

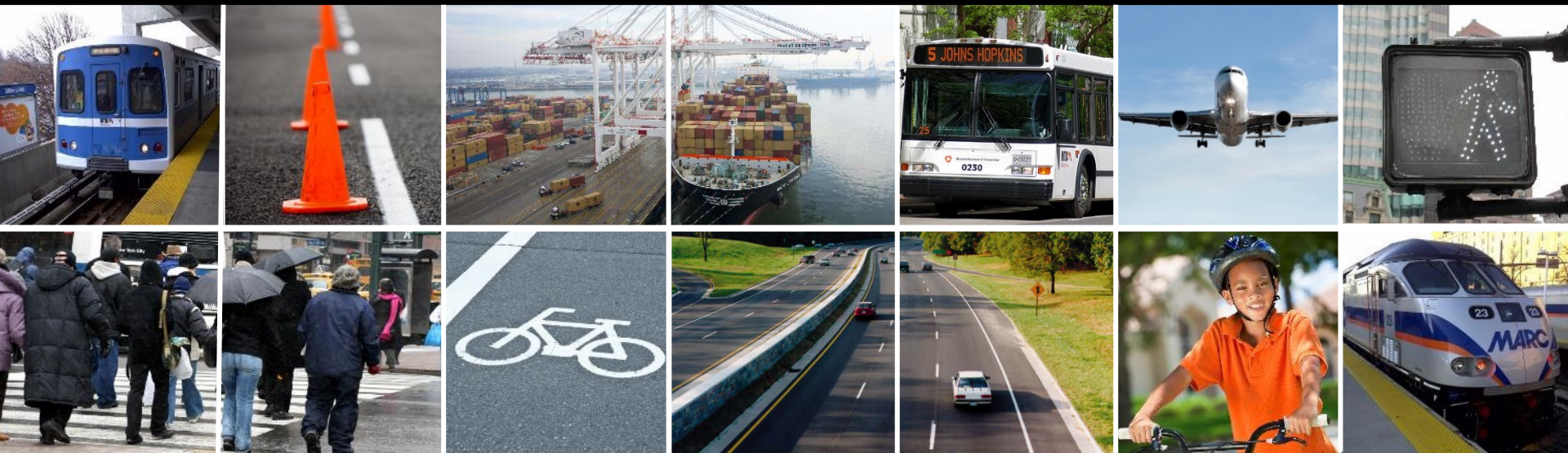


Maryland
Highway
Safety
Office

2021-2025

MARYLAND

STRATEGIC HIGHWAY SAFETY PLAN



Maryland Highway Safety Office

MDOT
MD Department of Transportation

MVA
Motor Vehicle Administration

MHSO
MD Highway Safety Office

MVA Administrator
serves as
Governor Hogan's
Highway Safety
Representative

ZERO DEATHS
MARYLAND

MHSO

- Statewide Program Managers
 - Impaired, Occupant Protection/Distracted Driving, Pedestrian/Bicycle, Speed/Aggressive
- Partnerships, Resources, Outreach Program
- Law Enforcement Liaisons
- Finance Section
 - State and federal grant administration

Data Driven Programs



You can't
prevent it
if you don't
understand it.

CRASHES

aren't

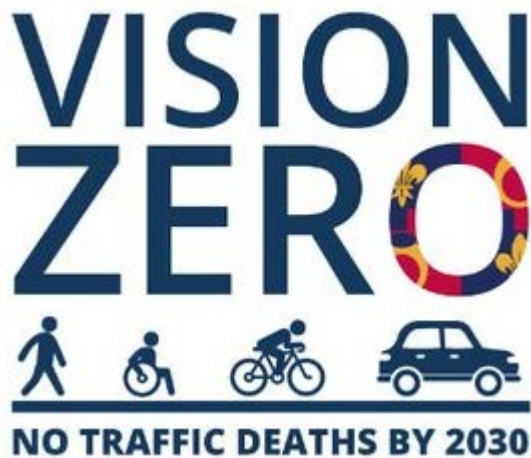
~~Accidents~~

Crashes are caused by the alignment of factors that can be **anticipated** and **altered**.

Therefore, crashes are **predictable** and **preventable**!

How many deaths and serious injuries are “acceptable” on our roadways?

