



VISION ZERO
zero deaths • zero serious injuries

MONTANA DEPARTMENT
OF TRANSPORTATION

Renewing Vision Zero Safety Efforts

2021 Annual
Transportation Safety
Virtual Meeting

Deputy Director Julie Brown, Montana
Department of Transportation





Over The Next Two Days We Will Cover

- Crash Data
- Primary Crash Factors
- Safety Partners
- Vision Zero
- Renewing Safety Efforts
- Challenges
- Leadership & Coalitions

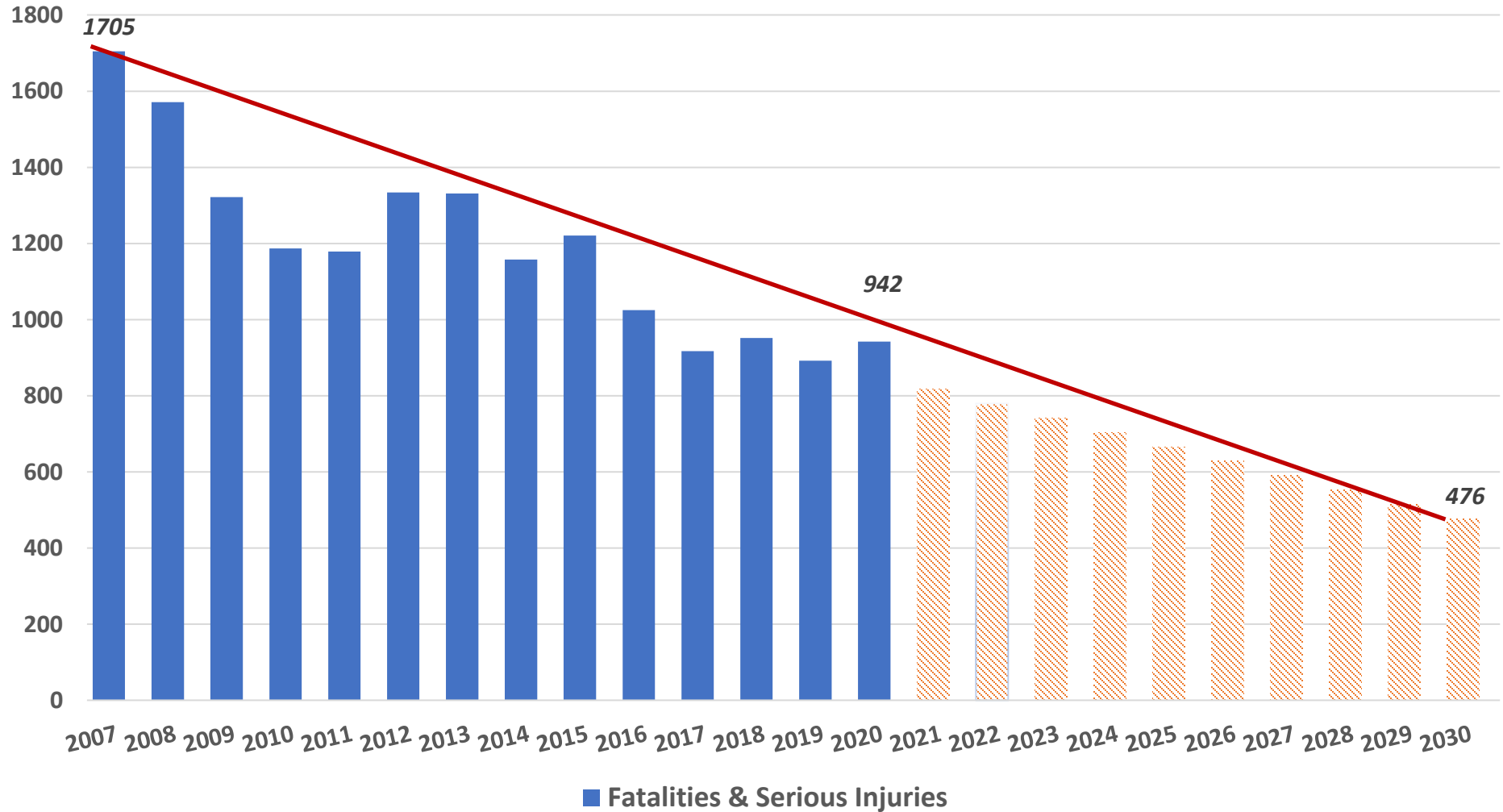


Montana's Comprehensive Highway Safety Plan

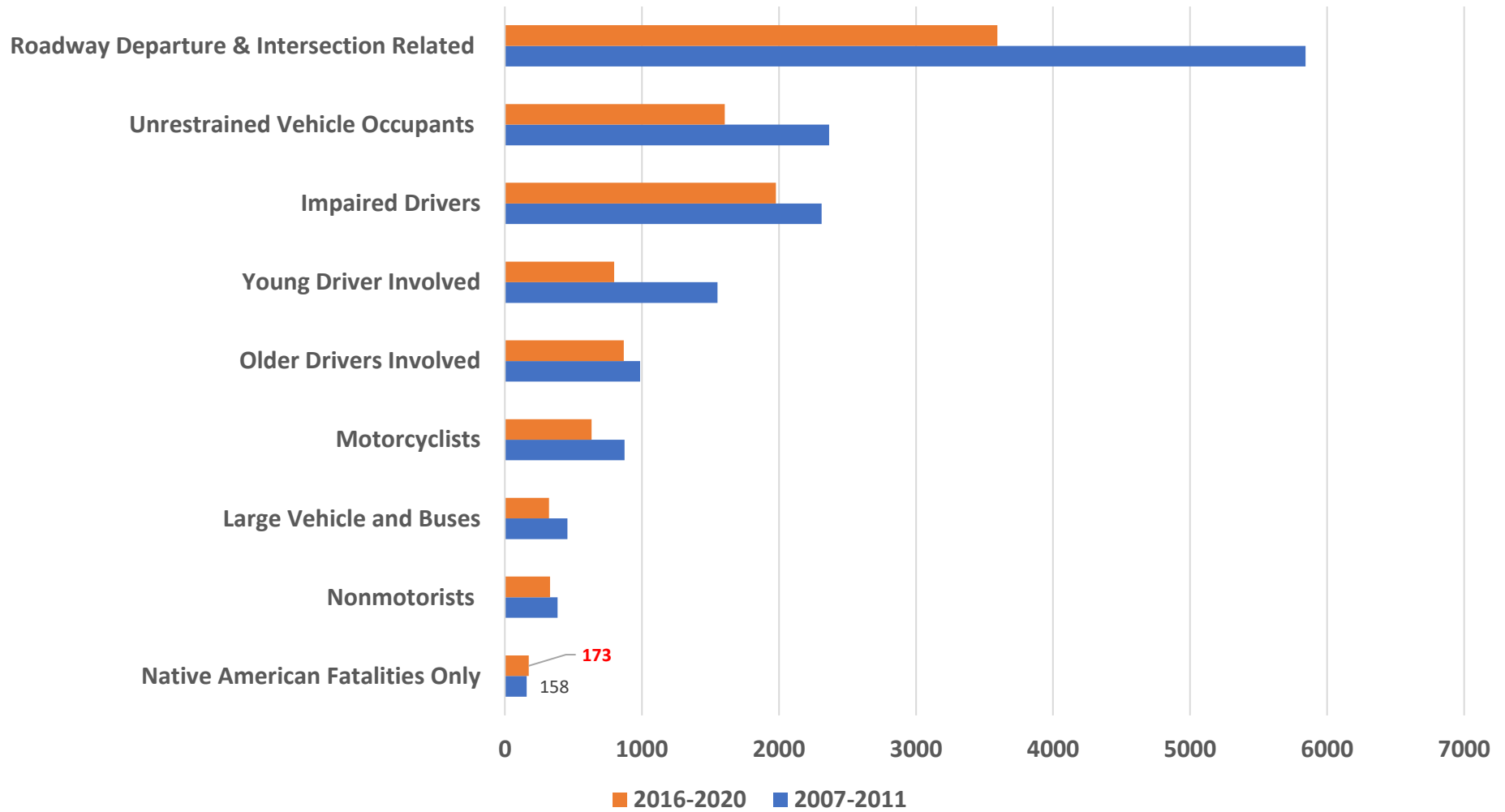
To facilitate collaboration, communication, and coordination among highway and traffic safety programs and partners to align goals and leverage resources across Montana to reduce deaths and life changing serious injuries resulting from roadway crashes.

Montana Interim Goal

Reduce fatalities and serious injuries on Montana's roads by half, from 952 in 2018 to 476 in 2030.



Fatalities & Serious Injuries Associated with Key Emphasis Area, Recent 5-Years vs First 5-Years



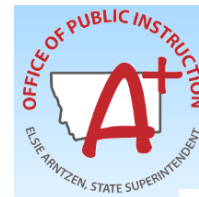
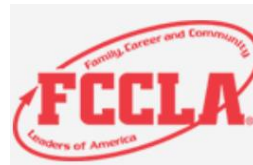
The Subject Experts

Consideration of 4Es of Transportation Safety

- Education - Educators, Prevention Specialist
- Enforcement - State and Local Law, Tribal, Motor Carriers, and Judicial Courts
- Emergency Medical Services - Injury Prevention, Emergency Medical Providers, Emergency Response Teams & Trauma Teams, TIMS Teams
- Engineering & Planning – Safety Data, Traffic & Safety, Design Engineers; MPOs; Maintenance & Road Departments



