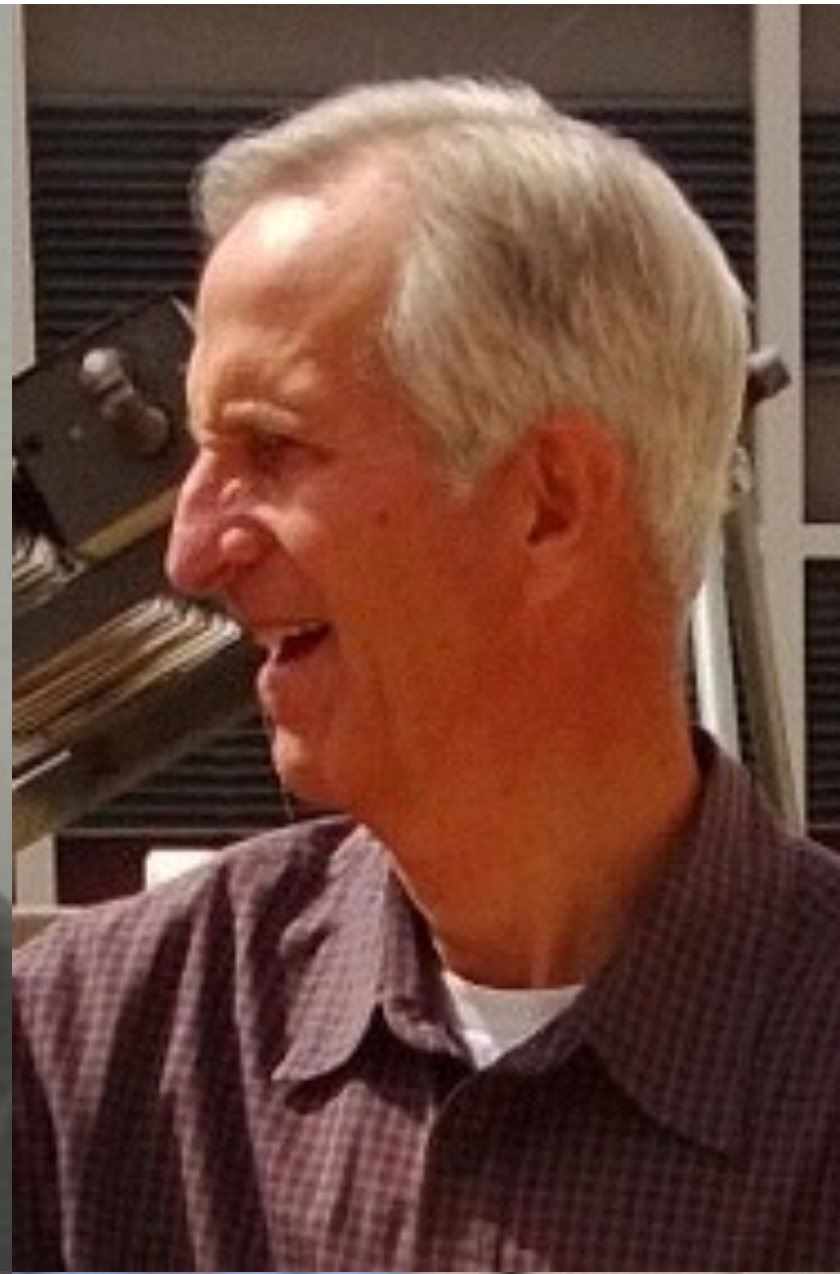
Design



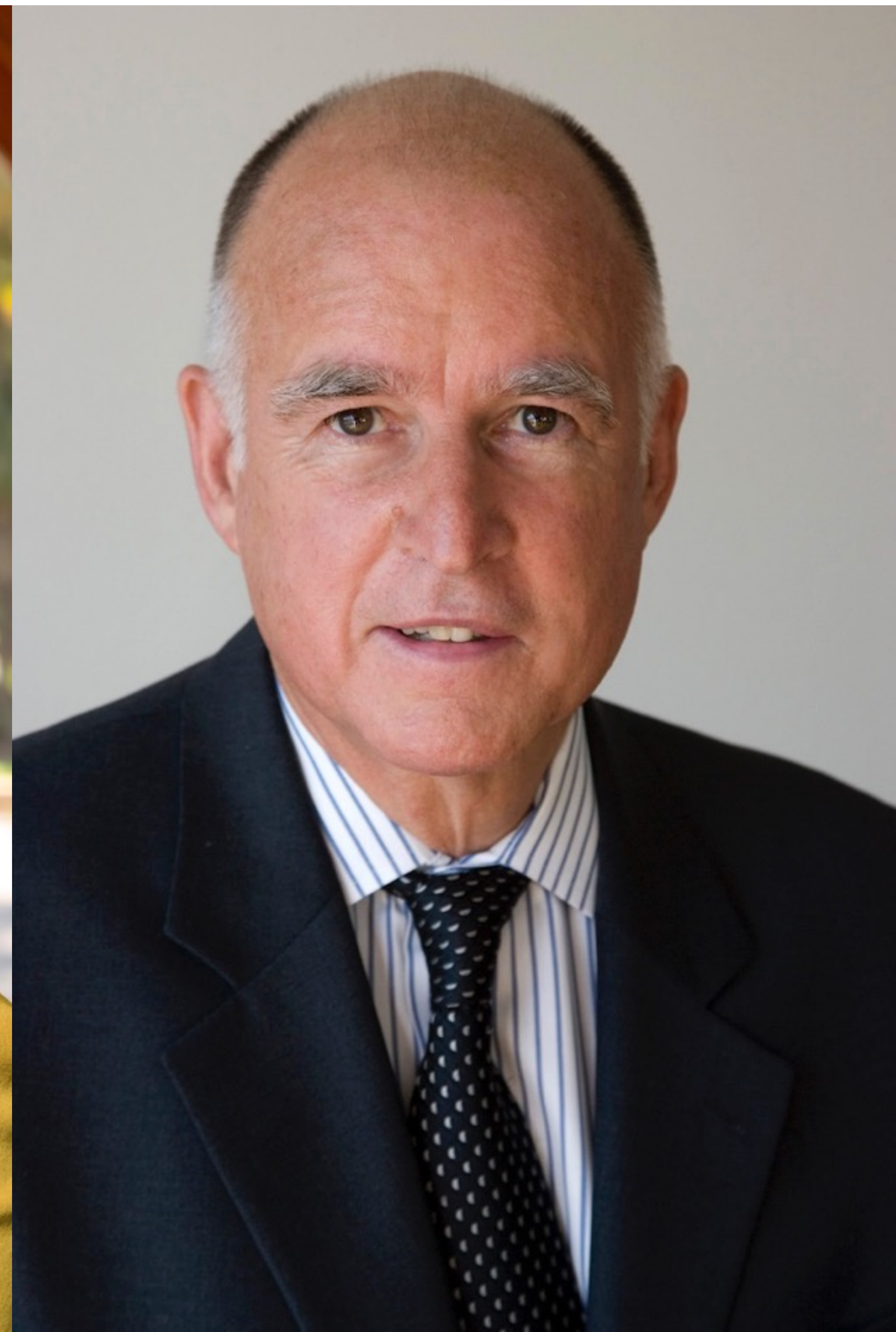
Architecture



This will be a multidisciplinary initiative



Let's get started!



Do what needs to be done ...



Do what needs to be done ...

