2015

Maryland Motor Vehicle Administration

MARYLAND HIGHWAY SAFETY OFFICE

ANNUAL REPORT

Dedicated to saving lives and preventing injuries on Maryland roadways.

More Than Numbers…

Statistics and numbers are the basis of determining how Maryland directs its traffic safety programs and measures the effects of the countermeasures that the state employs. The Maryland Department of Transportation (MDOT) Maryland Highway Safety Office (MHSO) Annual Report offers the opportunity to learn more about how Maryland is addressing traffic safety through data-driven efforts.

The MHSO never loses sight of the fact that the numbers presented in this report – whether they refer to crashes, injuries, or deaths – represent real people. Each year, hundreds of lives are lost in Maryland to traffic crashes. These tragedies affect families, friends, employers, and communities in ways that have lasting and far reaching effects, and the MHSO is committed to eliminating the human cost of driving on Maryland roadways.

The philosophy of the MHSO is embodied in the three simple words that form the basis of Maryland's *Toward Zero Deaths* campaign - Every Life Counts. The MHSO honors the memories of past victims of traffic crashes and will continue to work diligently to prevent the needless tragedies that occur on Maryland roadways each year.
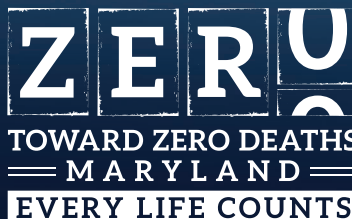
ZERU
TOWARD ZERO DEATHS
MARYLAND
EVERY LIFE COUNTS

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A MESSAGE FROM OUR GOVERNOR'S
HIGHWAY SAFETY REPRESENTATIVE

Christine Nizer,
Administrator, Motor Vehicle Administration

Earlier this year I was promoted to Administrator of the Maryland Motor Vehicle Administration (MVA) and I also had the privilege of being named the Governor's Highway Safety Representative for the State of Maryland. Safety on our roadways has always been the top priority of the Maryland Department of Transportation and I look forward to not only continuing that mission, but also to enhancing our coordination both within MVA operations and also with our partners.

This past year proved to be a hallmark for traffic safety in Maryland as years of hard work and dedication to the state's plan to reduce fatalities helped inch closer to our goal of zero roadway deaths. One thing is clear - no single agency can accomplish the mission of eliminating traffic-related fatalities on its own. Partnerships are the cornerstone of our progress and those partnerships and results have been highlighted throughout this report. I truly cannot express enough gratitude to our highway safety partners for the long hours put in planning engineering and outreach projects, conducting enforcement on our roadways, responding to emergency situations, and generally maintaining the commitment to save lives.

The tagline for Maryland's *Toward Zero Deaths* effort is "Every Life Counts" and it is more than a tagline. Those three words are a philosophy that we carry forward in all of our programs and they form a crucial test as we approve projects for funding. That test is "Can this project help save lives?" This report is a direct reflection of the accomplishments from the activities outlined in the Federal Fiscal Year (FFY) 2015 Highway Safety Plan (HSP).

In addition to thanking our many partners, I want to also acknowledge the expertise and the leadership shown by the staff of the MHSO and our partners at the National Highway Traffic Safety Administration (NHTSA). These two organizations form the backbone of Maryland's highway safety program and provide guidance throughout all phases of project planning, implementation, and evaluation.

I look forward to continuing our progress *Toward Zero Deaths* and to saving lives on Maryland's roads throughout FFY 2016 and beyond.

Christine Nizer

A MESSAGE FROM MARYLAND'S
HIGHWAY SAFETY COORDINATOR

Thomas J. Gianni,
Chief, Maryland Highway Safety Office

As Maryland's Highway Safety Coordinator and Chief of MDOT's Maryland Highway Safety Office, it is my obligation to ensure that the programs and projects funded by our agency address Maryland's traffic safety problems. To accomplish that task, the entire MHSO staff undertakes a rigorous process to evaluate data, establish short and long-term project goals based upon that data, and serve our partners to the fullest capacity. It is the dedication to the mission of saving lives, both within the MHSO and with our partners, that has paved the way for the dramatic reductions in traffic crashes, injuries, and fatalities that we've witnessed over the past decade or so.

This annual report reflects the programs set forth in our FFY 2015 HSP, illustrating both the successes and challenges faced throughout the year. It has been Maryland's "Four Es" approach to traffic safety that contributed to the record low level of highway fatalities in Maryland in 2014. Nevertheless, no success can be fully celebrated until there have been no fatalities and no serious injuries recorded on any of our state's highways.

Under the FFY 2015 HSP, a total of 158 projects received grant funding and more than 8.7 million dollars were spent with the goal of decreasing highway crashes and their associated injuries and fatalities. As we move forward in this regard we are pleased to announce that a new Strategic Highway Safety Plan (SHSP) was crafted this year through the collective efforts of our diverse partners, and approved by the SHSP Executive Council, and ultimately by our Secretary of Transportation, Pete K. Rahn. Highway safety projects funded with federal grant dollars will continue to be fully integrated with the strategies contained in our state's recently released SHSP.

Unfortunately national crash trends, as well as those in Maryland, have preliminarily indicated a reversal in the fatality trends for the current calendar year. Even so, we feel strongly that the best approach to meet the long term goals stated in our SHSP is to provide a comprehensive "Four Es" framework from which to build our programs. This framework will continue to be developed on extensive analysis of past trends to implement effective strategies and countermeasures designed to curb dangerous driving behaviors in areas where crashes are most prevalent. I am very proud of the progress that is illustrated in this report and I extend my gratitude to all those people from across the state that made this progress possible.

The MHSO remains committed to assisting our partners in preventing and eliminating the carnage on our roadways. We look forward to moving our state even further along in its mission to drive Maryland *Toward Zero Deaths*.

Thomas J. Gianni

MARYLAND HIGHWAY SAFETY OFFICE
MISSION & VISION

MISSION
The Maryland Highway Safety Office is dedicated to saving lives and preventing injuries by reducing motor vehicle crashes through the administration of a comprehensive network of traffic safety programs.

VISION
Moving Maryland *Toward Zero Deaths* since death is not an acceptable consequence of driving.

ZERO
TOWARD ZERO DEATHS
═ M A R Y L A N D ═
EVERY LIFE COUNTS

ORGANIZATIONAL STATEMENT
The Maryland Highway Safety Office endeavors to provide expert highway safety leadership through quality programs, ethical grants management, professional and accountable staff, and exemplary customer service.

OUR VALUES

1. **Life** – Even one person lost or injured on our roadways is too many.
2. **Professionalism** – We seek to be leaders, innovators, and facilitators in the highway safety arena; the MHSO management team is committed to assisting employees to realize their full potential through training and professional development.
3. **Respect** – People are our greatest resource. We welcome and respect the ideas and opinions of our staff, stakeholders, and the public; we respect individual differences and diversity within the state.
4. **Integrity** – We are honest and ethical in our dealings and strive to perform in a manner consistent with achieving trust among the community.
5. **Dedication** – We are steadfastly dedicated to pursuing our vision and mission.
6. **Excellence** – We achieve results by evaluating our efforts and continually improving the quality of our work.
7. **Performance Management** – We are committed to analyzing available data to maximize the effectiveness of programs, personnel and funding, and to create strategies that result in desired outcomes.
8. **Teamwork** – We strive to function as a cohesive unit at the statewide and local levels to provide the best possible impact for programs and funding.
9. **Customer Focus** – We seek to provide the highest quality service to all customers.
10. **Collaboration** – The MHSO's management and staff value the input of stakeholders and seek to capitalize on the knowledge and experience of partner organizations to help accomplish our mission.
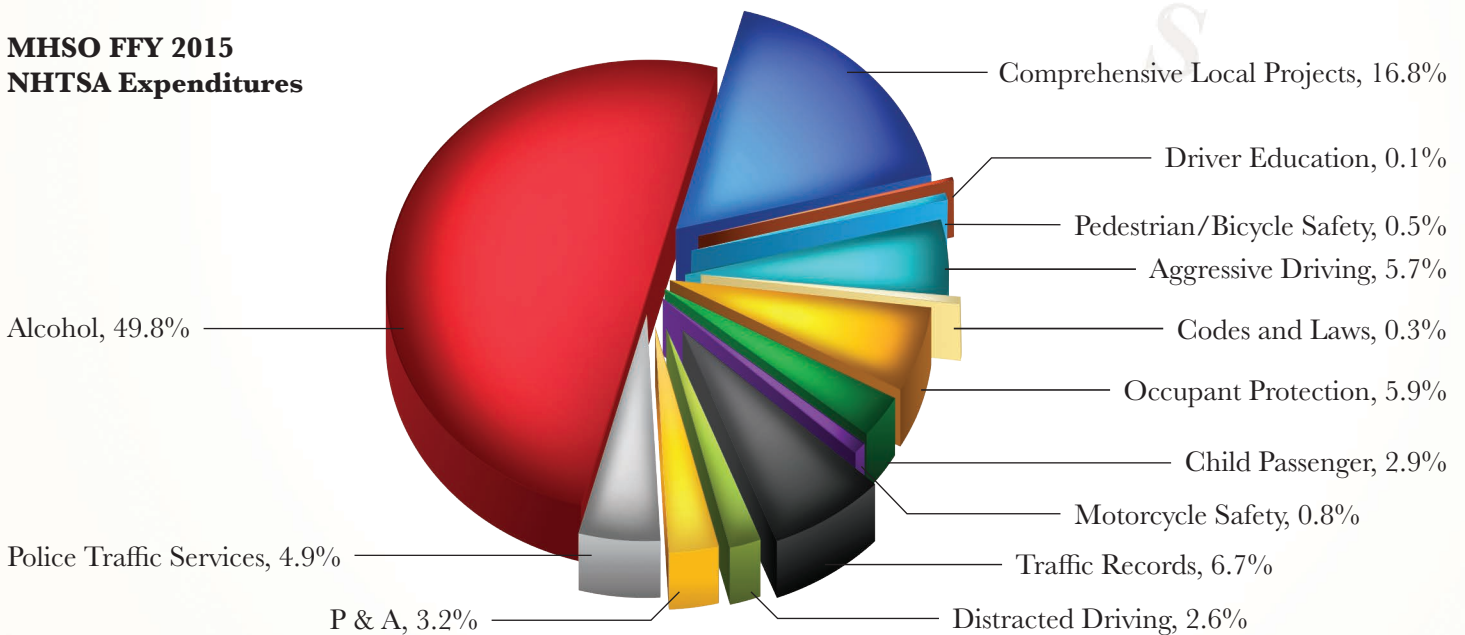
MARYLAND HIGHWAY SAFETY OFFICE
FUNDING

The MHSO receives funding from the NHTSA for use at the statewide and local levels. The Highway Safety Act of 1966 authorized the first federal highway safety program-the State and Community Highway Safety Grant Program (Section 402). Since then, Congress has revised national highway safety grant programs many times through reauthorizing legislation, creating new incentive grants, penalties and sanctions. Maryland's highway safety program is funded through federal appropriations, and state laws can impact the amount and type of funding the state receives. The Fixing America's Surface Transportation Act is the transportation bill that authorizes federal transportation programs, including Maryland's highway safety program.

The MHSO submits its plan for allocating these funds to the NHTSA by way of a HSP. The MHSO utilizes formulas and strategic planning models to allocate these funds into the jurisdictions and grant-funded projects that are evaluated as having the best potential at meeting the state's traffic safety goals, also outlined in the HSP.

The percentage of funds expended by program area is provided below:

**MHSO FFY 2015
NHTSA Expenditures**

Comprehensive Local Projects, 16.8%

Driver Education, 0.1%

Pedestrian/Bicycle Safety, 0.5%

Aggressive Driving, 5.7%

Codes and Laws, 0.3%

Occupant Protection, 5.9%

Child Passenger, 2.9%

Motorcycle Safety, 0.8%

Traffic Records, 6.7%

Distracted Driving, 2.6%

Alcohol, 49.8%

Police Traffic Services, 4.9%

P & A, 3.2%

Note: The figures above represent only funds from the NHTSA. In addition to these funds, the MHSO distributes funds from the Federal Highway Administration, as well as, state funds for highway safety programming.

OUR ORGANIZATION

Serving as Maryland's Governor's Highway Safety Representative, the MVA Administrator, Christine Nizer, provides overall leadership for the state's highway safety program. The MHSO is housed within the MVA and the MHSO's topmost leadership, consisting of a Chief and Deputy Chief, report to Administrator Nizer. The Chief and Deputy Chief oversee the MHSO's two Safety Sections, Finance Section, Administrative Unit, and Communications Team.

The Safety Programs Section is comprised of six Program Managers that specialize in the areas of Occupant Protection and Distracted Driving Prevention, Impaired Driving Prevention, Aggressive Driving Prevention, and High-Risk Groups. This section also includes a Traffic Records Program Manager, who manages the State Traffic Records Coordinating Committee (TRCC), and a Law Enforcement Liaison (LEL) Program Manager, who coordinates special projects and law enforcement outreach.

The Regional Traffic Safety Program (RTSP) Section is comprised of 10 RTSP Managers who coordinate

statewide objectives and goals at the local level, fostering grassroots partnerships and serving as grant managers for Maryland's 24 jurisdictions.

The MHSO's Finance Section manages and coordinates the financial operations of MHSO, and this section also encompasses the MHSO's data analysis personnel.

The Administrative Unit consists of an Office Manager and a Business Services Specialist who provide human resource and administrative support for the MHSO.

The Communications Team houses a Communication Manager and an Online Community Resource Manager, who serve to augment ongoing enforcement and education activities through media and online resources, working with MHSO staff and partners to provide further exposure to the efforts of the MHSO.

