Maryland's

Strategic Highway Safety Plan

2016 - 2020
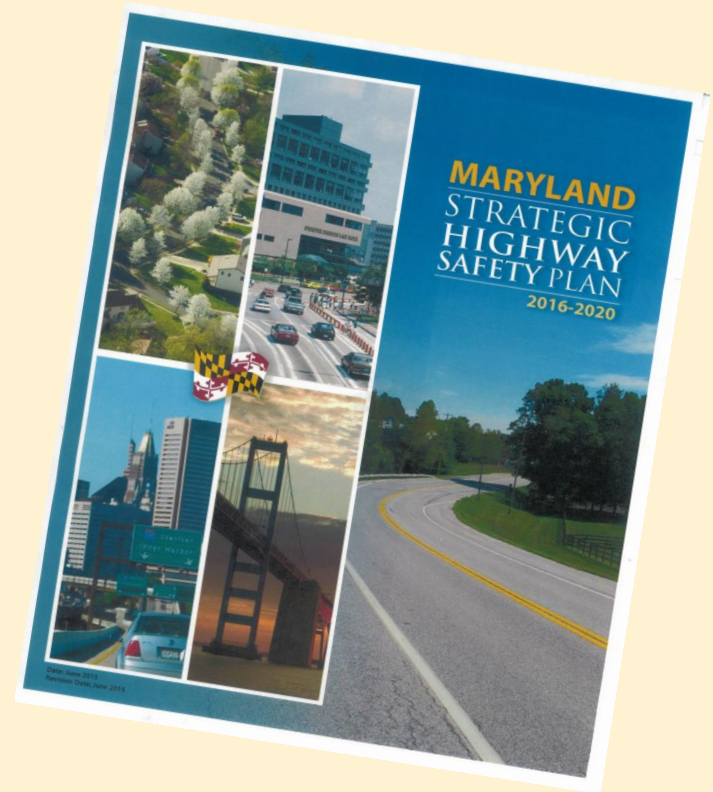
ZERO
TOWARD ZERO DEATHS
MARYLAND
EVERY LIFE COUNTS

Maryland's Strategic Highway Safety Plan

Objective
The overall objective of Maryland's Strategic Highway Safety Plan is to reduce fatalities and serious injuries.

Overarching Goal
Halving fatalities in Maryland by 2030.
(**387 by 2020 // 296 by 2030**)

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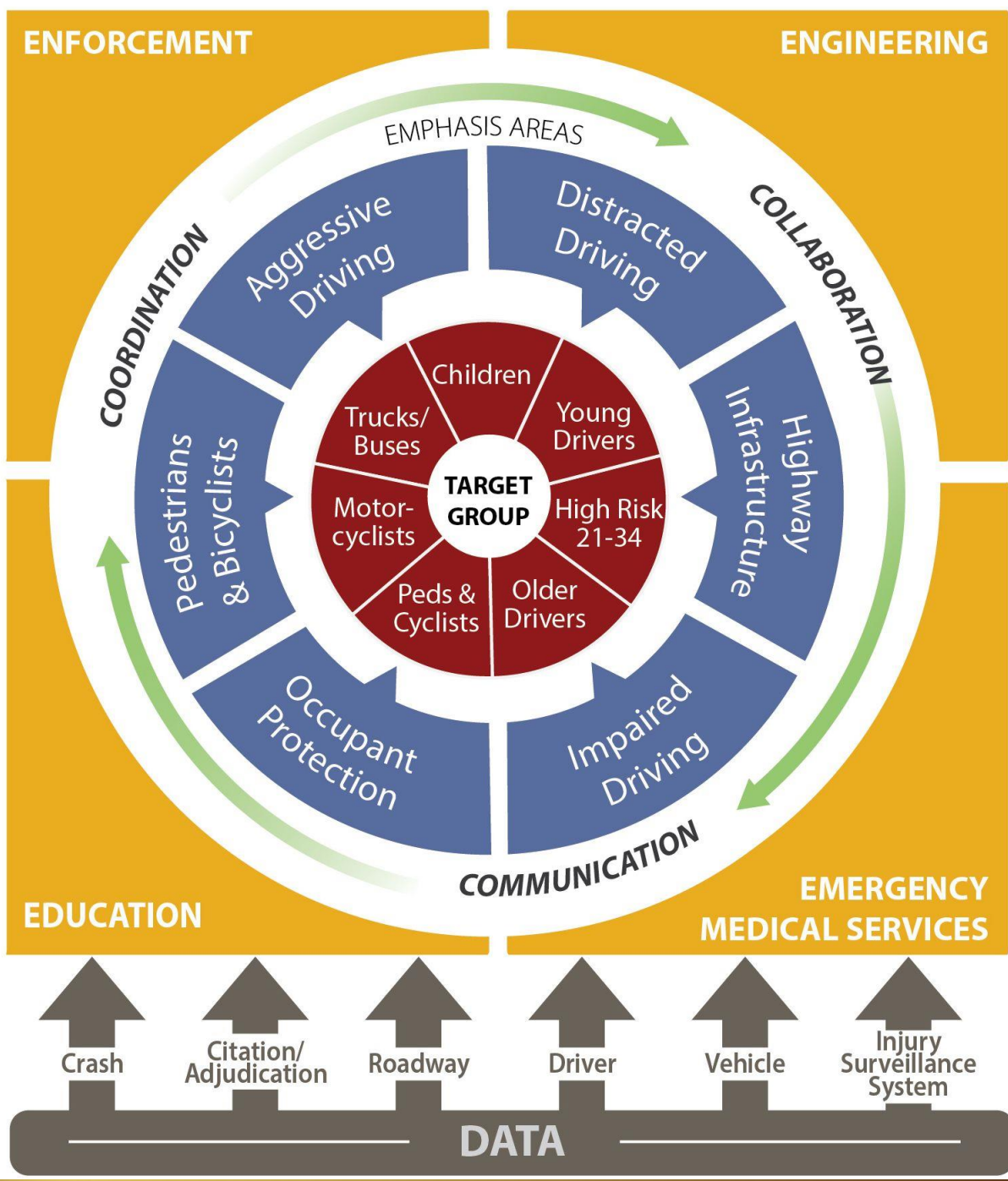TOWARD ZERO DEATHS
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SHSP Development Process

