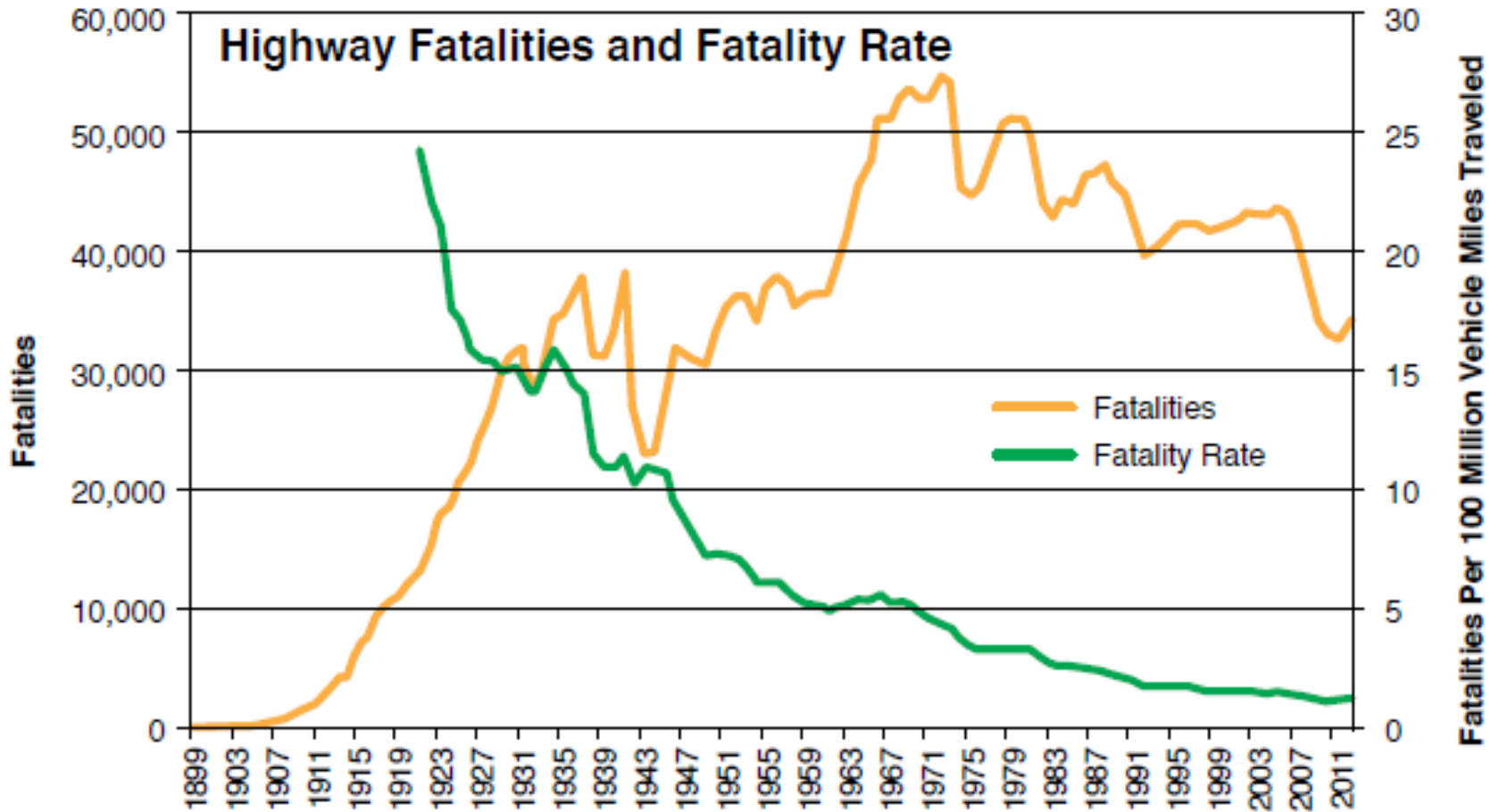
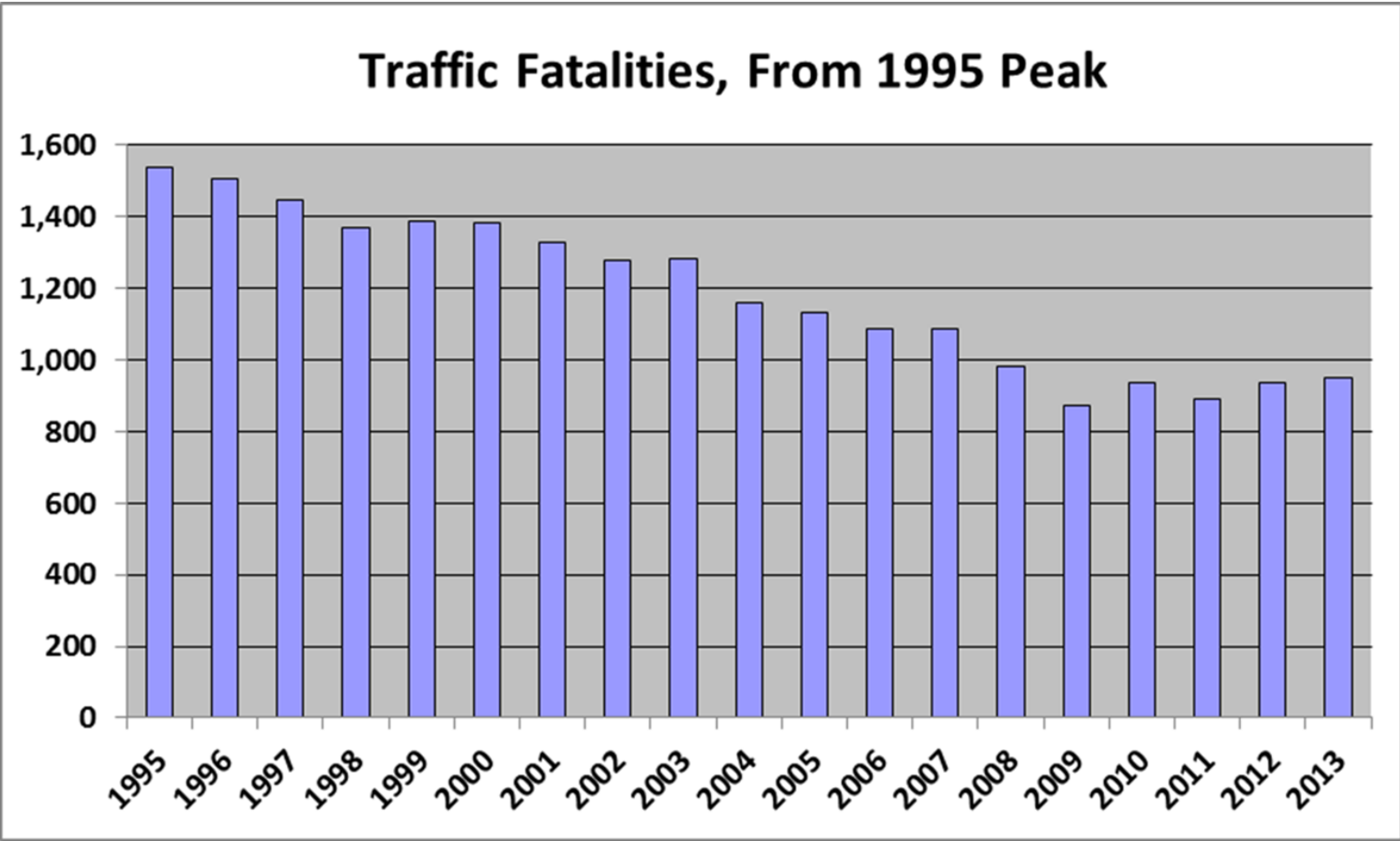