How many of your family members would it be “acceptable” to lose to traffic crashes each year?



**ZERO DEATHS
MARYLAND**



What Is An SHSP?

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

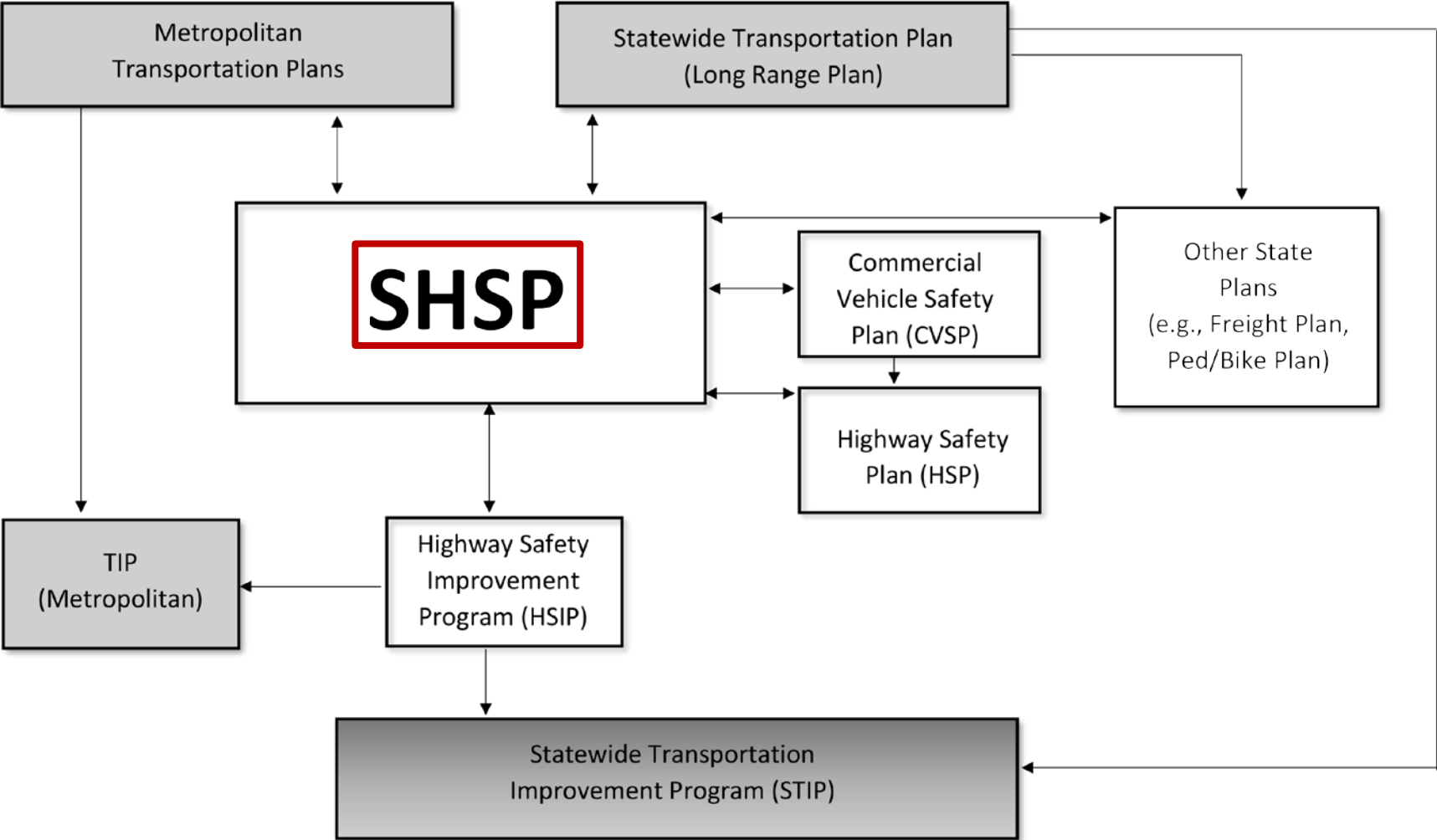
Visualize 2045 Plan

Long Range Transportation Plan for the National Capital Region

- ✓ Updated every four years
- ✓ Looks at projects the region is expected to fund over a 25-year horizon
- ✓ Maximize travel safety for **all** road users

