



2021-2025

STRATEGIC HIGHWAY SAFETY PLAN

"The job is not done until we get to none"



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

TABLE OF CONTENTS

Message From the County Executive	2
Message From the Cecil County Sheriff	3
Introduction	4
Highway Safety Accomplishments	5
A Vision for a Better, Safer Future – Vision Zero	6
Cecil County’s Vision Zero Goal	6
Metrics	6
Reduction Targets	7-9
SHSP Emphasis Areas	10
Functional Areas & the “Four E’s of Highway Safety”	10
Action Plan	11
• Engineering	11-14
• Enforcement	15-20
• Emergency Medical Services	21-28
Implementation & Accountability	29
SHSP Update Schedule	29
Glossary of Acronyms	30
Members of the Cecil County SHSP Committee	31

**Cover Photo provided by Cecil County Sheriff’s Office*



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

A MESSAGE FROM THE COUNTY EXECUTIVE

Danielle Hornberger
County Executive

Dan Schneckenburger
Director of Administration



Office: 410.996.5202
Fax: 800.863.0947

County Information
410.996.5200
410.658.4041

CECIL COUNTY, MARYLAND

Office of the County Executive
200 Chesapeake Boulevard, Suite 2100, Elkton, MD 21921

A MESSAGE FROM THE COUNTY EXECUTIVE

The safety of those using the roadways in Cecil County is a top priority. I am therefore pleased to present the 2021 – 2025 Cecil County Strategic Highway Safety Plan.

I firmly believe that it is possible, and certainly imperative, that we drive down the frequency and severity of motor vehicle crashes, including those involving bicyclists and pedestrians, which occur on roadways in Cecil County and, that we continue to work towards the goal of ultimately, eliminating them altogether. Doing so, however, will require the full commitment of multiple government agencies, private sector partners, and perhaps most importantly of all, roadway users themselves.

This plan seeks to build on the County’s 2018 – 2020 plan, and to continue the forward progress which has been made.

I would like to thank all those who have been involved in developing this plan, and I call on all Cecil County residents, as well as all others using our roadways, to do their part by buckling up, putting your phone away while driving, never driving impaired, and by watching your speed.

Eliminating motor vehicle fatalities on our roadways is a lofty goal, but one worth the effort. Together, we will get there.

Sincerely,

Danielle Hornberger
County Executive



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

A MESSAGE FROM THE SHERIFF

MAIN OFFICE
107 Chesapeake Blvd., Ste. 112
Elkton, Maryland 21921
410-996-5500 410-996-5518 fax



**DETENTION CENTER &
COMMUNITY CORRECTIONS**
500 Landing Lane
Elkton, Maryland 21921
410-996-5800 CCDC 410-996-5525 fax
410-996-5518 CC 410-996-5515 fax

Cecil County Sheriff's Office
Scott A. Adams, Sheriff

A MESSAGE FROM THE CECIL COUNTY SHERIFF

As Sheriff, you have my solemn oath that my team of law enforcement professionals will work hand in hand with the communities we serve to make Cecil County a great place to live, work and raise a family. The Sheriff's Office is the primary law enforcement agency for the citizens of Cecil County and as such I will always hold myself and every member of this agency to the highest standards of service, professionalism and integrity.

The mission of the Cecil County Sheriff's Office Bureau of Law Enforcement is to improve the quality of life throughout Cecil County by striving to provide a secure community environment through the efficient delivery of police services.

The Sheriff's Office is committed to reducing crashes in Cecil County as outlined by the goals in this Highway Safety Plan. In 2020, through directed patrols and enforcement actions, personal injury crashes were reduced by 13% and fatal crashes were reduced from 5 in 2019 to 1 in 2020. Through continued cooperation with committee members and stakeholders, we will align with the goals in the "Vision Zero" mission.

The Sheriff's Office will utilize this plan as a road map to continue with programs aimed at roadway safety and crash reduction. We also understand that the success requires the continuation of strong partnerships to take action and implement programs that lower fatalities and reduce injuries.

Sincerely,

A handwritten signature in black ink that reads "Scott A. Adams".

Scott A. Adams
Sheriff, Cecil County



INTRODUCTION

According to the US Department of Transportation’s National Highway Traffic Safety Administration, 36,096 people died in the United States as a result of motor vehicle crashes in 2019, the most recent year for which such statistics are available as of this writing. This figure includes bicyclists and pedestrians, and equates to nearly 100 traffic-related fatalities per day.

Closer to home, the Maryland Department of Transportation (“MDOT”) Maryland Highway Safety Office (“MHSO”) reports that 535 people lost their lives in motor vehicle crashes on Maryland roadways in 2019, an average of nearly 1 ½ deaths per day. Thousands more suffer life-altering injuries. In addition to the human impact, the economic impact of this carnage, in terms of the cost of emergency response, medical care, lost productivity, and insurance claims, among others, is staggering.

It does not have to be this way, however. While technology such as connected and autonomous vehicles has the potential to yield significant safety improvements, widespread adoption and implementation are likely to be years away. In the interim, much can and must be done to improve the safety of and on our roadways, including right here in Cecil County where, during the five-year period from 2015 – 2019, an average of over 22 people were killed each year in motor vehicle crashes as shown in the table below.

Number of Fatalities on Roadway in Cecil County					
	2015	2016	2017	2018	2019
# of Fatalities	16	21	31	26	19

In an effort to stem this tide, in 2018 Cecil County Government and the Cecil County Sheriff’s Office, in partnership with other government agencies, private organizations, and individuals, published the first-ever Cecil County Strategic Highway Safety Plan (“SHSP”) to complement the State of Maryland’s state-level SHSP. The state’s SHSP is available on-line at <https://zerodeathsmd.gov/about-us/maryland-strategic-highway-safety-plan/>.

The goal of the County SHSP is to reduce the number and severity of motor vehicle crashes, including those involving bicyclists and pedestrians, which occur on roadways in Cecil County.

