STOREFRONT SAFETY COUNCIL
Working to End Vehicle into Building Crashes

MEDIA ADVISORY

60 times a day, a vehicle crashes into a storefront, office, or commercial building

Over 4,000 injuries annually

As many as 500 people killed each year

...and it doesn't have to be this way!

ABOUT THE STOREFRONT SAFETY COUNCIL

The Storefront Safety Council was launched in 2011to raise awareness about a very preventable problem that is injuring and killing people. The Storefront Safety Council is comprised of volunteers from a variety of backgrounds who are passionate about ending vehicle-into-building crashes. Founding members include experts in perimeter security, parking, personal injury law, risk management, architecture and related professions and industries.

We are collaborating in order to:

- Raise awareness about this very preventable problem
- Explore prevention and protection strategies
- Collect and analyze data and statistics
- Educate key professionals and stakeholders
- Document, test, and advocate for effective risk-reduction practices
  Encourage applicable research and share best practices from related disciplines

OUR STATISTICS

Our **2013-2014** storefront crash statistics are most complete ever assembled for accidents of this type.. Federal and State agencies do not gather statistics on accidents that occur on private property (such as shopping centers, strip malls, and roadside locations) so this information is unique and very useful to researchers, underwriters, risk managers, and safety professionals.

We believe that this is the most complete collection of such data available, and we have been adding new data monthly to that which was collected in cooperation with the Texas Traffic Institute at Texas A&M University starting in 2012. Our   total of documented crashes is now well over **10,000** and more and more we see trends developing and becoming clearer.

From 2013 - 2014 we collected data on:

- stated causes of storefront and similar crashes

- ages of drivers of vehicle involved in storefront and similar crashes

- category of buildings and businesses struck vehicle-into-building crashes for each state, ranked against each state's percentage of licensed drivers in the US
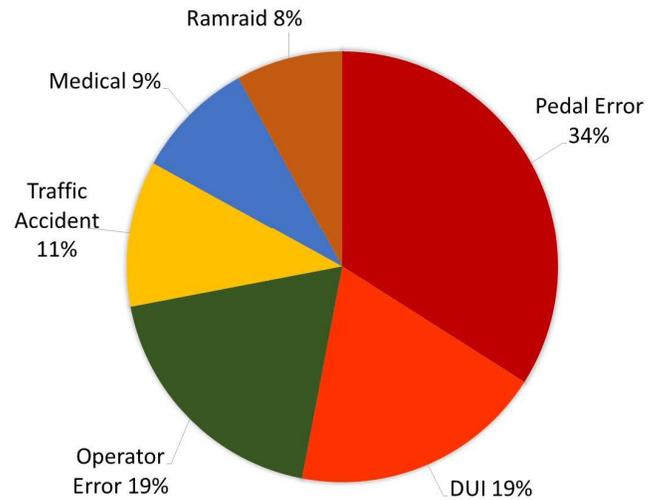
New for 2015, we continue to analyze for the same data listed above and have begun to collect additional information that we have found to be statistically significant including:

- Names of locations hit by vehicles

- Number and name of "brand/chain store" locations hit by vehicles

- Statistically significant causes previously captured AS "other" including; vehicular assault on people, reckless driving, falling asleep at the wheel, weather conditions, speeding and mechanical failure

- Statistically significant site types previously captured only as "other" including; bus stops, child and elder care facilities, schools (K-12), churches, medical facilities, government buildings, gas stations, banks and salons.
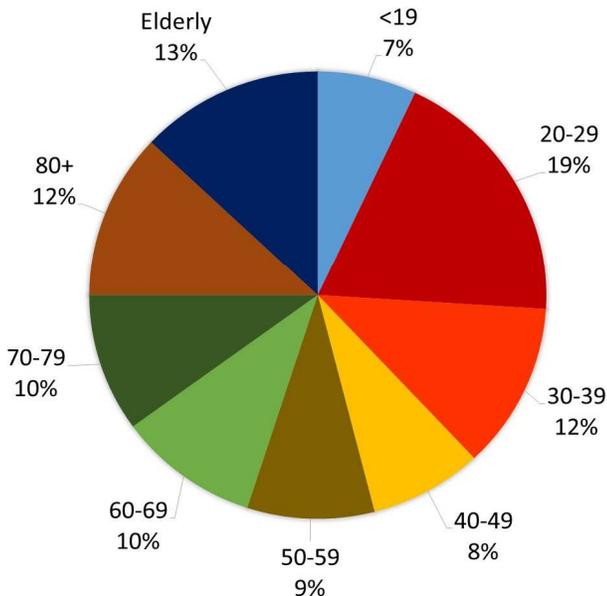

FACTS & FIGURES 2013-2014

Our research turns up crashes (limited to commercial or public buildings, transit stops, public areas, and other non-residential structures) using anecdotal and media reports, court records, fire department run records, and published studies.

INCIDENTS BY CAUSE

- Ramraid 8%
- Medical 9%
- Traffic Accident 11%
- Pedal Error 34%
- Operator Error 19%
- DUI 19%

INCIDENTS BY AGE

- Elderly 13%
- <19 7%
- 80+ 12%
- 20-29 19%
- 70-79 10%
- 60-69 10%
- 50-59 9%
- 40-49 8%
- 30-39 12%

These are then analyzed for details such as cause, age of driver, type of building and other information, and are then added into our growing database.

We believe we capture and analyze approximately only 1/6 to 1/8 of all incidents that occur annually in the United States.

INCIDENTS BY SITE TYPE

- Other 22%
- Commercial Building 6%
- Office 7%
- Restaurant 19%
- Retail Store 25%
- Convenience Store 21%