MARYLAND HIGHWAY SAFETY OFFICE HIGHLIGHTS

Crash data for 2014 showed that the state experienced the fewest number of traffic-related fatalities since 1948. Efforts such as intense media and enforcement campaigns, a dedicated DUI team, crash mapping and data sharing, and other efforts formed the backbone of the MHSO's programs and were the primary mechanisms by which Maryland continued to move closer toward its goal of zero highway deaths. The achievement of this historic low in fatalities was highlighted in a press event, featuring Maryland's new Transportation Secretary, Pete K. Rahn, as well as other traffic safety officials.

The state's plan to reduce roadway fatalities and injuries, known as the SHSP, addresses six Emphasis Areas: Aggressive Driving Prevention, Distracted Driving Prevention, Impaired Driving Prevention, Occupant Protection, Pedestrian Safety, and Highway Infrastructure. Within the past year, the MHSO and its partners completed an overhaul of the SHSP, retooling many existing strategies and setting new goals that will continue advancing the state toward its overall goal of zero roadway deaths. The 2016-2020 SHSP continues the legacy of previous safety action plans with a detailed framework for the next chapter of transportation safety in Maryland. The 2016- 2020 SHSP was designed to move Maryland closer to cutting roadway fatalities in half by 2030 and eventually ending traffic fatalities and serious injuries on our roadways. The previous SHSP covered 2010-2015, and members of each Emphasis Area Team (EAT) came together and reviewed existing strategies and countermeasures, and planned efforts to be completed from 2016-2020. Representatives from all disciplines of the "Four Es" of highway safety – engineering, enforcement, education and emergency response – were present during the overhaul of the plan. SHSP stakeholders are crucial to improving roadway safety in Maryland through implementing the strategies and action steps, and developing partnerships will be crucial to continuing to drive down the number of roadway deaths in Maryland.

The MHSO plays a vital role with all of its partners and the commitment of the agency and its management was recognized by the Washington Regional Alcohol Program (WRAP) with two awards:

• **WRAP Public Partnership Award**
This award highlights the overall partnership exhibited between WRAP and the MHSO throughout the year. Efforts included the MHSO's support of the WRAP's SoberRide® campaign, participation in the statewide Checkpoint Strikeforce campaign, and the leadership shown by the MHSO's staff in preventing impaired driving.

• **WRAP Chairman's Award**
This award was presented to the MHSO's Chief, Tom Gianni, for his leadership in various aspects of DUI prevention, enforcement, and education, as well as his overall commitment to traffic safety. Specific highlights mentioned included leading the development of Maryland's new SHSP, serving as the lead for Maryland's inaugural Highway Safety Summit, and helping create and implement Maryland's State Police Impaired Driving Effort (SPIDRE) which has, to date, resulted in more than 1,500 DUI arrests in two years.

As with past years, several members of the MHSO were recognized internally for specific outstanding efforts or achievements. Three individuals were recognized for dedication and commitment to traffic safety:

- **Ms. Julie Maione**, the MHSO's Mid-Western Region RTSP Manager, was recognized by her peers for her dedication in serving her co-workers, her partners, and the innovation displayed in her traffic safety programs;

- **Ms. Susan Solo**, the MHSO's Southern Chesapeake Region RTSP Manager, was presented with the MHSO Step-Up Award. Given by management, Susan received the award due to her constant willingness to spearhead new projects and her valuable assistance in every facet of the MHSO's operations; and

- **Mr. Tim Richards**, the MHSO's Communications Director, was presented with the MHSO's Chief's Award for his leadership in the development of a new piece of technology for the office, a DUI-related smartphone app known as ENDUI (END-DUI) and for his strategic vision in building the MHSO's social media landscape.

The MHSO's efforts were also recognized by other organizations, including:

- **Governor's Highway Safety Association (GHSA) Peter O'Rourke Special Advancement Award**
  The Ocean City Walk Smart Program was recognized for outstanding achievement by the GHSA. In 2012 the city, a popular tourist destination, began to see a drastic increase in the number of pedestrian crashes. The Ocean City Police Department (OCPD), the MHSO, and the Maryland State Highway Administration (SHA) spearheaded the Walk Smart program, and led a multi-disciplinary task force. Engineering countermeasures included evaluating traffic patterns and enhancing safety at key intersections, changing bus stop locations, installing center median dividers and pedestrian bump outs and placing curb stencils and signals in high pedestrian volume areas to direct people to crosswalks. On the enforcement side, OCPD officers and Maryland State Police (MSP) troopers aggressively enforced pedestrian safety laws. To date, Ocean City has experienced a 100 percent reduction in fatal pedestrian crashes since Walk Smart began.

- **American Association of Motor Vehicle Administrators Public Affairs and Consumer Education (PACE) Award – Special Events**
  The MVA was recognized for its leadership and innovation in staging a rollover crash using a pick-up truck to highlight the lifesaving benefits of properly using a seat belt. The vehicle traveled at a speed of more than 40 mph and utilized a special apparatus to induce the rollover. Footage of the crash was taken both in and out of the vehicle and was supplied to media at the event. Speakers at the event included officials from the MDOT as well as law enforcement. The MHSO also used this opportunity to use the crash as a learning experience, inviting members of Maryland's Crash Reconstruction Committee to examine the results.

- **American Association of Motor Vehicle Administrators PACE Award – Technology**
  The MVA received a second PACE Award for the ENDUI app. The app is provided for free in the iTunes and Google Play stores and was developed to combat impaired driving and save lives by helping people plan ahead or find a safe ride home if they have been drinking. The app was heavily marketed through impaired driving prevention outreach programs and continues to be a mainstay in outreach materials. The app received considerable national attention upon launch, hitting the Associated Press newswire.

The MHSO staff constantly seeks to develop new and effective programs, as well as to refine existing countermeasures to become even more viable. All staff members and partners operate under the goal of the *Toward Zero Deaths* vision and the mission of the MHSO will not be complete until there are zero roadway deaths.

MARYLAND TRAFFIC FATALITIES HIT 66-YEAR LOW

Transportation Secretary Pete K. Rahn joined elected officials, the Superintendent of the MSP, the MVA Administrator, and highway safety advocates to announce that the number of traffic fatalities on Maryland roads in 2014 was 443 – the lowest since 1948. The highest number of traffic fatalities since records were kept was 872 in 1968. Thanks to the collaborative work with federal, state and local partners, and with strong support from state lawmakers, Maryland has implemented comprehensive and aggressive initiatives to enhance highway safety over the past five decades. These efforts range from targeted outreach and enforcement initiatives to laws that combat impaired and distracted driving and increase seat belt and motorcycle helmet usage. Advances in technology and life-saving medical care, including the introduction of Maryland's Medevac Program and completion of the R Adams Cowley Trauma Center (Shock Trauma) in 1969, also have been key to saving lives.
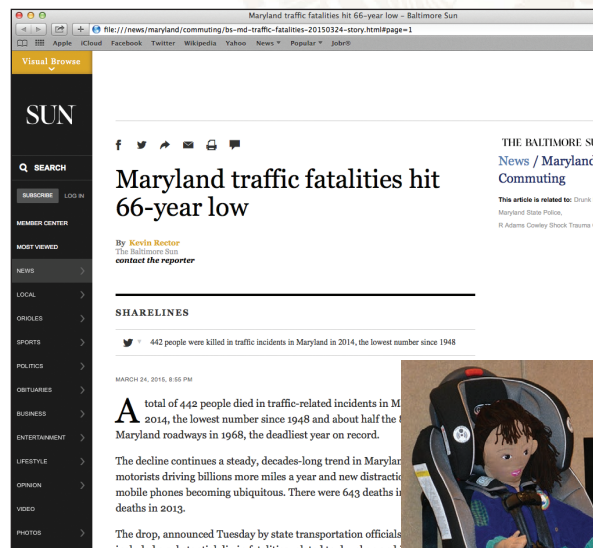
> *"Maryland has cut the number of fatalities in half on our roads thanks to 50 years of hard work on our highways, in our communities and in the legislature," said Secretary Pete K. Rahn. "This historically low number of traffic fatalities means we truly can make a difference when we work together to save lives."*

REGIONAL LAW ENFORCEMENT
& EDUCATION/OUTREACH GRANTEES

Legend
- ● Law Enforcement Grantees
- ● Education & Outreach Grantees
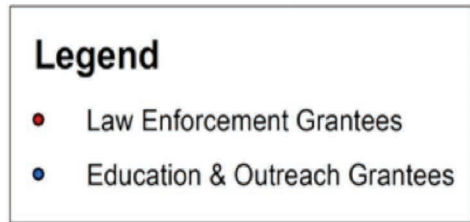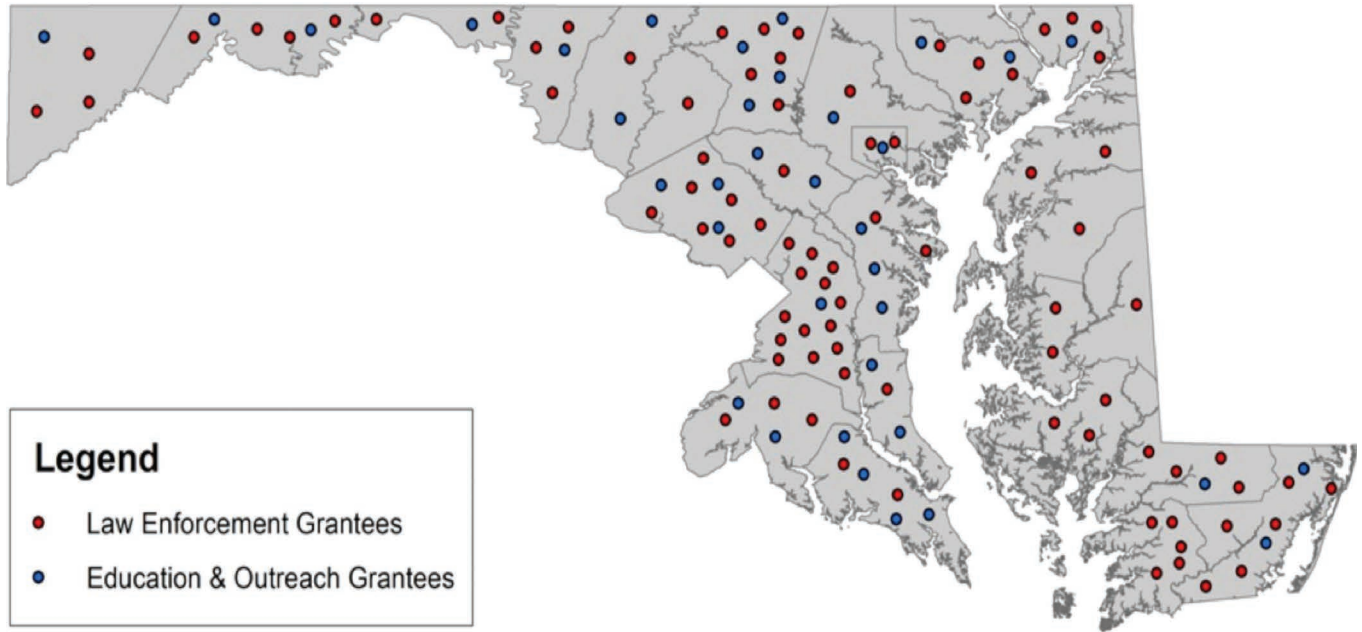
Tables below include all grantees and the program areas in which funds were expended.
NOTE: The dots in each jurisdiction are not location specific within that county.

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
Allegany	Law Enforcement	Allegany County Sheriff's Office	X	X	X	X		
		Cumberland Police Department	X	X	X	X		
		Frostburg State University Police Department	X	X	X	X		
		Maryland Department of Natural Resources Police	X	X	X	X		
	Education & Outreach	The Family Junction				X		
		Allegany College of Maryland	X	X	X			
Anne Arundel	Law Enforcement	Anne Arundel Police Department	X	X	X		X	
		City of Annapolis Police Department	X	X	X	X	X	
	Education & Outreach	Anne Arundel County DUI Court			X			
		Anne Arundel Community College		X	X		X	
		Anne Arundel County Council of PTAs, Inc.			X			
		5th Quarter Broadneck EP Church			X			
		Bike Advocates of Annapolis and Anne Arundel County					X	
		Anne Arundel County Department of Health			X			

Dedicated to saving lives and preventing injuries on Maryland roadways.