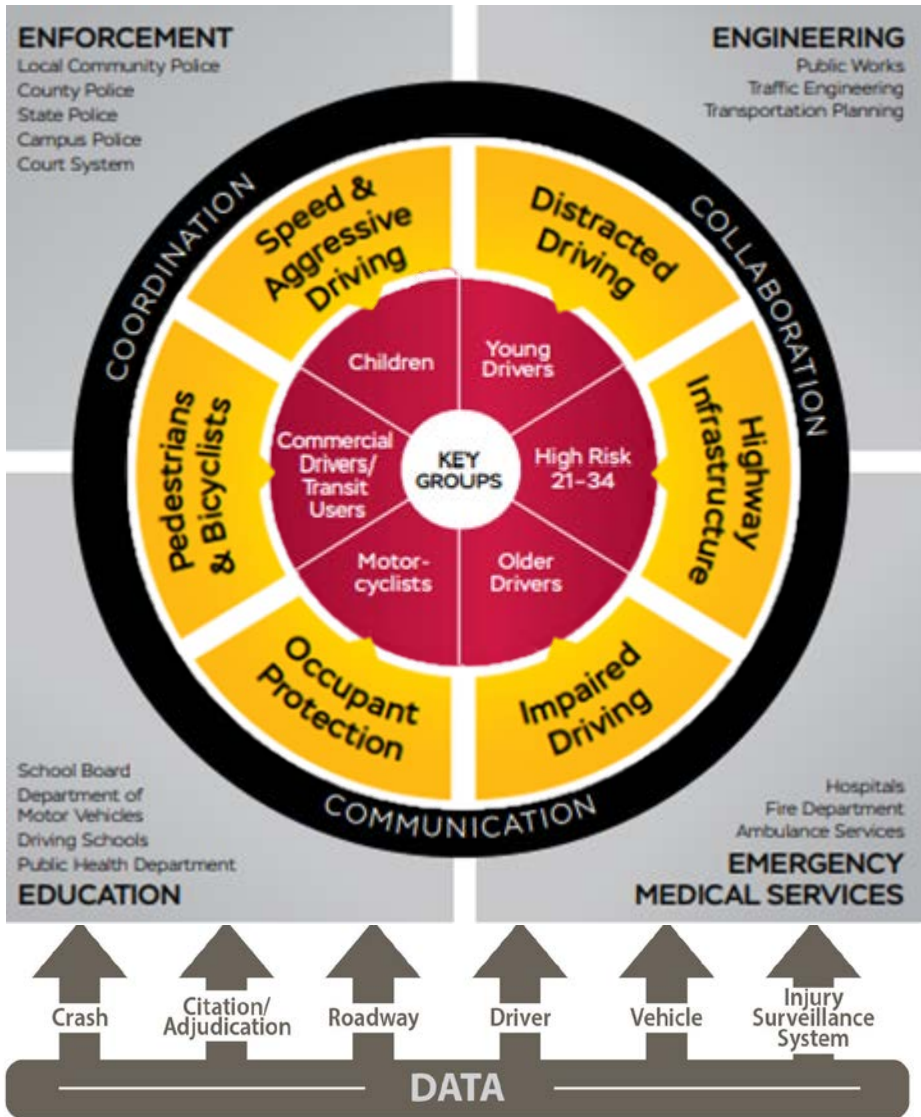
“Working to reduce transportation fatalities and injuries by committing to a safer future for people walking, biking, taking transit and in automobiles.”

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.