Toward Zero Deaths (TZD): a National Strategy on Highway Safety

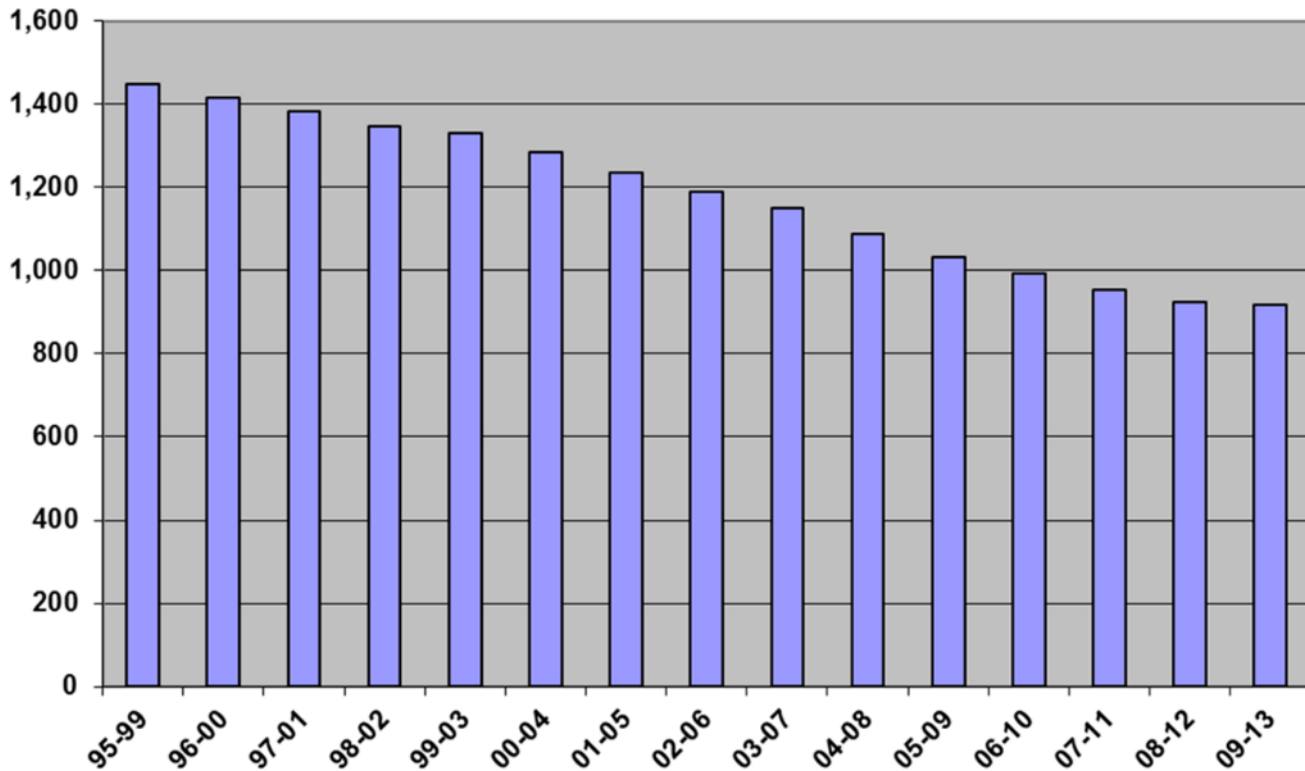
Tracie Leix, P.E.
Safety Programs Unit Manager
Michigan Department of Transportation