Maryland's 2014
Highway Safety Summit

4-E
Composition
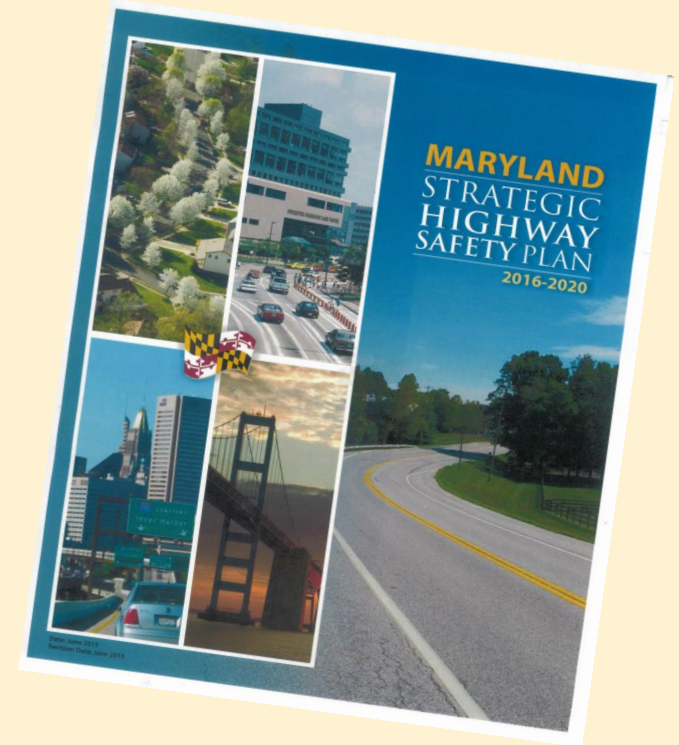
SHSP Framework:

- Data-driven
- 4-E Cornerstones
- Collaborative Emphasis Areas
- Focused on vulnerable user groups