The Partners

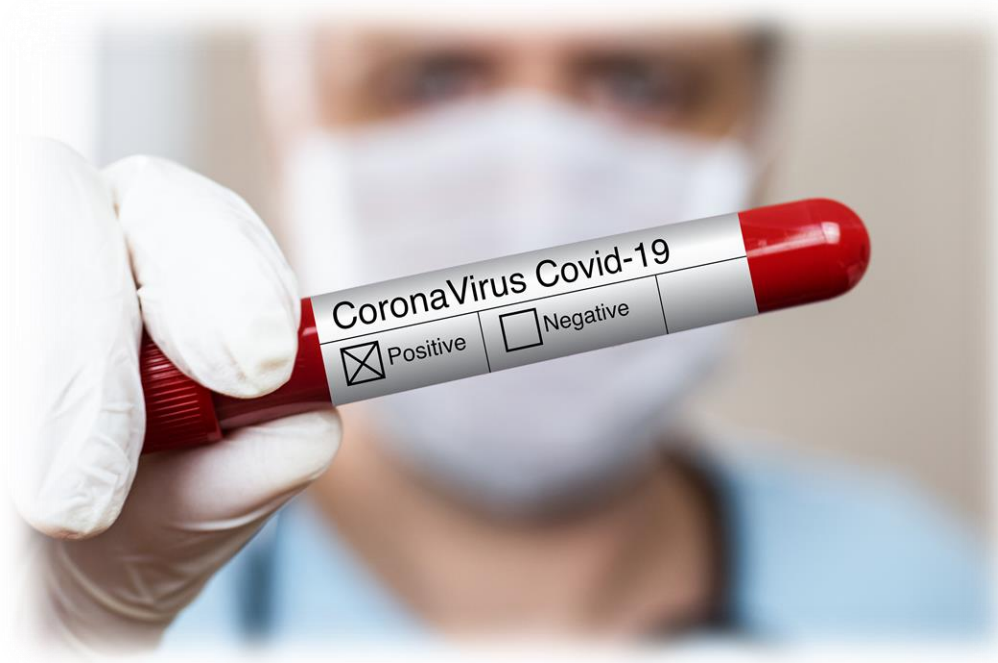


Challenges

Implementation of safety efforts, including education outreach and enforcement contact in 2020 was limited and hindered by COVID.



**Trauma (ATLS)
Assessment -
Teaching
Scenario**



FATALITIES ON MONTANA'S ROADS IN 2021

As of **November 9, 2021**,



205

lives have been lost,
compared to 181 fatalities for this
same time in 2020.

DEADLY

behaviors that contributed to fatalities



123

Impaired
Driving*



104

Improper
Restraint*

*Unconfirmed Factors: this information is taken from Montana Highway Patrol crash data. These investigations remain ongoing. The data and contributing factors should be viewed as preliminary only and are subject to change.



160

Motorists*



24

Motorcyclists*



13

Pedestrians*



2

Bicyclists*

Vision Zero- Only Acceptable Number

When it comes down to it, no one wants their family and friends to be a killed or to suffer a life-altering serious injured.



Revive & Renew Vision Zero Initiatives

- Review what is working and what is not working
- Identify Leaders Passionate about Safety
- Build Coalitions with a Purpose
- Promote Safety Messaging through all outlets
- Reach out to grass roots and industry leaders
- Create media attention



Challenges to Saving Lives

- **Lack of Legislative support to update secondary seat belt law to a primary law.**
- **Lack of Legislative support to enact a hands-free cell phone law.**
- **Lack of staff & resources across all agencies & organizations**
- **Recreational Marijuana while driving**
- **Changing mindset to improve driver behavior**



Leadership

- **Views Vision Zero with passion.**
- **Trouble shoots issues and fixes problems.**
- **Exhibit enthusiasm & works to improve traffic safety culture.**
- **Collaborate with others with same mission & shared outcome.**
- **Encourage outreach with public**
- **Actively involved in safety related activities**
- **Coordinate & works with safety staff**
- **Accept & share success as a Team effort**



Build Coalitions & Collaborate

- Join forces with united front and consistent messaging to achieve our goals.
- Focus on specific, concentrated efforts.
- Identified lead &/or high-profile participants that are knowledgeable and can make decisions.
- Proactively look at emerging issues



The Mindset Challenge

- **Promote Safe Driver Behaviors**
- **Remove “accidents” when speaking about transportation or traffic data.**
- **Support enforcement of Montana’s driving laws and adjudication of violations.**



What is an acceptable goal? North Carolina Vision Zero

NC VISION ZERO

Join us in making North Carolina streets safe.



@NCVisionZero

**North
Carolina**

<https://www.bing.com/videos/search?q=Vision+Zero+NC&&view=detail&mid=D3BBA58422E0B59F57ADD3BBA58422E0B59F57AD&&FORM=VRDGAR&ru=%2Fvideos%2Fsearch%3Fq%3DVision%2BZero%2BNC%26FORM%3DRESTAB>



Priority Remains

No death or serious injury is acceptable on Montana's roadways, and all are preventable.



Ideas & Information

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