



Maryland
Highway
Safety
Office

2021-2025

MARYLAND

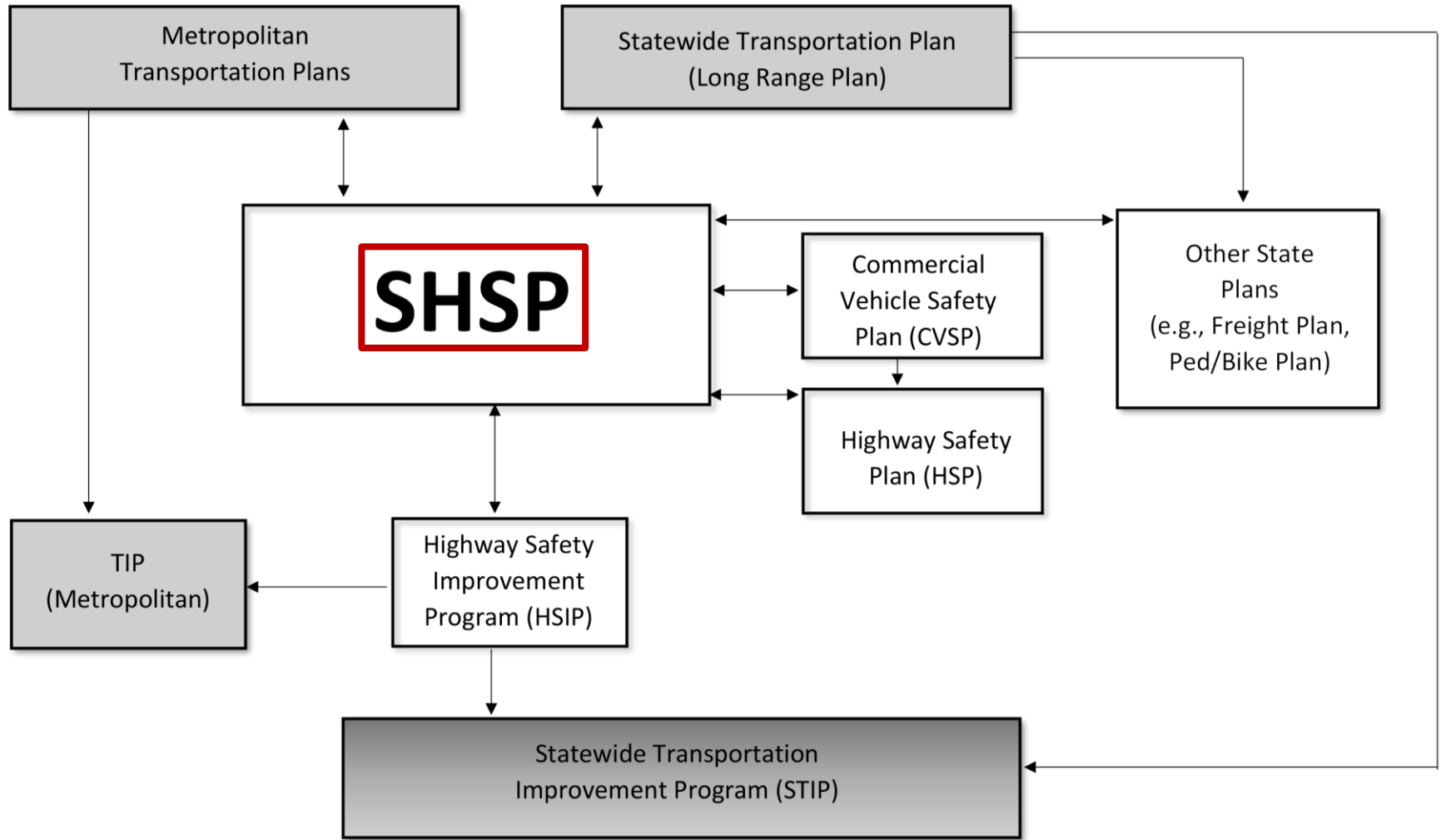
STRATEGIC HIGHWAY SAFETY PLAN



What Is An SHSP?