MARYLAND STRATEGIC HIGHWAY SAFETY PLAN

Maryland's Strategy Selection

Six Emphasis Areas

- **Aggressive** Driving

- **Distracted** Driving

- **Impaired** Driving

- **Occupant Protection**

- **Pedestrian & Bicycle Safety**

- **Highway Infrastructure**

Key Word: STRATEGIC

MARYLAND STRATEGIC HIGHWAY SAFETY PLAN 2016-2020

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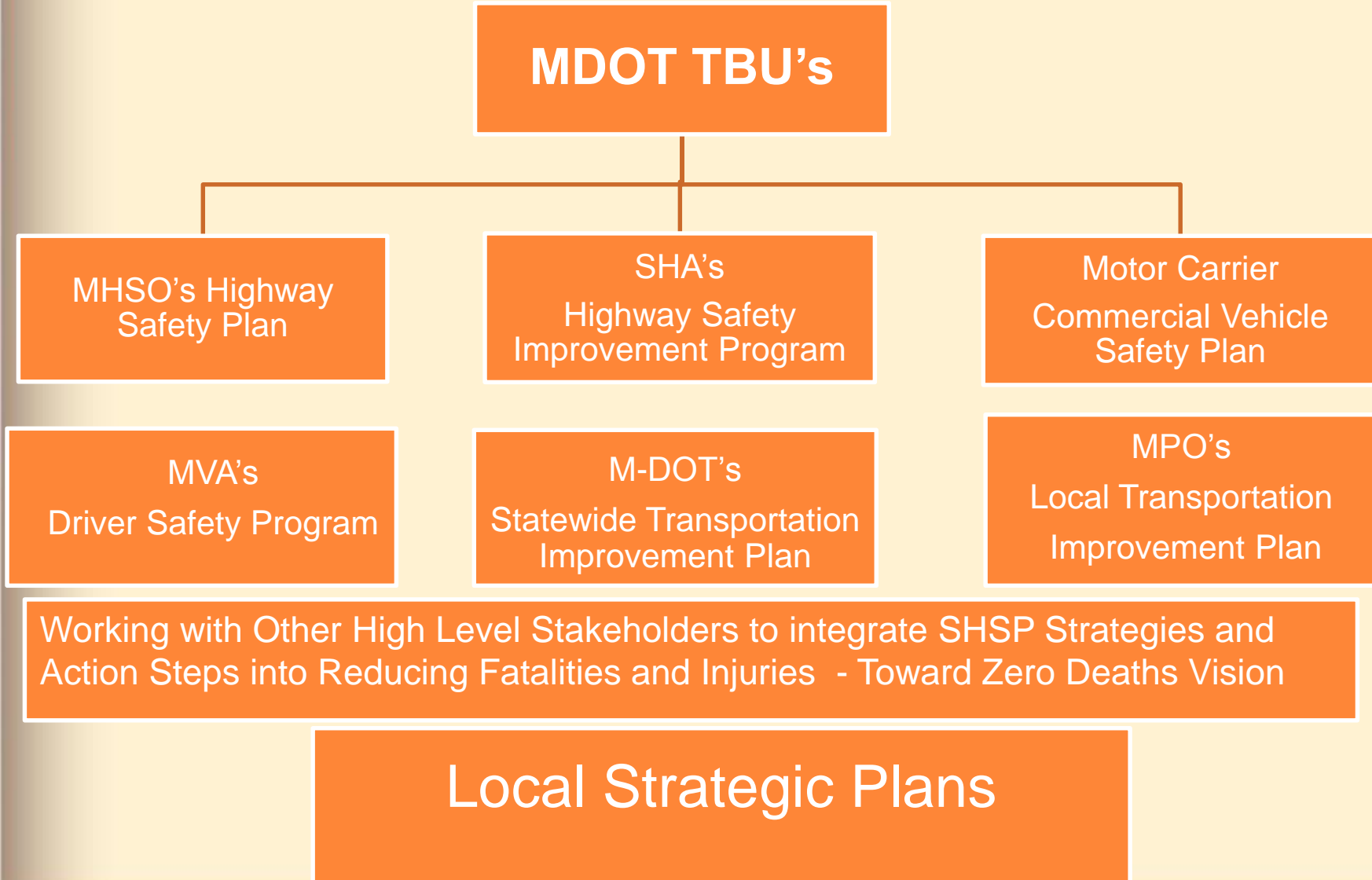
Maryland's Strategic Highway Safety Plan

2016-2020 Strategy Highlights

- All strategies are broad enough to encompass comprehensive strategies contained in HSP, HSIP, CVSP

- Behavioral strategies contain recommendations for enforcement, engineering, outreach, technology and legislative countermeasures

- Engineering strategies include systemic measures for infrastructure-related issues as well as for vulnerable user groups (pedestrians, bicyclists, motorcyclists, children, older drivers, younger drivers)

- New strategy for motorists and pedestrians (i.e. First Responders & disabled motorists) at the scene of emergency events

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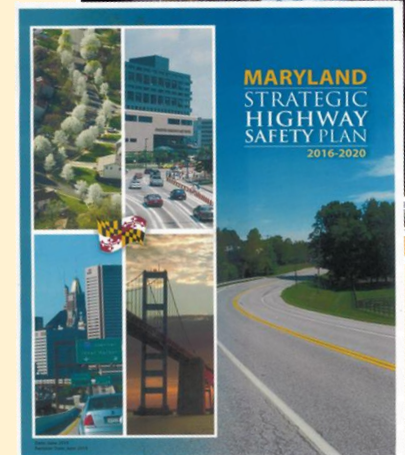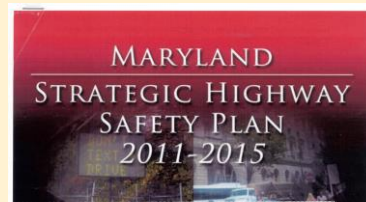MARYLAND
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Monitoring Progress & Maintaining Momentum