That first Cecil County SHSP covered the period from October 1, 2018 – December 31, 2020 so as to align with the 2016 – 2020 Maryland SHSP. This version of the Cecil County SHSP covers the period from January 1, 2021 – December 31, 2025 and also aligns with the state plan.

Photos provided by Cecil County Department of Public Works



HIGHWAY SAFETY ACCOMPLISHMENTS

The 2021 – 2025 Cecil County SHSP builds on the successful implementation of strategies and action items from the 2018 – 2020 plan across multiple departments and agencies. The 2018- 2020 SHSP contained 20 action items. Highlights of previous accomplishments are shown below, organized by functional area.

Engineering:

- The Cecil County Department of Public Works established a Roadway Safety Audit (“RSA”) team and performed RSA’s of five roadways and/or intersections having a documented crash history to identify potential safety improvements. Many of those safety improvements have been implemented, including resurfacing a curved section of Irishtown Road to improve the roadway super-elevation (i.e. “banking”) and pavement friction. A portion of Tony’s Road was repaved to improve pavement friction as well.
- MDOT State Highway Administration (“SHA”) performed a Pedestrian RSA of US40 in the vicinity of Landing Lane, a location with a history of pedestrian and bicyclist fatalities. The RSA identified improvements which can be made to improve pedestrian safety which SHA will implement as part of a future project.
- The Cecil County Department of Public Works established a dedicated account within the Roads Division operating budget to fund safety improvements on County roadways as identified by the RSA’s.
- The Cecil County Department of Public Works completed a Capital Improvement Program (“CIP”) project to reconstruct Racine School Road. The project provided wider travel lanes, clear shoulders, and improved roadway striping on Racine School Road, as well as realigned the intersection with Old Elk Neck Road to improve sight distances.

Enforcement:

- CCSO purchased and placed into service an unmarked patrol vehicle for use in aggressive and distracted driving enforcement, among other tasks.
- CCSO conducted 241 hours of dedicated enforcement focused on distracted, impaired, occupant protection, and aggressive driving behavior.
- CCSO conducted 83 hours of dedicated enforcement on 32 occasions focused on enforcement of pedestrian and bicycle laws with a particular emphasis on the area of US40/Landing Lane which has a crash history involving bicyclists and pedestrians.
- CCSO conducted 80 hours of dedicated enforcement on 40 occasions of joint targeted enforcement activities in partnership with the Maryland State Police.

Emergency Medical Services:

- Conducted “Walk to School” and “Bicycle Safety Rodeos.”
- Conducted car seat clinics.



A VISION FOR A BETTER, SAFER, FUTURE -VISION ZERO

According to the website dictionary.com, one definition of the word “accident” is an “Event that happens unexpectedly, without a deliberate plan or cause.” Most people refer to crashes involving motor vehicles as “motor vehicle accidents.”

An increasing body of research, however, has revealed that motor vehicle crashes are not, in fact, accidents by that definition of the word but, instead, have causes, and that by identifying and addressing those causes the number and severity of motor vehicle crashes can be reduced and, eventually, eliminated altogether.

Vision Zero is a strategy, first implemented in Sweden in the 1990’s, to eliminate traffic fatalities and serious injuries among all road users. Vision Zero starts with the belief that all road users have the right to move safely, and that policy makers, transportation system designers and operators (including those who design and manufacture automobiles, trucks, and other means of transportation), as well as roadway users (drivers; bicyclists, and pedestrians) all share the responsibility for ensuring safe travel.

As noted by Vision Zero Network, a non-profit advocacy group which promotes roadway safety, the Vision Zero approach recognizes that people (i.e. automobile drivers, truck drivers, bus drivers, bicyclists, pedestrians, etc.) will sometimes make mistakes, and so the road system and related policies should anticipate those mistakes and be designed to ensure that those inevitable mistakes do not result in serious injuries or fatalities. One way to do that is to reduce the number and severity of crashes which do occur.

In 2019, the Maryland legislature passed, and the Governor signed, a Vision Zero bill directing MDOT to formally adopt Vision Zero as the guiding philosophy regarding highway safety and to take certain actions in furtherance of that goal. The 2021 – 2025 Maryland Strategic Highway Safety Plan reflects the shift from the previous Toward Zero Deaths approach to Vision Zero. In order to be consistent and better aligned with the state plan, the 2021 – 2025 Cecil County SHSP adopts the same philosophy, and ultimate goal, even if some of the details vary.

Cecil County’s Vision Zero Goal

The goal of the Cecil County Strategic Highway Safety Plan is to cut the number of fatalities occurring on roadways in Cecil County in half by the end of 2030 as measured against a 2008 baseline, and to eliminate them altogether by the year 2040. The expectation is that by reducing the number of fatalities, the number of serious injuries will be reduced as well.

Metrics

In order to measure progress against that goal, the Cecil County SHSP Executive Council and Steering Committee will measure and track the following metrics:

- The number of fatalities which occur on roadways in Cecil County;
- The number of serious injuries which occur on roadways in Cecil County, with a serious injury defined as one with an injury severity of 04, based on the KABCO scale, as reported by law enforcement in the Automated Crash Reporting System (ACRS). (An injury with a severity rating of 04 is one which is potentially life-threatening and/or life changing.);
- The fatality rate in Cecil County as a result of motor vehicle crashes. This is expressed in terms of the number of fatalities in a given year per 100 million Vehicle Miles Travelled (“VMT”);
- The serious injury rate in Cecil County resulting from motor vehicle crashes. This is expressed in terms of the number of serious injuries per 100 million VMT;
- The number of non-motorized fatalities and serious injuries occurring on roadways in Cecil County, including pedestrians and bicyclists.