Michigan Traffic Fatalities 5 Year Rolling Average





What does the future bring?

- Increase in several crash types:
 - K/A for ages 21-24
 - K/A drug related crashes
 - Motorcycle Ks
 - Pedestrian Ks
- Decrease in seat belt use to 88%

Source: UMTRI

MDOT's 2010 Strategic Plan adopted the focus:
“Move Michigan Toward Zero Deaths...”



MICHIGAN DEPARTMENT OF TRANSPORTATION

Strategic Areas of Focus

Leadership
Align the organization to carry out the MDOT mission, achieve the vision and demonstrate the values.

Strategies

- Establish clear, measurable and aligned performance goals and desired outcomes across the organization.
- Regularly evaluate organizational performance.

Safety
Move Michigan toward zero deaths through the incorporation of safety in all our transportation efforts.

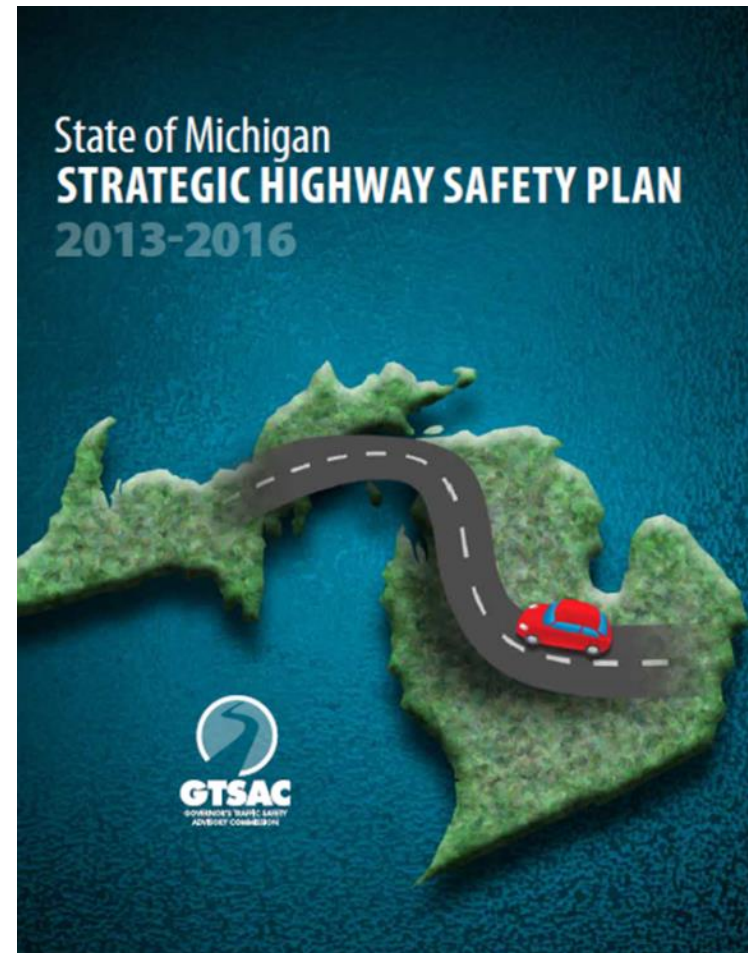
Strategies

- Foster communication, coordination and collaboration with our public and private safety partners to achieve the goal.
- Prioritize MDOT safety investments toward those with the highest probability to move us toward the goal of zero deaths.

