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# Strategic Highway Safety Plan (SHSP) – Regional Implementation Team

Presentation to MWCOCG  
June 23, 2008

# It's Time To Stand Up for Traffic Safety!

“Are we willing to accept the carnage on our roads as the price for a mobile society”?

# SHSP Traffic Safety Leadership Summit

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- November 30, 2007 at the Maritime Institute
- Goal – SHSP implementation at local/regional level
- 23 counties and Baltimore City divided into five regions along the five MPO boundaries
- Baltimore region – well represented with over 100 participants

# MPOs and SHSP

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- Safety – one of 7 planning factors
- SHSP to be considered in LRP and TIP
- MPOs – established agencies that understand and deal with competing priorities
- **MPOs – access to decision makers/elected officials – important for support at local level**

# Emphasis Area Selection

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- Review data on fatalities and injuries in each of 14 statewide emphasis areas – select four or five critical areas (regional) to target resources/funding over the next year

# Emphasis Area Selection

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- The Baltimore region selected the following five emphasis areas:
  - Aggressive Driving/Speed
  - Impaired Driving
  - Intersections
  - Motorcycles
  - Young Drivers
    - Determined need for additional data on crashes, citations, and speed trends

# Strategies and Action Steps

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- Participants divided into five task groups for each of the selected emphasis areas
- Each group reviewed strategies and action steps in the statewide plan for their emphasis area
- Develop action steps relevant to Baltimore region

# Regional Team

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- Participants agreed to form a regional team to monitor SHSP implementation at the local/regional level
- Smaller group comprised of cross-section of those attending summit – representing the 4Es (Engineering, Education, Enforcement, EMS) – local, SHA, judiciary
- Quarterly meetings of core group with yearly summit for everyone else
- BRTB to facilitate Baltimore regional team meetings



# Other BRTB Safety Initiatives

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- Regional Safety Campaign – Spring 08
- Traffic Records Coordinating Committee (TRCC)
- Incorporate Safety into Planning – LRP, TIP
- Roadway Safety Audits (future)



# Regional Safety Campaign



Reducing Distracted Driving by Teens

# Background

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- Regional Safety Campaign complements Maryland Strategic Highway Safety Plan (SHSP) and the Choose Safety for Life Campaign
- Goal – reduce number of crashes, fatalities and injuries involving distracted driving by teen drivers
- Initiated in June 2007 by BMC Board with support from BRTB

# Campaign Launch

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- June 11, 2008, 10:30 – 11:00
- Pikesville Volunteer Fire Hall
- Region's elected officials
- Maryland State Police Superintendent  
Colonel Terrence Sheridan
- Local Law Enforcement
- Media

# Campaign Kick-off



# MHSO Grant Funds

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- BMC applied for FY08 grant funds – NHTSA funds administered through the Maryland Highway Safety Office
- Received \$50,000
- Used towards purchase of air-time
- Seeking additional funds for FY09

# Radio Stations

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- WIYY-FM – 97.9 FM (Active Rock) - 72 paid/156 bonus PSA
- WLIF-FM – 101.9 FM (Adult hits) – 51 paid, 36 bonus PSA
- WPOC-FM – 93.1 FM (Country) – 54 paid, 5 bonus PSA, 15 promotional
- WWIN-FM – 95.9 FM (urban AC) – 69 paid, 30 bonus PSA

# Radio Spot - Parallels

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# Radio Spot – TSA father

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# Campaign Website & Tagline

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- DriveSafeBaltimore.Com – will go live on June 11, 2008
- “Turn it off before you turn the key”

# Contact Information

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