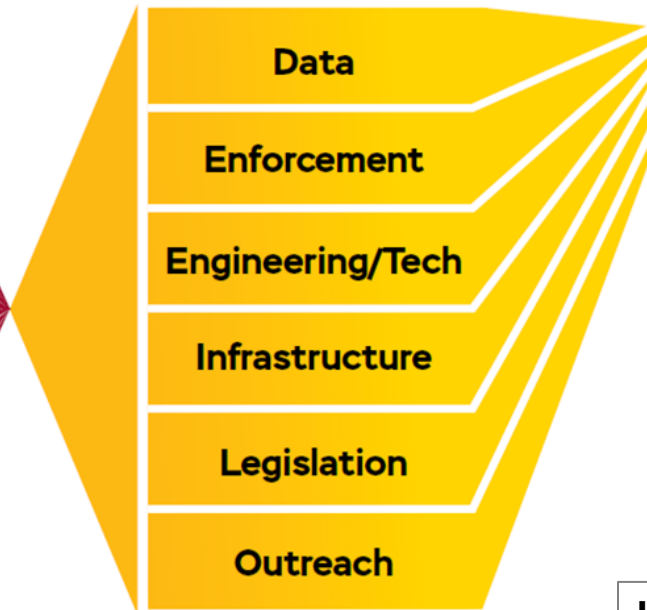
ZERO DEATHS
MARYLAND

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

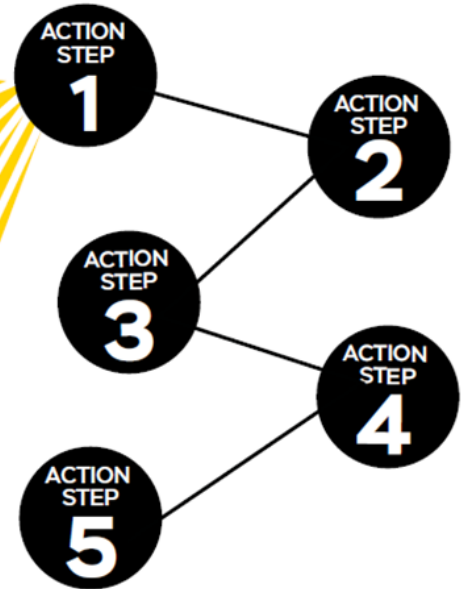
EMPHASIS AREAS



STRATEGIES
to Meet Targets for Each
EMPHASIS AREA



ACTION PLAN
for Each STRATEGY



IN EACH ACTION:

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

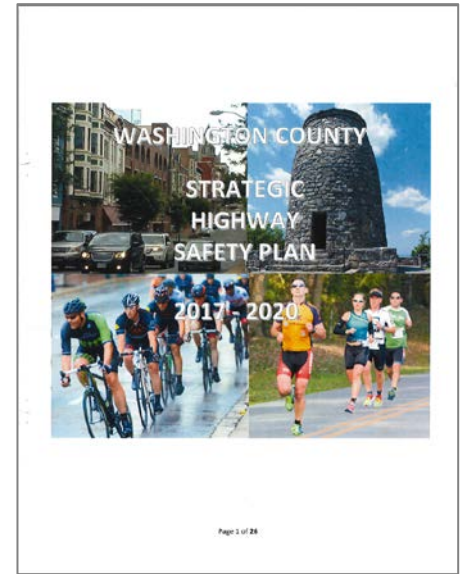
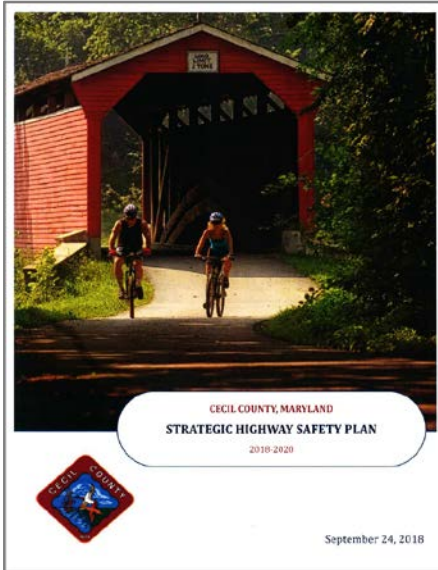
Special Vehicles and Roadway Environments