- **SHSP Executive Council meets semi-annually**

- **Emphasis Area Teams meet quarterly**

- **SHSP Annual Highway Safety Summit – 4/26/2016, April- 2017**

- **Recruiting local partners and developing local plans**

- **Developing internal marketing plan**

Maryland's SHSP Integration Model

MDOT TBU's

MHSO's Highway Safety Plan	SHA's Highway Safety Improvement Program	Motor Carrier Commercial Vehicle Safety Plan
MVA's Driver Safety Program	M-DOT's Statewide Transportation Improvement Plan	MPO's Local Transportation Improvement Plan

Working with Other High Level Stakeholders to integrate SHSP Strategies and Action Steps into Reducing Fatalities and Injuries - Toward Zero Deaths Vision

Local Strategic Plans

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Maryland Traffic Fatalities and Fatality Rate 2008–2014

Chart data — Fatalities (bars) and Fatality Rate per 100 MVMT (line):

Year	Fatalities	Fatality Rate per 100 MVMT
2008	592	1.08
2009	550	0.99
2010	496	0.88
2011	488	0.87
2012	511	0.91
2013	466	0.83
2014*	443	0.79

MARYLAND STRATEGIC HIGHWAY SAFETY PLAN 2011–2015

MARYLAND STRATEGIC HIGHWAY SAFETY PLAN 2016-2020
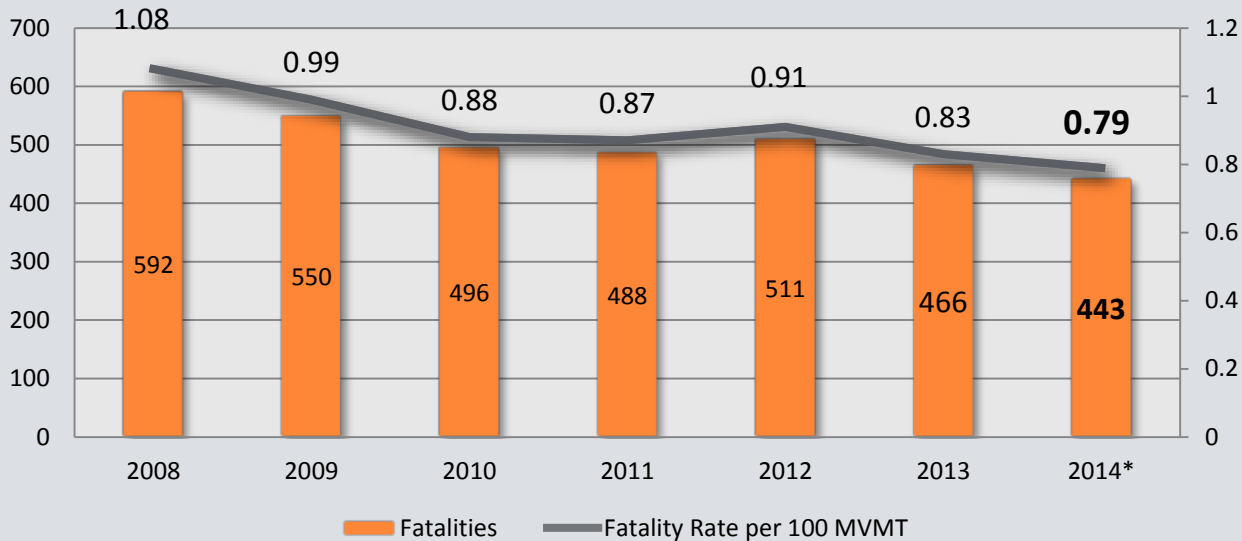
In the past ten years Maryland has experienced <u>significant</u> decreases in Highway Fatal and Serious Injuries.