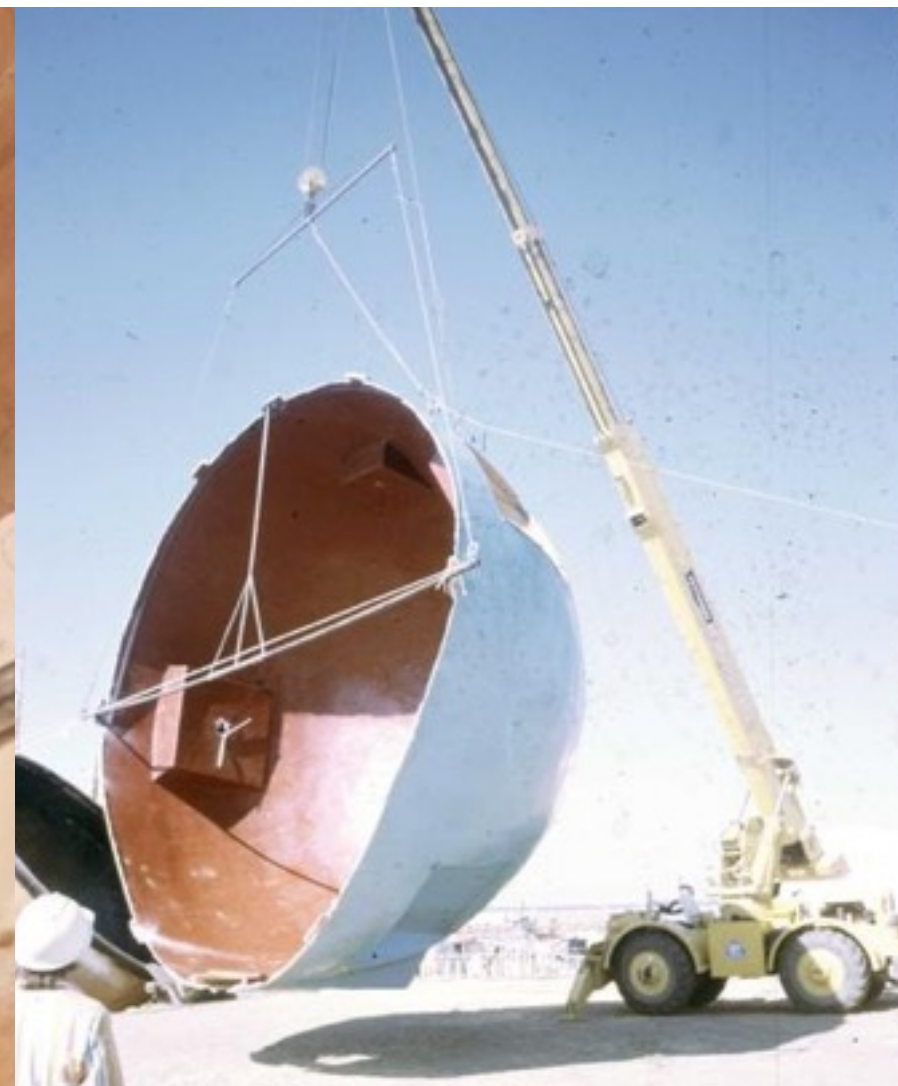


**... and check to see if it was
impossible only after you
are done.**

Paul Hawken

This is not my first rodeo

1972 Students at UC Davis built their own homes



1972 Students at UC Davis built their own homes



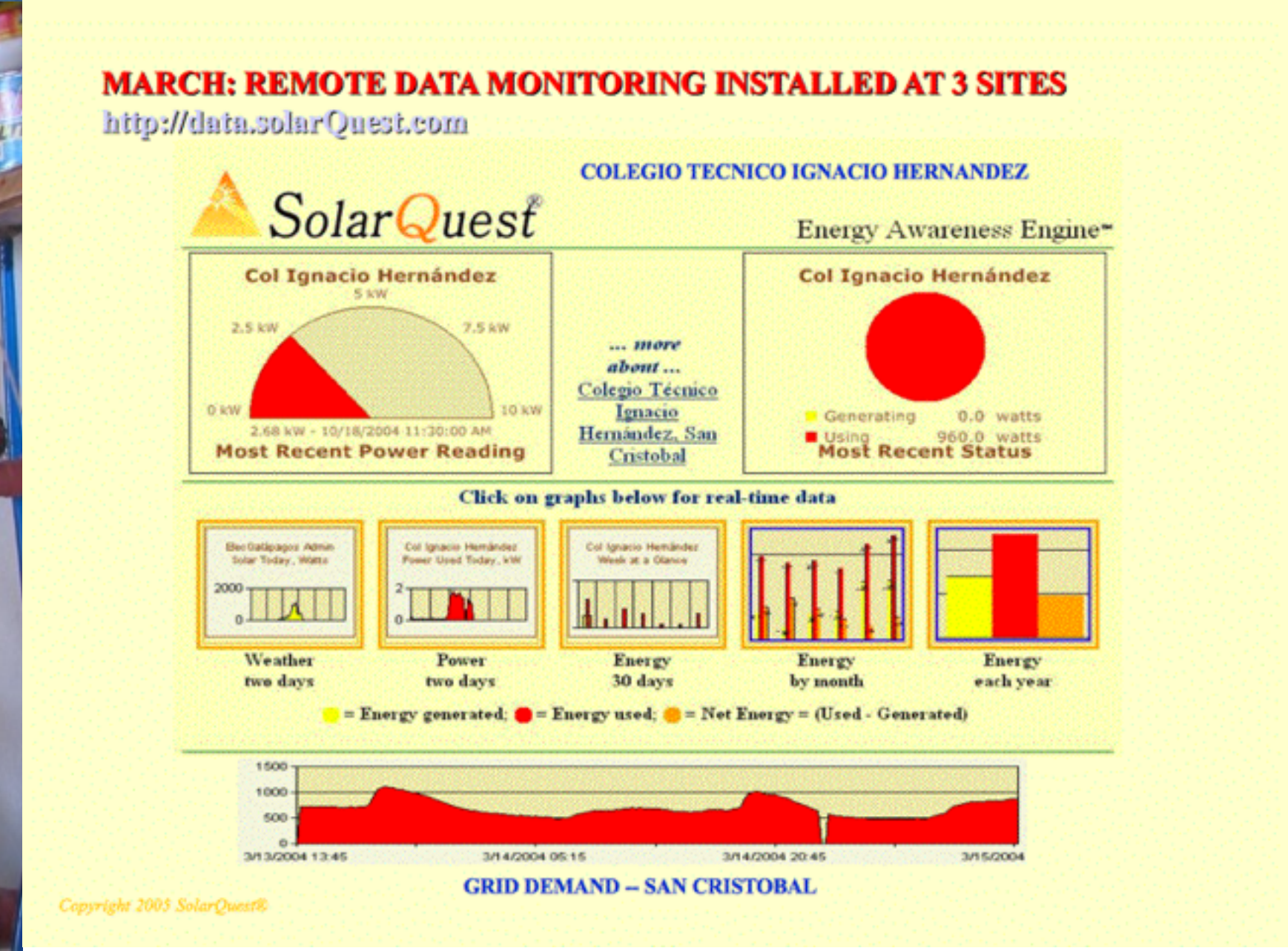
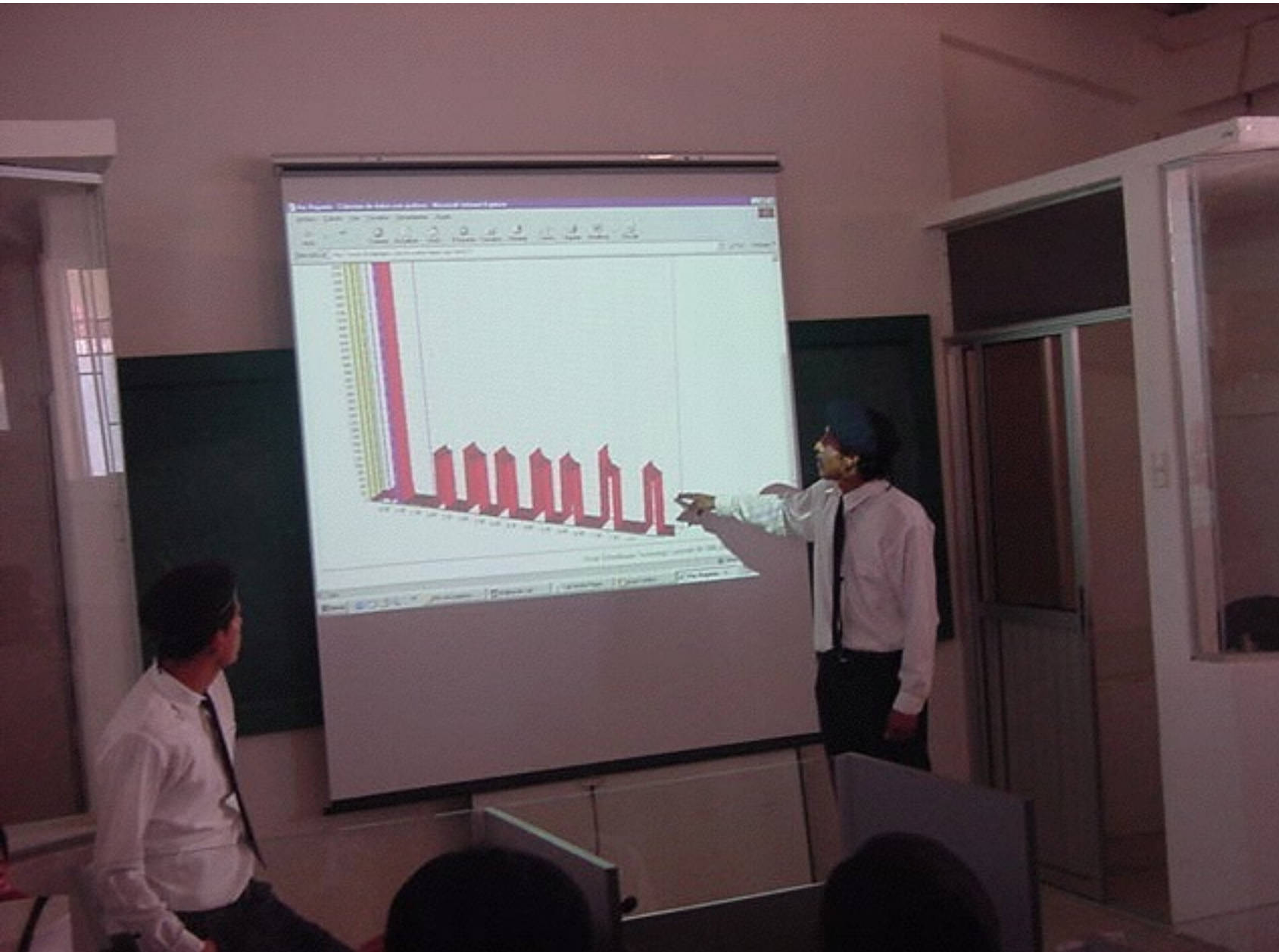
1992 Students at UNAM built a solar race car



2000 Villagers in Bolivia installed solar and internet



2003-2011 Galapagos students did energy projects



More...

For more information, go to www.solarskyways.net

Solar Skyways Network



Bringing makers together from around the world to create solar transportation networks

[Home](#)[Podcar City](#)[Universities](#)[Spartan Superway](#)[Podcar](#)[INIST](#)[Library](#)

Friday, November 4, 2016

Announcing 2017 Spartan Superway Summer Workshop

The Solar Skyways Network is now reaching out to students from universities around the world to join us for the summer months of June and July (2017) as interns at the Spartan Superway Design Center in Silicon Valley. There you will collaborate with your peers from several countries to continue the multidisciplinary development of elevated solar powered public transit under the guidance of professors, mentors from industry, and guest experts. You will work in a well-equipped shop and will have support to obtain software and materials from a wide range of well-stocked suppliers and proficient specialty fabricators in Silicon Valley.

Upcoming Events

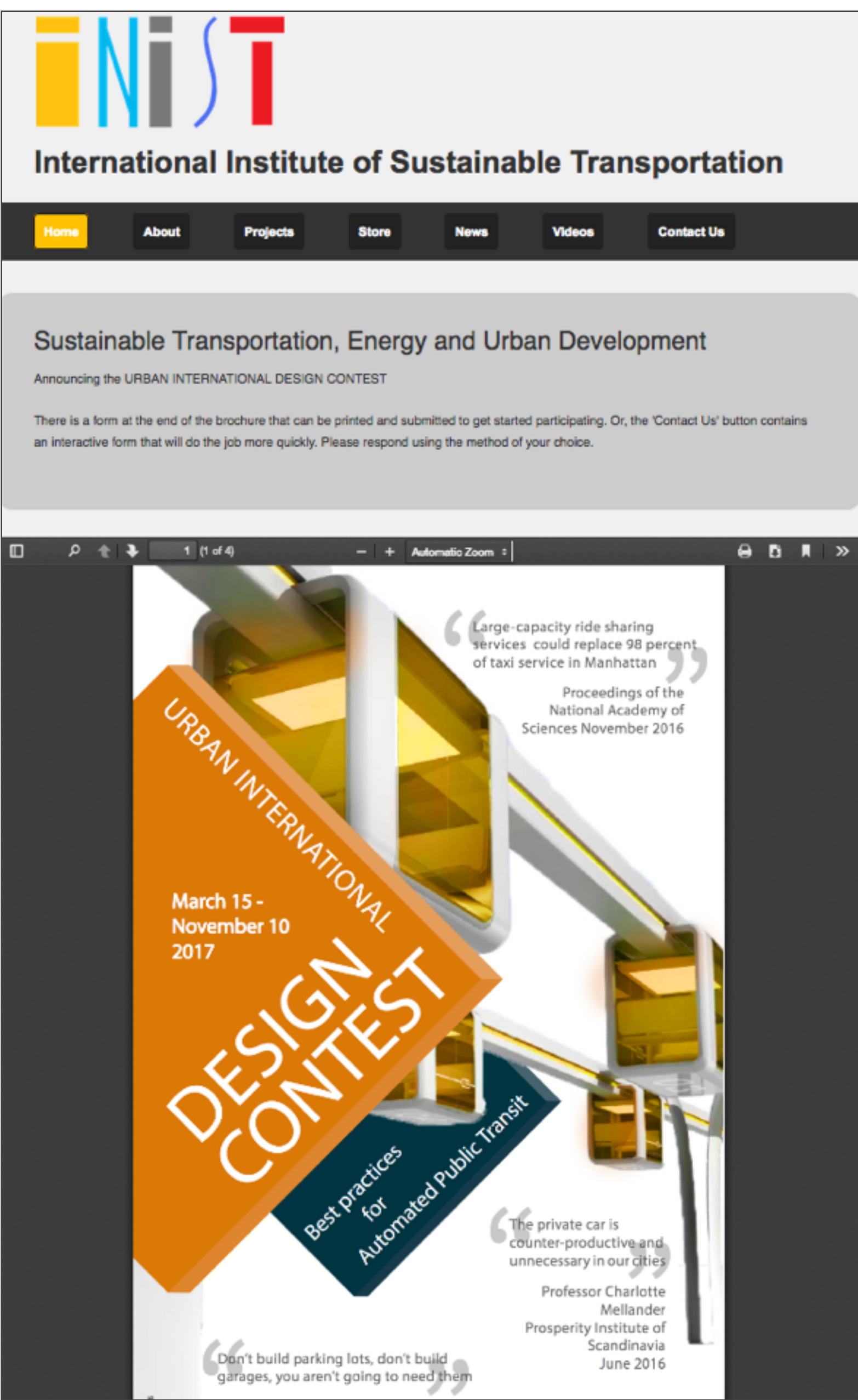
- 2016-11-17 USDOT T3e Webinar featuring Spartan Superway
- 2017-04-08 Paseo Public Prototyping Challenge and Festival
- 2017-05-18 Maker Faire



Solar Skyways




For more information, go to www.inist.org



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Sustainable Transportation, Energy and Urban Development

Announcing the URBAN INTERNATIONAL DESIGN CONTEST

There is a form at the end of the brochure that can be printed and submitted to get started participating. Or, the 'Contact Us' button contains an interactive form that will do the job more quickly. Please respond using the method of your choice.



Large-capacity ride sharing services could replace 98 percent of taxi service in Manhattan

Proceedings of the National Academy of Sciences November 2016

URBAN INTERNATIONAL DESIGN CONTEST

March 15 - November 10 2017

Best practices for Automated Public Transit

The private car is counter-productive and unnecessary in our cities

Professor Charlotte Mellander
Prosperity Institute of Scandinavia
June 2016

Don't build parking lots, don't build garages, you aren't going to need them

Councilman Skip Moore
citing City Planners at National Conferences
October 2016

Ver 1c March 8



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INISTVIDEOS

The International Institute of Sustainable Transportation (INIST) is a non-profit whose mission is to bridge the gap between Government, Industry and Academia to realize transportation solutions beyond the status quo.


INIST hosts the annual international Podcar City conference, www.podcarcity.org.

INIST provides comprehensive skills and experience in the core disciplines needed to build sustainable transportation systems – project management, general design, energy analysis, innovation, and more.


INIST does NOT compete with traditional consultancy studies. INIST provides conceptual design and analysis for professionals and advisors.

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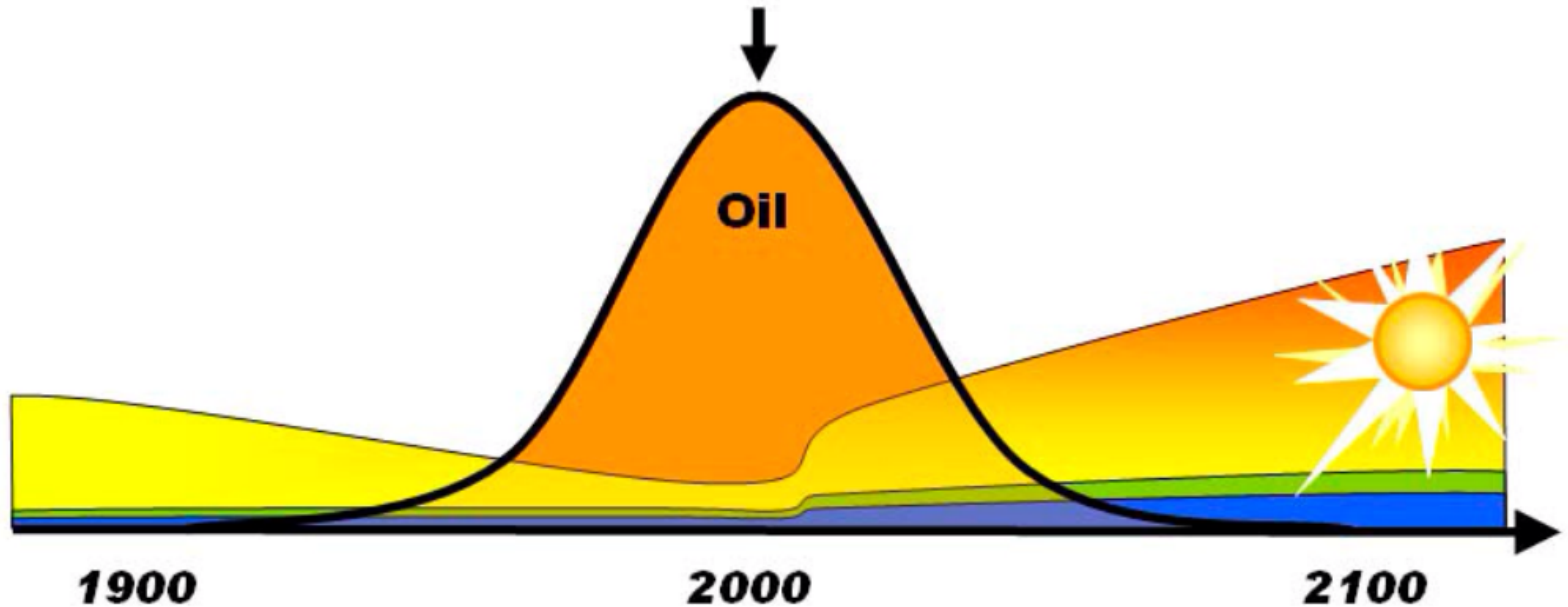
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You only fail if you stop.