TZD in Michigan

Michigan's 3rd SHSP
adopted the vision:

*Toward Zero Deaths on
Michigan Roadways*





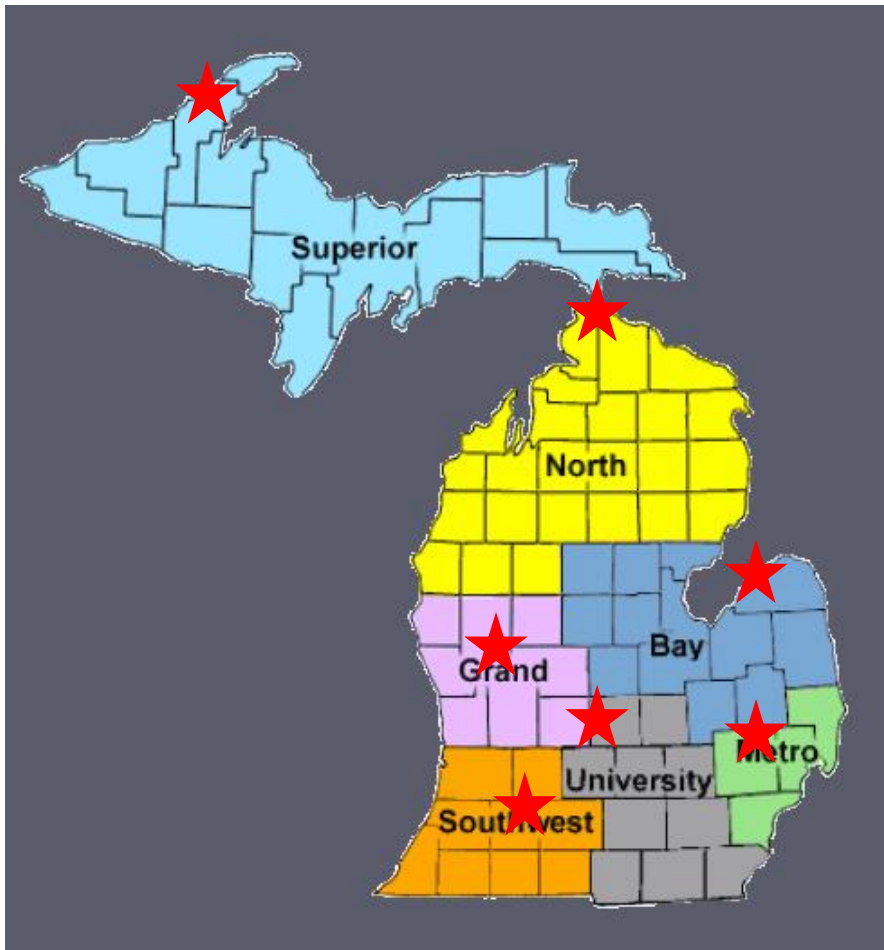
Toward Zero Deaths™
National Strategy on Highway Safety

What is our Goal?

