Zero may seem like an impossible goal—especially when it comes to traffic-related deaths. But a new road map can help state, local, and tribal agencies as well as private industry turn that idea into a powerful movement to make zero a reality. Dubbed *A Road Map for Implementing the Toward Zero Deaths (TZD) National Strategy on Highway Safety*, this comprehensive suite of tools is now available at no cost on the national TZD website: www.towardzerodeaths.org.

Developing a road map is critical as more and more states, cities, and local communities work to prevent roadway crashes, which claimed 37,133 lives in 2017, according to the National Highway Traffic Safety Administration. So far, more than 45 states, along with dozens of local and tribal agencies, have adopted a zero-fatalities goal identified by the TZD brand or another moniker. Safety officials, however, acknowledge that it’s not enough to *say* “zero” is the only acceptable number. That’s why the *Road Map’s* guidance document calls upon organizations to implement a comprehensive plan supported by a vocal and highly visible champion, a dedicated operations staff, and thousands of foot soldiers to do the work and produce results.

“The importance of this can’t be overstated,” said Carlos Braceras, president of the American Association of State Highway and Transportation Officials (AASHTO). “Traffic-related deaths in the U.S. fell to a record low in 2013 and then started climbing the following year. That’s why the TZD *Road Map* was developed, to ensure each of these zero-based plans—and those to come—are fully implemented so that we reverse this trend and save lives.”

The new TZD suite of tools includes:

* The *Road Map* guidance document, which identifies the essential elements for effectively implementing and sustaining a TZD program. It includes action step checklists along with state, local community, and private industry best practices.
* Two self-assessment tools—*Program Development and Implementation* and *Stakeholder Involvement*—that identify a continuum of simple to more challenging tasks to help organizations determine the status of their TZD program. The tools also explain why each task is important and how to advance it to bring a zero vision to life.
* A *How-To Guide* for implementing the TZD Strategic Communications Plan, which identifies the elements needed to promote TZD adoption and sustainability; offers guidance for targeting partners and tailoring communications to motivate them to implement program strategies; and discusses how to train and use ambassadors to convey messages that generate support, spark enthusiasm, and bolster the ranks.
* A generic PowerPoint presentation, for use by partners and ambassadors, that complements the *How-to Guide*, explains why zero is the only acceptable goal, and encourages viewers to become “Zero Heroes”by adopting and modeling safety behaviors.
* Three online tutorials that address the benefits of partnering; provide tactics for connecting with and engaging public, government, and private-sector partners; and highlight how states and communities are working with partners to promote TZD.

“The *Road Map* is designed to move TZD from an idea to a powerful movement supported by stakeholders and partners from multiple disciplines,” added Braceras. “States, communities, and organizations that use these and other resources available on the national TZD website will be well-positioned to make zero a reality.”

A webinar series will begin in early 2019 to build awareness of the *Road Map for Implementing the TZD National Strategy on Highway Safety* and provide tools for implementation. More details are available at www.towardzerodeaths.org.

The *Road Map* was developed by a multidisciplinary team with input from state and local transportation officials and advocates. It was sponsored by AASHTO 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. The *Road Map* can be found at www.towardzerodeaths.org

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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.*