

Maryland Strategic Highway Safety Plan

***DESTINATION:
SAVING LIVES!***





614



\$44 B

Maryland Crash/Crime Clock 2005

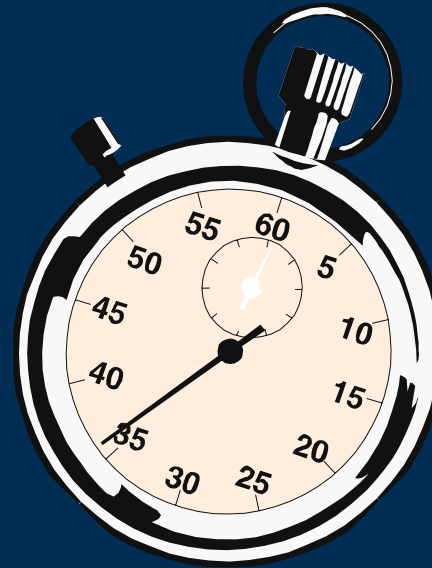
1 murder every
16 hours

1 aggravated assault
every 23 minutes

1 violent crime
every 13 minutes

1 property crime
every 2.7 minutes

1 crime
every 2.2 minutes



1 fatality every
14 hours

1 injury
every 9.5 minutes

1 property damage
every 8 minutes

1 crash
every 5 minutes

Data Sources: Uniform Crime Reports-MSP CRD; SHA-OOTS-TSAD

Produced by the National Study Center for Trauma from a template designed by NHTSA

It's Time To Stand Up for Traffic Safety!

***We will no longer accept the carnage on our
roads as the price for a mobile society!***

A Strategic Highway Safety Plan – Why?

- **Overall Goal – To reduce highway fatalities and injuries on ALL public roads**
- **SAFETEA- LU Requirements**
 - **Section 148 Mandates**
 - **Develop a five-year statewide coordinated plan**
 - **Provide a comprehensive framework**
 - **Sanctions if not completed by September 30, 2006 – Maryland met the deadline!**

A Strategic Highway Safety Plan – Why?

Most importantly,

IT'S THE RIGHT THING TO DO!

TRAFFIC SAFETY

IS

PUBLIC SAFETY!

SHSP Objectives

- **To reduce annual motor vehicle fatalities to fewer than 550 by 2010, which would represent slightly more than 10 percent reduction from the 614 in 2005 and would exceed the national goal of 1.0 fatalities per 100 million vehicle miles of travel (VMT).**
- **To reduce annual motor vehicle injuries to fewer than 50,000 in 2010, which would represent nearly a 10 percent reduction from the 55,303 injuries in 2005.**

Overview of Accomplishments

- **Formation of Executive Council; Steering Committee**
- **Traffic Safety Summit Hosted in July – MOU signed by top executives – Cabinet-level agencies; private partners**
- **Development of emphasis areas – highest payoff**
- **Development of 168 strategies**
- **Strategies were condensed to 69**

SHSP Emphasis Areas

- **Reduce Impaired Driving**
- **Improve Information and Decision Support Systems**
- **Eliminate Hazardous Locations**
 - **Keep Vehicles on the Roadway**
 - **Improve Safety at Intersections**
 - **Create Safer Work Zones**
 - **Make Walking and Crossing Streets Safer**

SHSP Emphasis Areas

- **Increase Occupant Protection**
- **Improve Driver Competency**
 - **Reduce Distracted Driving**
 - **Enhance Safety for Older Drivers**
 - **Develop Safe Young Drivers**
 - **Improve Motorcycle Safety**
 - **Make Truck and Bus Travel Safer**

SHSP Emphasis Areas

- **Curb Aggressive Driving**
- **Improve Emergency Response System**

Implementation Plan

- **Assign agency responsibility for each strategy**
- **Develop action steps**
- **Assign action step responsibility**
- **Identify resources, partners and funding**
- **Develop action step measurement**

Proposed SHSP Implementation Structure

Six “Cs” for SHSP Success

- **Commit to improve traffic safety**
- **Champion the cause**
- **Communicate the message**
- **Cooperate with stakeholders**
- **Coordinate with partners**
- **Combine resources**

Partnership – The critical element!

- **Appoint a county liaison for the State SHSP who has direct reporting authority to the County Executive or Commissioners**
- **Include traffic safety in all plans of government**
- **Budget for traffic safety initiatives**
- **Establish a county plan that operates in conjunction with the CTSP, District Engineer & Task Forces using the SHSP model.**

City/County SHSP Teams

- **County & City Representatives**
- **Maryland State Patrol & all Local Law Enforcement Agencies**
- **County Engineers, Maintenance**
- **School Districts**

City/County SHSP Teams

- **Judges and State's Attorney's Office**
- **County Health Department and Hospitals**
- **Media representatives**
- **Major businesses**
- **Community organizations**

Adopt a plan of action

- **Emphasize importance of timely, accurate, quality motor vehicle crash reportings**
 - Analyze data
 - ID locations where improvements are needed and would be most beneficial
 - Where can we make a significant difference in crash reduction?
- **Hold people accountable of the implementation of strategies**
- **Adopt strict policy for safety belt use in all government vehicles**

Action steps

- **Require regular written progress reports**
- **Join T-SAFE – Traffic Safety Awareness for Employers**
- **Jointly announce successes**
- **Promote plans to the media**
- **Attend the Traffic Safety Summit II**

Resources Available

- **Maryland Highway Safety Office**
- **CTSP Coordinators/ County Task Forces**
- **Statewide Task Forces**
- **State Highway Administration**
 - **Office of Traffic and Safety**
 - **Planning (safety audits)**
 - **District Engineers**
 - **Assistant District Engineers - Traffic**

OUR DESTINATION – SAVING LIVES

OUR VEHICLE- THE STRATEGIC HIGHWAY SAETY PLAN

Together, we WILL save lives!

Maryland Strategic Highway Safety Plan

***DESTINATION:
SAVING LIVES!***

An aerial photograph of a multi-lane highway with heavy traffic, overlaid with a semi-transparent blue filter. The cars are blurred, suggesting motion. The text is centered over the highway.