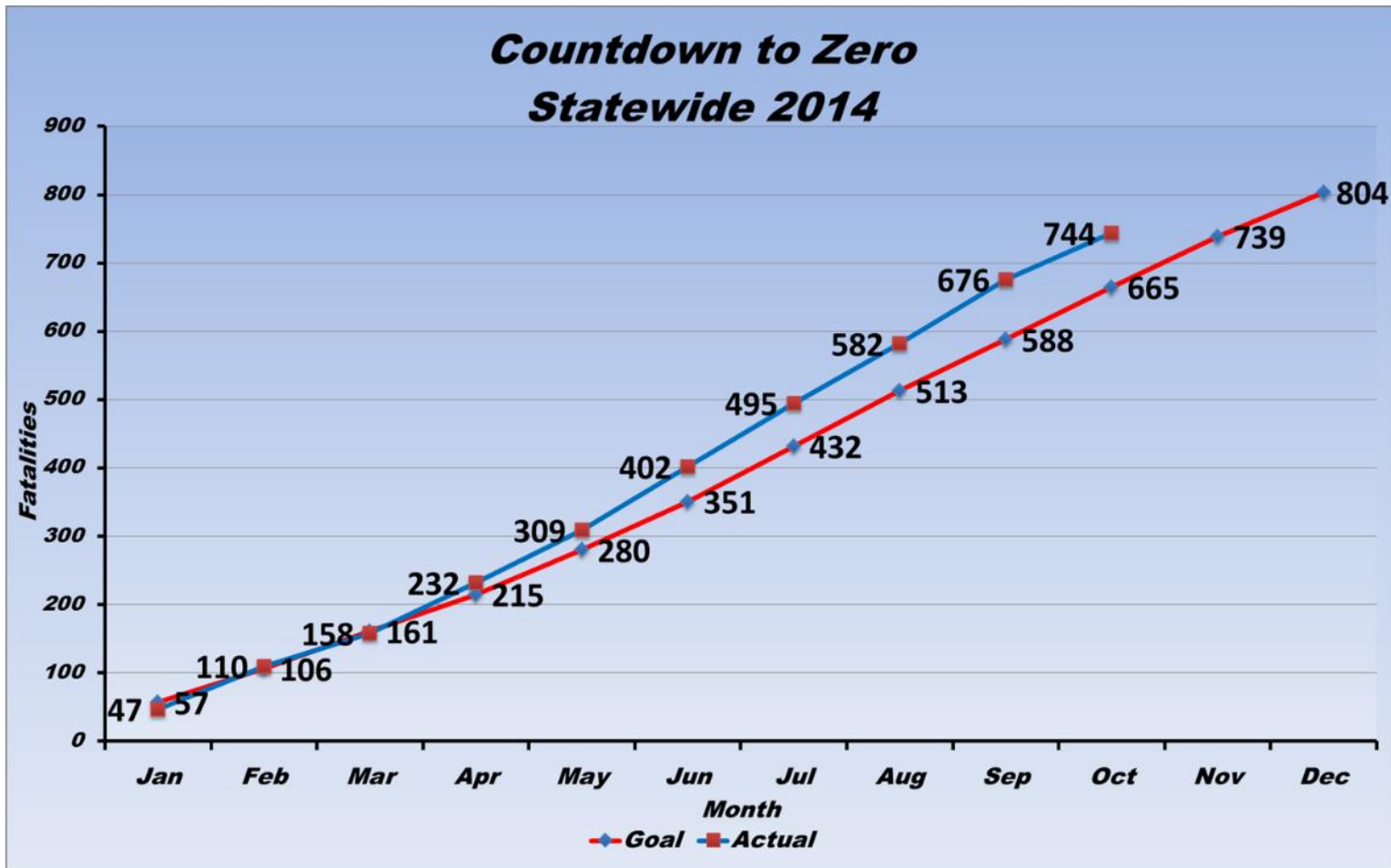
In 2012, Michigan's Statewide Goal was revised to reduce traffic fatalities and serious injuries from:

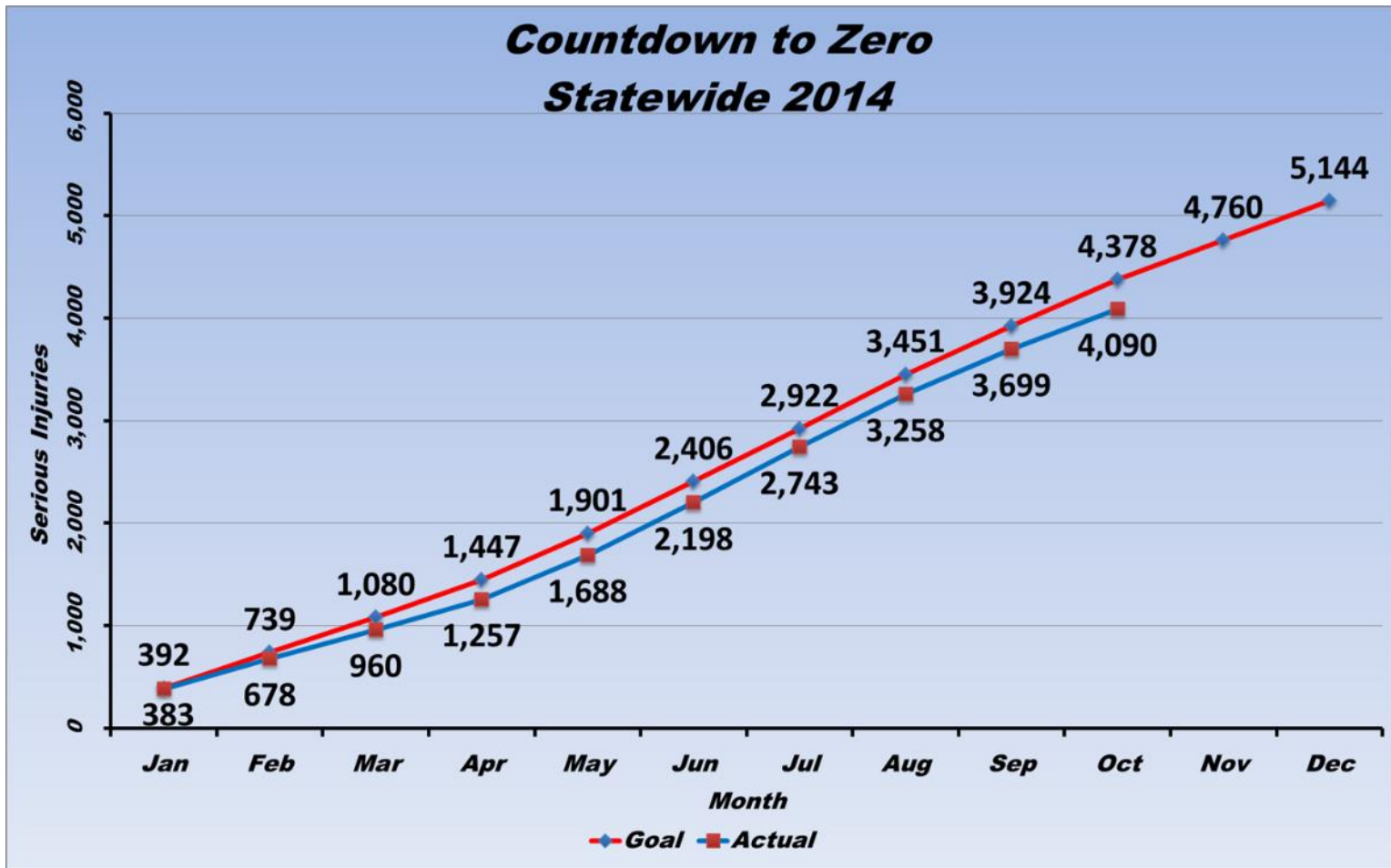
889 (K) and 5,706 (A) in 2011
to
750 (K) and 4,800 (A) in 2016