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
Baltimore	Law Enforcement	Baltimore County Police Department	X	X	X	X	X	
	Education & Outreach	Baltimore County Health Department's Bureau of Behavioral Health						X
Baltimore City	Law Enforcement	Baltimore City Police Department	X		X		X	
		University of Baltimore Police Department					X	
Calvert	Law Enforcement	Calvert County Sheriff's Office	X	X	X	X		
	Education & Outreach	Calvert Alliance Against Substance Abuse			X			
		Calvert County Health Department				X		
Caroline	Law Enforcement	Caroline County Sheriff's Office	X	X	X			
	Education & Outreach	Caroline County Department of Planning and Codes			X			
Carroll	Law Enforcement	Westminster Police Department	X		X	X		
		Manchester Police Department	X					
		Taneytown Police Department	X		X			
		Carroll County Sheriff's Office	X	X	X			
		Sykesville Police Department	X		X			
		Hampstead Police Department	X		X			
	Education & Outreach	Carroll County Bureau of Aging		X				
		Carroll County Health Department			X	X	X	
		Sykesville Volunteer Fire Department			X			
		McDaniel College						X
Cecil	Law Enforcement	Cecil County Sheriff's Office	X	X	X			
		North East Police Department	X					
		Perryville Police Department			X			
		Elkton Police Department	X	X	X		X	
	Education & Outreach	Cecil County Liquor Board			X	X		
		Cecil County Department of Emergency Services			X	X		
Charles	Law Enforcement	Charles County Sheriff's Office	X	X	X	X		
		Town of La Plata Police Department	X	X	X	X		
		Maryland Department of Natural Resources Police	X		X			
	Education & Outreach	College of Southern Maryland			X			
		Kiwanis Club of La Plata					X	
Dorchester	Law Enforcement	Cambridge Police Department	X	X	X			
		Hurlock Police Department		X	X			
		Dorchester County Sheriff's Office		X	X			
Frederick	Law Enforcement	Frederick City Police Department	X	X	X			
		Maryland Department of Natural Resources Police			X			
	Education & Outreach	SAFE KIDS/Families Plus				X	X	
Garrett	Law Enforcement	Garrett County Sheriff's Office	X	X	X	X		
		Oakland Police Department	X		X			
		Maryland Department of Natural Resources Police	X	X	X	X		
	Education & Outreach	Garrett College		X	X			

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
Harford	Law Enforcement	Harford County Sheriff's Office	X	X	X	X		
		Bel Air Police Department	X		X			
		Aberdeen Police Department			X	X		
		Havre De Grace Police Department	X		X			
	Education & Outreach	Harford County Liquor Board			X			
		Harford County DUI Court	X	X	X	X	X	
Howard	Law Enforcement	Howard County Police Department	X	X	X			
	Education & Outreach	PTA Council of Howard County			X			
		Howard County DUI Court			X			
Kent	Law Enforcement	Kent County Sheriff's Office	X		X			
Montgomery	Law Enforcement	Montgomery County Police Department	X	X	X	X	X	
		Rockville City Police Department	X	X	X	X	X	
		Gaithersburg Police Department		X	X		X	
		Chevy Chase Police Department	X					
		Montgomery County Sheriff's Office	X	X	X	X		
		Maryland National Capital Park Police			X			
		Maryland State Police Washington Metro Barracks	X					
	Education & Outreach	Montgomery County Project Prom			X			
		Montgomery County Department of Liquor Control			X			
		Montgomery County Fire Department				X	X	
Prince George's	Law Enforcement	Prince George's County Police Department	X	X	X	X	X	
		Maryland State Police Washington Metro Barracks	X					
		Landover Hills Police Department					X	
		Greenbelt Police Department	X	X	X	X	X	
		Hyattsville Police Department	X		X		X	
		Cheverly Police Department	X	X	X		X	
		District Heights Police Department	X	X	X		X	
		Riverdale Park Police Department	X	X	X	X	X	
		University Park Police Department	X	X	X		X	
		Capitol Heights Police Department		X	X			
		Edmonston Police Department	X	X	X	X		
		Laurel Police Department	X		X	X	X	
		University of Maryland, College Park Police Department	X	X	X	X	X	
		New Carrollton Police Department	X		X	X	X	
	Education & Outreach	Prince George's County Child Resource Center				X		
Queen Anne's	Law Enforcement	Queen Anne's County Sheriff's Office	X	X	X			

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
St. Mary's	Law Enforcement	St. Mary's Sheriff's Office	X	X	X	X		
		Maryland Department of Natural Resources Police	X		X			
	Education & Outreach	St. Mary's County Alcohol Beverage Board			X			
		St. Mary's Hospital Health Connections			X	X		
		Kiwanis Club of St. Mary's County					X	
		St. Mary's County DUI Court			X			
Somerset	Law Enforcement	Princess Anne Police Department		X	X	X		
		Somerset County Sheriff's Office	X		X			
		Crisfield Police Department		X				
		Maryland Department of Natural Resources Police			X			
		University of Maryland, Eastern Shore Police Department			X			
Talbot	Law Enforcement	Talbot County Sheriff's Office	X	X	X			
		Easton Police Department	X	X	X			
Washington	Law Enforcement	Hagerstown Police Department	X	X	X			
		Hancock Police Department	X	X				
		Washington County Sheriff's Office	X	X	X	X		
		Maryland Department of Natural Resources Police	X	X	X			
		Smithsburg Police Department	X		X			
	Education & Outreach	Meritus Healthcare Foundation		X		X		
		Washington County Health Department			X			
		Hagerstown Community College	X	X	X			
		Children's Village of Washington County					X	
Wicomico	Law Enforcement	Wicomico County Sheriff's Office	X	X	X			
		Salisbury Police Department	X	X	X	X		
		Fruitland Police Department	X	X	X			
		Maryland Department of Natural Resources Police	X		X			
	Education & Outreach	Wicomico County Health Department				X	X	
Worcester	Law Enforcement	Ocean City Police Department	X	X	X	X	X	
		Worcester County Sheriff's Office	X	X	X	X		
		Berlin Police Department	X	X	X			
		Ocean Pines Police Department	X		X			
		Pocomoke Police Department	X		X			
		Maryland Department of Natural Resources Police	X		X			
	Education & Outreach	Worcester County Health Department			X			

STRATEGIC HIGHWAY SAFETY PLAN
& PROGRAM AREA MEASURES

In 2014, 443 people were killed, the lowest number since 1948, and 44,148 people were injured in 97,926 police-reported traffic crashes in Maryland. There were 67,146 crashes involving property damage only. In total, 258 drivers (195 vehicle drivers and 63 motorcycle operators), 108 pedestrians and bicyclists, and 72 passengers were killed on Maryland roads. On average, one person was killed every 19 hours, 121 people were injured each day (5 injuries every hour), and 268 police-reported traffic crashes occurred every day.

Statewide Total Crashes, Injury Crashes, Fatal Crashes, Injuries & Fatalities						
	2010	2011	2012	2013	2014	% Change from 2010
Fatal Crashes	463	458	462	432	417	-3.5%
Injury Crashes	30,513	30,464	30,513	29,213	30,363	+3.9%
Property Damage Only	59,628	59,184	59,533	62,873	67,146	+6.8%
Total Crashes	90,604	90,106	90,508	92,518	97,926	+5.8%
Total of All Fatalities	496	488	511	466	443	-4.9%
Total Number Injured	44,486	44,605	44,395	42,716	44,148	+4.7%

Source: Maryland Highway Safety Office Benchmark Report, Last updated 08/01/2013. Crash data reported by Maryland Highway Safety Office (MHSO) are derived from the State Highway Administration Safety Information Database (SHA-SID), based on crash reports submitted to, and processed by, the Maryland State Police Central Records Division (CRD) utilizing the Enhanced Maryland Automated Accident Reporting System (eMAARS), also referred to simply as MAARS, and the Automated Crash Reporting System (ACRS).

The five-year fatality rate trend for Maryland decreased from a high of 0.882 in 2010 to a low of 0.785 in 2014. The overall fatality rate has also consistently been lower than the national fatality rate every year since 1992.

Fatality Rate, Vehicle Miles Traveled, Maryland and National, 2010–2014				
Year	VMT (billion miles)	Fatalities*	Fatality Rate*	National Fatality Rate**
2010	56.2	496	0.882	1.11
2011	56.0	488	0.870	1.10
2012	56.4	511	0.906	1.14
2013	56.5	466	0.825	1.09
2014	56.4	443	0.785	1.07

*   *Source: State Highway Administration Safety Information Database (SHA-SID)/ Enhanced Maryland Automated Accident Reporting System (eMAARS) and Automated Crash Reporting System (ACRS).*

** *Source: NHTSA, Fatality Analysis Reporting (FARS) Fatalities per 100 million miles traveled.*

The following chart displays a correlation between the rise in VMT and a decrease in fatalities over the past 25 years:

Maryland Vehicle Miles of Travel and Traffic Fatality Trends for State and Local Highways
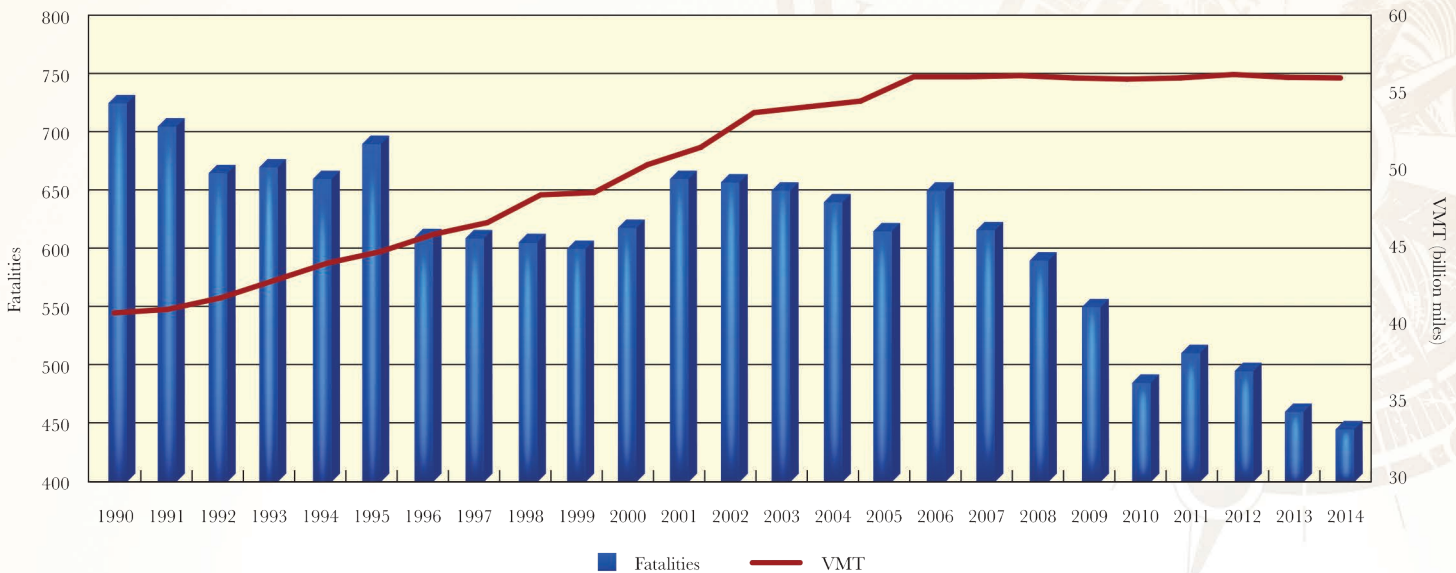
STRATEGIC HIGHWAY SAFETY PLAN GOALS

Maryland has adopted the *Toward Zero Deaths* strategy and has implemented interim goals of reducing fatalities by at least 50 percent in the next two decades (592 in 2008 to 296 in 2030). A reduction of 3.1 percent was applied to each calendar year for subsequent estimates, creating yearly benchmarks. Maryland used the same methodology to determine the 2015 goals set forth in the current SHSP (2011–2015).

Taking into account new guidelines in MAP-21, Maryland executives collaborated on revisions to the goal-setting methodology. The initial *Toward Zero Deaths* goals will remain (296 fatalities in 2030) but the annual percent reduction was adjusted based on the 2013 crash data. This resulted in lower reductions necessary each year to reach the 2030 target. The executive group also decided that the geometric means reduction method will only be applied to the four major goals required of the State (fatalities, fatality rate/VMT, serious injuries, and serious injury rate/VMT) and the other program area goals will be based on a five-year rolling average with an exponential trend.

The goals for serious injuries and serious injury rates were set in accordance with the *Toward Zero Death* methodology that was used for the fatality and fatality rates. This methodology used the number of serious injuries observed in 2008 to set the 2030 goal. In 2015, the fatality and serious injury goals were revised to use 2013 as a base year and project out to the original 2030 estimate. Since the 2030 goal remains unchanged, *the significant decline in serious injuries observed in recent years resulted in minimal reductions* needed during the intervening years to reach the goal.

All traffic safety documents in the state of Maryland conform to these methodologies, including the SHSP and MHSO's HSP. Additionally, all planning documents developed by the MHSO staff and State-level reporting to the Governor use SHSP emphasis area fatality and serious injury goals.
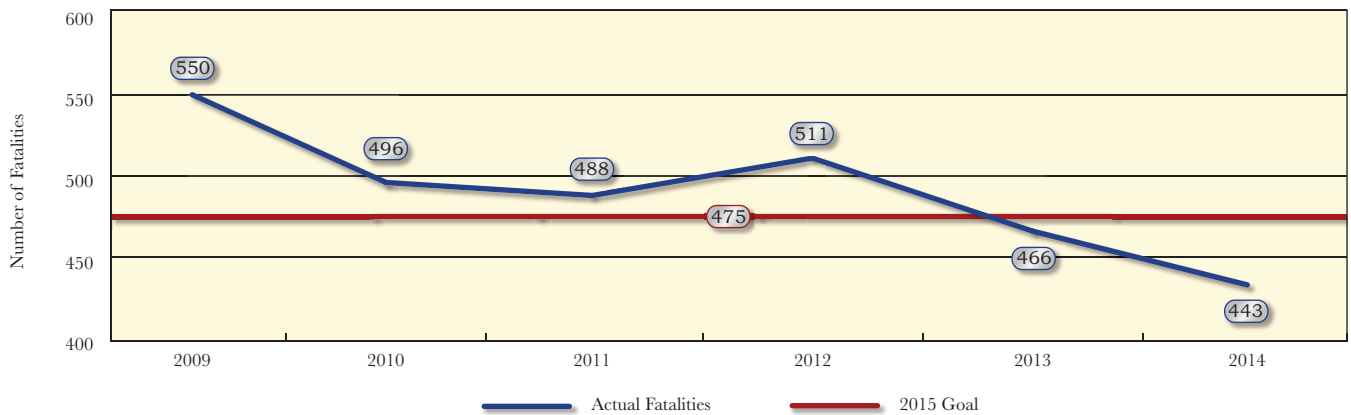
OVERALL STATEWIDE GOALS

Fatality objective: Reduce the annual number of traffic-related fatalities on all roads in Maryland from 466 in 2013 to fewer than 387 by December 31, 2020.