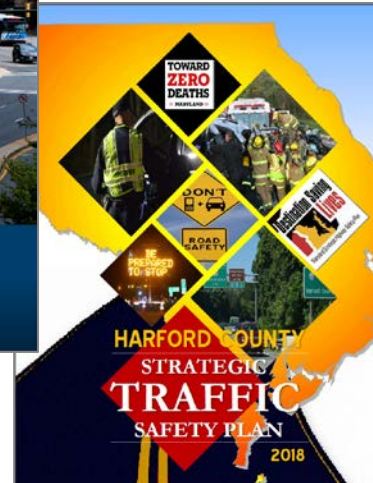
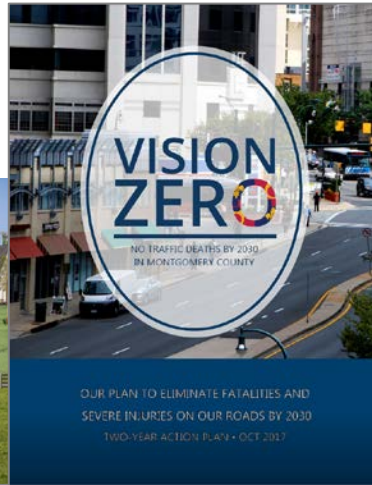
- Advanced Driver Assistance Systems and Automated Vehicles
- Commercial Motor Vehicles
- Motorcycles
- Work Zone and Traffic Incident Management
- Highway-Rail Grade Crossings
- Rural Communities and Farm Equipment
- School/Transit Buses and Bus Stops

Local SHSPs

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

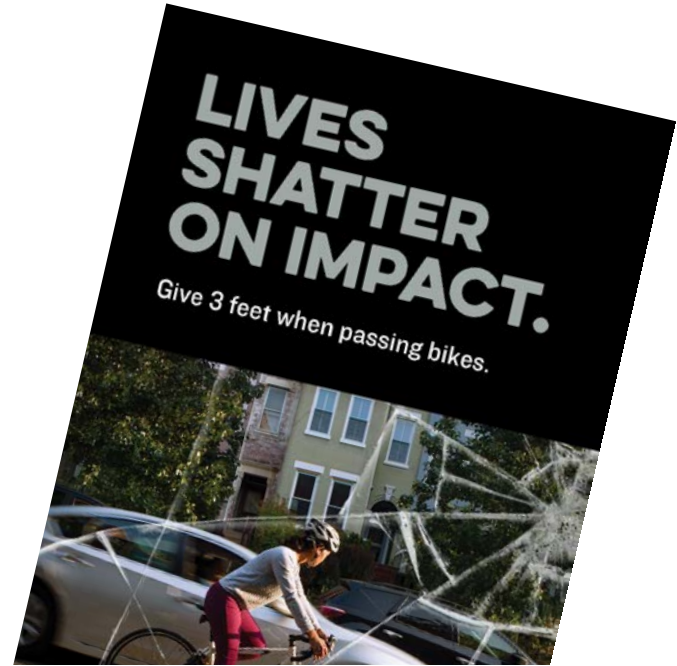


Howard County
Strategic Road Safety Plan
2021-2025



**ZERO DEATHS
MARYLAND**

Awareness Campaigns



beststreetmart.net

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

Campaign Background

- First time ever, all encompassing campaign
- Focuses on *personal* responsibility
- Featured year round
- All advertising mediums
- Ads coupled with enforcement waves
- Target audience