Population of:
Calumet (879),
Mackinaw City (859),
Grant (881),
Caseville (888),
Augusta (899),
Westphalia (876), or
Clarkston (962)

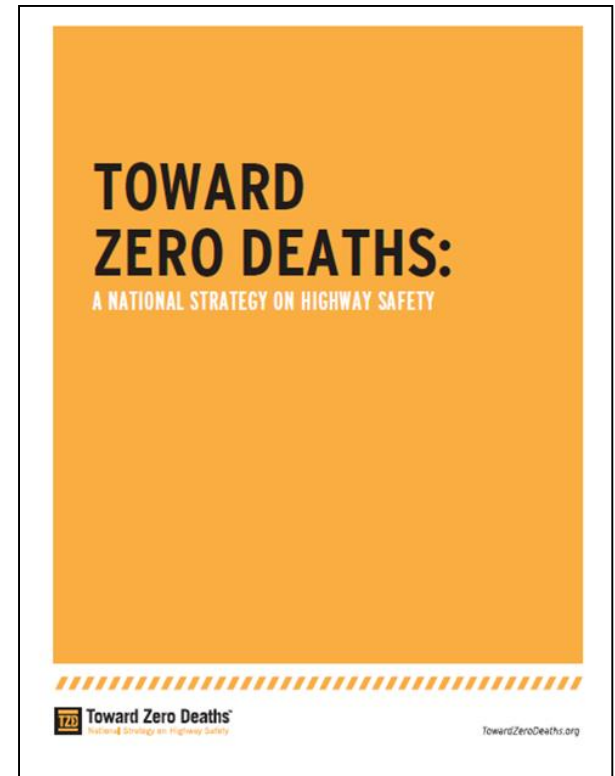




Need for a National Strategy

- Many diverse initiatives
- Various stakeholders
- Individual state SHSPs
- Lack of single vision

Now we have a strategy!



Toward Zero Deaths™

National Strategy on Highway Safety





TZD National Strategy

- Brings stakeholders together
- Use data to ID priorities and strategies
- Aggressive approach – no death acceptable
- Build on existing groundwork
- Need for cultural change
- Involvement and ownership of all safety stakeholders



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TZD > Communication Plan
A variety of communication tools for the Toward Zero Deaths program are provided. In addition, the Communication plan includes suggested audiences and stakeholders, goals, objectives, tactics, timelines, milestones and measurement metrics.



TZD > Become a Participant
Actively engage your state, organization or company in the TZD vision. Sign up to receive TZD updates and download the TZD logo.



Decade of Action
The national Toward Zero Deaths vision supports the goals of the Decade of Action to reduce road fatalities globally.



What Should Be Our Goal
We asked people a few questions about traffic safety. Their responses weren't scripted, but they all said the same thing in the end - Our goal should be zero.
*Footage courtesy, Nevada DOT

www.TowardZeroDeaths.org



Toward Zero Deaths™
National Strategy on Highway Safety



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TowardZeroDeaths.org

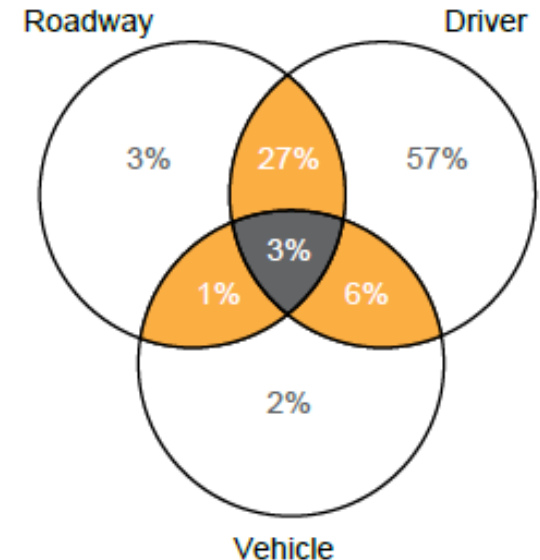


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Key Strategic Areas

- Safer Drivers and Passengers
- Safer Vulnerable Users
- Safer Vehicles
- Safer Infrastructure
- Enhanced EMS
- Improved Safety Management & Data Processes
- Safety Culture





