A new suite of tools designed to help state, local, and tribal agencies as well as private industry implement their zero-fatality plans is now available at no cost on the national Toward Zero Deaths (TZD) website (www.[towardzerodeaths.org](http://www.towarddeaths.org)). The *Road Map for Implementing the Toward Zero Death*s *National Strategy on Highway Safety* highlights what is necessary for a successful TZD program while accounting for unique jurisdictional characteristics. The *Road Map* was developed by a multidisciplinary team with input from state and local transportation officials and advocates.

With the uptick in U.S. traffic-related deaths, a universal road map that helps states and cities turn their zero-fatality plans into action is welcome news. This comprehensive suite of TZD 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 that use a continuum of simple to more challenging tasks to help organizations determine the status of their TZD program. The *Program Development and Implementation Tool* is designed to help assess a program based on the essential elements outlined in the *Road Map* guidance document. The *Stakeholder Involvement Tool* can aid in determining a program’s current level of stakeholder engagement and communications—both vital for bringing a TZD 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 and offers guidance for targeting partners and tailoring communications to motivate them to implement program strategies. It also 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 for engaging the public, government agencies, and private-sector organizations. These tutorials address the benefits of partnering, provide tactics for connecting with potential partners, and highlight how states and local 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. Organizations that use these and other resources available on the national TZD website will be well-positioned to make zero a reality.

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