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

Program Area Tag Lines



**the
buckled up
driver**

OCCUPANT PROTECTION CAMPAIGN



**the
look twice
driver**

MOTORCYCLE SAFETY CAMPAIGN



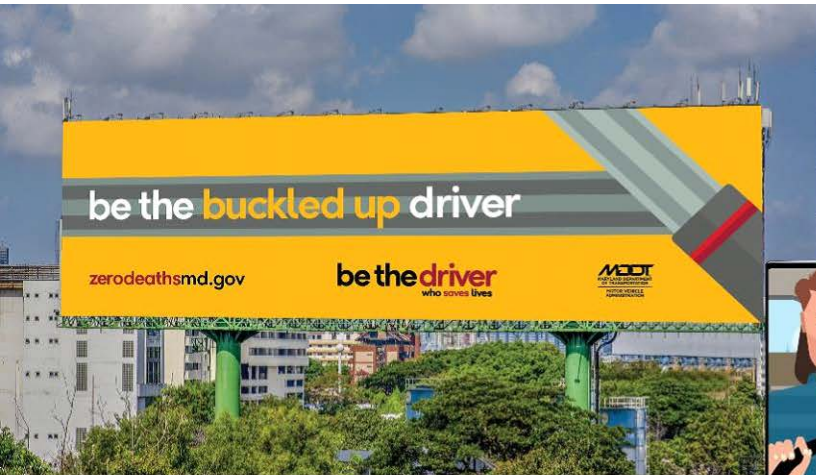
**the
make a plan
driver**

IMPAIRED DRIVING CAMPAIGN



**the
share
driver** **the road**

PEDESTRIAN & BICYCLE SAFETY CAMPAIGN



OUT-OF-HOME



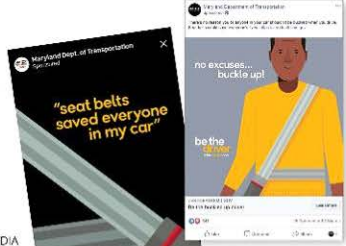
VIDEO



DISPLAY VEHICLE



STREAMING AUDIO



SOCIAL MEDIA

OCCUPANT PROTECTION CAMPAIGN

Principal takeaway message:
There are no good reasons for not wearing a seat belt. They can save your life and the lives of your passengers.

the buckled up driver



Find us Online
& on Social
Media!

MDOT
MARYLAND DEPARTMENT
OF TRANSPORTATION
MOTOR VEHICLE
ADMINISTRATION

Maryland
Highway
Safety
Office



@ZeroDeathsMD

Visit us at:

www.ZeroDeathsMD.gov

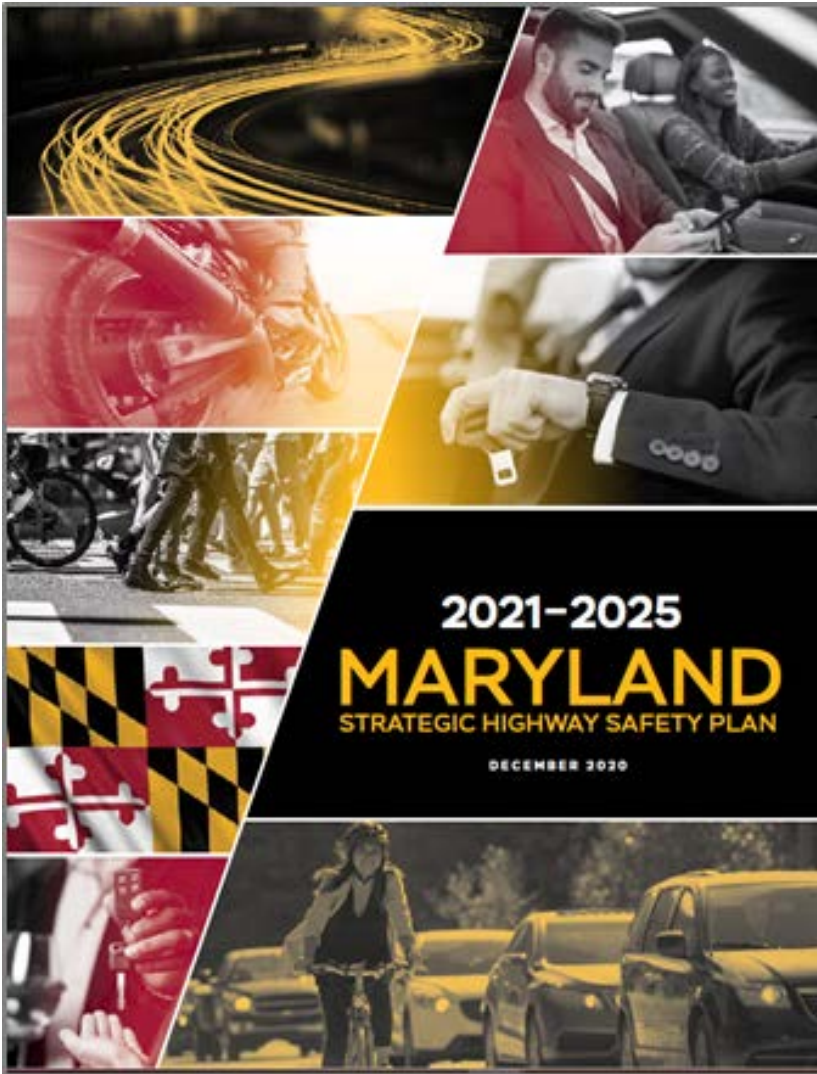
Myra Wieman

Deputy Director

MDOT MVA's Highway Safety Office

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**ZERO DEATHS
MARYLAND**



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

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

ZERO DEATHS
MARYLAND