



Rob Reiter

Safety and Security Specialist
Co-founder, Storefront Safety Council

Rob Reiter is a safety and security specialist who is an expert in the protection of people and property. His security clients have included the US Departments of State, Homeland Security, and Defense. He is most active in areas of public safety where people work, play and shop near vehicles, including parking lots, retail stores, malls, and pedestrian areas.

He is currently Co-Chair of the ASTM F12-10 committee that develops test standards for anti-terrorist high security barriers and low speed safety barriers in pedestrian and public environments. His work on both high security anti-terrorist barriers and simple safety barriers has been cited in Standardization News and he has worked closely on barrier testing and research with the Texas Traffic Institute at Texas A&M University, manufacturers, and other testing facilities.

In 2012 Rob co-founded the Storefront Safety Council, an advocacy organization which has called attention to the frequency of vehicle-into-building crashes into stores, storefront offices, and public spaces. The Storefront Safety Council has led the fight for local ordinances and stronger building codes in California and Florida and New York, as well as ongoing efforts at the state level in California and other interested States. His passion for protecting pedestrians, customers, and employees who are exposed to high risk of injury or death has led him to establish the largest database of private property crashes outside of the Federal government.

Rob's interviews, case studies, articles and research on this problem have been printed in several trade journals and various periodicals in the parking, insurance, real estate retail and security industries, as well as mainstream media outlets and numerous newspaper articles since 2007.

Rob's current clients include manufacturers and service providers, and he consults on various parking and pedestrian-oriented projects to identify safety concerns and specify solutions that are effective and affordable. He also acts as an expert witness in legal cases where errant vehicles have departed from parking lots and public streets and caused damage, injuries, and fatalities. He lives in Colorado Springs.

PUBLICATIONS AND RESEARCH

"IS RISK COMING AT YOU HEAD ON?" by Rob Reiter, published in [Claims Journal](#)., September 22, 2014

"BREAD, MILK AND MAYHEM: STOREFRONT CRASHES MORE COMMON THAN YOU THINK, AND OFTEN PREVENTABLE,"(Rob Reiter quoted and provided all research materials and statistical information) [Fair Warning](#), September 9, 2014

"THE OVERLOOKED THREAT OF VEHICLE-INTO-BUILDING ACCIDENTS" by Rob Reiter, published in [Risk Management Magazine](#), September 1, 2014

"GONE IN SIXTY SECONDS - CRASH AND GRAB CRIME ON THE RISE", by Rob Reiter, published in ATM Marketplace, April 18, 2014

"HOW SAFE IS YOUR PARKING LOT?" by Robert Reiter and Mark Wright, Storefront Safety Council, published in Development Magazine, March 21, 2014

"SAVING LIVES AT STOREFRONT PARKING" by Rob Reiter, [Parking Magazine](#), March 8, 2014.

"SXSW CRASH RAISES CONCERNS ABOUT BARRICADE SAFETY" Radio and Print Interview by Kate McGee, NPR Station KUT in Austin Texas, March 13, 2014

"WE'RE SHAMEFULLY BAD AT PROTECTING PEDESTRIANS AT EVENTS", (Rob Reiter quoted and provided research material and statistics) article by Sarah Goodyear, The Atlantic Cities, March 13, 2014

"SAVING LIVES AT STOREFRONT PARKING" by Robert Reiter, Parking Magazine, March 8, 2014

"IS YOUR STORE READY FOR PEDAL ERROR?" by Robert Reiter & Mark Wright, Storefront Safety Council, published in [Convenience Store News](#), September 13, 2013

"DATA ANALYSIS AND PREVENTION OF VEHICLE-INTO-BUILDING CRASHES"

AUGUST 2, 2013. Paper co-authored by Rob Reiter and Dean Alberson and Felicia Desorcie of the Texas Transportation Institute at Texas A&M University

["STOREFRONT CRASHES: A BIGGER URBAN DESIGN ISSUE THAN WE THINK"](#), by Marlis Harris, [MINNPOST](#), August 2, 2013

["THE HIDDEN EPIDEMIC OF STOREFRONT CRASHES"](#), article by Sarah Goodyear, [The Atlantic Cities](#), August 1, 2013

["PARKING IS A FULL-TIME JOB"](#) - Rob Reiter collaboration with the Texas Traffic Institute at Texas A&M University, July 25, 2013