Maryland Traffic Serious Injuries and Serious Injury Rate 2008–2014

Chart data — Total Serious Injuries (bars) and Serious injury Rate per 100 MVMT (line):

Year	Total Serious Injuries	Serious Injury Rate per 100 MVMT
2008	4,544	8.26
2009	4,383	7.93
2010	4,051	7.22
2011	3,809	6.8
2012	3,312	5.87
2013	2,957	5.24
2014*	3,050	5.41

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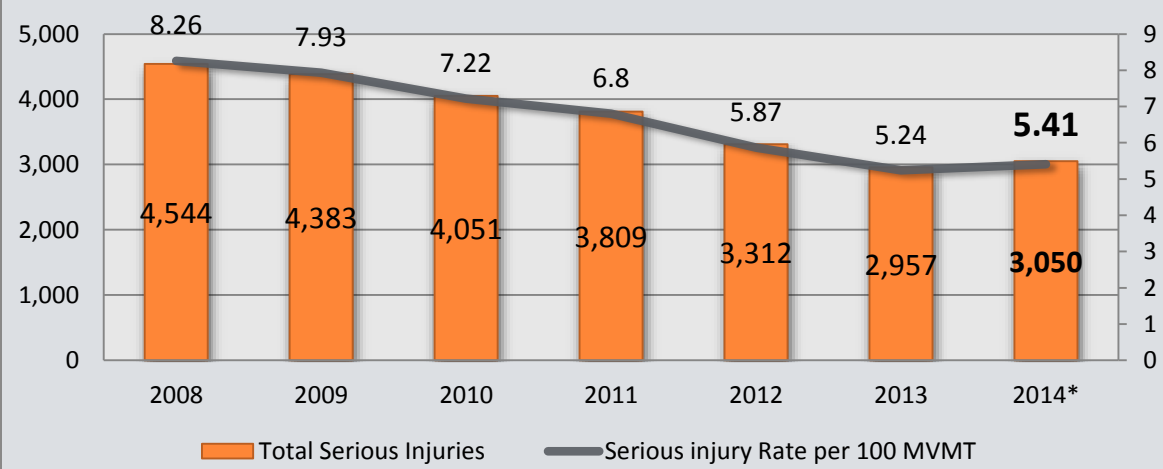
Developing New Partnerships and Implementation Through Stakeholders

- Building SHSP Emphasis Area Teams

- Implementation of SHSP plans at local level

- Evaluation of progress

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Pedestrian and Bicycle Emphasis Area (PBEAT) Team Strategies

Strategy 1 – Identify and target pedestrian and bicycle safety issues, populations, and locations of concern through the collection, analysis and evaluation of data and information.

- Provide maps of pedestrian and bicyclists crashes to all 23 counties, Baltimore City and other local jurisdictions.
- Develop an interface system for ACRS to provide data back to all 23 counties, Baltimore City, and other local jurisdictions.

Pedestrian and Bicycle Emphasis Area (PBEAT) Team Strategies

Strategy 2 – Promote safe behaviors of all road users appropriate for the environment through education and enforcement initiatives.

- Conduct evidence-informed education and enforcement campaigns through Street Smart and other available programs. (MHSO)
- Create a state-wide online toolbox of educational campaigns and materials used by other jurisdictions, including Street Smart, Ocean City's Walk Smart, Don't Let It Be You, Look up, Look out, etc. (SHA)

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Pedestrian and Bicycle Emphasis Area (PBEAT) Team Strategies

<u>Strategy 3</u> – Create and improve the roadway environments for safe walking and bicycling through implementation of engineering treatments, land use planning, and system-wide countermeasures.

- Define Complete Streets treatments that demonstrate pedestrian and bicycle safety improvements.
- Develop and implement a model Complete Streets policy that can be implemented in critical areas such as Bicycle and Pedestrian Priority Areas.

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Pedestrian and Bicycle Emphasis Area (PBEAT) Team Strategies

<u>Strategy 4</u> – Create and improve pedestrian and bicycle safety culture in Maryland including the promotion and implementation of legislation and training of professionals and stakeholders about best safety practices.

- Develop and deliver a training program for law enforcement on best practices in pedestrian and bicycle enforcement, endorsed by MDOT, Maryland Sheriff's Association, and Maryland Chiefs of Police Association.
- Create and pass legislation for Complete Streets policies for the State.

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Pedestrian and Bicycle Emphasis Area (PBEAT) Team Strategies

Strategy 5 – Develop, apply, and promote technological approaches, including those in vehicles and emergency response equipment, in order to better prevent and reduce the severity of collisions involving pedestrians and bicyclists.

- Create a work group to research emerging technologies that may be used to prevent and reduce the severity of pedestrian and bicycle collisions.
- Investigate and test automated enforcement initiatives that may improve pedestrian and bicyclist safety.

Pedestrian and Bicycle Emphasis Area (PBEAT) Team Strategies

Strategy 6 – Identify and promote safe driving and pedestrian behaviors for all motorists and public safety professionals at the scene of emergency events.

- Create a work group to identify key issues and potential countermeasures for improving safety of motorists and public safety professionals at the scene of emergency events.

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