Safe Drivers and Passengers

- Sobriety Checkpoints
- Automated Enforcement
- One Driver, One Record
- Aggressive Driving and Speeding Enforcement



Safer Vulnerable Users

- Pedestrian Laws (and Bicycles)
- Motorcycle Helmet Legislation
- Work Zone Design & Operations



Safer Vehicles

- Lane Departure Warning Systems
- Alcohol Interlock
- Connected Vehicle Technologies



Safety Infrastructure

- Senior Driver Enhancements
- Curve Treatments
- Science-based Methodologies into Project Development



Enhanced EMS

- Next Gen 9-1-1
- Rural Response Times
- EMS in Planning/Training for Traffic Incident Management



Improved Safety Management

- Include Public Health in Safety Planning
- Accuracy & Completeness of Crash Information
- Core Competencies for ALL Transportation Professionals





**SAFETY
CULTURE**

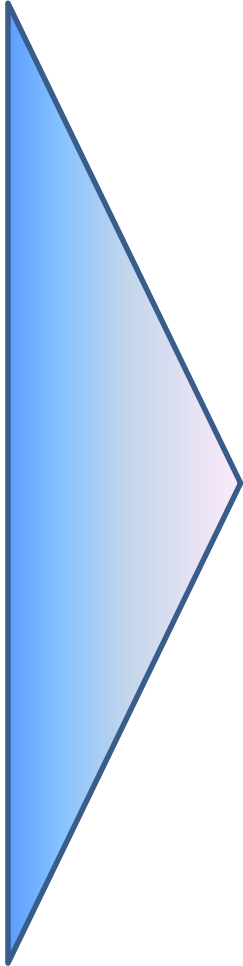
VALUES

BELIEFS

ATTITUDES

NORMS

CONTEXT



BEHAVIORS



Safety Culture

- Assess Current Culture
 - Personal, Organizational, Societal
- Identify Lead Entity
 - Develop Strategies to Change Culture
 - Evaluate Effectiveness
- Adoption of TZD

What do we need to do?

Continue to attack the Sense of Complacency
with Awareness

- Communication
- Outreach





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Expand

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Communications

- New for 2014
- Links to MDOT's TZD page





Communications

PRESS & GUIDE

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Opinion

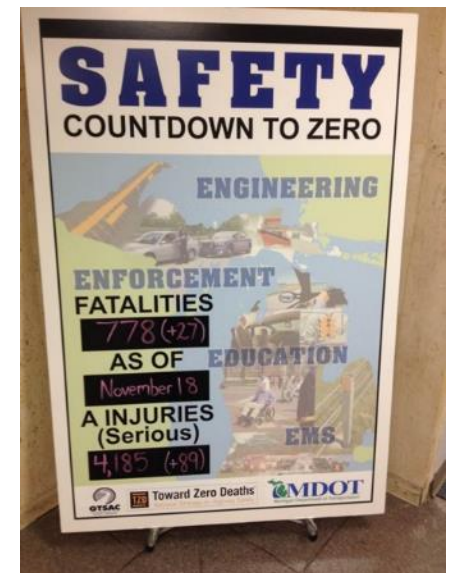
Increasing number of crash deaths being linked to distracted driving