CECIL COUNTY, MARYLAND

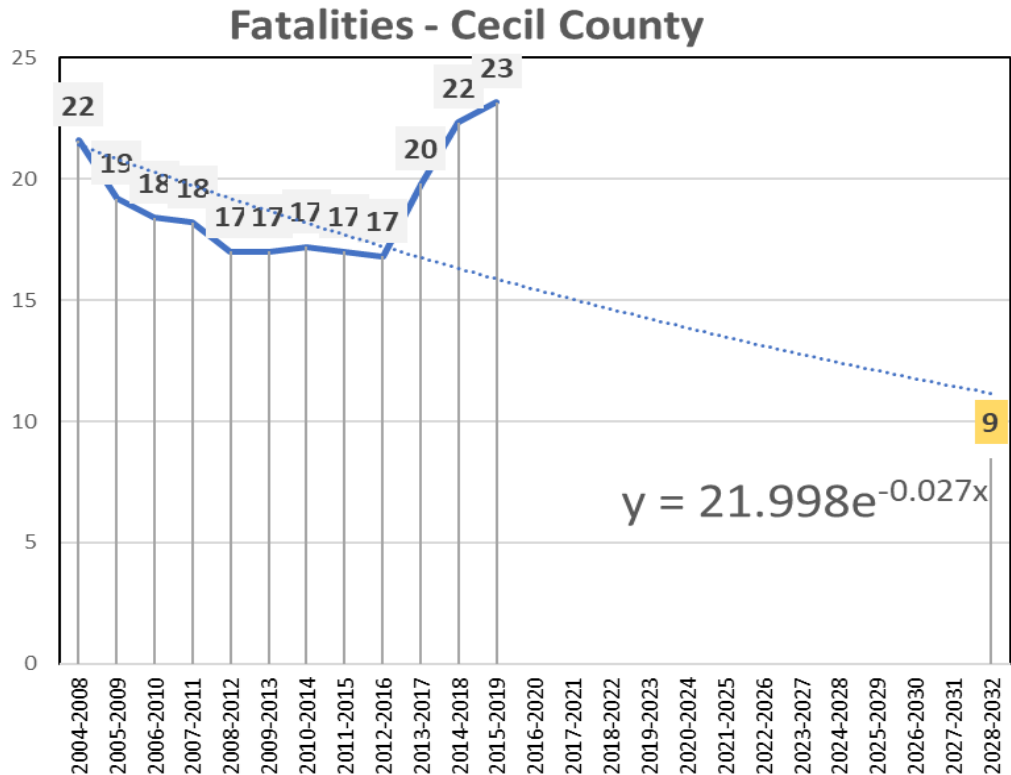
2021-2025 Strategic Highway Safety Plan

REDUCTION TARGETS

These metrics and the targets thru the year 2025 are shown in the tables below:

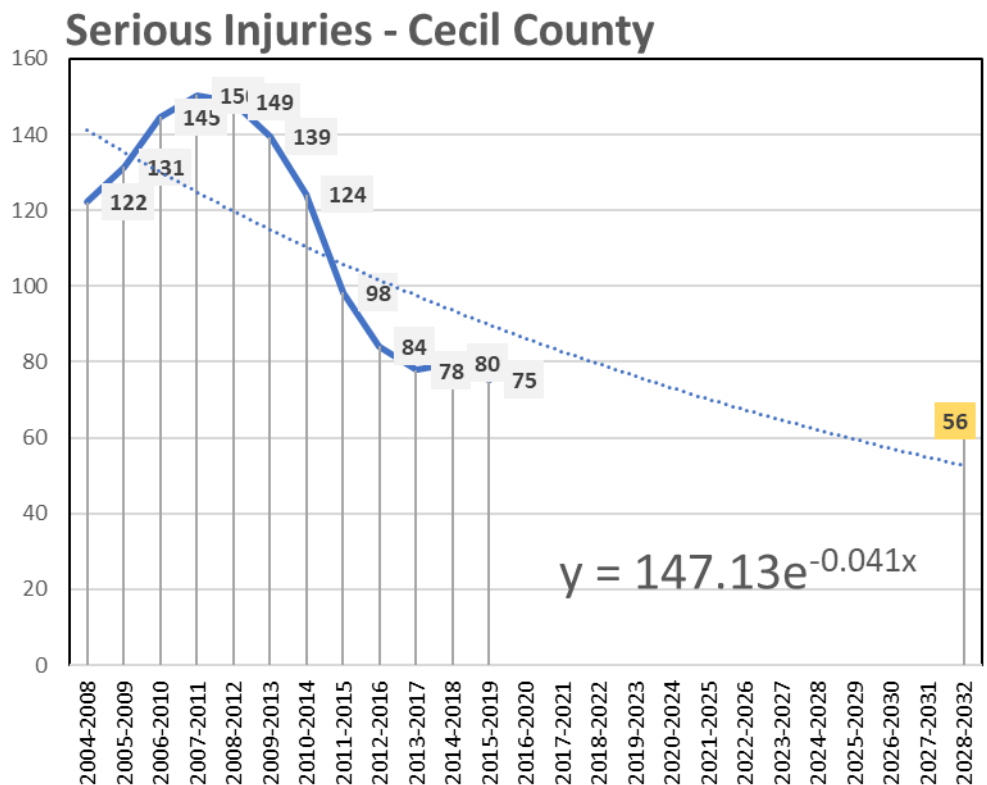
Interim Yearly Targets:

- 2021: 14
- 2022: 14
- 2023: 13
- 2024: 13
- 2025: 13



Interim Yearly Targets:

- 2021: 85
- 2022: 82
- 2023: 79
- 2024: 76
- 2025: 73



CECIL COUNTY, MARYLAND

2021-2025 Strategic Highway Safety Plan

Interim Yearly

Targets:

2021: 0.99

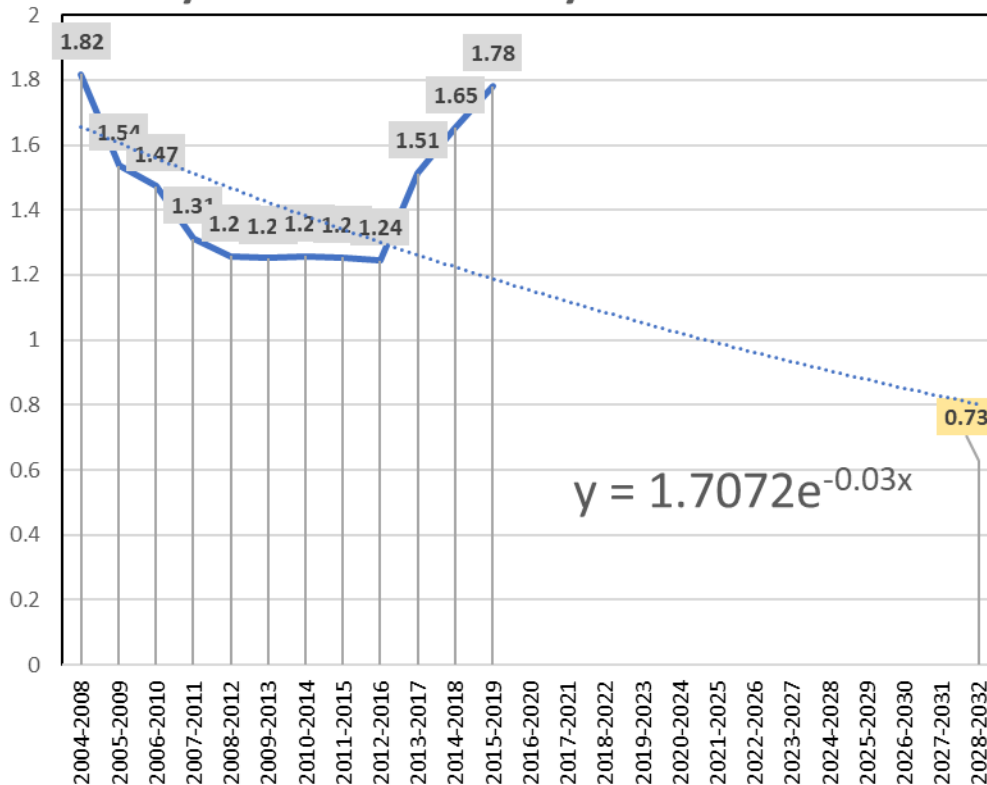
2022: 0.95

2023: 0.92

2024: 0.86

2025: 0.81

Fatality Rate - Cecil County



Interim Yearly

Targets:

2021: 5.87

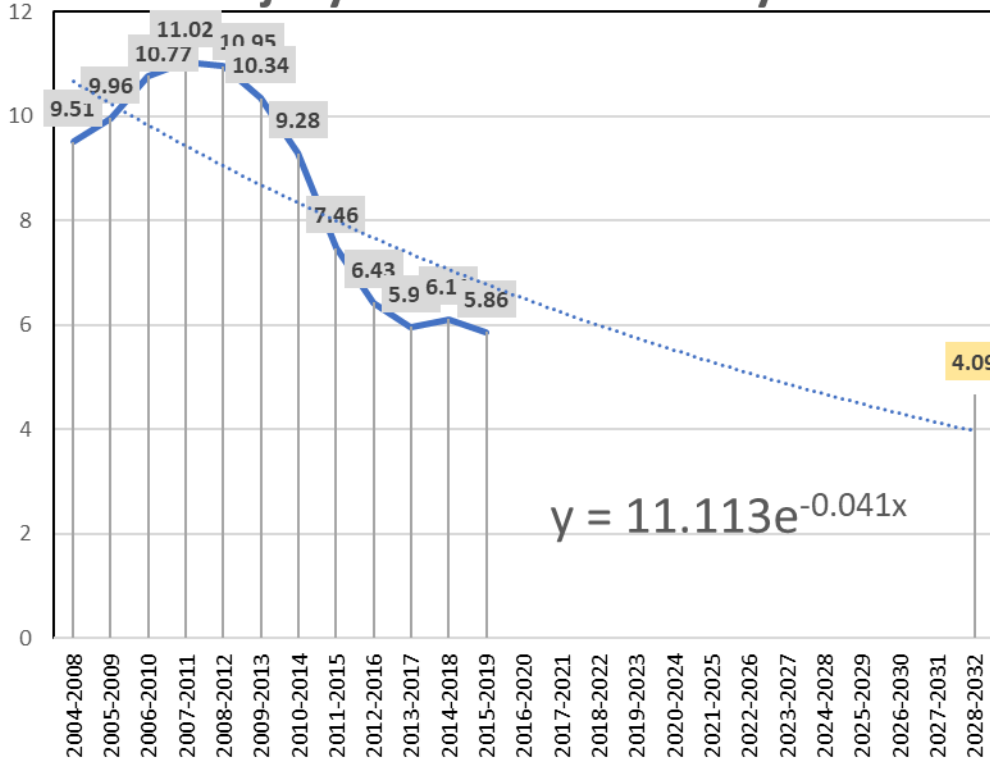
2022: 5.64

2023: 5.42

2024: 5.20

2025: 5.00

Serious Injury Rate - Cecil County



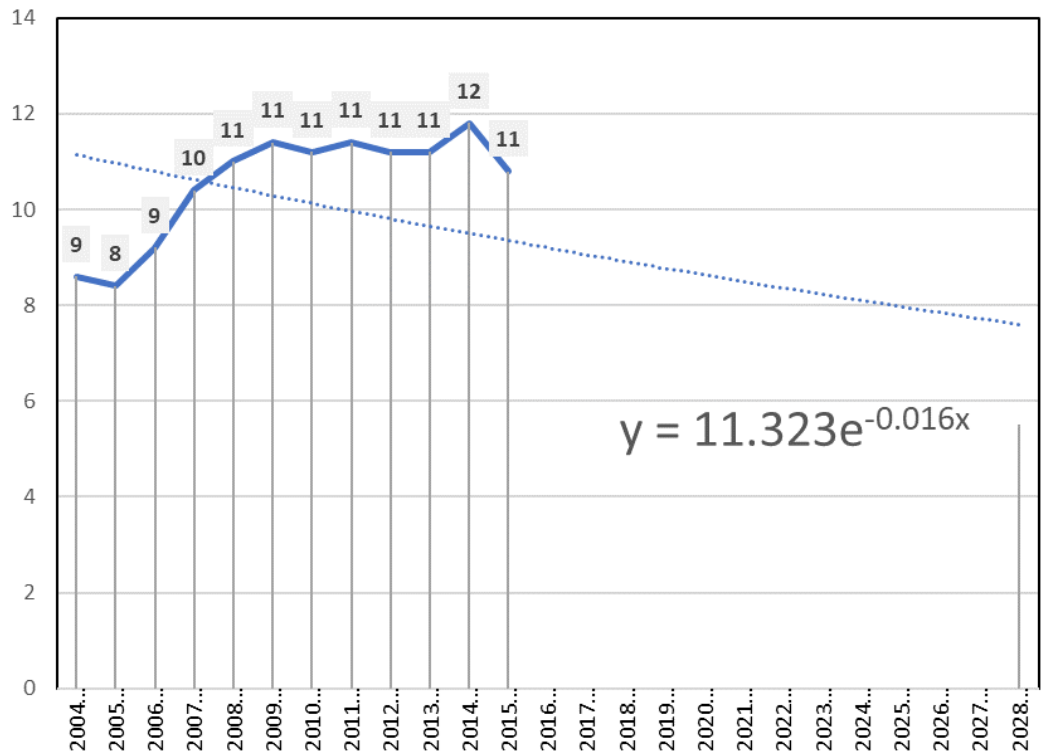
CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

Non-Motorized Fatalities + Serious Injuries - Cecil County

Interim Yearly

Targets:

- 2021: 8.6
- 2022: 8.4
- 2023: 8.3
- 2024: 8.1
- 2025: 7.8



Photos provided by Rising Sun Herald, Lisa Tome



SHSP EMPHASIS AREAS

The Maryland SHSP identifies six emphasis areas. The Cecil County SHSP incorporates those six, but also includes a seventh, namely, “Responder & Worker Safety & Protection.” This additional emphasis area was included in the 2018 – 2020 SHSP following several incidents in the 2012-2018 time frame in which a member of the local Fire Police and an employee of a local towing company were struck and killed by vehicles while performing their duties in Cecil County, and has been retained in this version as well.

The seven identified emphasis areas are (in no particular order):

- Speed & Aggressive Driving
- Distracted Driving
- Impaired Driving
- Occupant Protection
- Highway Infrastructure
- Pedestrians & Bicyclists
- Responder & Worker Safety & Protection

Functional Areas & “Four E’s of Highway Safety”

There is a widely known and used approach to highway safety known as the “Four E’s of Highway Safety,” the four being:

- Engineering
- Enforcement
- Education
- Emergency Medical Services

The Cecil County SHSP is organized around three of the four: Engineering; Enforcement; and Emergency Medical Services, which the plan refers to as Functional Areas. The Cecil County SHSP Steering Committee acknowledges that Education is critically important, but will be included as an integral component of each of the other three.



Photos provided by Cecil County Department of Emergency Services



ACTION PLAN

The SHSP lays out specific activities intended to be accomplished within the time frame of the plan. The action items are organized around the SHSP Steering Committee’s three Functional Areas: Engineering; Enforcement; and Emergency Medical Services.

Engineering

Engineering-related action items are intended to identify and implement improvements to transportation infrastructure to improve the safety of roadway users by, among other things, mitigating the effects of driver, pedestrian, and/or bicyclist error and the impact of environmental conditions on highway safety. The design, construction, operation, and maintenance of transportation infrastructure such as roads, bridges, traffic signals, pavement markings, etc. is a critical component of highway safety. Engineering-related action items include the following:

ENG -1: Roadway Safety Audits		
Lead: DPW Engineering & Construction Division	Support: DPW Roads Division; SHA; Municipalities; CCSO and Local Law Enforcement Agencies	
Action: Conduct three (3) Roadway Safety Audits (RSA's) annually on County or other local roadways or sections of roadways that have been identified as having a crash history thus being considered "crash hot spots." Develop recommendations for immediate, mid-term, and long-term safety improvements at each location.		
Why do this: RSA's are systematic methods for identifying needed safety improvements to reduce the frequency and severity of crashes.		
Deadline: Conduct three RSA's at selected locations annually.		
Metric(s): Number of RSA's completed annually.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure	X	
Pedestrians & Bicyclists		X
Responder & Worker Safety & Protection		



ENG -2: Pedestrian Safety Improvements at US40 and Landing Lane		
Lead: MDOT State Highway Administration	Support: DPW Engineering & Construction Division; DPW Office of the Director; CCSO; Town of Elkton	
Action: Implement pedestrian safety improvements at the intersection of US40 and Landing Lane as identified by the Pedestrian RSA performed by MDOT SHA. Improvements will include such things as the installation of additional sidewalks, improved signage, and adjustments and improvements to traffic signal systems.		
Why do this: This location has been identified as a "crash hot spot" with a history of motor vehicle crashes involving pedestrians and bicyclists which have resulted in a number of fatalities over the years.		
Deadline: To be determined.		
Metric(s): Completed action; number of fatalities and serious injuries suffered by pedestrians and bicyclists at that location.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure		X
Pedestrians & Bicyclists	X	
Responder & Worker Safety & Protection		



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

ENG -3: Roadway Safety Improvement Program		
Lead: DPW Engineering & Construction Division	Support: DPW Roads Division; Municipalities; SHA	
<p>Action: Conduct a formal Roadway Safety Improvement Program to implement short, mid- and long-term safety improvements identified thru Roadway Safety Audits. Projects meeting the criteria for inclusion in the County's Capital Improvement Program will be programmed in that manner. For projects under the CIP threshold, the improvements will be funded thru the dedicated SHSP Safety Improvements account within the Roads Division's annual operating budget specifically dedicated to such projects.</p>		
<p>Why do this: RSA's will have no real-world impact unless the recommendations are implemented. Implementing the safety improvements will address locations of concern and reduce the frequency and severity of crashes at those locations.</p>		
<p>Deadline: Ongoing.</p>		
<p>Metric(s): Annual funding; number of RSA recommendations implemented; before and after comparisons of crash data for targeted locations.</p>		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure	X	
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection		



