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
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.
BASING ON THE 4 Es OF HIGHWAY SAFETY
Engineering · Enforcement · Education · Emergency Medical Services

EMPHASIS AREAS
- Distracted
- Impaired
- Infrastructure
- Occupant Protection
- Pedestrians & Bicyclists
- Speed & Aggressive

STRATEGIES to Meet Targets for Each EMPHASIS AREA
- Data
- Enforcement
- Engineering/Tech
- Infrastructure
- Legislation
- Outreach

ACTION PLAN for Each STRATEGY
- Action Step 1
- Action Step 2
- Action Step 3
- Action Step 4
- Action Step 5

IN EACH ACTION:
* Identify/engage stakeholders
* Measure performance/progress

ZERO DEATHS
MARYLAND
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
challenge: to reach zero deaths on Maryland’s roads by 2030

solution: be the driver who saves lives

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
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.
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JOIN US ON THE JOURNEY

to reach zero deaths

on Maryland roadways