> • In 2014, there were 443 fatalities in Maryland. This is the fifth fatality reduction in the past six years, so Maryland *is progressing toward the 2020 goal*.
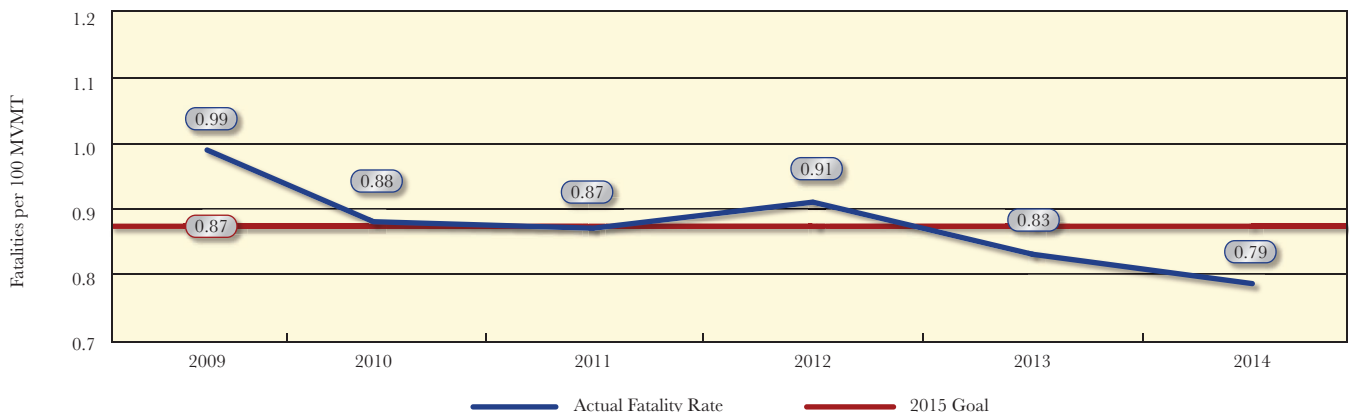
Fatality rate objective: Reduce the annual rate of traffic-related fatalities per 100 million vehicle miles traveled (MVMT) on all roads in Maryland from 0.83 in 2013 to 0.69 or lower by December 31, 2020.

> • In 2014, Maryland had a fatality rate of 0.79 per 100 MVMT. This figure is lower than the 2013 figure (rate=0.83), and is the fifth reduction in the past six years, so Maryland *is progressing toward the 2020 goal*.

Total Crash Fatalities in Maryland (2009-2014) and Interim 2015 Goal

Total Fatality Rate per 100 Million Vehicle Miles Traveled (VMT) in Maryland (2009-2014) and Interim 2015 Goal

Serious injury objective: Reduce the annual number of traffic related serious injuries on all roads in Maryland from 2,957 in 2013 to 2,939 or fewer by December 31, 2020.

- In 2014, there were 3,050 serious injuries in Maryland. While this figure is higher than the 2013 figure (n=2,957), the number of serious injuries have demonstrated a general decline over the past six years, so Maryland *is progressing toward the 2020 goal*.

Serious injury rate objective: Reduce the annual rate of traffic-related serious injuries per 100 MVMT on all roads in Maryland from 5.24 in 2013 to 5.21 or lower by December 31, 2020.

- In 2014, Maryland had a serious injury rate of 5.41 per 100 MVMT. This figure is higher than the 2013 figure (n=5.24) but this has been the only increase since 2008, so Maryland appears to *still be progressing toward the 2020 goal*.

Total Crash Serious Injuries in Maryland (2009-2014) and Interim 2015 Goal
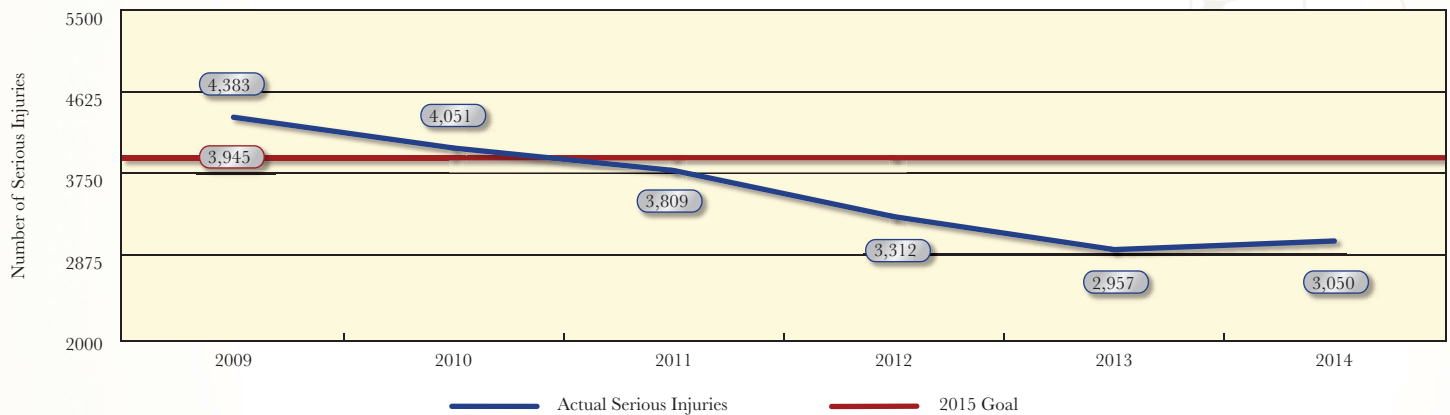
Total Serious Injury Rate per 100 Million Vehicle Miles Traveled (VMT) in Maryland (2009-2014) and Interim 2015 Goal
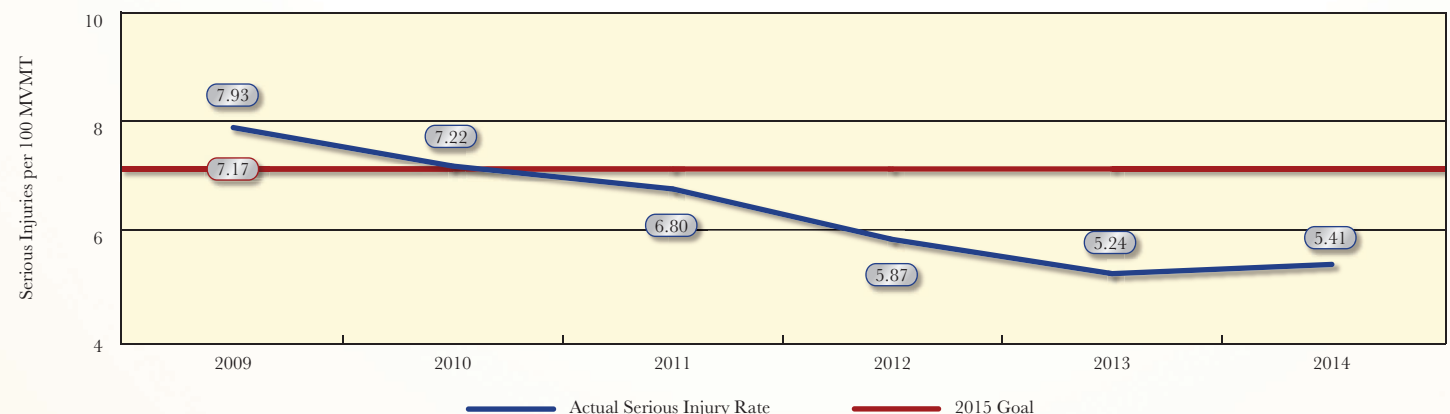
The following program area goals are based on a five-year rolling average with a linear trend using TZD-based reductions. Unless otherwise noted, all data are derived from the State Highway Administration Safety Information Database (SHA-SID), based on crash reports submitted to, and processed by, the Maryland State Police Central Records Division (CRD) utilizing the Enhanced Maryland Automated Accident Reporting System (eMAARS) and the Automated Crash Reporting System (ACRS).

IMPAIRED DRIVING

Fatality objective: (Federal) Reduce the five-year average number of impaired (BAC 0.08+) driving-related fatalities on all roads in Maryland from 157 in 2009–2013 to 131 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, FARS[1] reported 141 impaired driving-related (BAC 0.08+) fatalities in Maryland. This figure is lower than the 2012 figure (n=157) and, while progress has slowed, Maryland *is still progressing toward the 2016–2020 goal*.

(State) Reduce the five-year average number of impaired (alcohol/drug) driving-related fatalities on all roads in Maryland from 171 in 2009–2013 to 126 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 171 impaired driving-related fatalities in Maryland. This figure is lower than the 2012 figure (n=175), and continues a downward trend, so Maryland *is progressing toward the 2016–2020 goal*.

Serious injury objective: Reduce the five-year average number of impaired (alcohol/drug) driving-related serious injuries on all roads in Maryland from 530 in 2009–2013 to 261 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 387 impaired driving-related serious injuries in Maryland. This figure is lower than the 2012 figure (n=502), so Maryland *is progressing toward the 2016–2020 goal* and is continuing to show a steady decline.

Impaired (alcohol and/or drug) Traffic Fatalities
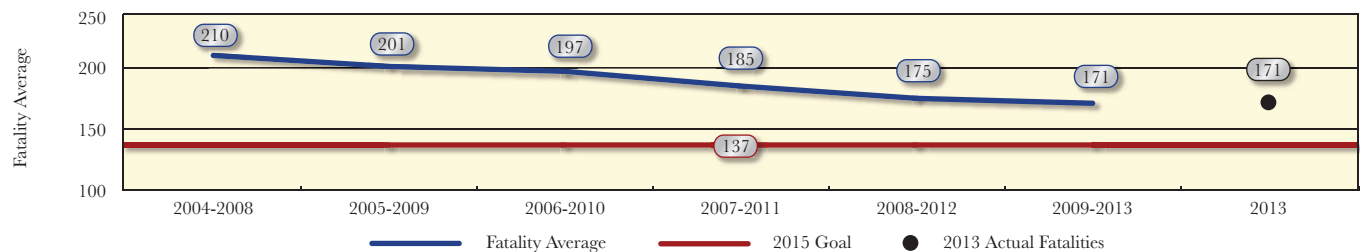
Impaired (alcohol and/or drug) Traffic Serious Injuries

[1] NHTSA FARS ARF (preliminary)
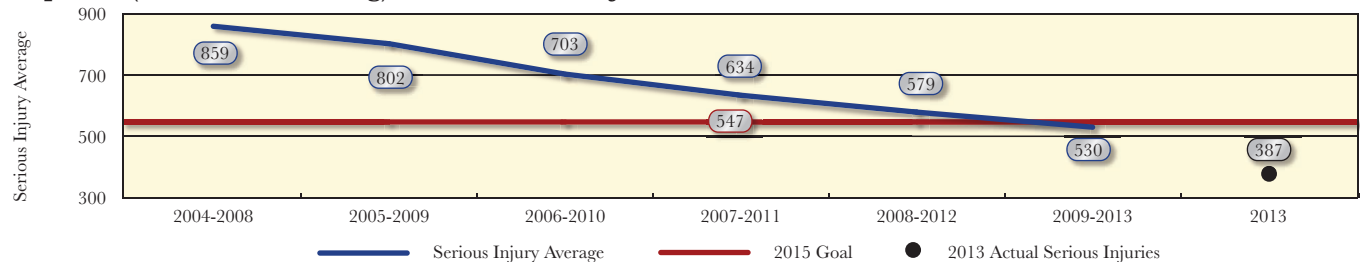
NOTE: *Behavior-related crash statistics (e.g., impaired drivers, aggressive drivers) for the year 2014 are currently unavailable for use in trend analysis due to the transition from the paper-based MAARS reporting system to the electronic Automated Crash Reporting System (ACRS).*
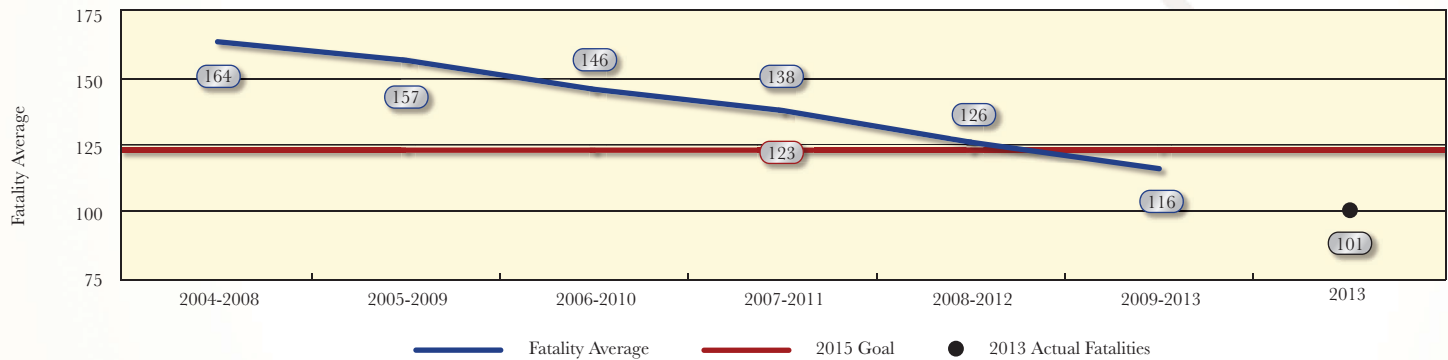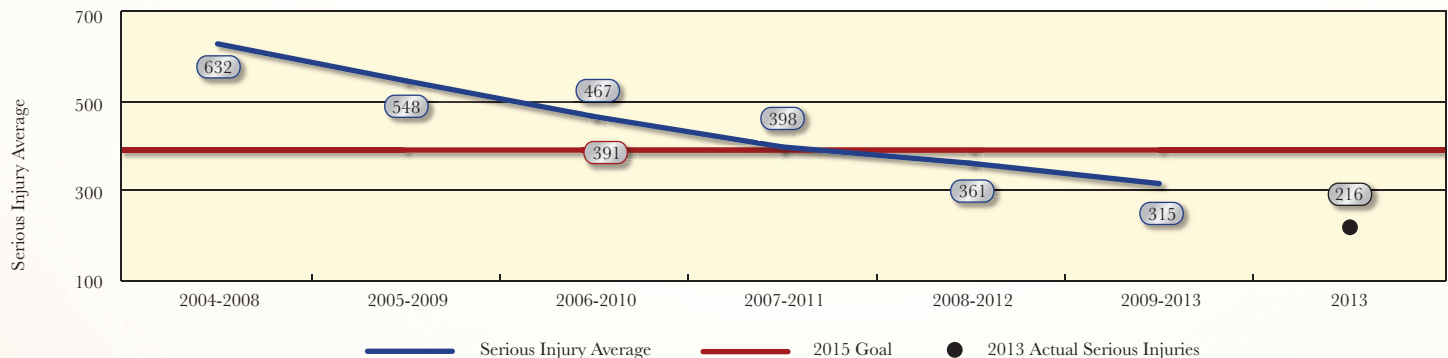
OCCUPANT PROTECTION