ENG -4: Programmatic Pavement Condition Assessment		
Lead: DPW Roads Division	Support: DPW Engineering & Construction Division	
Action: Develop a formal Pavement Management System to assess and manage the pavement condition of County roadways. Evaluation of pavement friction will be part of the evaluation process.		
Why do this: Development of a formal Pavement Management System will allow DPW to make more effective use of available resources. Coupled with crash history analysis, this can help to identify which roads require resurfacing to address pavement conditions which may negatively impact driver safety.		
Deadline: Conduct required research and develop an implementation plan in FY22; Request initial funding in the FY23 operating budget.		
Metric(s): Percentage of County roadway pavement determined to be in poor condition.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure	X	
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection		



ACTION PLAN cont.

Enforcement

Roadway safety requires more than just well-designed, built, and maintained infrastructure; it requires developing a culture of safety among drivers and other roadway users. To encourage safe behavior, law enforcement agencies in Cecil County employ a variety of enforcement methods which will be combined with outreach and education efforts in order to maximize their effectiveness and contribute in a positive way to achieving the desired safety culture. Enforcement-related action items include the following:

ENF -1: Establish and Employ CCSO Collision Review Team		
Lead: Cecil County Sheriff's Office	Support: State and local law enforcement agencies; DES; State Highway Administration; DPW Roads Division; DPW Engineering & Construction Division	
Action: Establish and employ a CCSO Collision Review Team to review each fatal crash falling under CCSO's jurisdiction to identify causes and contributing factors and identify possible corrective actions that can be taken. The Collision Review Team may review non-fatal crashes as directed or as circumstances warrant.		
Why do this: Identifying and seeking to address causal factors should reduce the likelihood of similar accidents at that or other locations in the future.		
Deadline: Establish team by 4/1/21; employ as needed thereafter.		
Metric(s): Establishment of team; Completion of review and providing recommendations to appropriate agencies.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		X
Distracted Driving		X
Impaired Driving		X
Occupant Protection		X
Highway Infrastructure	X	
Pedestrians & Bicyclists		X
Responder & Worker Safety & Protection		X



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

ENF -2: Increase Enforcement Activities (Vehicle)		
Lead: Cecil County Sheriff's Office	Support: State and local law enforcement agencies; CCSO & CCG Public Information Officers; Washington College; Cecil County Liquor Board	
Action: Increase enforcement of distracted, impaired, occupant protection, speeding and aggressive driving behavior, with enforcement efforts focused on peak times/seasons and in high crash areas.		
Why do this: Targeted, high-visibility enforcement, coupled with education and outreach efforts, should help to reduce dangerous driving behaviors and contribute to the development of a culture of safety among motorists.		
Deadline: Ongoing.		
Metric(s): Hours of dedicated enforcement.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving	X	
Distracted Driving	X	
Impaired Driving	X	
Occupant Protection	X	
Highway Infrastructure		
Pedestrians & Bicyclists		X
Responder & Worker Safety & Protection		X



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

ENF -3: Increase Enforcement Activities (Pedestrian)		
Lead: Cecil County Sheriff's Office	Support: State and local law enforcement agencies; CCSO & CCG Public Information Officers; Washington College	
Action: Increase enforcement of pedestrian and bicycle laws, with enforcement efforts focused on peak times/seasons and in areas having high pedestrian and bicycle traffic.		
Why do this: Targeted, high-visibility enforcement, coupled with education and outreach efforts, should help to reduce dangerous pedestrian and bicyclist behaviors and contribute to the development of a culture of safety among pedestrians and bicyclists.		
Deadline: Ongoing.		
Metric(s): Hours of dedicated enforcement.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure		
Pedestrians & Bicyclists	X	
Responder & Worker Safety & Protection		



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

ENF -4: Training with Court System		
Lead: Cecil County Sheriff's Office	Support: State and local law enforcement agencies	
Action: Offer training for Circuit and District Court judges and members of the Cecil County State's Attorney's Office regarding Driving Under the Influence (DUI) and Drug Recognition Expert (DRE) techniques and procedures.		
Why do this: This training effort is intended to increase the level of understanding of these procedures on the part of law enforcement, prosecutors, and the judiciary.		
Deadline: Complete initial outreach by December 31, 2021; ongoing thereafter.		
Metric(s): Completed action.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving	X	
Occupant Protection		
Highway Infrastructure		
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection		



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

ENF -5: Joint Operations		
Lead: Cecil County Sheriff's Office	Support: State and local law enforcement agencies; Cecil County Liquor Board; DPW Roads Division	
Action: Conduct joint targeted enforcement activities such as stopping teams, channelization, DUI checkpoints, etc.		
Why do this: Pooling resources can allow larger, more high-visibility enforcement efforts conducted at specific dates and times, with the focus on a primary violation. It will also allow the Liquor Board to focus its enforcement efforts on problem establishments.		
Deadline: Ongoing.		
Metric(s): Number of activities/events conducted; hours of dedicated enforcement.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		X
Distracted Driving		X
Impaired Driving	X	
Occupant Protection		X
Highway Infrastructure		
Pedestrians & Bicyclists		X
Responder & Worker Safety & Protection		X



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

ENF -6: Media Blitz		
Lead: Cecil County Sheriff's Office	Support: State and local law enforcement agencies; CCDES; CCSO & CCG Public Information Officers	
Action: Conduct monthly media campaigns using various social media platforms using the NHTSA/MHSO high-visibility calendar.		
Why do this: To educate the public regarding traffic safety and ongoing and planned enforcement efforts.		
Deadline: Ongoing monthly.		
Metric(s): Number of monthly campaigns conducted.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving	X	
Distracted Driving	X	
Impaired Driving	X	
Occupant Protection	X	
Highway Infrastructure		
Pedestrians & Bicyclists	X	
Responder & Worker Safety & Protection	X	



ACTION PLAN cont.

