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

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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**

**STEP #3**

What’s Culture?
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?

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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