Wake up!!!

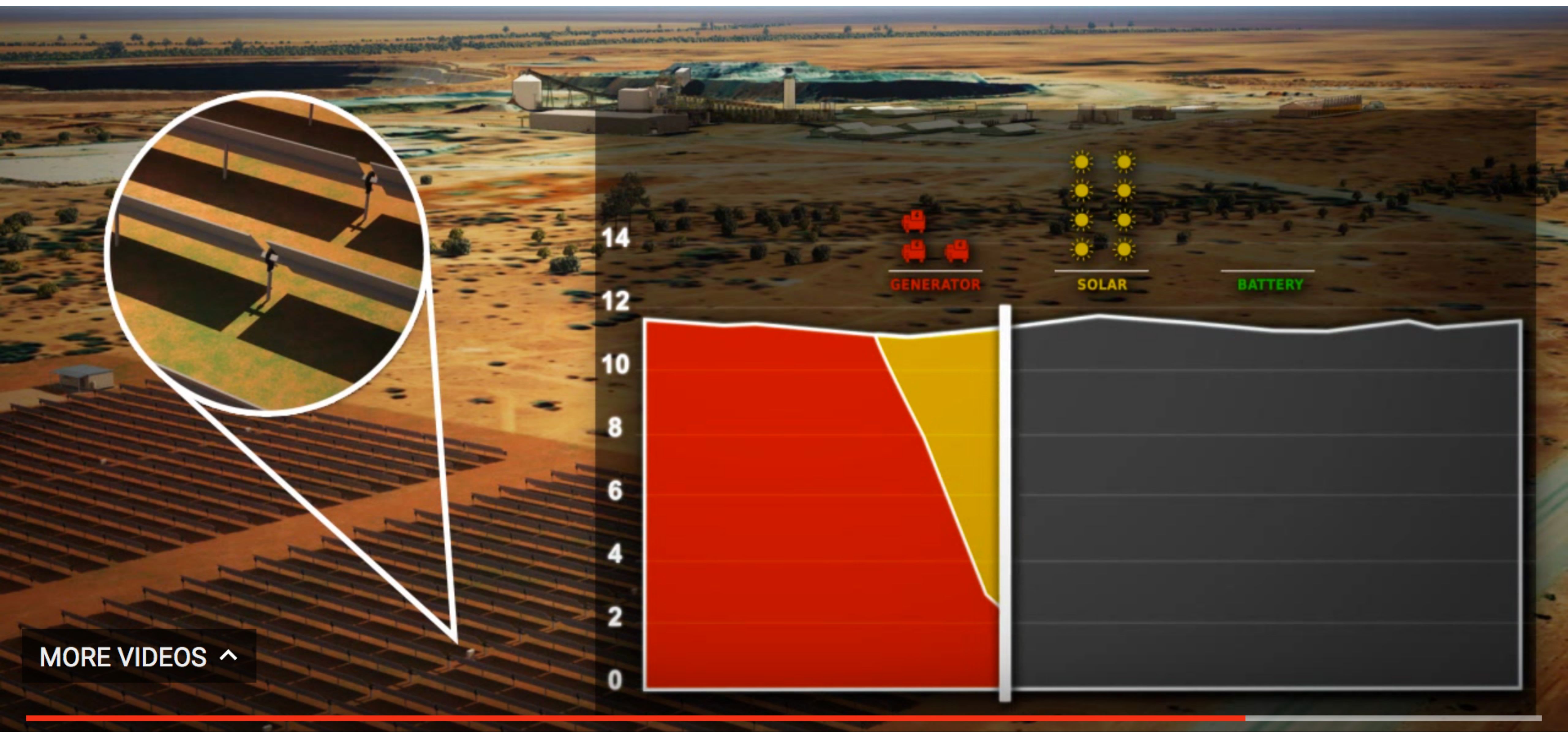
We are here



...to the power of Solar

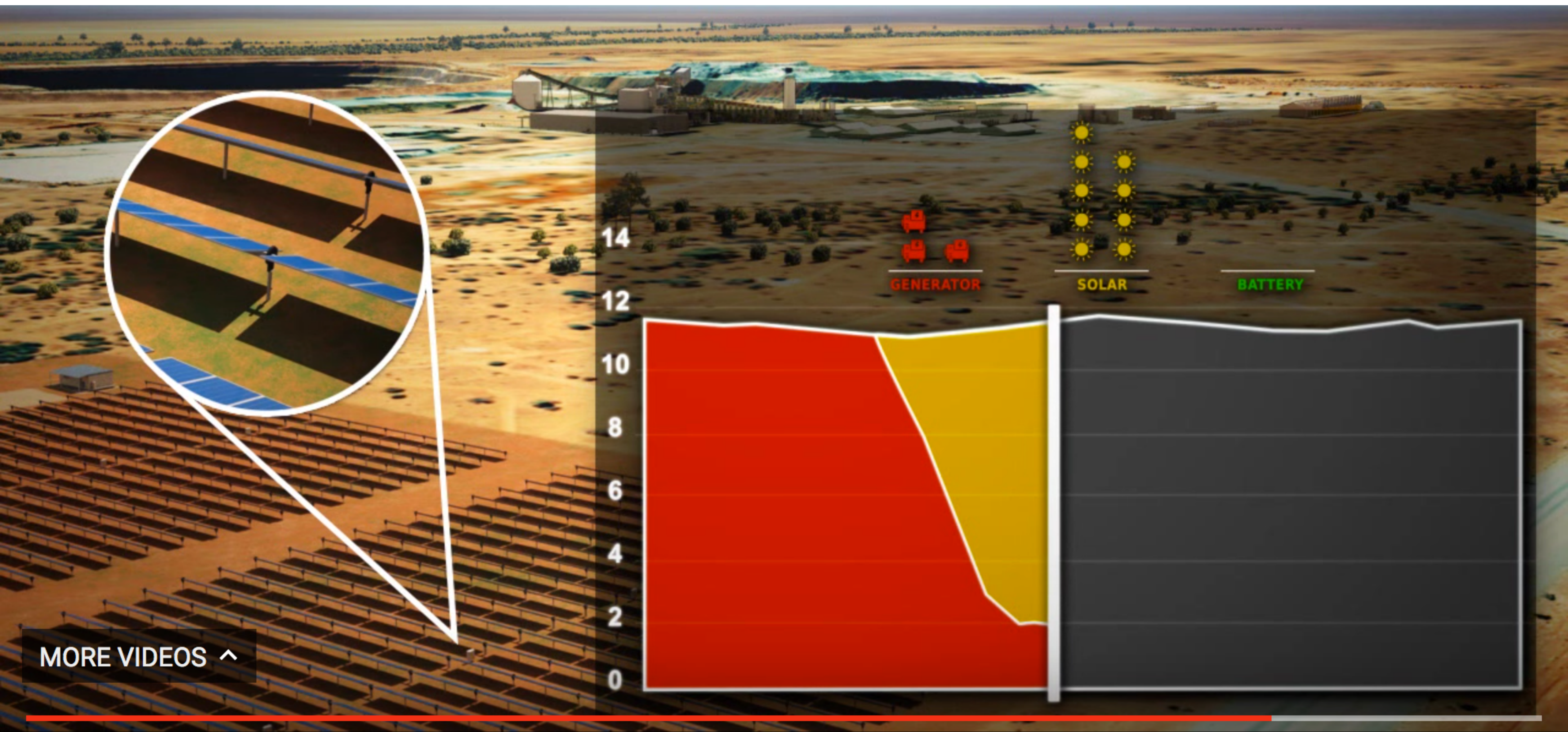
Solar + Storage

DeGrussa Mine offers an important lesson



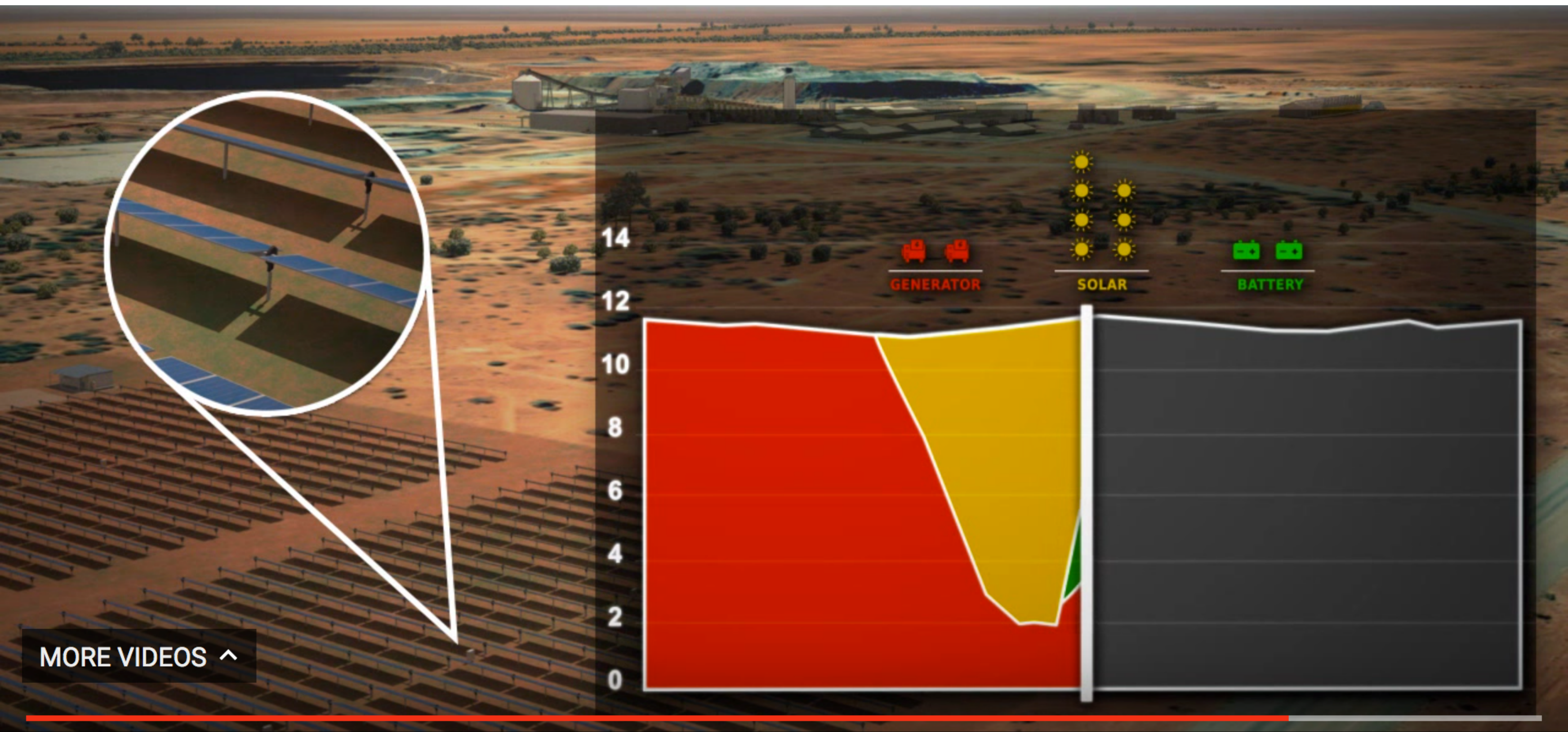
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DeGrussa Mine offers an important lesson