Emergency Medical Services

The goal of cutting the number of fatalities in half by the year 2030 is achievable, but is going to take time and much hard work. Until traffic fatalities and serious injuries are completely eliminated, however, there will continue to be a need for high quality and responsive emergency medical services to care for those injured in motor vehicle crashes. Responding to such crash scenes puts police, fire, emergency medical, transportation and public works, and towing and other vehicle recovery personnel at risk along roadsides, and so part of this effort includes taking measures to ensure their safety and the safety of motorists traversing crash scenes. Emergency medical services-related action items include the following:

EMS -1: Promotion & Enforcement of Maryland's "Move Over" Law		
Lead: Cecil County Department of Emergency Services	Support: CCSO; Cecil County Health Department; Cecil County Volunteer Fireman's Association; SHA; MSP; Maryland Institute for Emergency Medical Services Systems; Local towing companies	
Action: Conduct an education and enforcement campaign regarding Maryland's "Move Over" law using various social media and other platforms.		
Why do this: To educate the public regarding Maryland's "Move Over" law and to encourage drivers to yield the right-of-way to emergency response vehicles.		
Deadline: Initiate in FY22; continue thereafter as funding allows.		
Metric(s): Number of ads and/or messages issued or fielded.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure		
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection	X	



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

EMS -2: TIMS Certification		
Lead: Cecil County Department of Emergency Services	Support: CCSO; Cecil County Volunteer Fireman's Association; SHA; MSP; Maryland Institute for Emergency Medical Services Systems; Local towing companies	
Action: Have workers and responders attain Traffic Incident Management System (TIMS) certification.		
Why do this: Attaining TIMS certification will improve the knowledge of workers and responders, thus improving safety and reducing the chances of deaths or injuries at crash scenes.		
Deadline: Initiate in FY22; continual thereafter as funding allows.		
Metric(s): Number of responders and workers having TIMS certification.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure		
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection	X	



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

EMS -3: Use of ANSI-Approved Traffic Safety Vests		
Lead: Cecil County Department of Emergency Services	Support: CCSO; Cecil County Volunteer Fireman's Association; SHA; MSP; Maryland Institute for Emergency Medical Services Systems; Local towing companies	
Action: Ensure the availability of and encourage the use of ANSI-approved traffic safety vests by all workers and responders.		
Why do this: Improved visibility of on-scene personnel will reduce the chances of their being struck by a passing vehicle.		
Deadline: Initiate in FY22; continual thereafter as funding allows.		
Metric(s): Number of responders and workers using ANSI-approved traffic safety vests		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure		
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection	X	



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

EMS -4: Pedestrian & Bicycle Safety Education Programs		
Lead: Cecil County Department of Emergency Services	Support: CCSO, MSP and Local Law Enforcement Agencies; Cecil County Health Department; MHSO; Maryland Institute for Emergency Medical Services Systems; Bicycle Shops & Clubs; The National Study Center for Trauma & EMS; Cecil County Public Schools, Cecil County Department of Parks & Recreation	
Action: Conduct programs such as "Walk to School" days and "Bicycle Safety Rodeos" in conjunction with partner agencies; provide and fit helmets to those individuals who are unable to afford them.		
Why do this: To help make children and parents aware of the potential for injuries when walking to school, particularly when crossing roadways, and while riding bicycles, and protective measures to prevent such injuries. Ensure they are aware of the need to wear bicycle helmets, to make sure they fit properly, and to provide helmets to those who are not able to purchase them.		
Deadline: Ongoing effort.		
Metric(s): Number of outreach events conducted; number of participants at outreach events; number of helmets distributed.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		
Highway Infrastructure		
Pedestrians & Bicyclists	X	
Responder & Worker Safety & Protection		



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

EMS -5: Child Car Seat Promotion		
Lead: Cecil County Department of Emergency Services	Support: CCSO, MSP and Local Law Enforcement Agencies; Cecil County Health Department; SHA; Cecil County Volunteer Fireman's Association; Cecil County Department of Social Services	
Action: Conduct periodic car seat checks at various locations around the County; provide child safety seats at minimal or no cost to families that cannot afford to purchase them.		
Why do this: To ensure that parents, guardians, and/or other caregivers have access to and are aware of the importance and proper methods of safely securing children in a vehicle.		
Deadline: Ongoing effort.		
Metric(s): Number of car seat safety check events performed; number of seats inspected/correct/incorrect; number of seats provided thru voucher program.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection	X	
Highway Infrastructure		
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection		



EMS -6: Improvement of Data Collection & Analysis		
Lead: Cecil County Department of Emergency Services	Support: CCSO, MSP and Local Law Enforcement Agencies; Cecil County Health Department; MHSO; Maryland Institute for Emergency Medical Services; The National Study Center for Trauma & EMS	
Action: Add a Data Analyst/Continuous Quality Improvement Coordinator to the staff of the Cecil County Department of Emergency Services to better collect and analyse data available thru EMS, Fire, health care, and other sources to more effectively use available resources towards the prevention, education, and care activities that have the greatest impact in reducing the number of injuries and deaths as a result of motor vehicle crashes in Cecil County.		
Why do this: Personnel and education resources are limited in Cecil County. Data analysis can be used to better target limited resources to those actions which will be most effective in saving lives.		
Deadline: Request position in FY22 budget.		
Metric(s): Number of fatalities; number of serious injuries; cost savings achieved.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving	X	
Distracted Driving	X	
Impaired Driving	X	
Occupant Protection	X	
Highway Infrastructure	X	
Pedestrians & Bicyclists	X	
Responder & Worker Safety & Protection	X	



