When it comes to achieving zero fatalities, no universal road map is available to help get there—until now. The *Road Map for Implementing the Toward Zero Death*s (TZD) *National Strategy on Highway Safety* is a suite of free, downloadable implementation tools now available on the national TZD website (www.towardzerodeaths.org). Developed by a multidisciplinary team with input from state and local transportation officials and advocates from across the U.S., this new guidance highlights what is necessary for a successful TZD program while accounting for unique jurisdictional characteristics.

Development of a road map is critical as more and more states, cities, communities, and private industries recognize the need to act to prevent motor vehicle crashes, which claimed 37,133 lives in 2017, according to the National Highway Traffic Safety Administration. So far, 45 states and dozens of local and tribal agencies have adopted a zero-fatalities goal, using the TZD brand or another moniker. But it’s not enough to *say* “zero” is the only acceptable number; it takes a comprehensive plan supported by a vocal and highly visible champion, a dedicated operations staff, and thousands of foot soldiers armed with the necessary resources to do the work and produce results.

The importance of this work can’t be overstated; traffic-related deaths in the U.S. have been rising rather than declining since 2014. That’s why the TZD *Road Map* was developed: to ensure each of these zero-based plans—along with those yet to be developed—are implemented. This comprehensive suite of tools includes:

* The *Road Map for Implementing the TZD National Strategy on Highway Safety*. This overview document identifies and explains the importance of the seven essential elements for effectively implementing and sustaining a TZD program and ultimately achieving zero deaths. Each element includes a checklist of short- and long-term action steps vital for launching or jump-starting a zero-fatalities program, along with examples of how states, counties, local communities, and private industry are putting TZD into action.
* Two self-assessment tools that use a continuum (gradually progressing from simple to more challenging tasks, culminating with implementation) to help determine the status of a TZD program. The *Program Development and Implementation Tool* is designed to gauge where a program is at in the TZD process and what it will take to move the program forward. For example, a state in the early stages of TZD implementation has likely adopted a zero-fatalities vision and possibly aggressive short-term goals, while a state with a more mature program has likely adopted both state and local roadway system goals that promote collaboration.

The *Stakeholder Involvement Tool* helps determine the program’s current level of stakeholder engagement and communications, which are vital for bringing a TZD vision to life. A state with a young TZD program may be soliciting partner participation in developing the Strategic Highway Safety Plan, which typically serves as the vehicle for implementing a zero-fatalities goal. A state with a more advanced TZD program, on the other hand, may be coordinating with stakeholders by sharing resources and jointly funding projects.

Both tools work regardless of where a program is on the TZD spectrum. The tools explain *why* each task in the continuum is important and *how* to advance it through tips, tactics, and resources.

* A *How-to Guide* for implementing the TZD Strategic Communications Plan. While the Communications Plan provides a detailed framework for TZD implementation that identifies target audiences and key messages along with strategies and tactics, the *Guide* homes in on the seven elements vital for promoting adoption and sustainability of the TZD approach at the state and local levels. The *Guide* makes the case for each element, indicating exactly where it can be found in the Communications Plan (for those seeking additional information) and provides examples of how agencies are putting the elements into practice.

As the document points out, TZD implementation is not a solitary task—it takes an army of traffic safety professionals working with individuals from both the public and private sector to get the job done. That is why the *Guide* offers direction for identifying and targeting partners, including tactics for tailoring communication that will motivate partners to implement the TZD strategies. Detailed information discussing how to use trained ambassadors to effectively carry the TZD message into their local communities to generate support, spark enthusiasm, and bolster the ranks is also provided.

A generic PowerPoint (PPT) presentation, with speaker notes that can be tailored to the state or local community and audience, complements the *Guide* and is included in the suite of tools for use by partners and ambassadors. The slides are light on copy but visually appealing to pull in audience members and get them excited about TZD. It explains why zero is the only acceptable goal, reviews the TZD principles, and suggests actions the public can take to protect themselves and others on the road. The goal is to compel people to adopt key safety behaviors and to enlist them as “Zero Heroes” who convey the message to peers at work, home, school, and in the local community. A two-minute video, *How Do We Move Toward Zero Deaths*, is available on the national TZD website (www.[towardzerodeaths.org/marketing/marketing-collateral/](http://www.towardzerodeaths.org/marketing/marketing-collateral/)) and is the ideal way to cap off the PPT presentation.

* Online tutorials for engaging the public, government agencies, and private-sector organizations in a TZD program. Building on the importance of partners, these short web-based trainings address the benefits of partnering with businesses, nonprofits, the courts, elected officials, schools, faith-based organizations, cultural groups, professional and neighborhood associations, the media, and individual community members. Tactics for connecting with these potential partners and helping them promote TZD, along with examples of state and local community best practices, are also provided. Each tutorial ends with a reminder about the full complement of *Road Map* tools and other free resources available on the national TZD website. States and communities exploring adoption of a zero goal or in the early stages of launching a program will find the tutorials particularly helpful.

Eliminating serious injuries and fatalities caused by motor vehicle crashes is possible—but only if there is commitment followed by action. The tools included in the *Road Map* are designed to move TZD from an idea to a powerful movement supported by stakeholders and partners from many disciplines in and outside of traffic safety. By using this suite of tools as well as other resources available on the national TZD website, states, communities, and individual organizations will be well-positioned to make zero a reality.

*This work was sponsored by the American Association of State Highway and Transportation Officials in cooperation with the Federal Highway Administration, and was conducted in the National Cooperative Highway Research Program, which is administered by the Transportation Research Board of the National Academies of Sciences, Engineering, and Medicine.

Project collaborators include the Center for Transportation Studies at the University of Minnesota, Jacobs, HDR Inc., MBO Engineering, Pam Fischer Consulting, and the Humphrey School of Public Affairs at the University of Minnesota.*