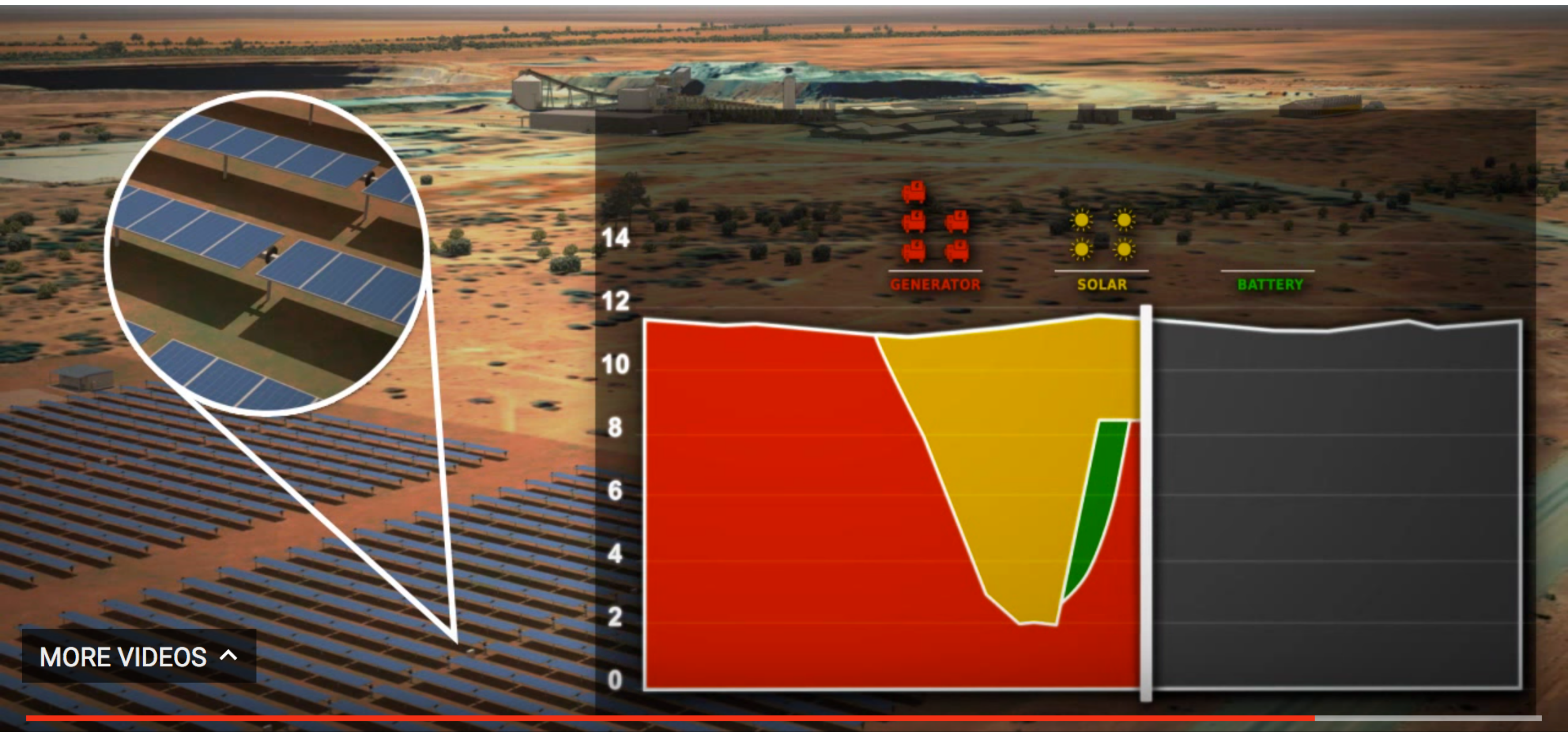
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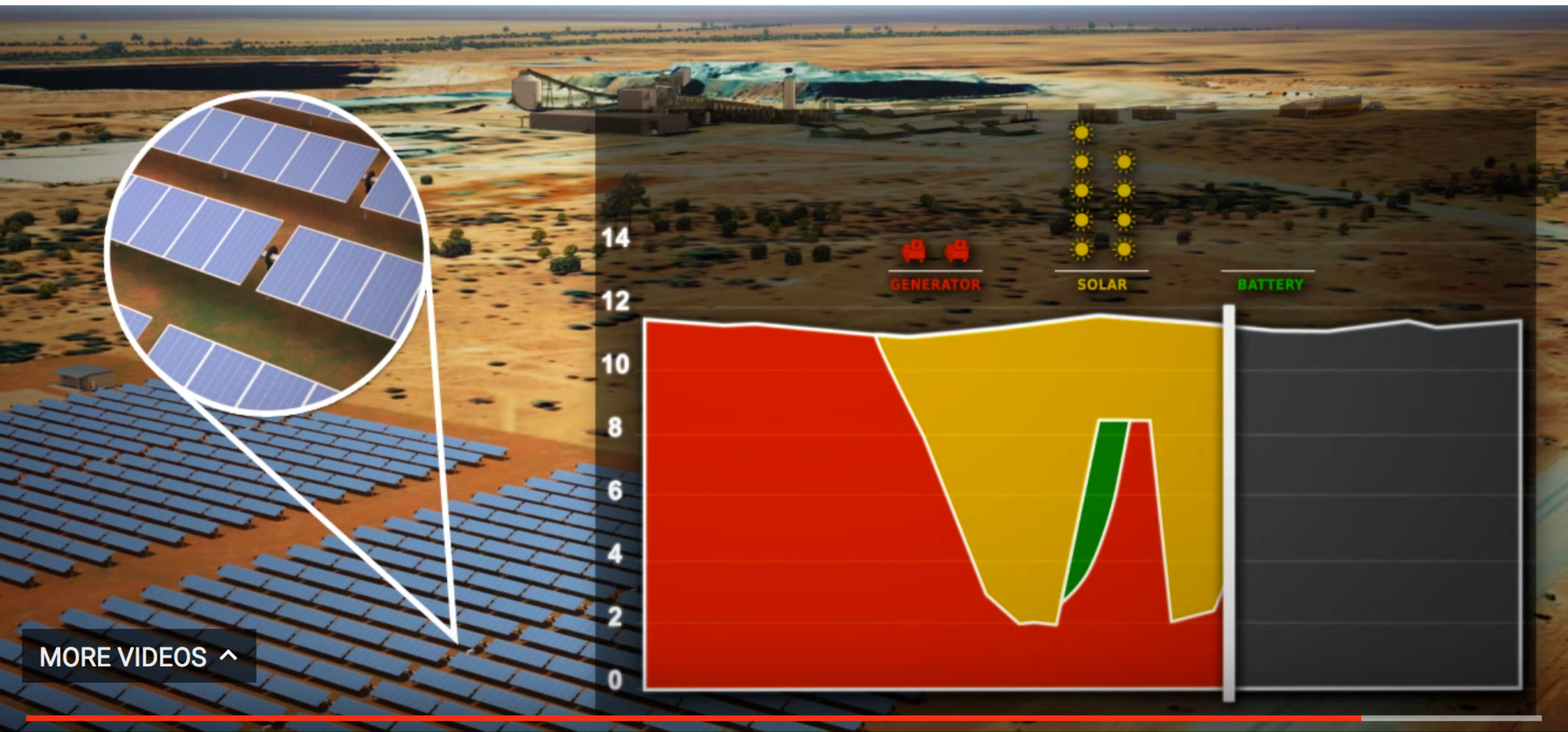
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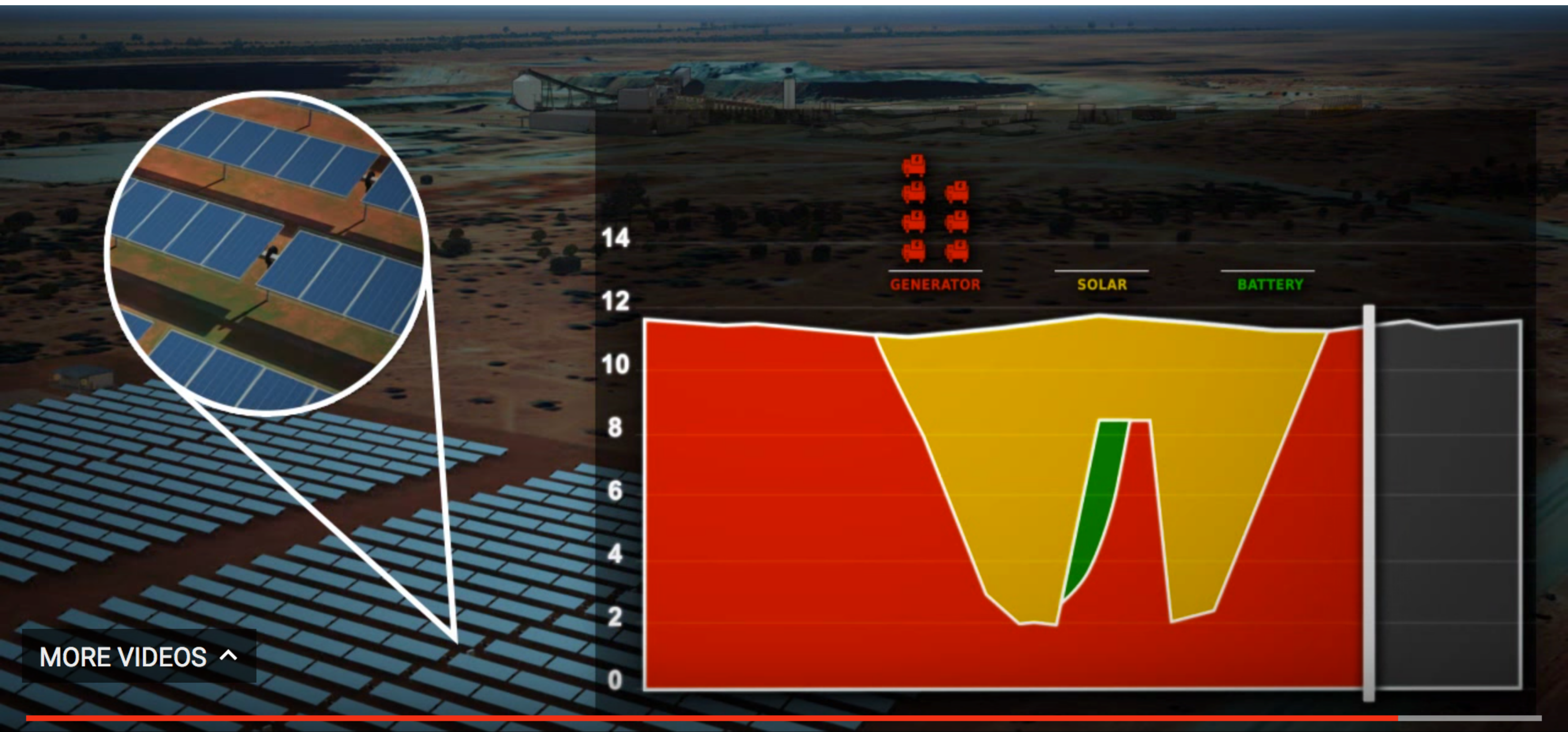


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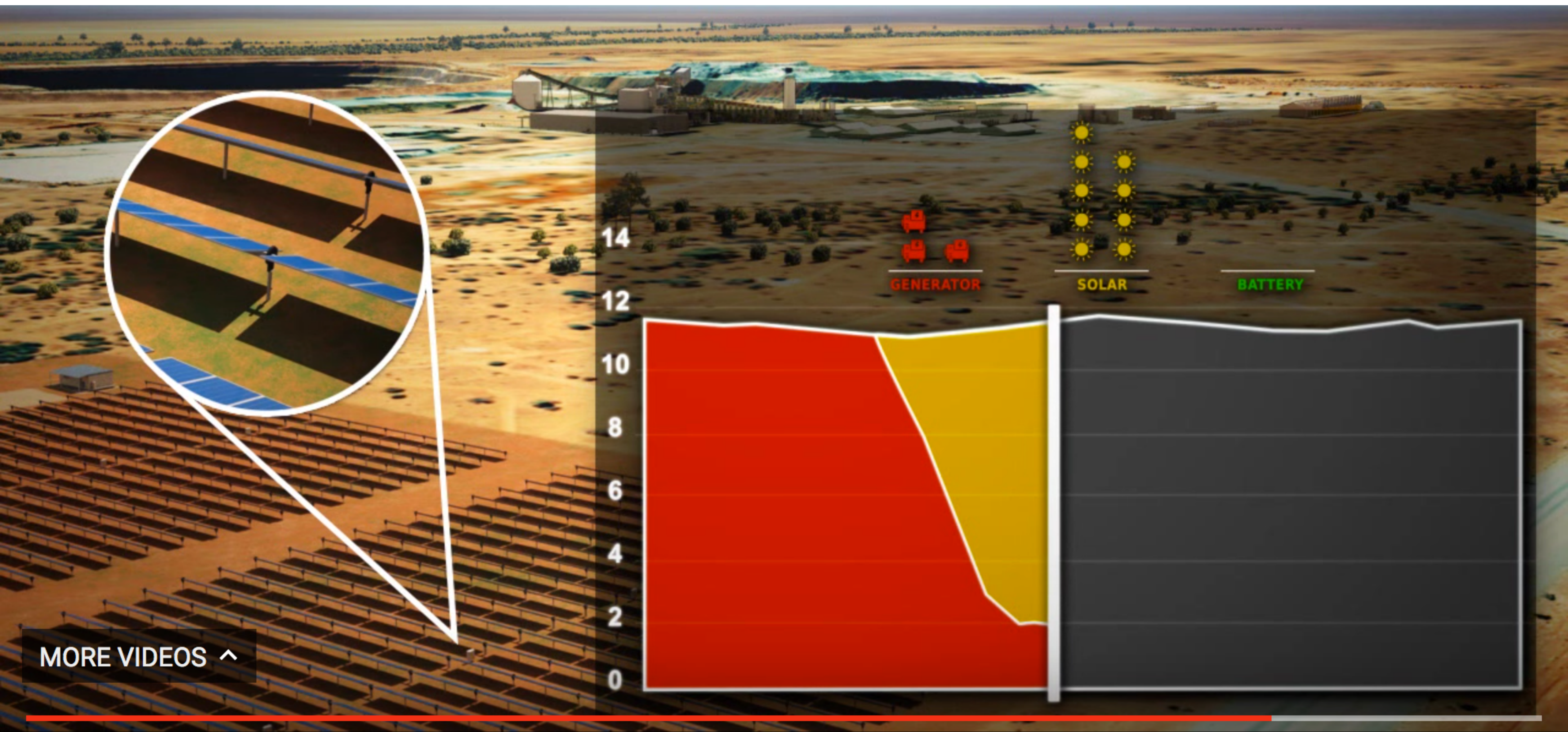