EMS -7: Ambulance Occupant Safety Program		
Lead: Cecil County Department of Emergency Services	Support: Cecil County Volunteer Fireman's Association; Maryland Institute for Emergency Medical Services; The National Study Center for Trauma & EMS	
Action: Educate and train DES paramedics and ambulance crews on the proper methods to secure occupants, equipment, and other devices in ambulances during transport.		
Why do this: There has been great success in increasing the use of seat belts in passenger vehicles, but a patient who is being transported in an ambulance, as well as the ambulance crew, may be at risk of injury during patient transport due to the presence of multiple heavy objects such as oxygen bottles, cardiac monitors, and other patient care devices that could cause injury if dislodged during a crash. Providers are also at risk as they oftentimes must remain unsecured during transport in order to provide patient care. Increased education of providers should help to reduce the potential for injuries to patients and providers in the rare instance of an ambulance crash.		
Deadline: Ongoing effort.		
Metric(s): Number of injuries caused by improperly secured devices, equipment, or occupants of ambulances.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection	X	
Highway Infrastructure		
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection	X	



CECIL COUNTY, MARYLAND
2021-2025 Strategic Highway Safety Plan

EMS -8: Emergency Vehicle Operator & Defensive Driver Training		
Lead: Cecil County Volunteer Fireman's Association	Support: Cecil County Department of Emergency Services; CCSO; MSP	
Action: Certify all fire department and EMS drivers at the appropriate level of Emergency Vehicle Operator Certification (EVOC) by providing a minimum of four EVOC courses annually which are available to volunteer fire service members.		
Why do this: Providing this training and certification will ensure a standard level of competency among emergency vehicle operators which, in turn, will allow them to operate emergency vehicles more safely on roadways, thus reducing the number of crashes involving emergency vehicles. This will reduce the cost of insurance claims, vehicle repairs, and Worker's Compensation claims for personnel injured in such crashes.		
Deadline: Request funding in FY22; ongoing thereafter as funding permits.		
Metric(s): Percentage of fire department and EMS drivers possessing EVOC certification.		
Emphasis Area	Primary	Support
Speed & Aggressive Driving		
Distracted Driving		
Impaired Driving		
Occupant Protection		X
Highway Infrastructure		
Pedestrians & Bicyclists		
Responder & Worker Safety & Protection	X	



IMPLEMENTATION AND ACCOUNTABILITY

While a great deal of time and effort has gone into developing the Cecil County SHSP, the real work will be in implementing the recommendations and maintaining focus in light of the years-long effort that will be required to achieve success. Highway safety must remain a key priority for elected and appointed government officials, and ways must be found to engage the public, because success will not be possible or sustainable without that grass roots commitment.

The Cecil County SHSP Executive Council will provide executive-level leadership of the effort. It will consist of the County Executive, Cecil County Sheriff, Cecil County Health Officer, Director of Emergency Services, SHA District Engineer, and the MSP North East Barrack Commander, with the Director of Public Works serving as the Recording Secretary. The Executive Council will meet annually to review collective progress, evaluate resource requirements, and provide strategic guidance.

The Cecil County SHSP Steering Committee will meet quarterly and will consist of the CCSO Director of Law Enforcement (Co-Chair), Director of Public Works (Co-Chair), and the members of the three Functional Area Working Groups.

Functional Area Working Groups will meet individually as needed, typically prior to Steering Committee meetings. The main focus of the individual Working Group meetings will be to track action item steps completed to date, assess and adjust strategies as needed, assign actions to be completed in advance of the next meeting, and otherwise move each action item from planning to full implementation in accordance with the established timeline. Working Group leads will track and report Action Item metrics annually to the Steering Committee.

Members of the Steering Committee, Working Group leads, and liaisons will coordinate and communicate between meetings as needed in an effort to maintain forward momentum.

SHSP UPDATE SCHEDULE

As noted in the Introduction, this SHSP covers the period from January 1, 2021 thru December 31, 2025 so as to align with the Maryland SHSP.

The SHSP Steering Committee will review the SHSP’s Action Items annually and make recommendations to the SHSP Executive Council if the Steering Committee concludes that changes to the Action Items or any other element of the SHSP are warranted.

It is anticipated that the SHSP Steering Committee will initiate work in early-2025 to produce the next version of the Cecil County SHSP to cover the five-year period from January 1, 2026 thru December 31, 2030.

The Cecil County SHSP Executive Council can, of course, direct that the Cecil County SHSP be revised or updated more frequently as required.



GLOSSARY OF ACRONYMS

Acronym	Full Name
ACRS	Automated Crash Reporting System
ANSI	American National Standards Institute
CCG	Cecil County Government
CCSO	Cecil County Sheriff's Office
CIP	Capital Improvement Program
DES	Cecil County Department of Emergency Services
DPW	Cecil County Department of Public Works
DRE	Drug Recognition Expert
DUI	Driving Under the Influence
EVOC	Emergency Vehicle Operator Certification
MDOT	Maryland Department of Transportation
MHSO	Maryland Highway Safety Office
MSP	Maryland State Police
NHTSA	National Highway Traffic Safety Administration
RSA	Roadway Safety Audit
SHA	State Highway Administration
SHSP	Strategic Highway Safety Plan
TIMS	Traffic Incident Management System
VMT	Vehicle Miles Travelled



MEMBERS OF THE CECIL COUNTY SHSP COMMITTEE

Cecil County Health Department

Dan Coulter

Wilmington Area Planning Council

Heather Dunigan

Citizen

Heather Miller

Cecil County Sheriff's Office

Jennifer Heitz

Sergeant James Keller (Enforcement Working Group Lead)

Major George Stanko (Co-Chair)

Maryland Department of Transportation State Highway Administration

Richard Baker

Maryland Department of Transportation Maryland Highway Safety Office

Julie Kwedar

US Department of Transportation, Federal Motor Carrier Safety Administration

Philip N. Strohm

Cecil County Department of Emergency Services

John W. Donohue (Emergency Medical Services Working Group Lead)

Cecil County Department of Land Use and Development Services

Stephen O'Connor

David Black

Cecil County Department of Public Works

Philip Muzik (Engineering Working Group Lead)

Teresa Gardner

W. Scott Flanigan (Co-Chair)

