



Transportation Solutions to Connect Our Customers to Life's Opportunities

Moving Maryland **Toward Zero Deaths**



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

A 3-Step Process

Step 1: Building A Good Plan

Step 2: Development & Implementation of Effective Measures to Address Risky Behaviors

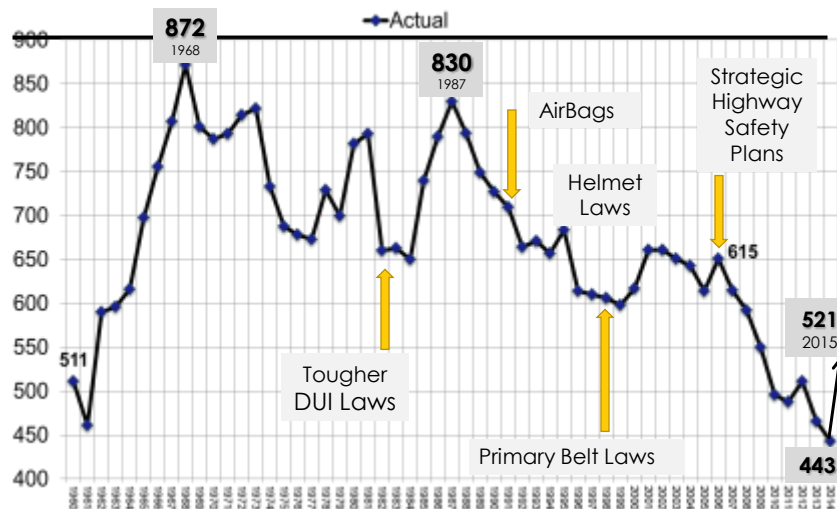
Step 3: Creating a Safety Culture at the Local Level





Historical Trends

Traffic Fatalities on MD Roads 1960 – 2015



Progress in Fits & Starts



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

STEP #1



Strategic Vision:
Toward *Zero* Deaths



Goal Statements & Performance Measures





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?

Creating a Safety Culture



What's Culture?

STEP #3





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

Has Driving Become too Routine?



Does it Compare to Other Activities With LESS Risk?



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

Has Driving Become too Routine?

Maybe even Boring??

Does Our Level of Attention Equal the Level of Risk?





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



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



**Our
Core
Values**





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

SAFETY:
 Locally Built;
 Local Ownership;
 Local Culture



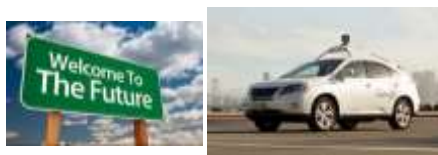
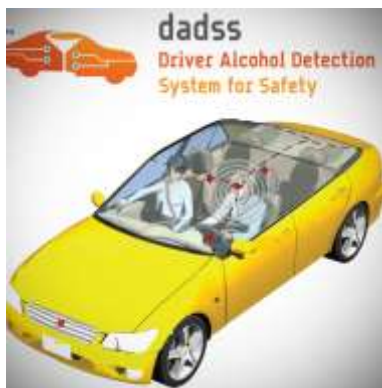
What's the Plan
 in your
 Jurisdiction?



Reversing the Deadly Highway Trend

What Will History's Next Chapter Look Like?

Crossroad: Intersection of
 Technology & Driver
 Behavior





JOIN the JOURNEY On Our Road to Zero



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