Fatality objective: Reduce the five-year average number of unrestrained motor vehicle occupant fatalities on all roads in Maryland from 116 in 2009–2013 to 72 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 101 unrestrained motor vehicle occupant fatalities in Maryland. This figure is lower than the 2012 figure (n=104) and has contributed to a continuing downward trend since 2004, so Maryland *is progressing toward the 2016–2020 goal.*

Serious injury objective: Reduce the five-year average number of unrestrained motor vehicle occupant serious injuries on all roads in Maryland from 315 in 2009–2013 to 116 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 216 unrestrained motor vehicle occupant serious injuries in Maryland. This figure is significantly lower than the 2012 figure (n=316), and continues a steady decline that has been observed over the past decade, so Maryland *is progressing toward the 2016–2020 goal.*

Unrestrained Motor Vehicle Fatalities

Unrestrained Motor Vehicle Serious Injuries
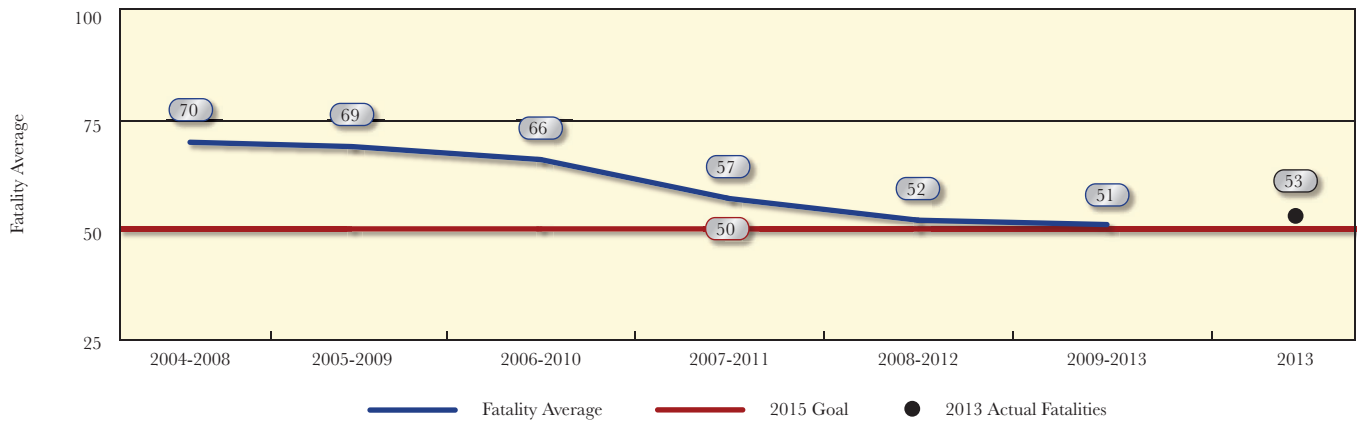
AGGRESSIVE DRIVING

Fatality Objective: Reduce the five-year average number of aggressive driving-related fatalities on all roads in Maryland from 51 in 2009–2013 to 30 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 53 aggressive driving-related fatalities in Maryland. This figure is lower than the 2012 figure (n=55), and has continued a downward trend since 2004, so Maryland *is progressing toward the 2016–2020 goal*.
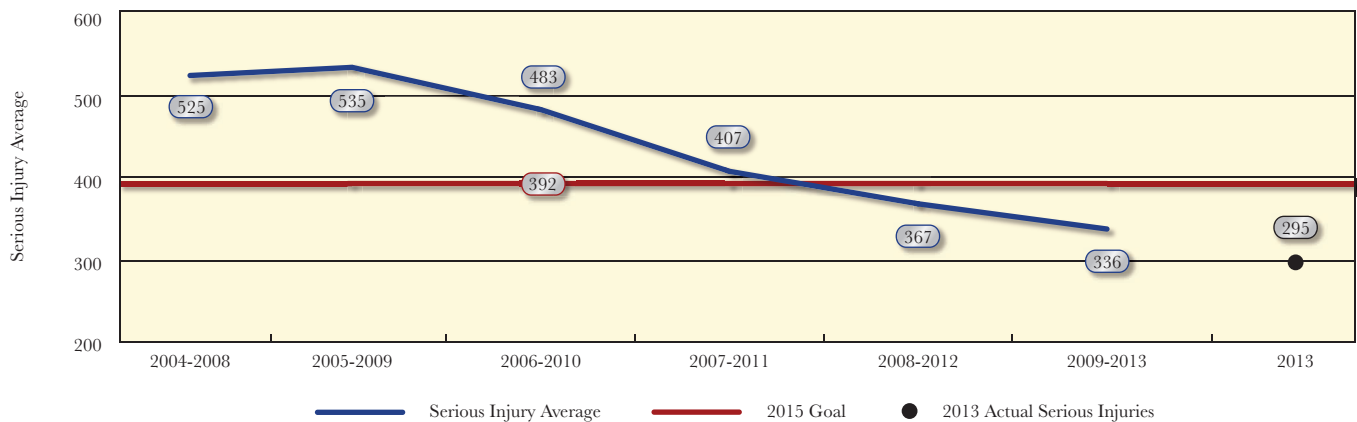
Serious injury objective: Reduce the five-year average number of aggressive driving-related serious injuries on all roads in Maryland from 336 in 2009–2013 to 167 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 295 aggressive driving-related serious injuries in Maryland. While this figure is higher than the 2012 figure (n=289), Maryland has shown a downward trend over the past 10 years and *is progressing toward the 2016–2020 goal.*

Aggressive Traffic Fatalities

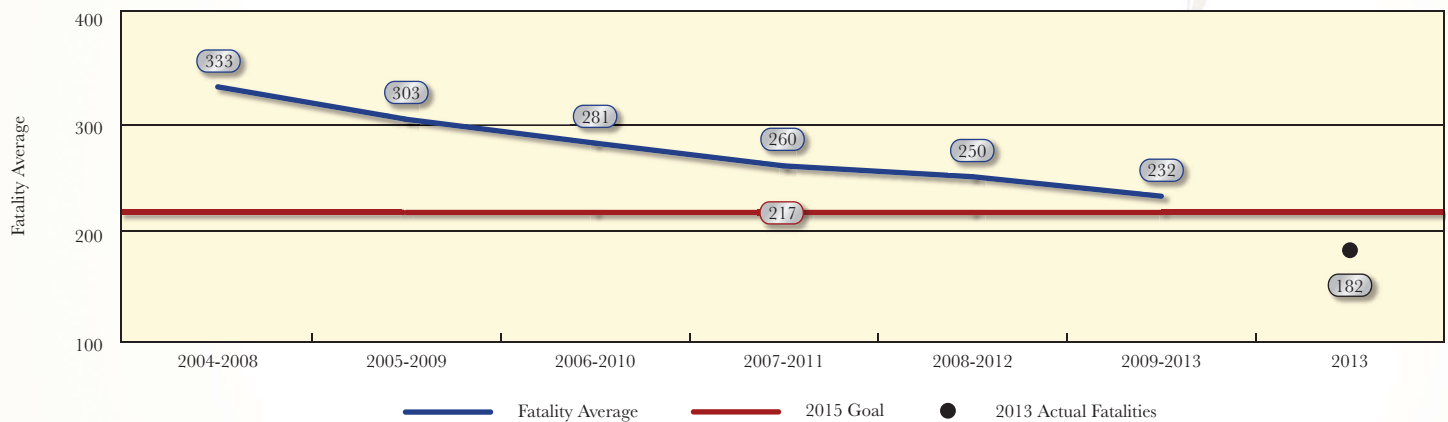**Aggressive Traffic Serious Injuries**

DISTRACTED DRIVING

Fatality objective: Reduce the five-year average number of distracted driving-related fatalities on all roads in Maryland from 232 in 2009–2013 to 140 or fewer by December 31, 2020 (2016–2020 average).

• In 2013, there were 182 distracted driving-related fatalities in Maryland. This figure is lower than the 2012 figure (n=246), continuing a downward trend over the past decade, so Maryland *is progressing toward the 2016–2020 goal*.
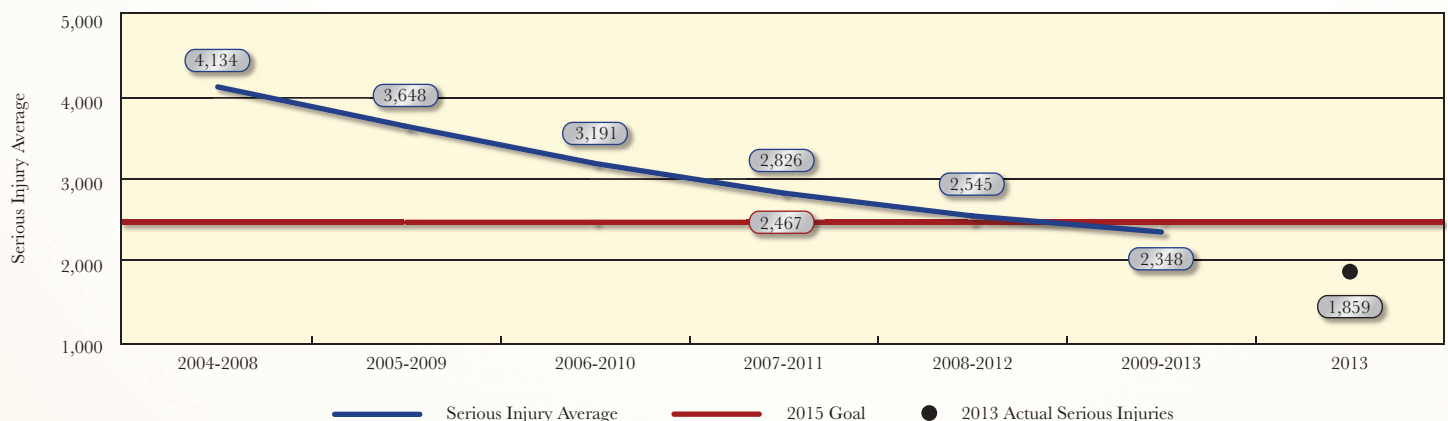
Serious injury objective: Reduce the five-year average number of distracted driving-related serious injuries on all roads in Maryland from 2,348 in 2009–2013 to 1,025 or fewer by December 31, 2020 (2016–2020 average).

• In 2013, there were 1,859 distracted driving-related serious injuries in Maryland. This figure is lower than the 2012 figure (n=2,115), and continues the downward trend observed in recent years, so Maryland *is progressing toward the 2016–2020 goal*.

Distracted Traffic Fatalities

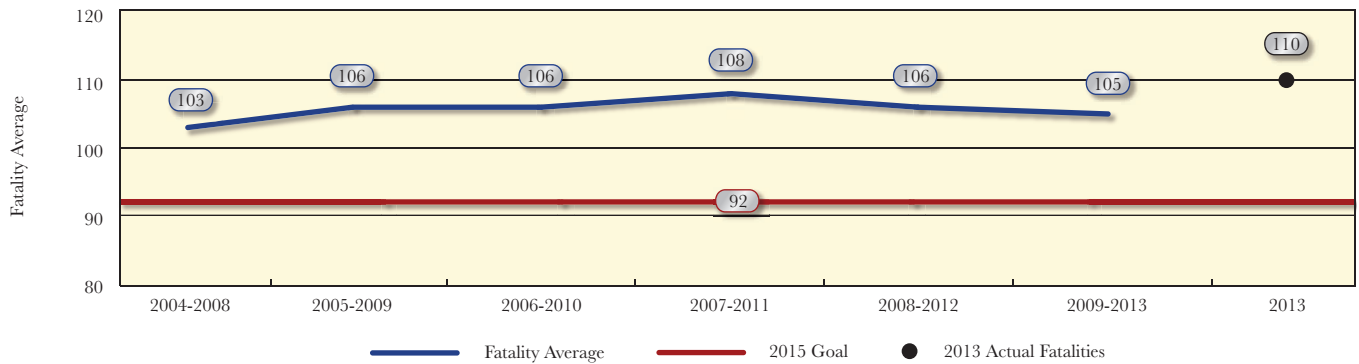**Distracted Traffic Serious Injuries**

PEDESTRIANS

Fatality objective: Reduce the five-year average number of pedestrian fatalities on all roads in Maryland from 105 in 2009–2013 to fewer than 91 by December 31, 2020 (2016-2020 average).