DeGrussa Mine offers an important lesson



MORE VIDEOS ^

Notice that the diesel never shuts down completely



MORE VIDEOS ^

Notice that the diesel never shuts down completely



MORE VIDEOS ^

That's what's different about the Lakeland Mine

Baseload Renewables: The Significance of Lakeland Solar & Storage for Miners

CASE STUDIES

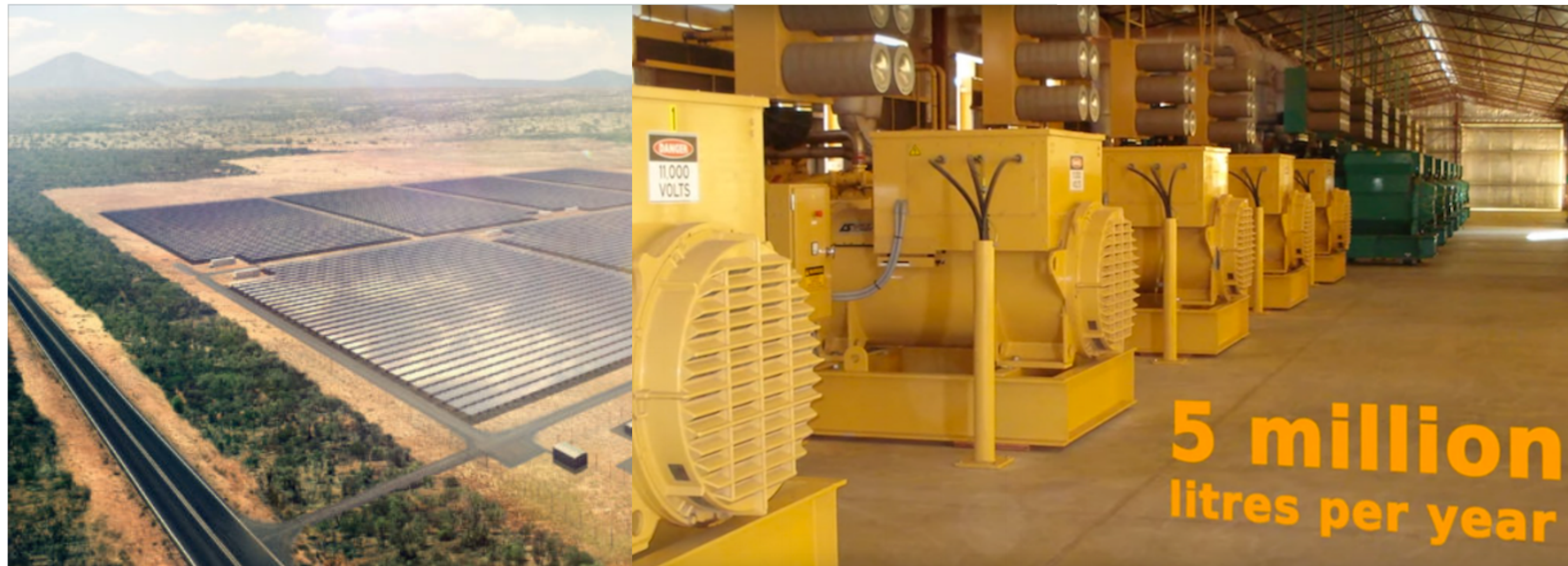
March 10 16:19
2017



Energy reliability is a major concern for grid-connected mines in Australia with supply constraints and power disruptions hampering production and expansion plans. In this context, the Lakeland Solar & Storage Project, currently under construction in northern Queensland, is particularly relevant for miners as it will demonstrate the power reliability benefits of large-scale solar PV and storage.

Baseload Renewables: The Significance of Lakeland Solar & Storage for Miners

CASE STUDIES



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Baseload Renewables: The Significance of Lakeland Solar & Storage for Miners

CASE STUDIES

March 10 16:19
2017

**No Diesel!
Zero Carbon**

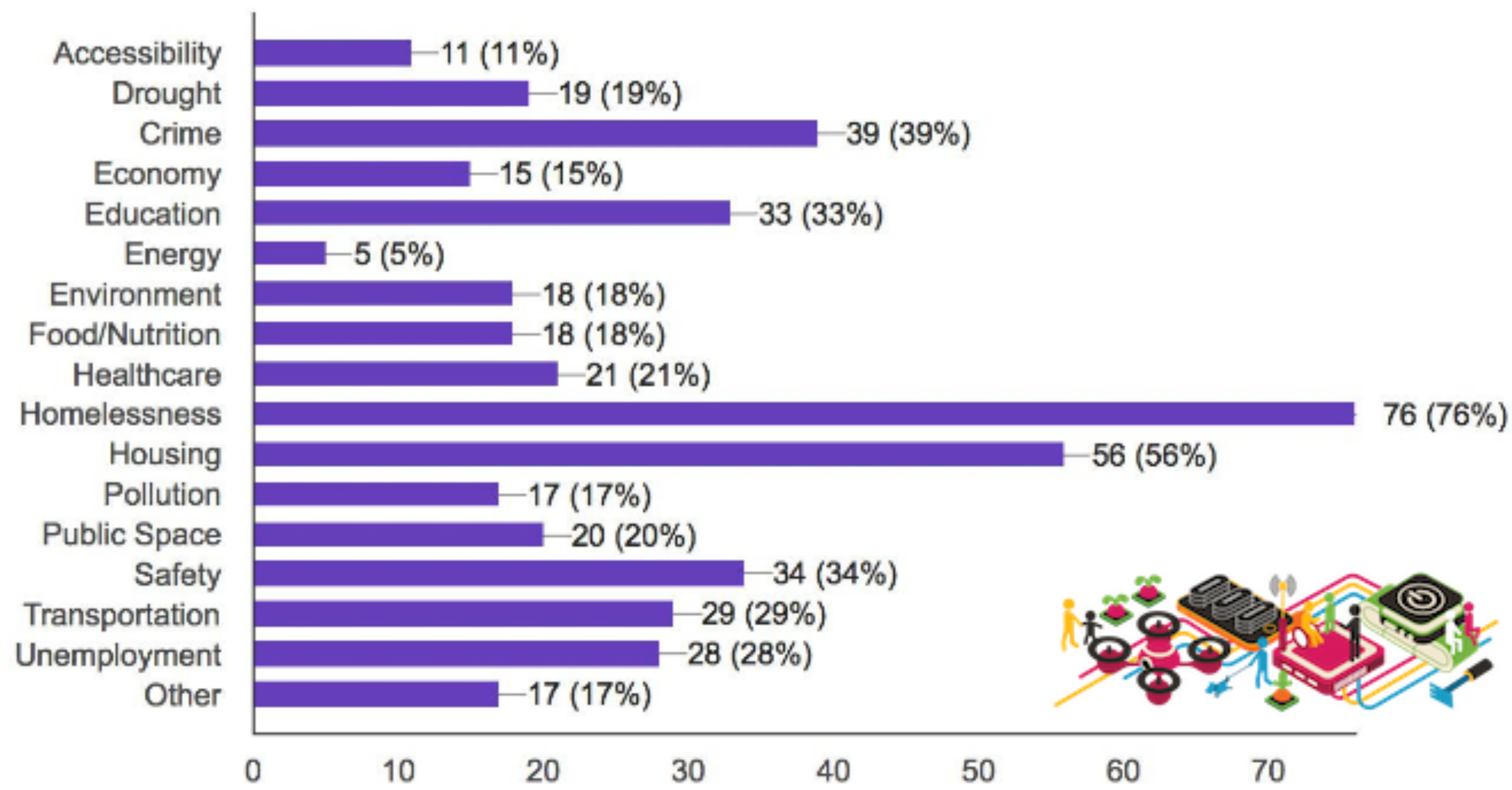


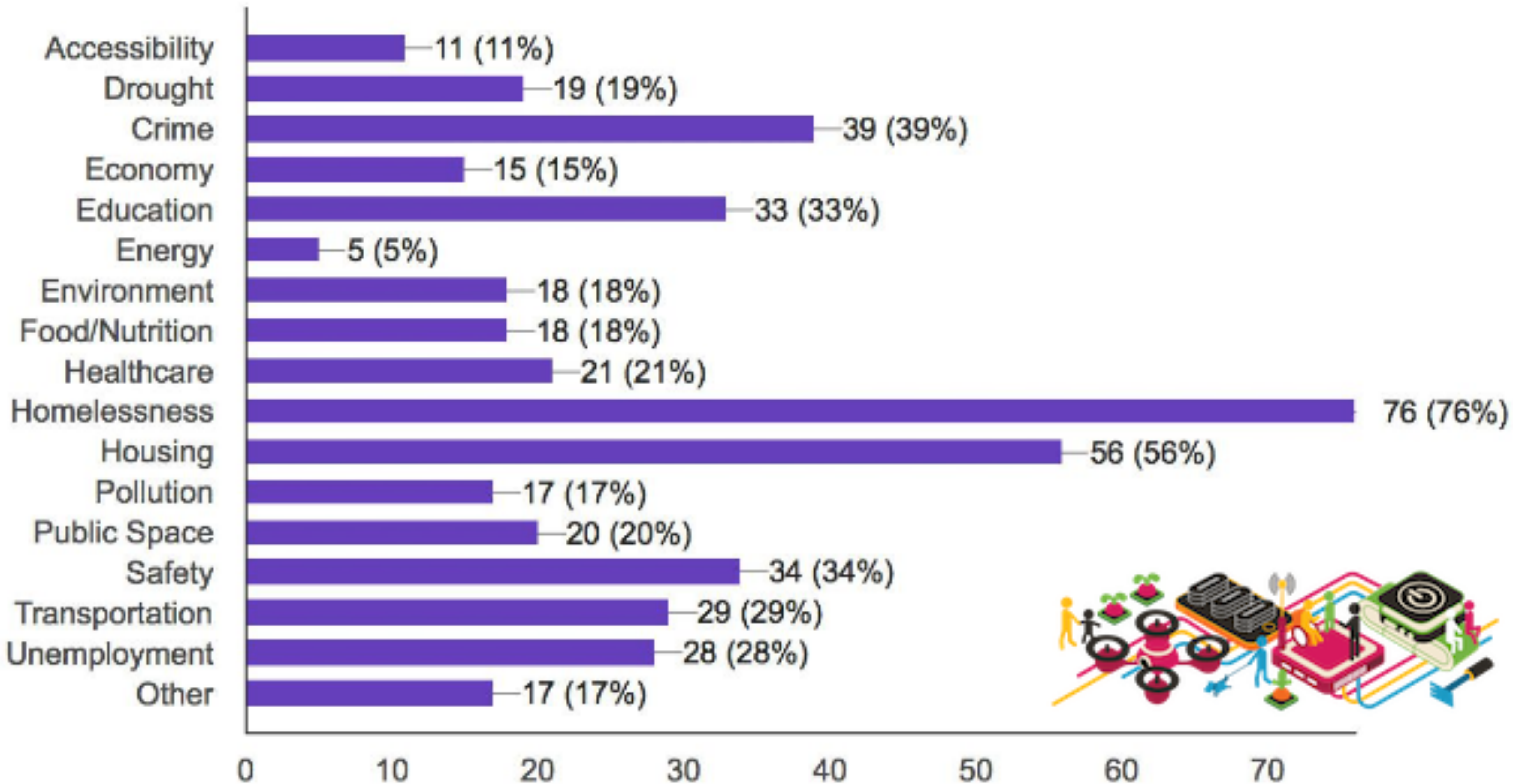
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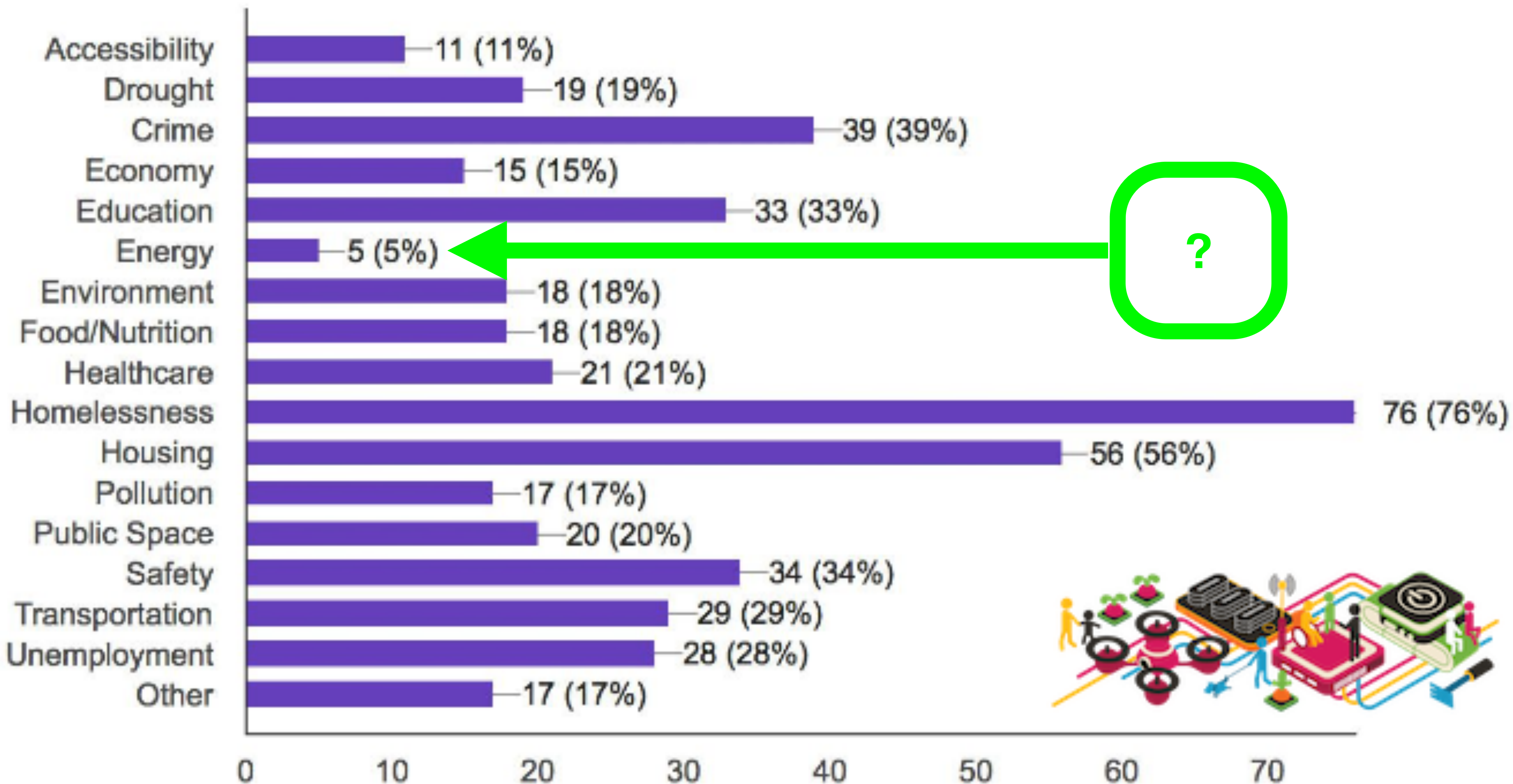
San José's Problems