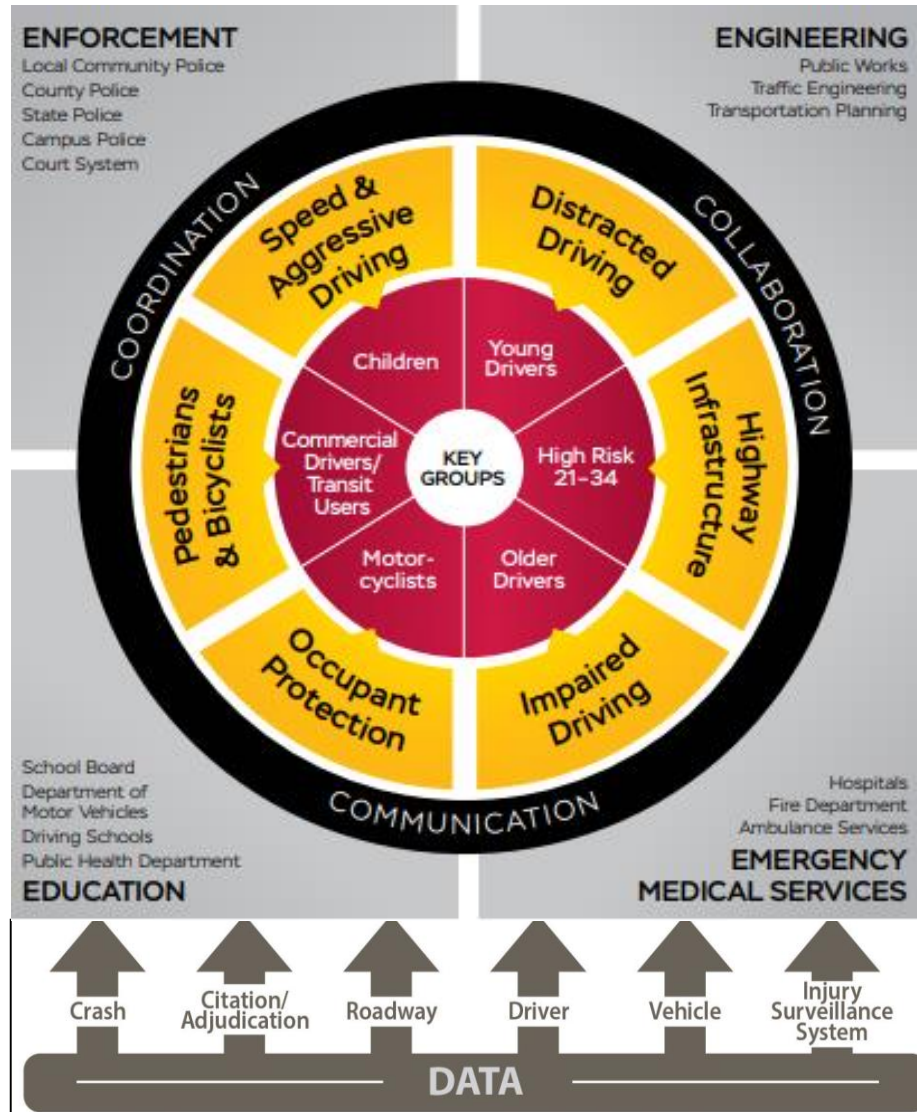
- Traffic safety plan to reduce fatalities and serious injuries on public roads
- Statewide
- Federal requirement under the HSIP
- Coordination of efforts among many organizations (federal, state, local, private)
- Data-driven

Coordinated Transportation Safety Planning



ZERO DEATHS
MARYLAND

Maryland's Path Forward



OBJECTIVE

The overall goal of Maryland's highway safety efforts is to eliminate fatalities and serious injuries by 2030
-MD General Assembly Vision Zero, 2019

OVERARCHING GOALS IN THE 2021-2025 SHSP

Utilize data driven targets for the reduction in fatalities and serious injuries over the next five years.

ZERO DEATHS
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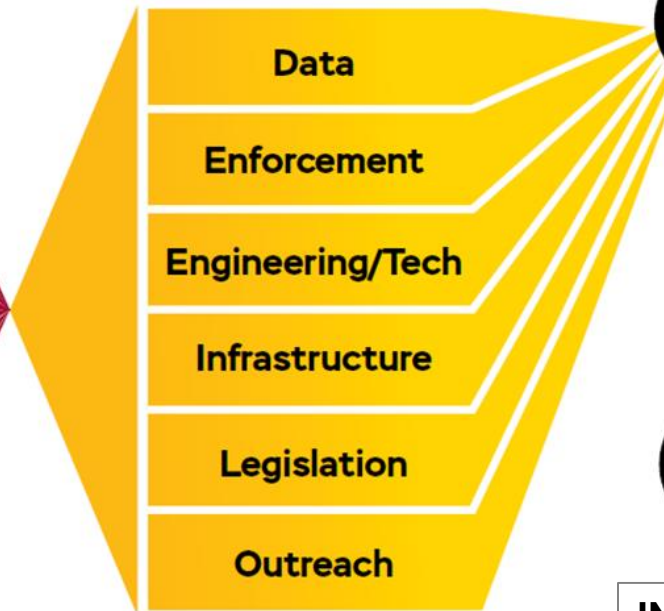
BASED ON THE 4 Es OF HIGHWAY SAFETY