- In 2013, there were 110 pedestrian fatalities in Maryland. This figure is higher than the 2012 figure (n=96). Maryland's pedestrian fatalities have remained fairly static over the past decade so Maryland *is not progressing toward the 2016–2020 goal.*
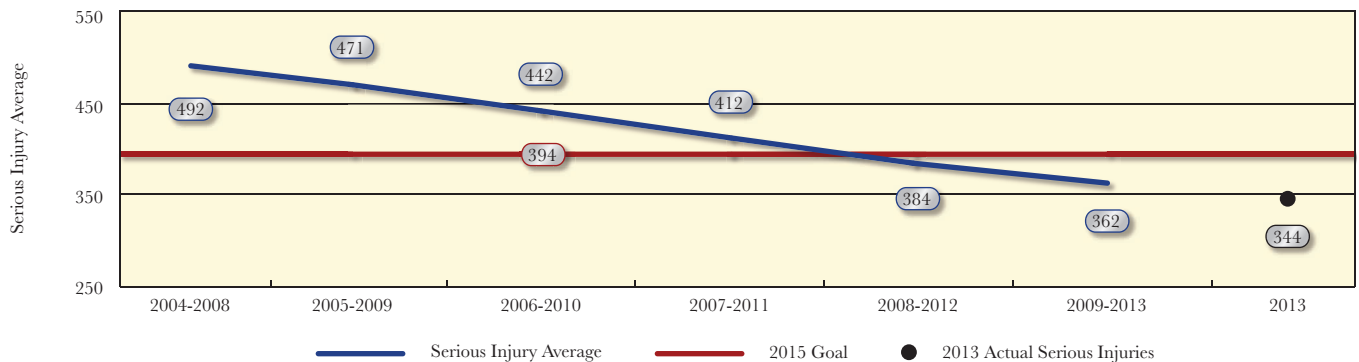
Serious injury objective: Reduce the five-year average number of pedestrian serious injuries on all roads in Maryland from 362 in 2009–2013 to 234 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 344 pedestrian serious injuries in Maryland. While this figure is higher than the 2012 figure (n=338), Maryland has experienced a general decline in serious pedestrian injuries over the past decade, so Maryland *is progressing toward the 2016–2020 goal.*

Pedestrian Fatalities

Pedestrian Serious Injuries

* *Since pedestrians have shown an increase in the number of fatalities during recent years, applying an exponential trend line cannot be used to project future decreases. Instead, a two-percent reduction was applied to each year to establish the pedestrian fatality goals.*

In addition to the goals set forth in the Maryland SHSP, the MHSO used the same methodology to create goals and interim performance statements for each of the following areas.
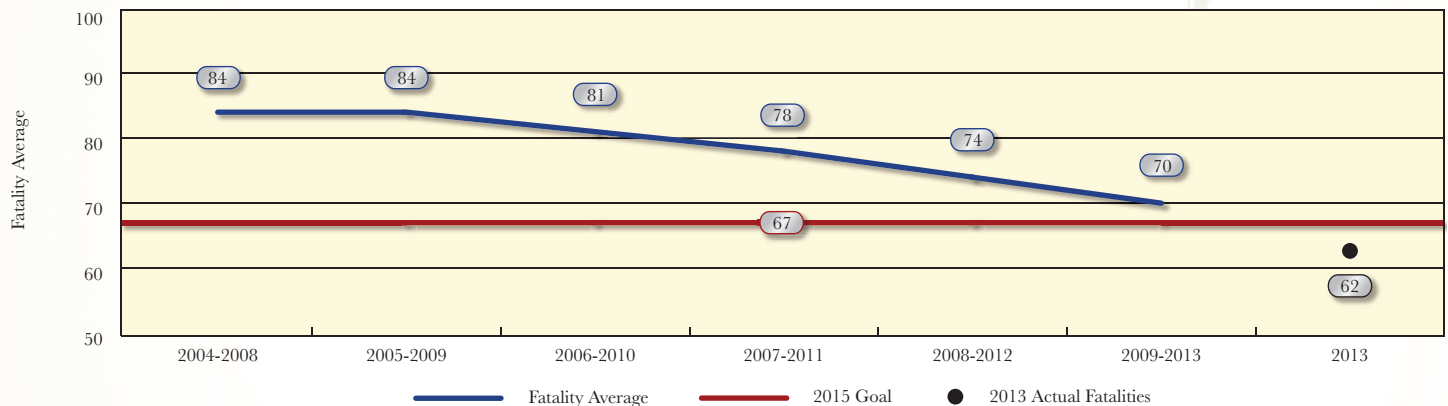
MOTORCYCLES

Fatality objective: Reduce the five-year average number of motorcycle-involved fatalities on all roads in Maryland from 70 in 2009–2013 to 54 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 62 motorcycle-involved fatalities in Maryland. This figure is lower than the 2012 figure (n=77), and the State has continued to show a slow decrease since 2004, so Maryland *is progressing towards the 2016–2020 goal.*
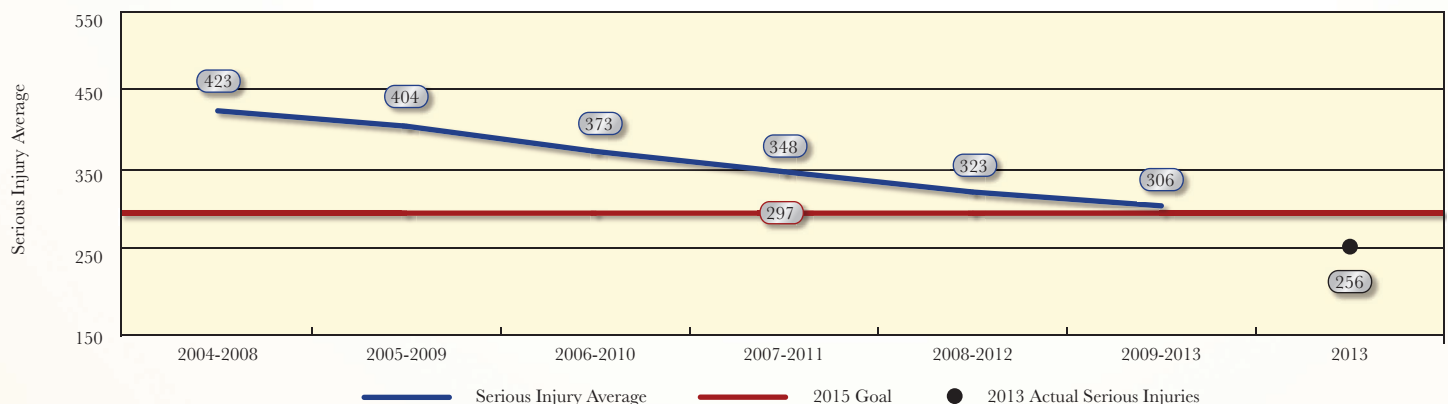
Serious injury objective: Reduce the five-year average number of motorcycle-involved serious injuries on all roads in Maryland from 306 in 2009–2013 to 189 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 256 motorcycle-involved serious injuries in Maryland. This figure is lower than the 2012 figure (n=291), and continues an overall decline over the past several years, so Maryland *is progressing toward the 2016–2020 goal.*

Motorcycle Fatalities
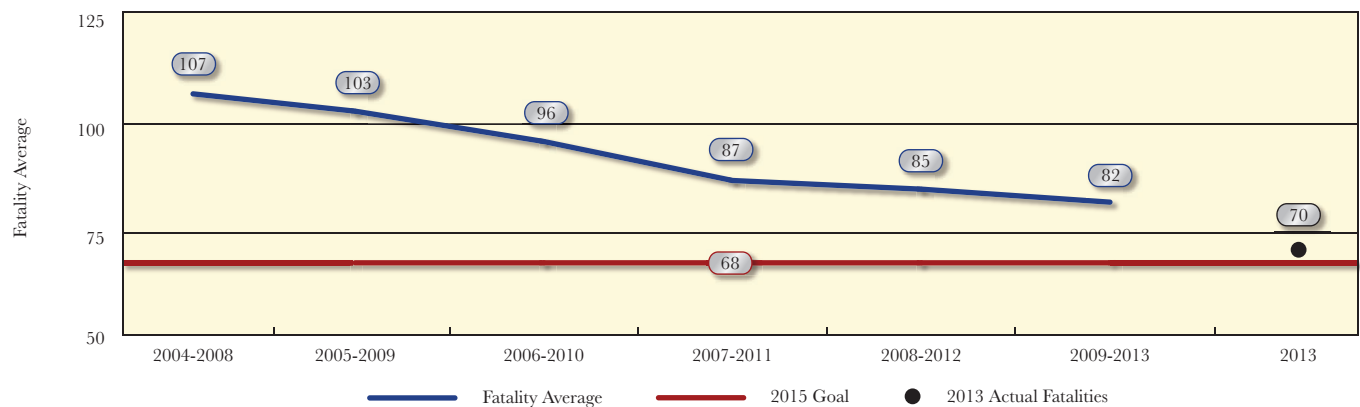

Motorcycle Serious Injuries

OLDER DRIVERS

Fatality objective: Reduce the five-year average number of older driver-related fatalities on all roads in Maryland from 82 in 2009–2013 to 54 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 70 older driver-related fatalities in Maryland. This figure is lower than the 2012 figure (n=81) and continues the slow downward trend observed over the last several years so Maryland *is progressing toward the 2016–2020 goal.*

Serious injury objective: Reduce the five-year average number of older driver-related serious injuries on all roads in Maryland from 550 in 2009–2013 to 310 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 466 older driver-related serious injuries in Maryland. This figure is lower than the 2012 figure (n=518), so Maryland is continuing its downward trend of older driver serious injuries and *is progressing toward the 2016–2020 goal.*

Older Driver Traffic Fatalities

Older Driver Traffic Serious Injuries

YOUNGER DRIVERS

Fatality objective: Reduce the five-year average number of young driver-related fatalities on all roads in Maryland from 65 in 2009–2013 to 30 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 43 young driver-related fatalities in Maryland. This figure is lower than the 2012 figure (n=63), and continues to follow a downward trend over the past several years so Maryland *is progressing toward the 2016–2020 goal.*
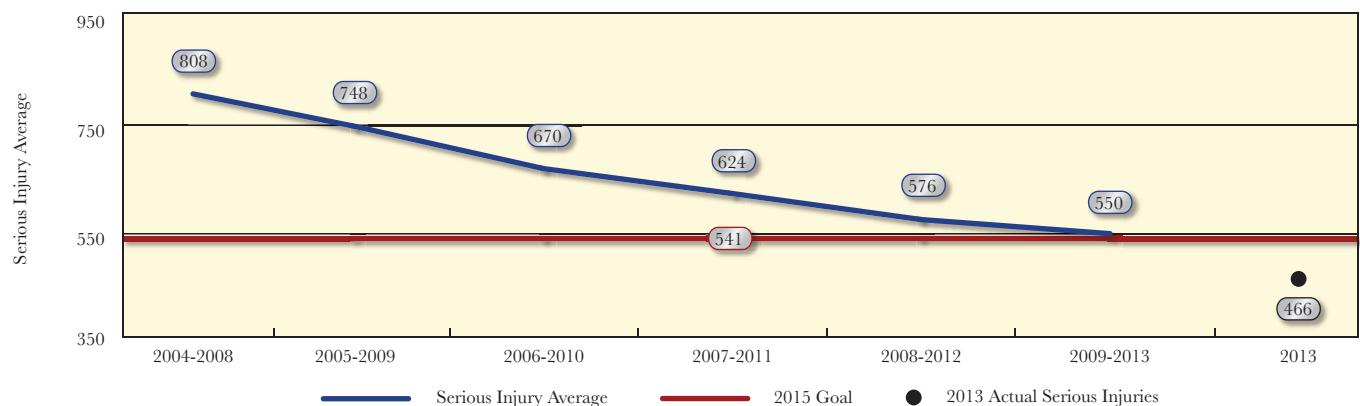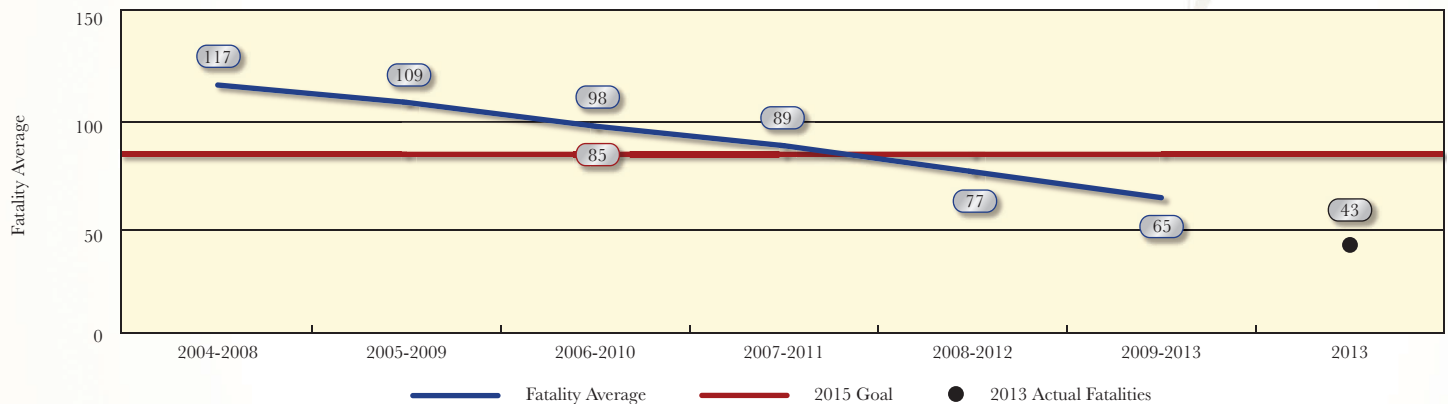
Serious injury objective: Reduce the five-year average number of young driver-related serious injuries on all roads in Maryland from 649 in 2009–2013 to 202 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 446 young driver-related serious injuries in Maryland. This figure is lower than the 2012 figure (n=508), and continues a steady downward trend so Maryland *is progressing toward the 2016–2020 goal.*

Younger Driver Traffic Fatalities

Younger Driver Traffic Serious Injuries

SPEED-RELATED

Fatality objective: Reduce the five-year average number of speed-related fatalities on all roads in Maryland from 128 in 2009–2013 to 79 or fewer by December 31, 2020 (2016–2020 average).