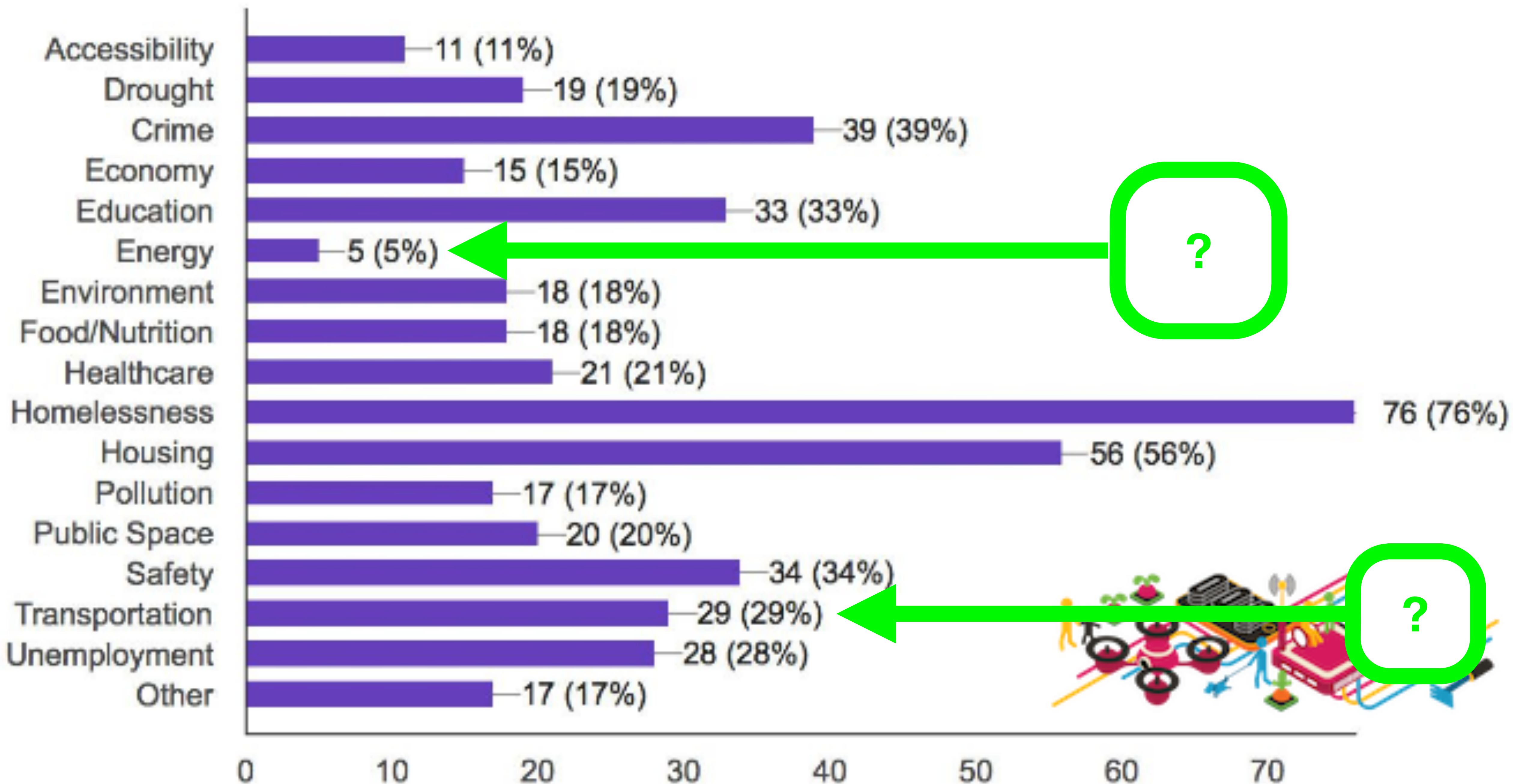
San José's problems according to Paseo survey

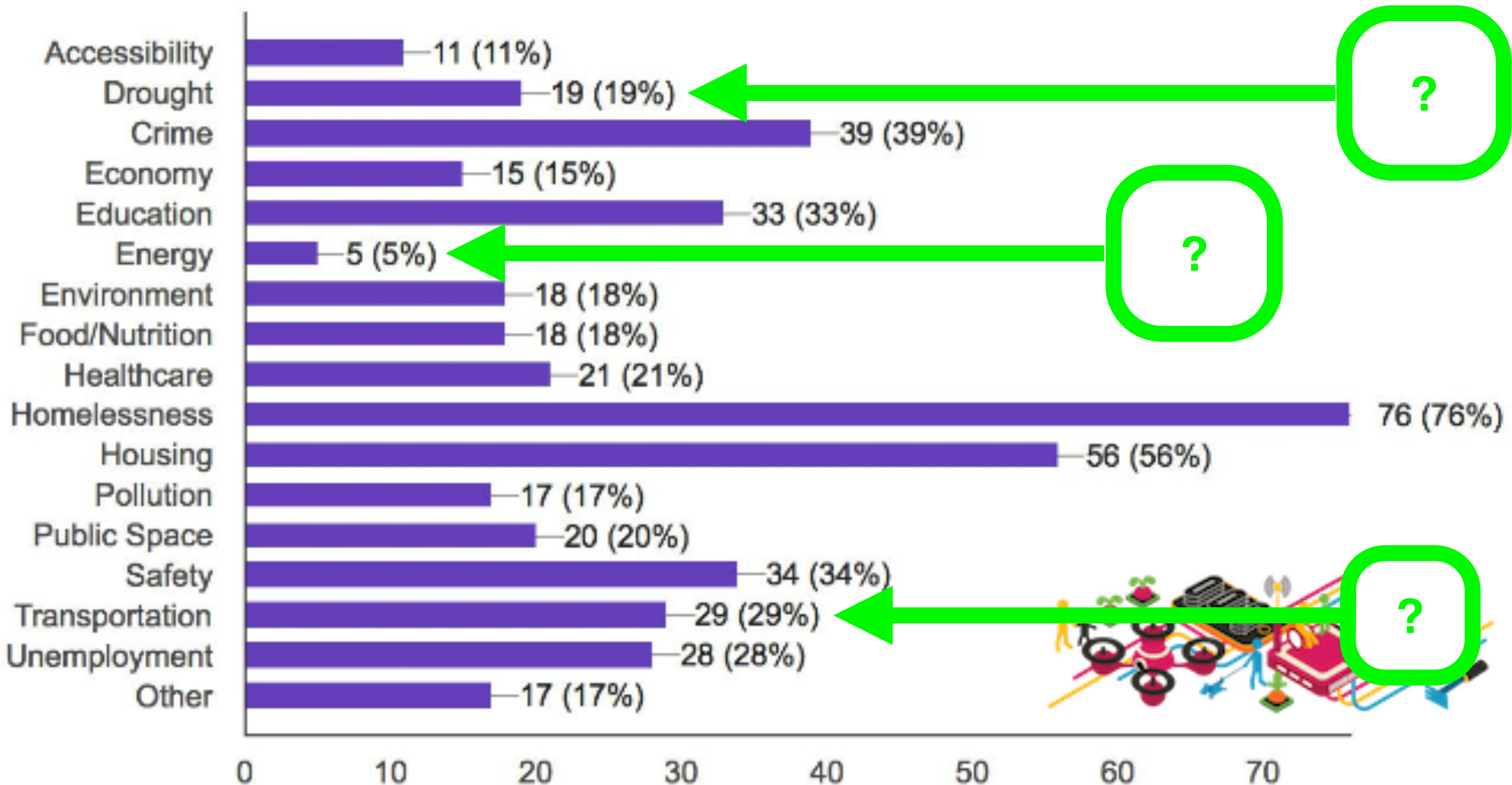
What are the 5 biggest problems facing the City of San José ?











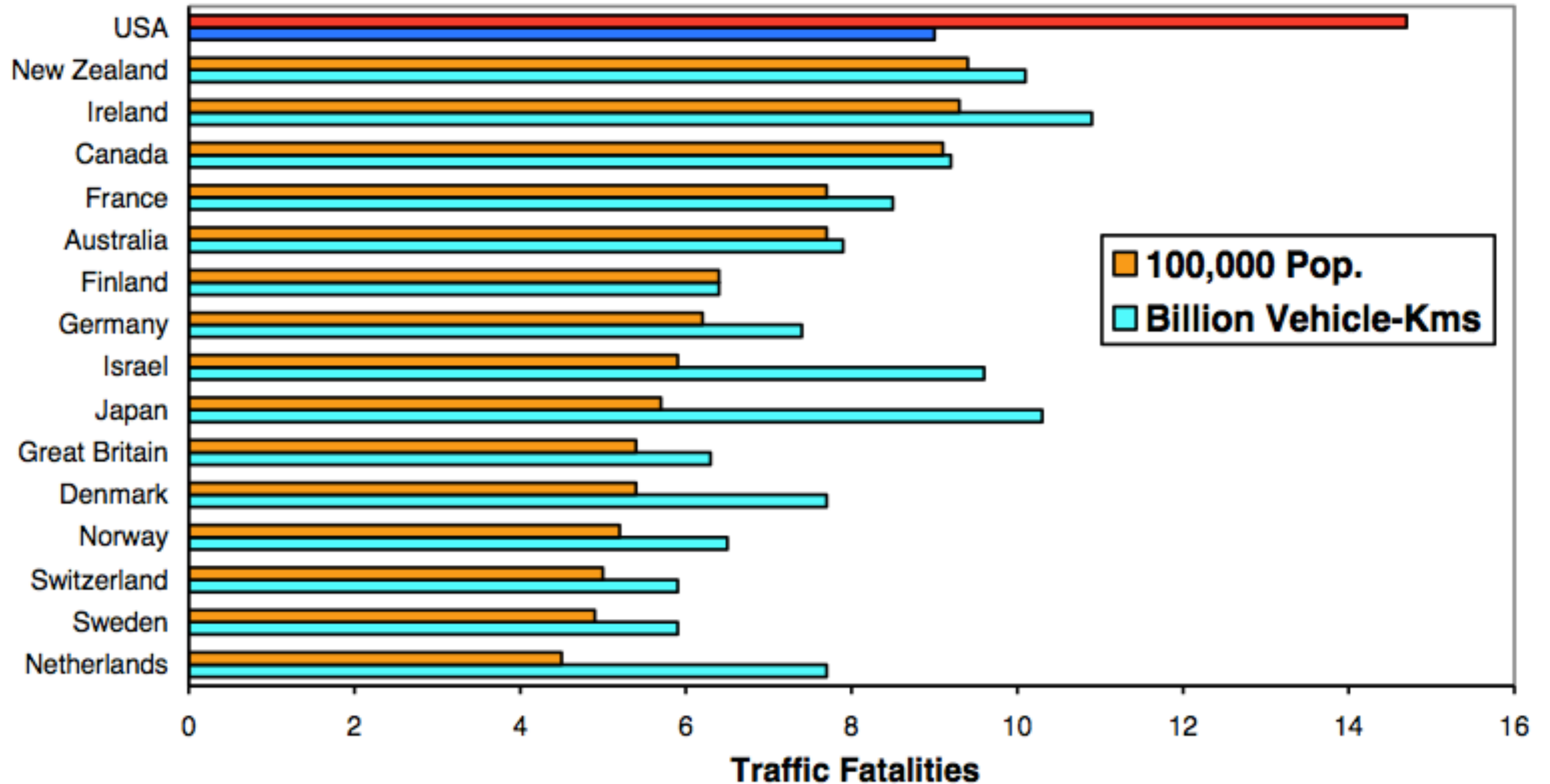
Podcars vs Rail & Bus Transit

SPARTAN is the cheapest transit solution, bar none

<i>40 story skyscraper</i>	<i>\$200+ Million</i>
<i>Metro (underground)</i>	<i>\$500+ M / km (BART to SJ est.)</i>
<i>Light rail (LRT/tramway)</i>	<i>\$110+ M / km (VTA Hwy 85 est.)</i>
<i>BRT</i>	<i>\$35+ M / km (VTA hwy 85 est.)</i>
<i>One lane of new urban highway</i>	<i>\$20+ M / km (various sources)</i>
<i>SPARTAN</i>	<i>\$10 M / km</i>

Safety

The USA has the highest per capita traffic fatality rate among peer countries



And it's gotten worse

The Mercury News

Crash deaths hit 10-year highs

Bad driving habits are taking lives on the nation's highways, with traffic fatalities on the rise in 39 states

By Jim Gorzelany
CTW FEATURES

Despite ongoing advancements in auto safety — including greater crashworthiness and the prevalence of accident avoidance systems like stability control and forward auto-braking systems — along with stricter state DUI and teen licensing provisions, the National Safety Council reports the nation's highways are at their deadliest levels in a decade.

Preliminary figures indicate traffic fatalities shot up by 6 percent during 2016 and reached a grim total of 40,200

employer costs and property damage. That's a 12 percent increase over 2015.