Engineering · Enforcement · Education · Emergency Medical Services

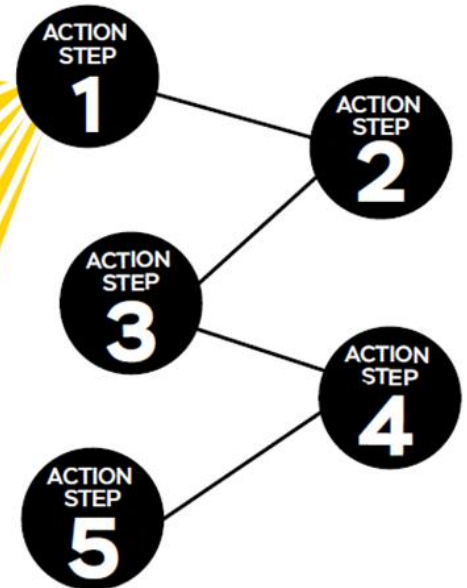
EMPHASIS AREAS



STRATEGIES to Meet Targets for Each EMPHASIS AREA



ACTION PLAN for Each STRATEGY



IN EACH ACTION:

- *Identify/engage stakeholders
- *Measure performance/progress

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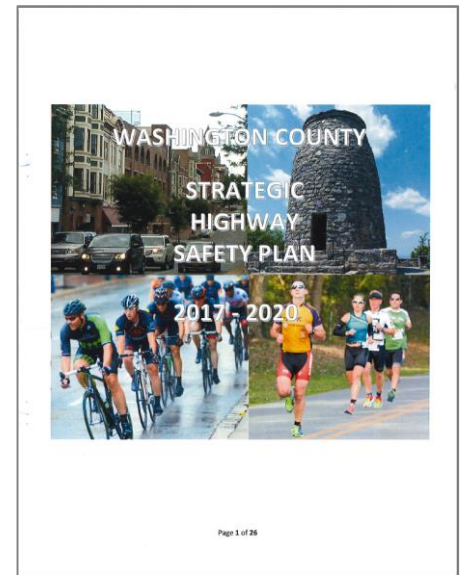
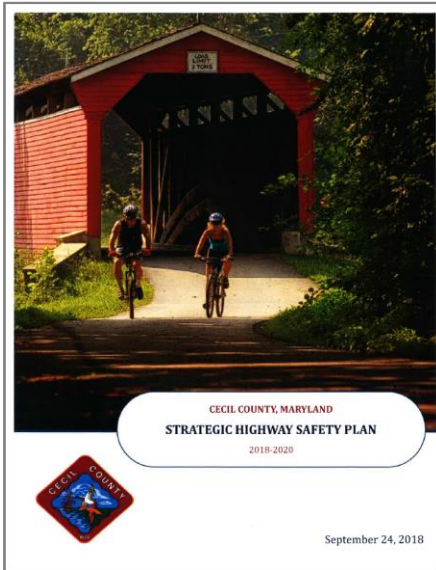
Special Vehicles and Roadway Environments



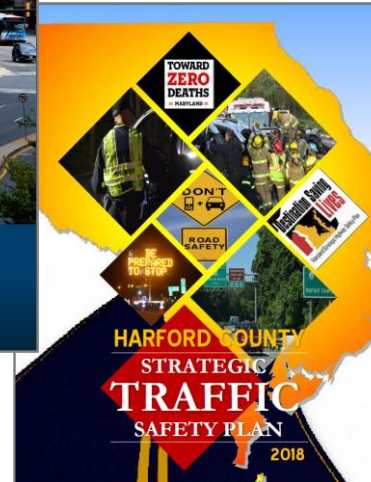
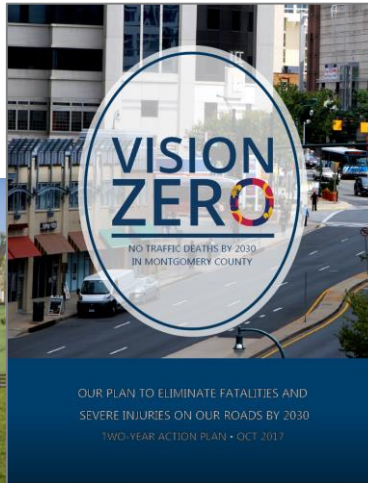
- Advanced Driver Assistance Systems and Automated Vehicles
- Commercial Motor Vehicles
- Motorcycles
- Work Zone and Traffic Incident Management
- Highway-Rail Grade Crossings
- Rural Communities and Farm Equipment
- School/Transit Buses and Bus Stops

