Overview

• Intro and Data Review
• Northbound Strategic Plan
• Vision Zero Plan
• Context Driven Initiatives
Statewide Traffic Crash Trend

Overall Fatal Crashes
Pedestrian Fatal Crashes
Bicyclist Fatal Crashes
Other Non-Motorist Fatal Crashes
Statewide Non-Motorist Crash Trend

- Non-Motorist Injury Crashes
- Non-Motorist Total Crashes
- Non-Motorist Fatal Crashes

Year:
- 2010: 3,015
- 2011: 3,498
- 2012: 3,169
- 2013: 2,995
- 2014: 3,279
- 2015: 3,495
- 2016: 3,851
- 2017: 4,009
- 2018: 3,652
- 2019: 3,582

Non-Motorist Total Crashes:
- 2010: 1,000
- 2011: 2,000
- 2012: 3,000
- 2013: 4,000
- 2014: 5,000
- 2015: 6,000
- 2016: 7,000
- 2017: 8,000
- 2018: 9,000
- 2019: 10,000

Non-Motorist Fatal Crashes:
- 2010: 104
- 2011: 110
- 2012: 100
- 2013: 107
- 2014: 109
- 2015: 126
- 2016: 128
- 2017: 138
- 2018: 135
- 2019: 130

Non-Motorist Injury Crashes:
- 2010: 3,015
- 2011: 3,498
- 2012: 3,169
- 2013: 2,995
- 2014: 3,279
- 2015: 3,495
- 2016: 3,851
- 2017: 4,009
- 2018: 3,652
- 2019: 3,582
Non-Motorist Crashes by Context Zones

Traditional Town Center: 45%
Suburban: 25%
Urban Center: 18%
Urban Core: 9%
Rural: 3%
Non-Motorist Fatal Crashes by Context Zones

- Suburban: 43%
- Traditional Town Center: 41%
- Urban Center: 4%
- Rural: 10%
- Urban Core: 2%
What is Northbound?

north·bound
\nôrth-, baûnd \ adj.
traveling or headed north.

• Northbound Strategic Plan
  o The Northbound Ten – 5-year plan with 10 Goals
  o Goals we can work on collectively
  o Short and concise format

• Modernization of MDOT SHA that moves us in an upward direction
The **NORTHBOUND TEN**  
**2020-2025**  
The Northbound Ten are MDOT SHA’s goals and initiatives that will guide us during the next five years. We will challenge ourselves to think differently and embark on this journey together to move the organization Northbound.
Vision Zero Implementation

Context Driven Toolkit

Pedestrian Safety Action Plan (PSAP)

Context Driven Education & Outreach

Overview
The Process
The Contexts
The Guidebook

Sample Scenarios

- Urban Core
- Urban Center
- Traditional Town Center
- Suburban Activity Center
- Suburban
- Rural

Current Efforts

(Coming Soon)

Sample Scenarios
An MDOT SHA Vision Zero Initiative stemming from SHSP strategies

1. Pedestrian Safety Action Plan
   WHY, HOW, and WHERE we need to implement Context Driven Tools
   the driving force, the guide for benchmarking and data

2. Context Guide
   MDOT SHA’s POSITION and VISION
   diving into the context zones and setting the stage for the tool kit

3. Context Driven Toolkit
   HOW to build a Context Driven Environment
   the kit of parts and resources for each context zone

4. Case Studies
   TRACKING and LESSONS LEARNED
   showing audiences we have projects completed and in the works - a place to learn from past projects

5. Education and Outreach
   Building AWARENESS and FAMILIARITY
   exposure and education for multiple audiences

6. Web Portal
   A CLEARINGHOUSE for all five components
   the one stop shop for learning and loading case studies
Completed Initiatives

Context Guide

- Released Summer 2019 by MDOT SHA
- Establishes 6 contexts and role of access vs. mobility
- Online ArcGIS Context Map Tool
- Proactive and innovative treatments
Balancing Access & Mobility

How far can you go?

How much can you get to?

MDOT SHA Contexts

Urban Core

Urban Center

Traditional Town Center

Suburban Activity Center

Suburban

Rural

ACCESS

MOBILITY
Proactive Treatments

- Speed Limit Reductions
- Roadway Narrowing
- Improved Lighting
- Pedestrian Signals
- Pedestrian Crosswalks
Upcoming Initiatives

Context Driven Toolkit

- Catalogue of treatments that apply to each context
- Accessible online and continually updated
- Sample graphics, design layout, and technical information
Upcoming Initiatives

Case Studies

- Developing metrics to evaluate treatments
- Evaluating 100+ locations already upgraded with new treatments
Upcoming Initiatives

**Education and Outreach**

- Continuing to build the MDOT SHA workforce’s skills
- Taking Context Driven beyond MDOT SHA
Upcoming Initiatives

An MDOT SHA Vision Zero Initiative stemming from SHSP strategies

1. Pedestrian Safety Action Plan
   - Why, How, and Where we need to implement Context Driven Tools
   - shining focus: the guide for benchmarking and data

2. Context Guide
   - MDOT SHA’s Position and Vision
   - diving into the context zone and setting the stage for the book kit

3. Context Driven Toolkit
   - HOW to build a Context Driven Environment
   - a kit of tools and resources for each context zone

4. Case Studies
   - TRACKING and LESSONS LEARNED
   - showing audiences what projects completed and lessons learned in the work to learn from past projects

5. Education and Outreach
   - Building AWARENESS and FAMILIARITY exposure and education for multiple audiences

6. Web Portal
   - A CLEARINGHOUSE for all five components
   - one-stop shop for learning and reading case studies

Web Portal

A Roadmap to Implementation

Different levels of needs require different interventions and design approaches. It is important to develop strategies that are scalable and can be implemented in a phased approach. The context-driven approach emphasizes the importance of understanding the local context, including the demographics, socio-economic factors, and the unique challenges faced by each area. This approach helps to tailor the interventions to the specific needs of each community, ensuring that the solutions are effective and sustainable.

Measure of Effectiveness (MOE)

This approach to solving the problem requires a multidisciplinary approach, involving various stakeholders, including planners, engineers, public health experts, and community leaders. It is essential to establish clear and measurable goals to evaluate the success of the interventions. The context-driven approach can also help in identifying the most effective strategies by continuously monitoring the outcomes and adapting the strategies as needed.
Our Commitment

To create and maintain a

✓ HIGH QUALITY
✓ SAFE
✓ EFFICIENT

system for all Marylanders.
THANK YOU!

Context Guide comments and questions?
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