Why the sudden spike in traffic deaths? Part of it has to do with more cars and trucks on the road over the last few years concurrent with the nation's economic recovery. But a great deal of the responsibility lies firmly on the shoulders of U.S. drivers. A recent NSC survey showed that while 83 percent of motorists say that safe driving is of paramount concern, 63 percent are nevertheless comfortable with speeding and 47 percent send and/or receive text messages behind the wheel



There are two approaches to safety



Rhetoric

There are two approaches to safety

Rhetoric

Physics

There are two approaches to safety



Rhetoric

Let's see what rhetoric can do for us

Can rhetoric defeat the laws of physics?

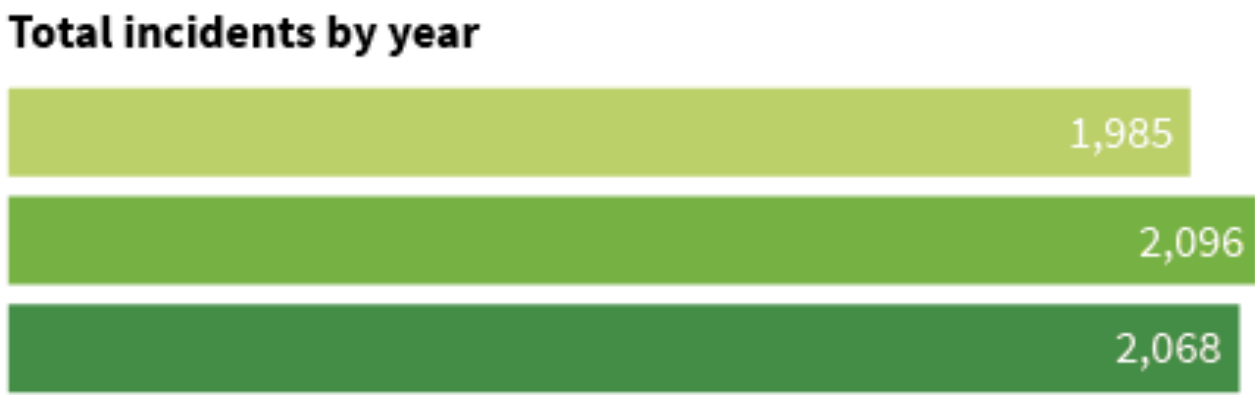
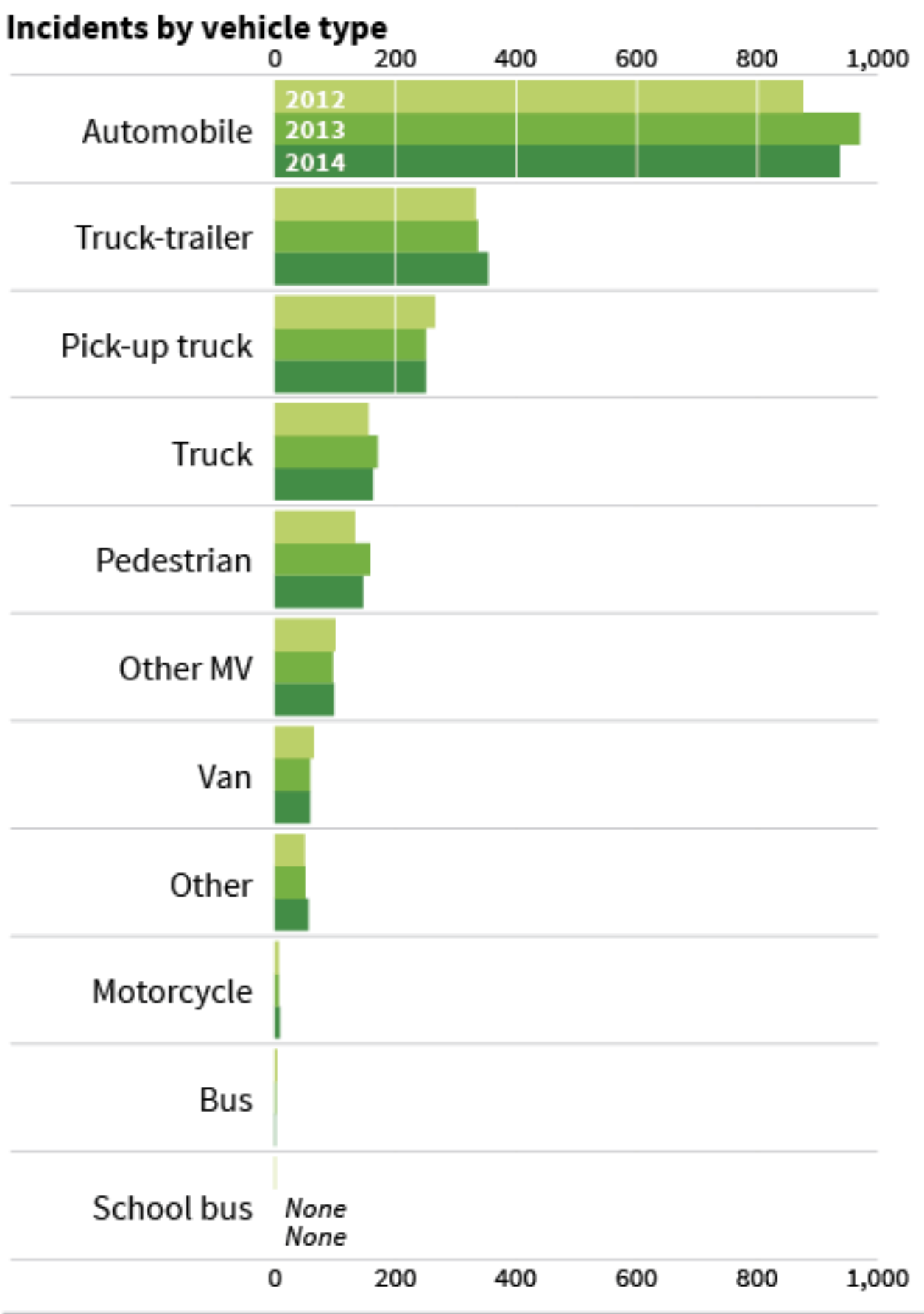


Why do trains hit cars?



Why do trains hit cars?

U.S. railroad crossing incidents



Why do trains hit cars?

HUFF
POST NEWS

Investigation Begins In Fatal Metro-North Train-SUV Crash

AP/Huffpost

Posted: 02/04/2015 10:08 am EST | Updated: 02/04/2015 7:59 pm EST

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Every day, trains travel across more than 212,000 highway-grade rail crossings in the U.S. There are an average of 230 to 250 deaths a year at such crossings, down over 50 percent from two decades ago, FRA figures show.

Risky driver behavior or poor judgment accounts for 94 percent of grade crossing accidents, according to a 2004 government report.

Why do trains hit cars?

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No! Because bad design makes it possible.

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Why do cars and trains hit pedestrians?

TABLE 2: CALIFORNIA COUNTIES WHERE PEDESTRIANS ACCOUNT FOR HIGHEST SHARE OF ALL TRAFFIC-RELATED DEATHS - 1999				
RANK	COUNTY	PEDESTRIAN FATALITIES 1999	ALL TRAFFIC FATALITIES 1999	PEDESTRIAN FATALITIES AS PERCENT OF TOTAL
1	SAN FRANCISCO	26	48	54%
2	LOS ANGELES	203	684	30%
3	SAN DIEGO	81	284	29%
4	ORANGE	45	175	26%
5	SACRAMENTO	30	117	26%
6	ALAMEDA	20	90	22%
7	VENTURA	13	59	22%
8	SANTA CLARA	22	103	21%
9	SAN MATEO	7	35	20%
10	HUMBOLDT	4	21	19%
NOTE: 1999 Fatality and Injury Data is provisional. Source 1999 Provisional Report of Fatal and Injury Motor Vehicle Traffic Collisions, Department of California Highway Patrol; Statewide Integrated Traffic Records System (SWITRS) 1999.				

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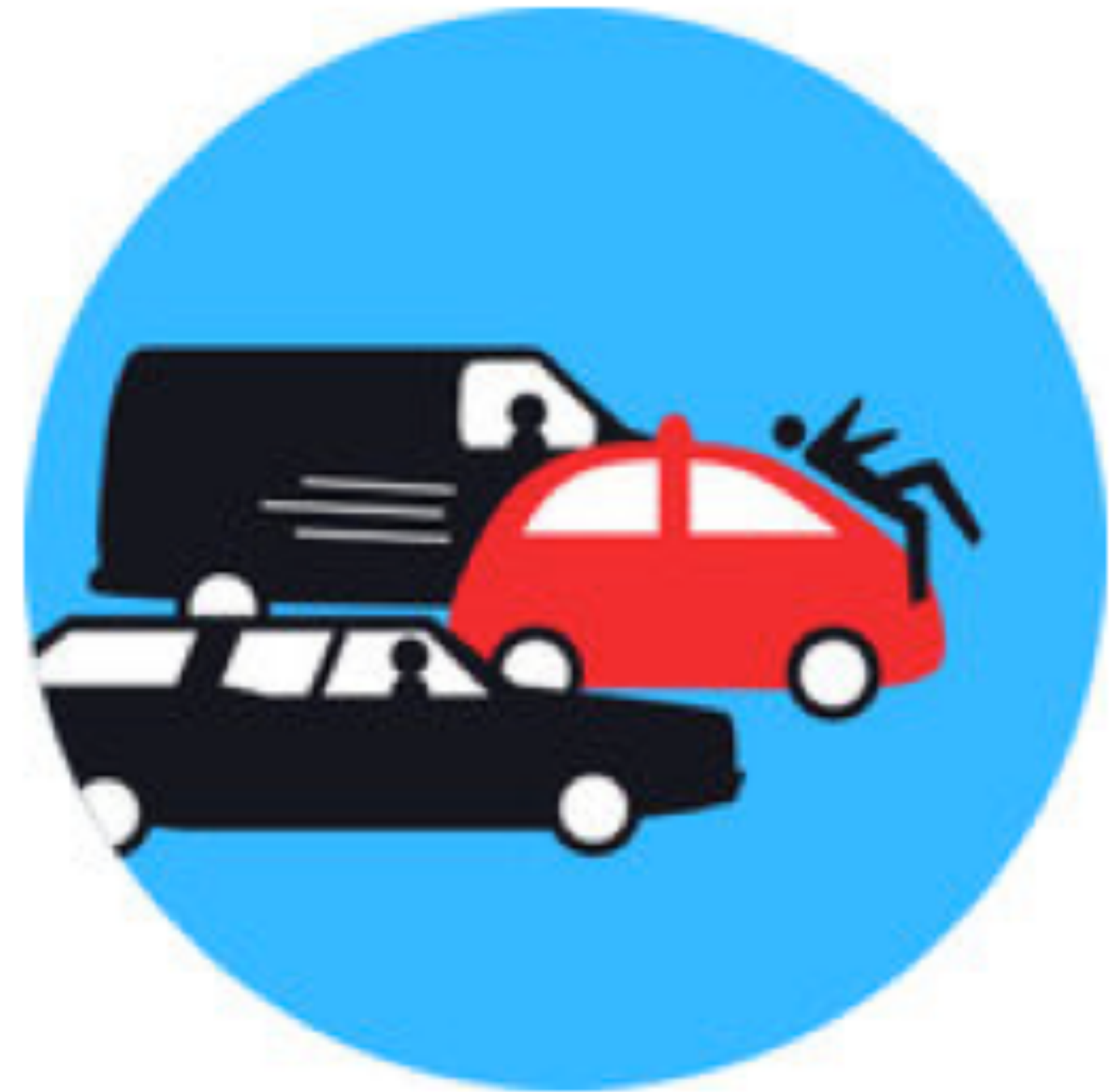
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Driverless cars must also follow the laws of physics

ETHICS ON THE ROAD

Having to Make Tough Decisions

In the midst of busy traffic, a ball bounces into the road, pursued by two running children. If a self-driving car's only options are to hit the children or veer right and strike a telephone pole, potentially injuring or killing the car's occupants, what does it do? Should its computer give priority to the pedestrians or the passengers?



Driverless cars must also follow the laws of physics

The New York Times

TECHNOLOGY

Should Your Driverless Car Hit a Pedestrian to Save Your Life?

By JOHN MARKOFF JUNE 23, 2016



The issue of robotic morality has become a serious question for researchers working on autonomous vehicles who must, in essence, program moral decisions into a machine.