Local SHSPs

- Seven counties
- Several cities
- Several more in-process



Howard County
Strategic Road Safety Plan
2021-2025



**ZERO DEATHS
MARYLAND**

challenge:

to reach
zero deaths
on Maryland's
roads by 2030

solution:

Show that every Marylander
plays a key role in ensuring that
our roads are safe for all of us.

Create a unifying rallying cry
that motivates everyone to
drive responsibly and safely.

Build consistent brand recognition
and a unique personality that
connects every program:

distracted driving
occupant protection
aggressive driving
motorcycle safety
impaired driving
pedestrian and bicycle safety

**be the
driver
who saves lives**

**ZERO DEATHS
MARYLAND**

what a bunch of characters

A unique style of illustration, color and typography has been established to build unified brand recognition across all programs.

The foundation of the brand personality is a set of diverse characters who will tell the **be the driver who saves lives** story across all media channels.



Creative Assets

Find us Online
& on Social
Media!



@ZeroDeathsMD

Visit us at:

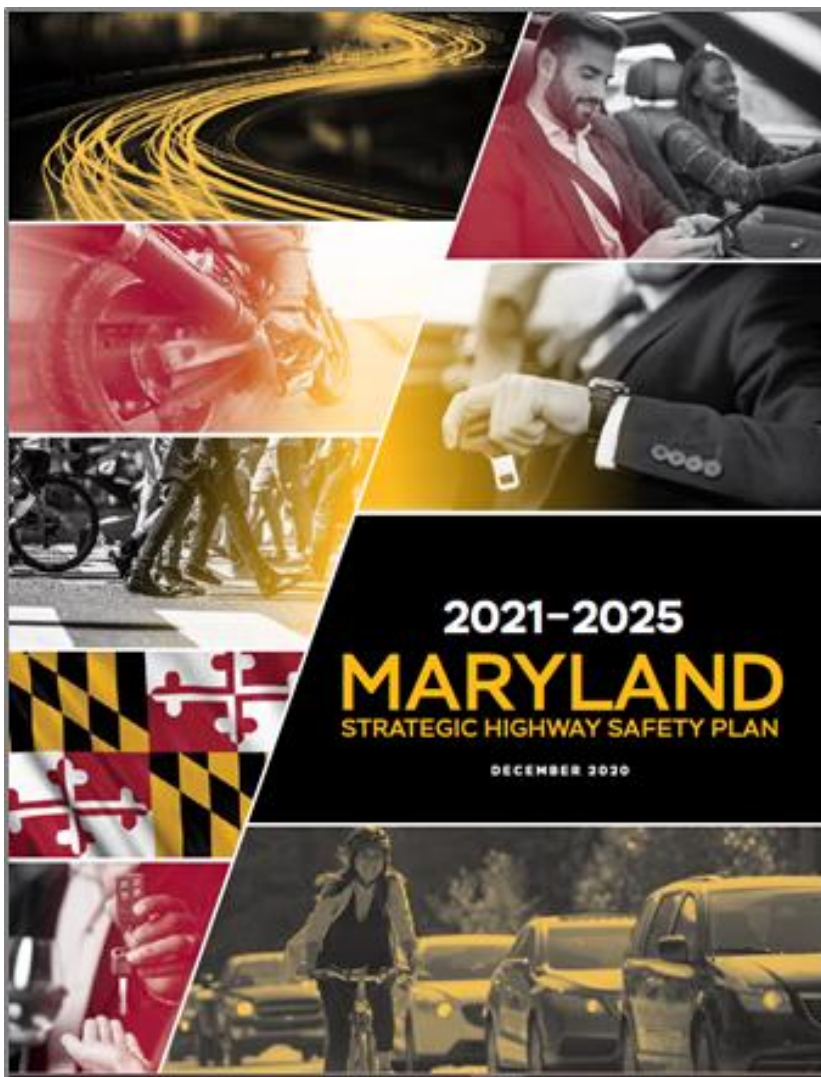
www.ZeroDeathsMD.gov

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JOIN US ON THE JOURNEY
to reach zero deaths
on Maryland roadways

<https://zerodeathsmd.gov/about-us/maryland-strategic-highway-safety-plan/>

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