Strategic Highway Safety Plan

Moving Maryland Toward Zero Deaths
Historical Trends

Traffic Fatalities on MD Roads

1960 – 2017

- Medevac and Shock Trauma
- GDL Laws
- Price of Gas
- Tougher DUI Laws
- Air Bags
- Helmet Laws
- Strategic Highway Safety Plans
- Primary Belt Laws

2018 -

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2018 -
Objective
The overall goal of Maryland’s Strategic Highway Safety Plan is to reduce Fatalities and Serious Injuries by Half by 2030.

Overarching Goals:
Fatalities: 387 by 2020 // 296 by 2030
Serious/Incapacitating Injuries:
2939 by 2020 // 2272 by 2030
Maryland’s Strategic Highway Safety Plan

Competing or Collaborative?:

Local Planning:

Since 2010 ...

Maryland’s Strategic Vision:

VISION ZERO

TOWARD ZERO DEATHS MARYLAND

EVERY LIFE COUNTS
Building a Safety Culture at the Local Level
How do We Reverse the Deadly Highway Trend and Move Toward Zero Deaths?

**STEP #1**

**Strategic Vision:**
Toward **Zero** Deaths

**Goal Statements & Performance Measures**

**Strategies & Action Plans**
How do We Reverse the Deadly Highway Trend and Move Toward Zero Deaths?

Addressing Risky Behaviors

- Aggressive Driving
- Distracted Driving
- Speeding
- Occupant Protection
- Impaired Driving

STEP #2
How do We Reverse the Deadly Highway Trend and Move Toward Zero Deaths?

Engineering Considerations

- Run-Off-Road
- Intersection Safety
- Work Zones
How do We Reverse the Deadly Highway Trend and Move Toward Zero Deaths?

Creating a Comprehensive Safety Culture

So, What’s Culture?

It’s What We Do Around Here!
Safety Culture – A Community Effort

SAFETY PLANNING:
Locally Developed
& Locally Owned

What’s in your Plan?
JOIN the JOURNEY
On Our Road to Zero

Be A Part of the Solution

Avoid Distractions
Buckle Up
Drive Sober
Slow Down
Use Crosswalks

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