Driverless cars must also follow the laws of physics

TECHNOLOGY

The New York Times

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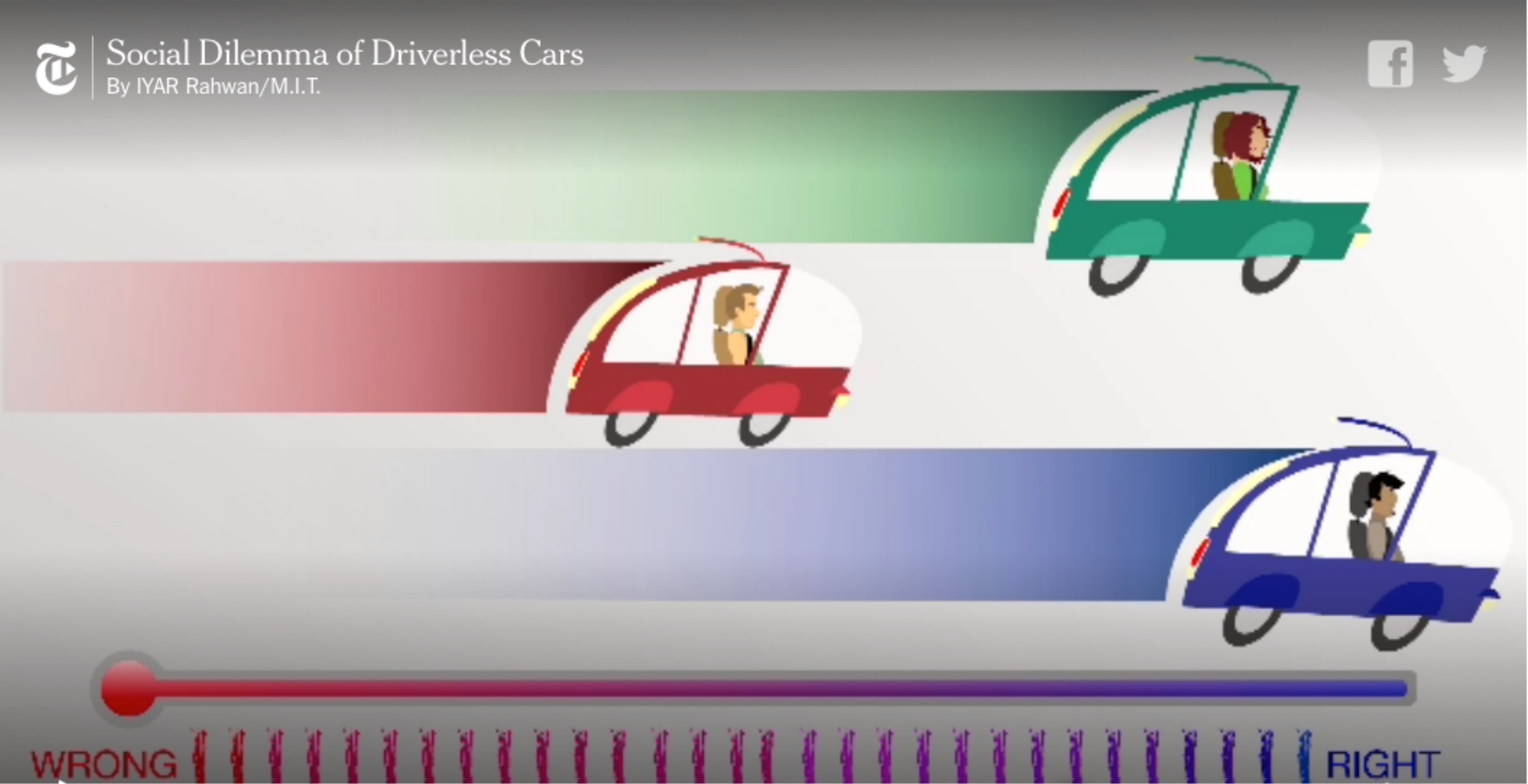
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Driverless cars must also follow the laws of physics

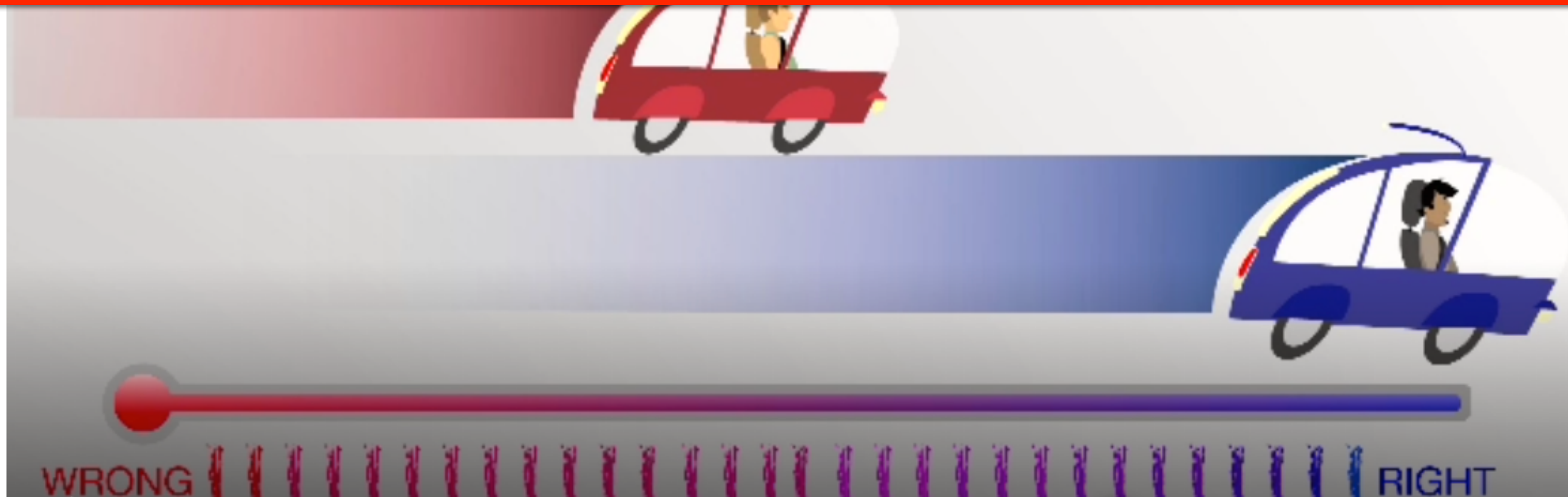
TECHNOLOGY

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**Why must you ask?
Because bad design makes it possible.**



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Rhetoric

Physics

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Physics

The problem has been obvious for 100 years but the rhetoric persists

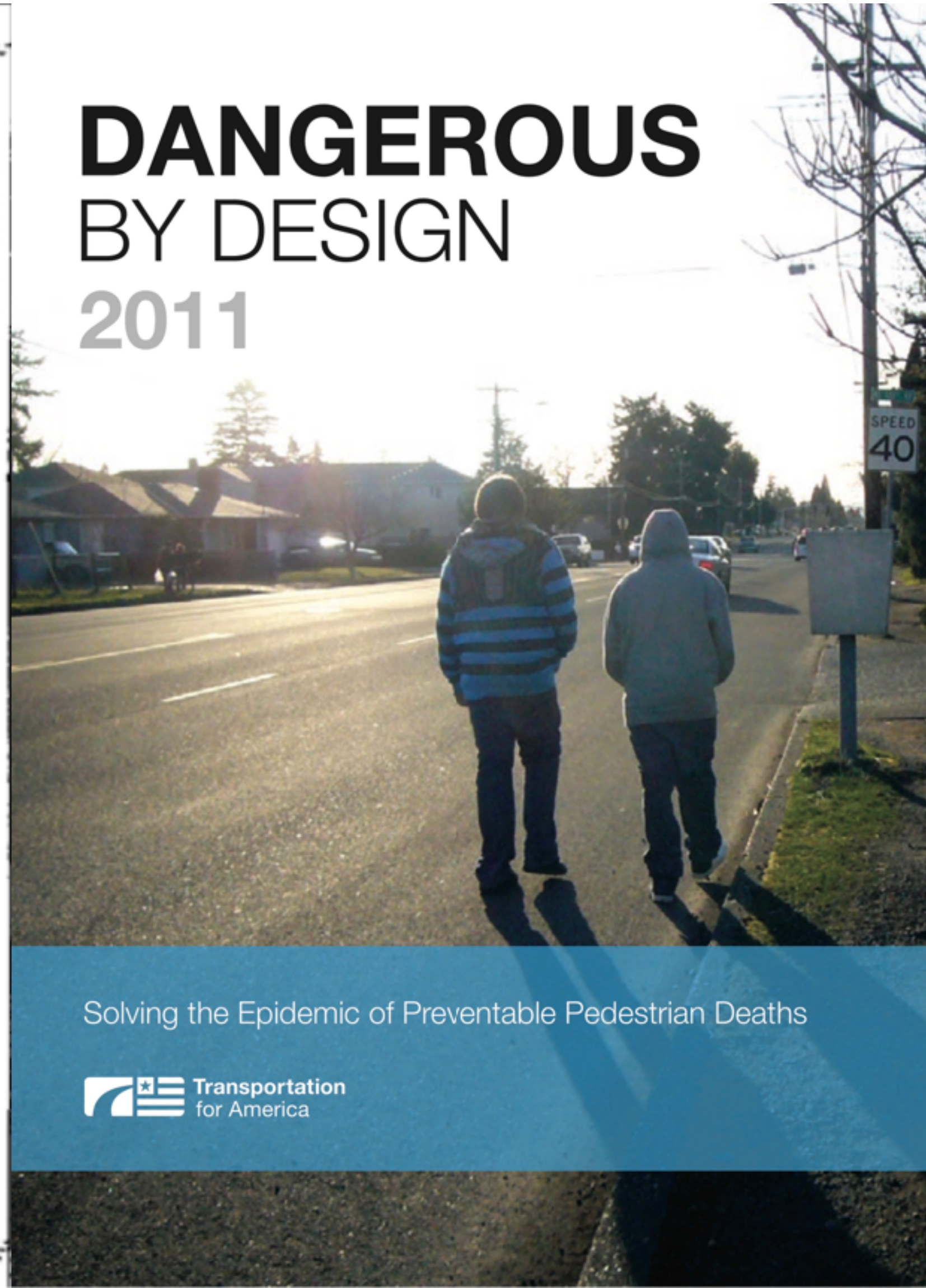
MOTHERS!

Autos will kill 220 children and injure 5854 in Massachusetts this year unless you help prevent it.

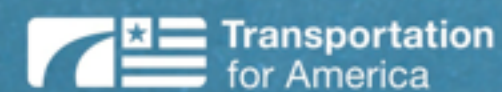
Don't let your children play in the street!

MASSACHUSETTS SAFETY COUNCIL
SAFE ROADS FEDERATION

DANGEROUS BY DESIGN 2011

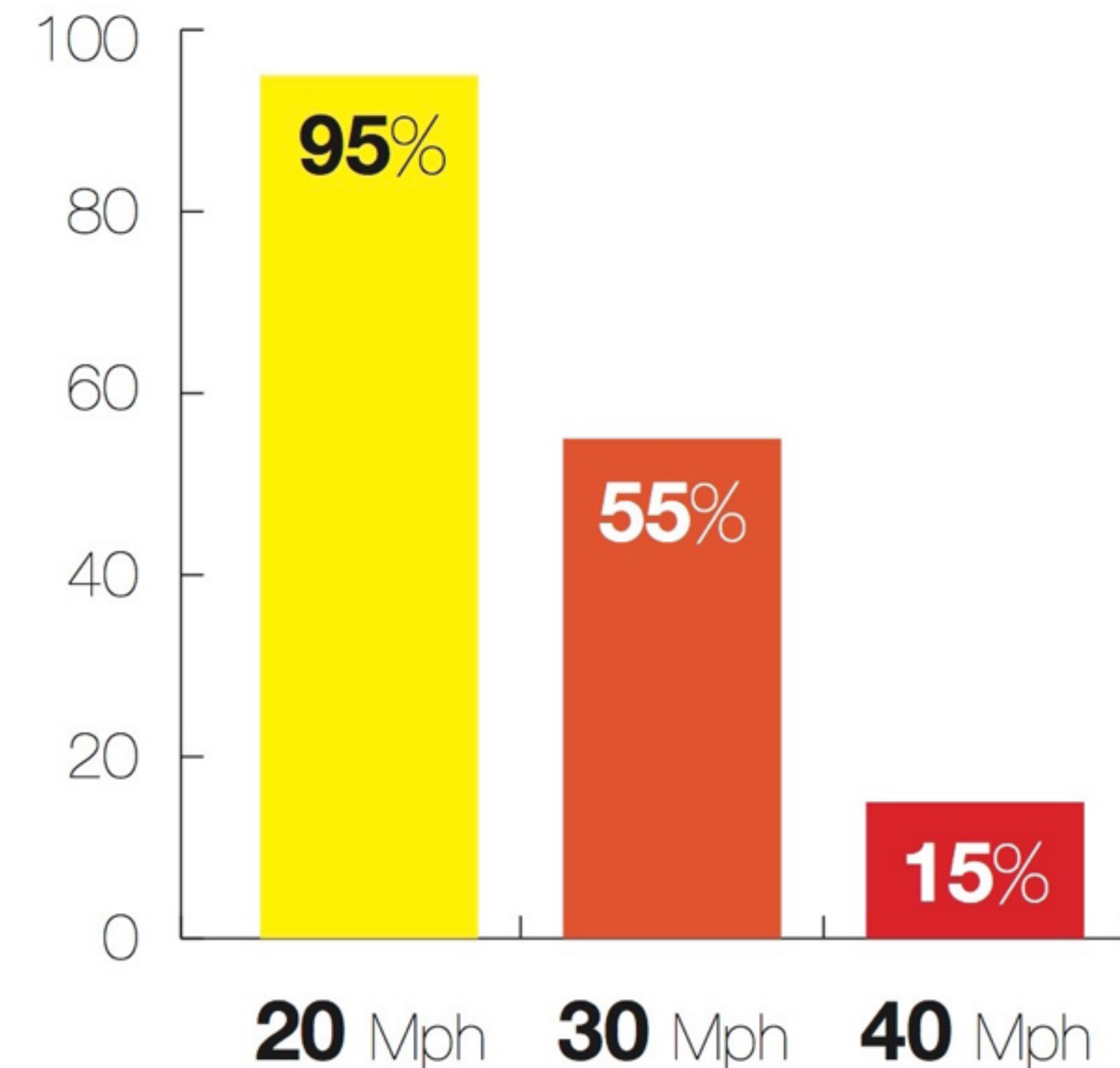


Solving the Epidemic of Preventable Pedestrian Deaths



DANGEROUS BY DESIGN 2011 TRANSPORTATION FOR AMERICA

Pedestrian Survival Rate by Vehicle Speed



Driverless cars will hit people – podcars can't



Change

It is not necessary to change



Edwards Deming

*“It is not necessary to **change**.
Survival is not **mandatory**”*



It is time for us to change our priorities

