

# TRAFFIC SAFETY CHALLENGES AND POTENTIAL OF EMERGING TECHNOLOGIES TO IMPROVE SAFETY

Thursday, April 18  
12:00 - 1:15 PM (US Arizona)

[College Avenue Commons](#)  
[\(CAVC\) Room 559](#) (Parking)



**C. Y. David Yang, PhD**

*Executive Director*

**AAA Foundation for Traffic Safety**

Washington, DC

## About the Talk

During the past decade, U.S. has more than 30,000 traffic fatalities on our roadways annually. This presentation will discuss some of the traffic safety challenges such as aggressive driving, distraction, impairment, and aging. New transportation technologies are being introduced with potential to reduce traffic related injuries and fatalities. This presentation will also explore some of the potential safety benefits of emerging transportation technologies such as advanced driver assistance systems as well as connected and automated vehicles.

## About the Speaker

Dr. C. Y. David Yang has been the Executive Director of AAA Foundation for Traffic Safety since October 2016. Previously, he was with U.S. Department of Transportation (USDOT), Federal Highway Administration (FHWA). David has also worked in private consulting firms and USDOT's Volpe National Transportation Systems Center. Dr. Yang has co-authored over 50 peer-reviewed journal articles, conference papers, and government reports on subjects related to traffic safety, operations, planning, and Intelligent Transportation Systems. An *ITE Journal* article he co-authored won Institute of Transportation Engineers' 2015 Traffic Engineering Council Best Paper Award. He is an associate editor for the *Journal of Intelligent Transportation Systems: Technology, Planning, and Operations* and serves on the editorial board of the *International Journal of Transportation Science and Technology*. Dr. Yang served as the chair of Transportation Research Board's Users Performance Section. Dr. Yang attended Purdue University and received his Bachelor of Science, Master of Science, and Doctor of Philosophy degrees in the field of civil engineering. In April 2018, he was honored with the Civil Engineering Alumni Achievement Award from Purdue University.

This seminar is webcast live to a worldwide audience by  
ASU Engineering – Global Outreach and Extended Education (GOEE).  
To access the live webcast and archive of previous seminar recordings, please visit:

<http://links.asu.edu/ASU-Transportation-Seminar>

Light refreshments will be served. Event is open to the public.



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