Published: Friday, November 14, 2014

.....Seven hundred fifty one. That's more than two each day

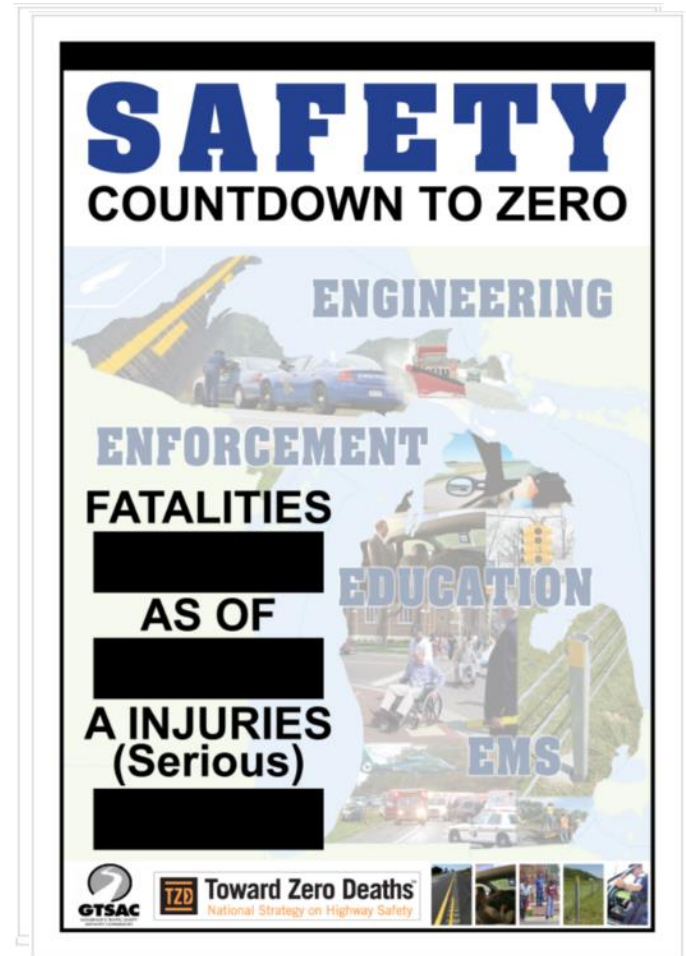
Communications

- Focused on grabbing attention
- Weekly increase in K/A numbers
 - Associated story
- Now available to the public



Outreach

- To align our efforts with others MDOT has formed formal alliances with:
 - GTSAC
 - AASHTO TZD
- Partnership with OSHP

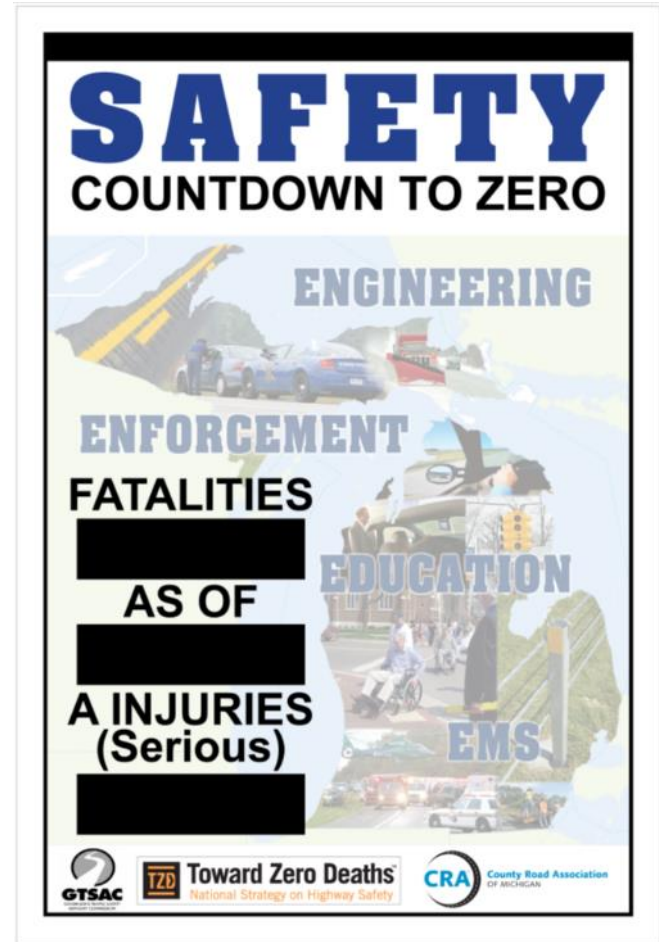


Outreach

- A new partnership with CRA
- Goal to have a board in each county road commission




SAFER ROADS SAVE LIVES



Future Outreach Efforts







What is Toward Zero Deaths?

Toward Zero Deaths (TZD) is a new statewide safety campaign based on the national strategy on highway safety intended to influence driver behavior and improve safety. With more than 35,000 fatalities occurring on U.S. highways each year, roadway safety remains one of the most challenging issues facing Michigan, and the nation.

Be a champion in supporting TZD and the safety culture in Michigan, your organization or company by incorporating the official logo for the National Strategy on Highway Safety TZD program on your website, ads, brochures, posters and other communications. Become a TZD participant by going to www.towardzerodeaths.org/partners_participant_form.php. You can select from two versions of the TZD logo that best fits your current safety program, fill out the applicable form to download the high-resolutions logos and the branding/style guide.

To learn more about the National Strategy, please go to www.towardzerodeaths.org.





Toward Zero Deaths
National Strategy on Highway Safety



Let's Get to Work

- Adopt a zero-based vision or goal, a common aggressive approach
- Promote use as a resource by members/staff
- Develop implementation plan
 - Proven and potential strategies
 - Safety culture programs
- Outreach - strengthen relationships with new partners
- Monitor activities, share best practices and lessons learned



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National Strategy on Highway Safety

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