[RETAIL STORE SAFETY CRASH PREVENTION CASE STUDY ON STARBUCKS](#), Mark Wright interviews Rob Reiter on the impact of storefront crashes on Starbucks, July 15, 2013

["LOW SPEED VEHICLE BARRIERS" - ASTM STANDARDIZATION NEWS UPDATE, SEP/OCT 2012](#)
Co-chairman, ASTM F12-10 Committee

[CRASH VICTIMS' LAWSUITS TAKE AIM AT STOREFRONT SAFETY](#), by Rob Reiter and Mark Wright, December 2012

[NEW ASTM LOW SPEED IMPACT TESTING STANDARD TO AID IN LOWERING RISK OF STOREFRONT CAR ACCIDENTS](#), ASTM Standardization News Update November 2014

[TTI PLAYS KEY ROLE IN CREATING NEW SAFETY STANDARD TO PREVENT STOREFRONT CRASHES.](#)
Texas Traffic Institute at Texas A&M University December 2014

[STOPPING VEHICULAR ATTACKS: VEHICLE INTRUSION RISKS INCREASE](#) by Rob Reiter, published in [Claims Journal Magazine](#) April 2017

[How Retailers Can Avoid a Crash Course in Storefront Safety](#) Interview with Rob Reiter [STORES Magazine](#), a publication of the National Retail Federation August 2017

ONGOING SAFETY AND CONSULTING WORK

- **ASTM F12-10 COMMITTEE**

Ongoing service on ASTM F12-10 committee that re-wrote testing standard **F2656** for high-speed, anti-terrorist barriers to replace the U.S. Department of Diplomatic Security/Department of State's previous "K RATINGS" standard. Wrote first draft proposal for new, low-speed barrier test standard for ASTM in 2007. Currently serving as Secretary for the committee

Currently serving as co-chairman of the subcommittee which wrote the new ASTM test standard **F3016-2014** “Standard Test Method for Surrogate Testing of Vehicle Impact Protective Devices at Low Speeds” approved on 1 November 2014. Currently tasked as Technical Contact and Author for **ASTM WK56283** “**Guide for recommendations on the selection, specification and installation of safety barriers and bollards**”

- **STOREFRONT SAFETY COUNCIL**

Co-Founder of the Storefront Safety Council with Mr. Mark Wright in Washington D.C. The Council is a small, unfunded volunteer advocacy group engaged in the promotion of safety standards, increased awareness of vehicle-into-building crashes and pedestrian incursion events, and conducting research and collecting statistics on causation, location, and driver specific-data on such accidents on both private property and public streets and roads. Data is published publicly and provided at no cost to industry, academic institutions, and government researchers.

- **CHAIN STORE AGE**

Currently serving on the Chain Store Age/SPECS advisory board where I contribute my experience and knowledge to retailers and suppliers about trends in storefront safety generally and storefront crashes and pedestrian parking lot risks specifically.

- **TEACHING**

Currently teaching three Continuing Education courses accredited by the American Institute of Architects and other professional bodies on the specification, installation, and protocols for using safety barriers to protect public spaces, pedestrians, crowds, and property from vehicle incursions.

- **Bollard Basics: New ASTM F3016 Standard is a Design Liability Game Changer!**
AIA/CES Registered Provider TY-0807-F
- **Bollard Boot Camp - How to Protect Places and People From Vehicle Incursions**
RedVector by Vector Solutions
- **Selection, Specification and Installation of Safety and Security Barriers and Bollards**
RedVector by VectorSolutions

Awards / Recognition

Statesman Award from the Security Industry Association, June, 2018

Speaking Engagements /On Air Interviews include:

- IPI Roundtable 2015 “Safety Is The New Green in Parking”
- National Parking Association panel “Pedestrian Safety in Parking Lots and Structures” 2015
- Security Industry Association Government Summit “Lone Wolf Vehicle Attacks” June 2016
- ISC Urban Safety and Security Briefing November 2017 “Protecting Times Square Plaza”
- Security Industry Association Policy Briefing – “Preventing Vehicle Attacks” May 2018
- California JPIA September 2018

- Numerous news story appearances or quotations, NBC, CBS, NPR, ABC 2014 thru 2018
- CNN 2017 and 2018

- CPPA panel 2015