> • In 2013, there were 110 speed-related fatalities in Maryland. This figure is lower than the 2012 figure (n=130), and continues a decade-long downward trend, so Maryland *is progressing toward the 2016–2020 goal.*
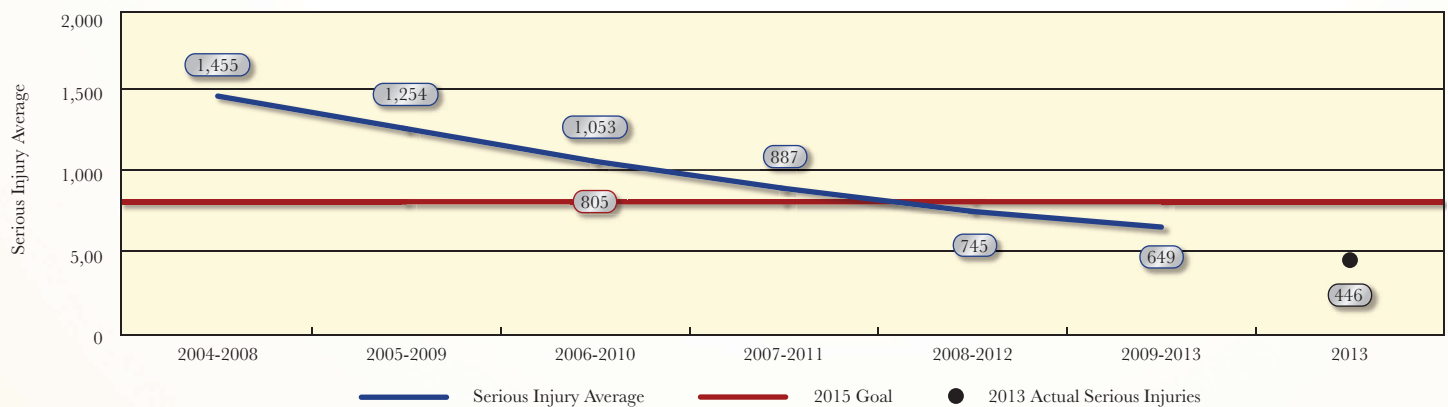
Serious injury objective: Reduce the five-year average number of speed-related serious injuries on all roads in Maryland from 728 in 2009–2013 to 303 or fewer by December 31, 2020 (2016–2020 average).

> • In 2013, there were 543 speed-related serious injuries in Maryland. This figure is lower than the 2012 figure (n=637), and continues a decade-long downward trend, so Maryland *is progressing toward the 2016–2020 goal.*

Speed-Related Traffic Fatalities

Speed-Related Traffic Serious Injuries

BICYCLISTS

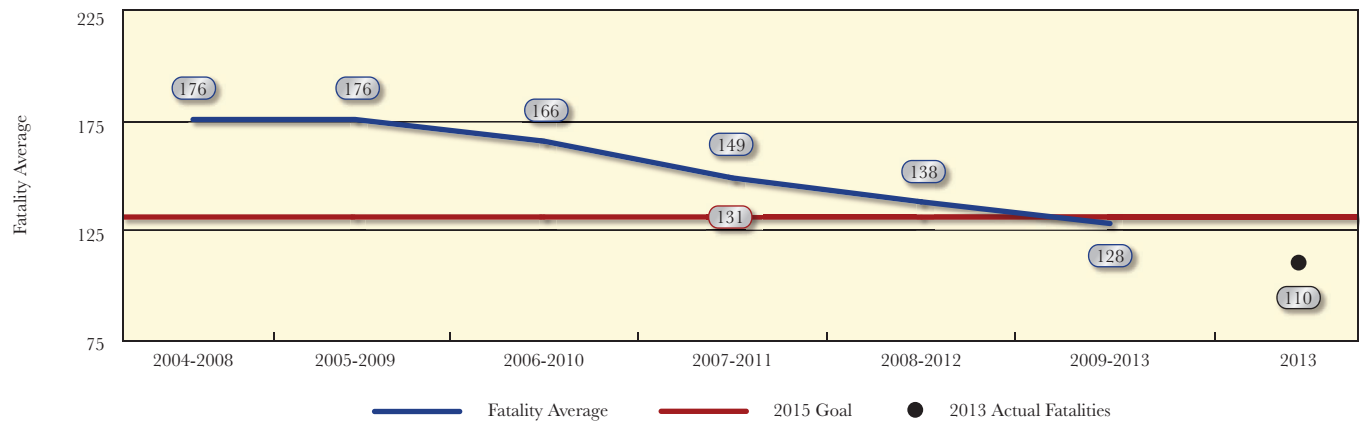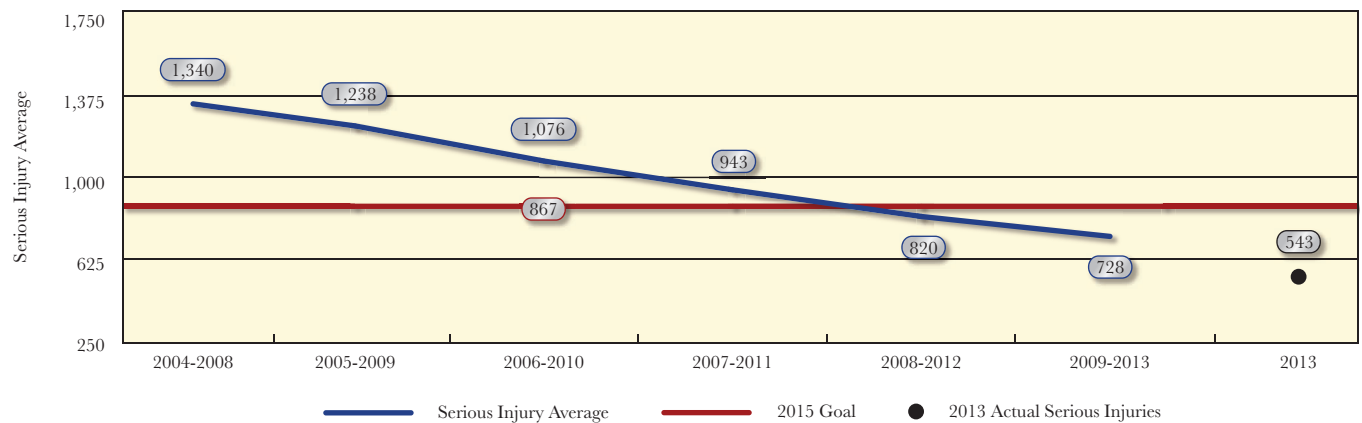**Fatality objective:** Reduce the five-year average number of bicycle fatalities on all roads in Maryland from 7 in 2009–2013 to 6 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 7 bicycle fatalities in Maryland. This figure is higher than the 2012 figure (n=5), and there has been little change in fatalities over the past decade, so Maryland *is not progressing toward the 2016–2020 goal*.

Serious injury objective: Reduce the five-year average number of bicycle serious injuries on all roads in Maryland from 68 in 2009–2013 to 57 or fewer by December 31, 2020 (2016–2020 average).

- In 2013, there were 52 bicycle serious injuries in Maryland. This figure is lower than the 2012 figure (n=68), and Maryland *has achieved the 2016–2020 goal*.

Bicycle Fatalities
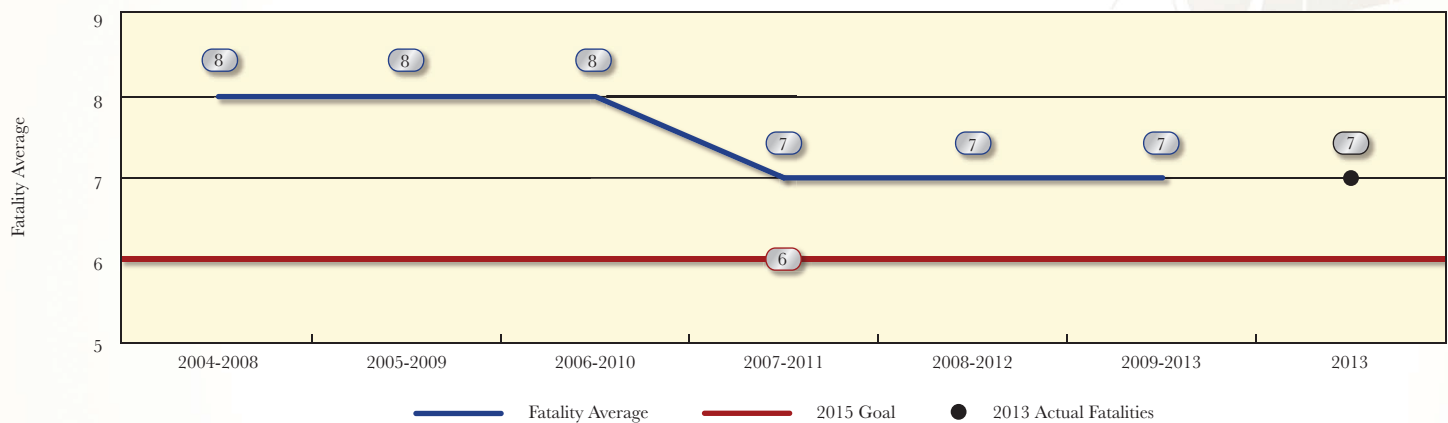
Bicycle Serious Injuries
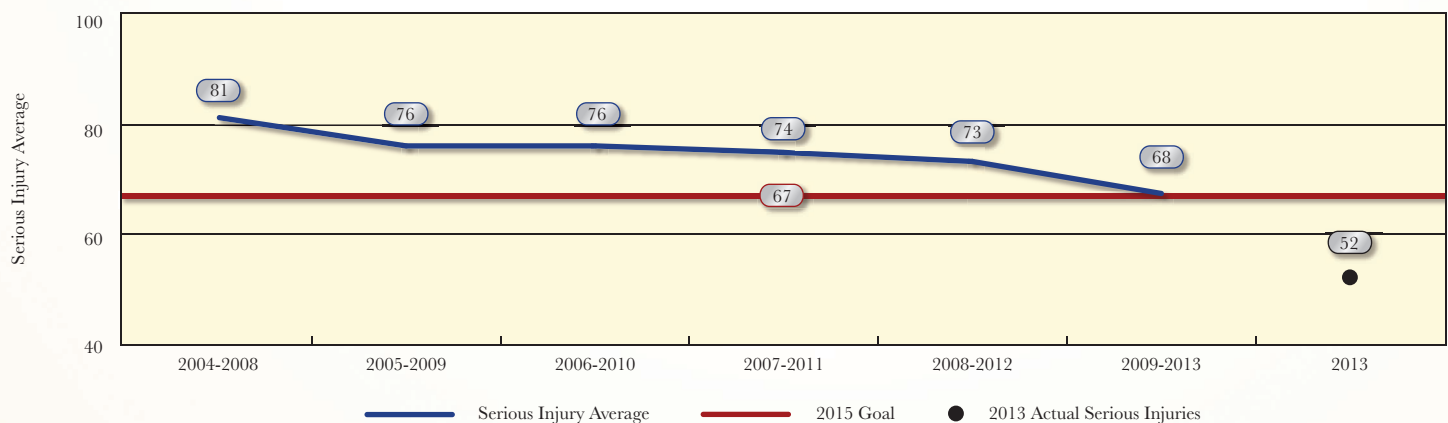
NHTSA CORE PERFORMANCE MEASURES

In order to meet federal requirements as expressed in MAP-21, the required minimum set of core performance measures are included below. The source for all fatality baseline data is NHTSA's Fatal Analysis Reporting System's (FARS) most recently available data. Please note that base year numbers and goals will NOT match the base year number and goals stated above due to differences in data definitions between the NHTSA FARS system and the State crash data system. Additional sources include: serious injury crash data derived from the State Highway Administration, based on reports submitted and processed by the Maryland State Police Central Records Division and through the Automated Crash Reporting System (ACRS); seat belt use rate obtained from the annual Maryland Observational Surveys of Safety Belt Use; and seat belt citations, DUI arrests, and speeding citations obtained through MHSO's grant management reporting system, SHARP.

| Standardized Performance and Survey Measures |
| --- |
| • Reduce the five-year average number of fatalities on all roads in Maryland from 501 in 2009–2013 (NHTSA FARS ARF) to 366 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of fatalities on rural roads in Maryland from 180 in 2009–2013 to 110 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of fatalities on urban roads in Maryland from 317 in 2009–2013 to 257 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average fatality rate per VMT on all roads in Maryland from 0.99 in 2009–2013 to 0.67 or lower by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average fatality rate per VMT on rural roads in Maryland from 1.34 in 2009–2013 to 0.79 or lower by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average fatality rate per VMT on urban roads in Maryland from 0.74 in 2009–2013 to 0.64 or lower by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of serious injuries on all roads in Maryland from 3,702 in 2009–2013 to 1,760 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of unrestrained passenger vehicle occupant fatalities (all seat positions) on all roads in Maryland from 123 in 2009–2013 to 80 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of alcohol-related fatalities (BAC 0.08+) on all roads in Maryland from 157 in 2009–2013 to 131 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of speed-related fatalities on all roads in Maryland from 168 in 2009–2013 to 112 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of motorcyclist fatalities on all roads in Maryland from 73 in 2009–2013 to 62 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of unhelmeted motorcyclist fatalities on all roads in Maryland from 9 in 2009–2013 to 8 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of drivers aged 20 or under involved in fatal crashes on all roads in Maryland from 62 in 2009–2013 to 32 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of pedestrian fatalities on all roads in Maryland from 105 in 2009–2013 to 90 or fewer by December 31, 2020 (2016–2020 average). |
| • Reduce the five-year average number of bicyclist and other cyclist fatalities on all roads in Maryland from 7 in 2009–2013 to 6 or fewer by December 31, 2020 (2016–2020 average). |
| • To report the number of seat belt citations issued during grant-funded enforcement activities. |
| • To report the number of impaired driving arrests made during grant-funded enforcement activities. |
| • To report the number of speeding citations issued during grant-funded enforcement activities. |

MAP-21 dictates that states provide updates to the core performance measures. Updates are included in the following table using the most recent FARS data available:

Core Outcome Measures		Year						
		2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013[2]	2016-2020 goal
Traffic Fatalities	Total	623	604	580	547	526	501	366
	Rural	251	240	227	204	191	180	110
	Urban	371	363	351	341	332	317	257
Fatalities Per 100 Million Vehicle Miles Driven	Total	1.11	1.08	1.04	0.98	0.94	0.89	0.67
	Rural	1.76	1.67	1.59	1.44	1.35	1.34	0.79
	Urban	0.89	0.87	0.84	0.82	0.80	0.74	0.64
Unrestrained passenger vehicle fatalities (all seat positions)		167	155	144	137	130	123	80
Alcohol-Impaired Driving Fatalities (BAC=.08+)		178	168	166	161	158	157	131
Speeding-Related Fatalities		222	210	199	180	177	168	112
Motorcyclist Fatalities		85	85	84	83	79	73	62
Unhelmeted Motor Cyclist Fatalities		11	11	11	11	10	9	8
Drivers Aged 20 or Under Involved in Fatal Crashes		103	100	90	81	73	62	32
Pedestrian Fatalities*		105	109	109	110	106	105	90
Bicyclist and Other Cyclist Fatalities*		8	7	8	7	7	7	6

* *Pedestrian and bicyclist fatalities have not exhibited a declining trend over the past 10 years. A 2% annual reduction from the most current 5-year average was applied to calculate the goal.*

Core Outcome Measure (State Data)	Year							
	2004-2008	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2016-2020 goal
Serious Injuries	6,171	5,571	4,923	4,436	4,020	3,702	3,436	1,70

Core Behavior Measure (State Data)	Year							
	2012	2013	2014	2015	2017 goal	2018 goal	2019 goal	2020 goal
Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	91.1	90.7	92.1	92.9	93.3	93.9	94.5	95.1

Activity Measures (State Data: Grant-funded Only)*	FFY2015
Number of seat belt citations issued during grant-funded enforcement activities	4,434
Number of impaired driving arrests made during grant-funded enforcement activities	1,620
Number of speeding citations issued during grant-funded enforcement activities	20,752

* *Goals are not created for activity measures.*

MARYLAND ANNUAL DRIVING SURVEY

RESPONDENT DEMOGRAPHICS

AGE	
15-20	37.7%
21-29	12.5%
30-39	12.3%
40-49	13.1%
50-59	13.7%
60+	10.6%

GENDER	
Male	44.0%
Female	56.0%

RACE	
Black	18.5%
White	72.4%
Asian	3.9%
Other	5.2%

Maryland's SHSP identifies six emphasis areas (five behavioral and one environmental) - occupant protection, distracted driving prevention, impaired driving prevention, aggressive driving prevention, pedestrian safety, and highway infrastructure. Seven target groups - children, young drivers, drivers between the ages of 21–34 years, older drivers, motorcyclists, trucks and buses, and pedestrians and bicyclists – are targeted through the SHSP. Collection of data directly from these users is of great importance to assess public knowledge, attitudes, and behaviors regarding highway safety issues and concerns.

The MHSO continued the implementation of the Maryland Annual Driving Survey (MADS) throughout this grant year, collecting 7,049 surveys. Results from the surveys are used to assist in the implementation of data-driven decisions and the formulation of strategies relating to public awareness and education. The ultimate goal of the survey was to obtain responses from a significant number of licensed individuals across the state, serving as a representative sample of Maryland's demographic population.

The questions included in the survey address the strategies and action steps outlined in Maryland's SHSP. Survey results serve as a valuable resource to guide the MHSO and their partners as they make decisions to:

- direct or redirect program development at the SHSP EAT level;
- assist with identifying legislative priorities;
- provide for the allocation of resources; and
- serve as an intermittent data resource to track awareness of project efforts being launched across the state.

PEDESTRIAN

How likely are you, as a PEDESTRIAN, to be stopped for a crosswalk violation? (N=6,924)

- Very Likely: 8.4%
- Somewhat Likely: 13.0%
- Not Very Likely: 29.6%
- Not Likely: 44.2%
- Don't Know: 4.9%
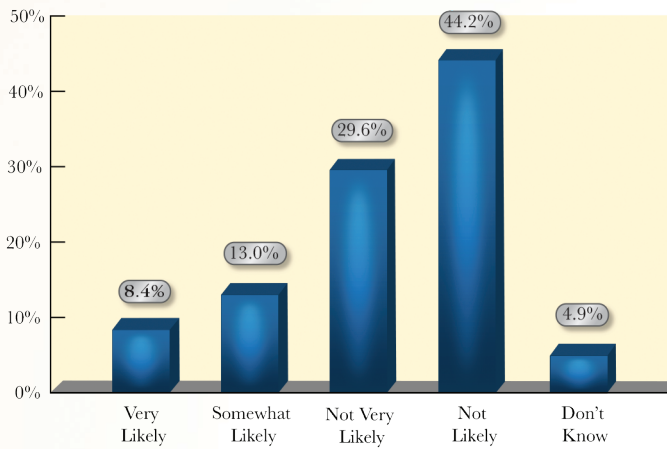
How likely are you, WHILE DRIVING A MOTOR VEHICLE, to be stopped for a crosswalk/pedestrian violation? (N=6,950)

- Very Likely: 15.6%
- Somewhat Likely: 19.2%
- Not Very Likely: 22.6%
- Not Likely: 35.7%
- Don't Know: 6.9%
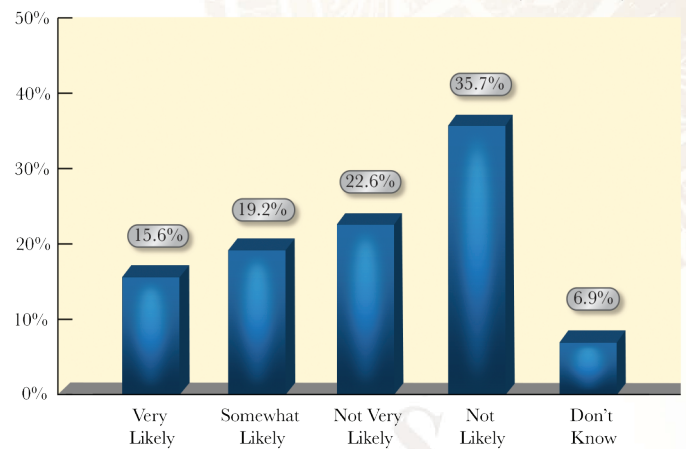
Think of the last time you did not use a crosswalk – what was your reason for not using the crosswalk? (N=6,587)

- Shorter distance: 51.7%
- Crosswalk too far: 22.4%
- Always use crosswalk: 23.9%
- Conditions made it hard to use: weather/lighting: 8.7%
- Crosswalk was difficult to get to: broken sidewalk/uneven pavement/no access: 14.1%

⭐
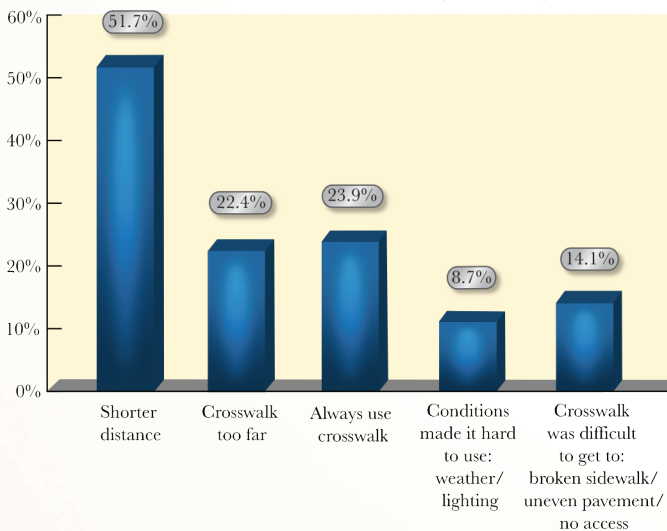
74% of pedestrians and 58% of drivers in Maryland don't think they will be ticketed for violating crosswalk/pedestrian laws.

⭐

DISTRACTED DRIVING

In the past week, how often have you used your cell phone without a hands-free device while driving? (N=6,959)

- 5 or More Times: 7.5%
- 3-4 Times: 9.4%
- 1-2 Times: 24.7%
- Never: 58.4%

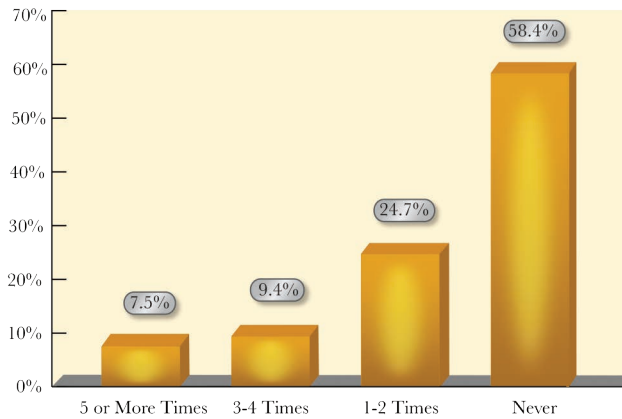*Even though Maryland has a law prohibiting the use of handheld cell phones and texting while driving, 42% of Maryland drivers indicated they used a handheld cell phone and 33% admitted to texting.*

In the past week, how often have you texted while driving? (N=6,919)

- 5 or More Times: 6.8%
- 3-4 Times: 7.4%
- 1-2 Times: 18.4%
- Never: 67.4%
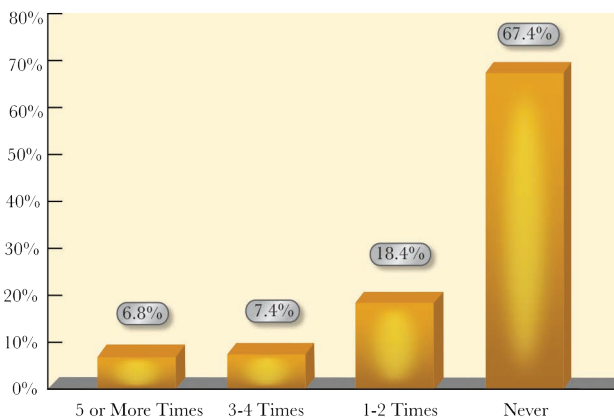
Most of my family and friends think it's ok to talk on a cell phone without using a hands-free device while driving. (N=6,962)

- Strongly Agree: 5.7%
- Somewhat Agree: 15.7%
- Somewhat Disagree: 19.2%
- Strongly Disagree: 57.1%
- Undecided: 2.3%
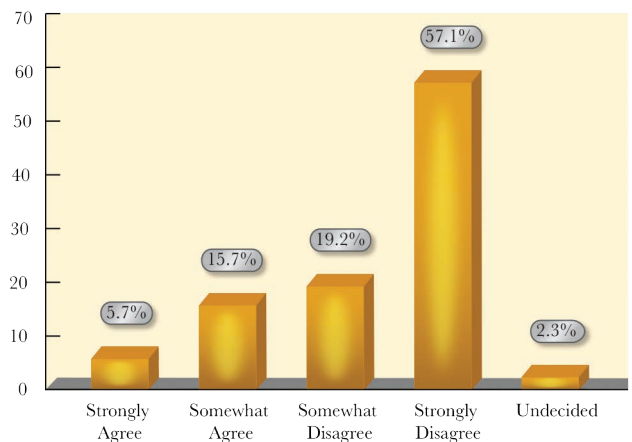
**Most of my family and friends think
that it is ok to text while driving. (N=6,965)**

Category	Percentage
Strongly Agree	3.6%
Somewhat Agree	10.2%
Somewhat Disagree	15.5%
Strongly Disagree	68.3%
Undecided	2.5%
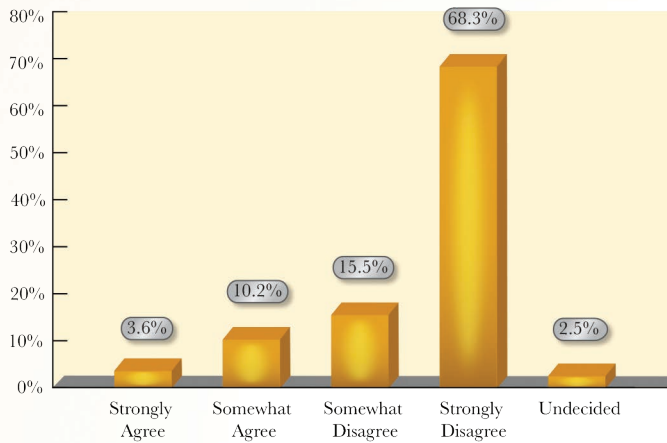
I am likely to text the next time I drive. (N=6,959)

Category	Percentage
Strongly Agree	3.5%
Somewhat Agree	7.9%
Somewhat Disagree	12.9%
Strongly Disagree	73.1%
Undecided	2.6%
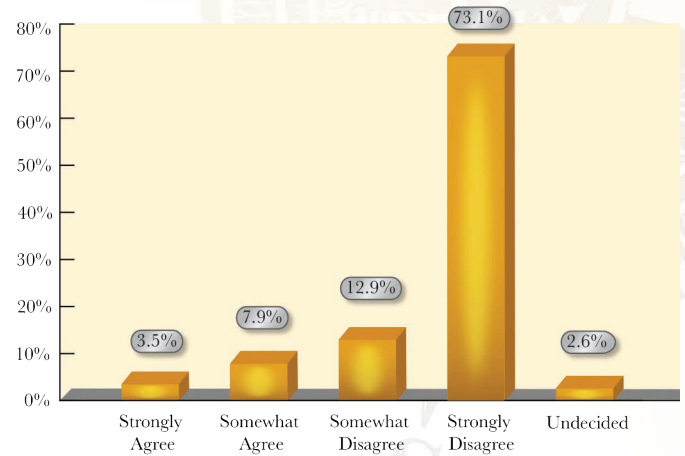
**I am likely to talk on a cell phone without using a
hands free device the next time I drive. (N=6,961)**

Category	Percentage
Strongly Agree	5.6%
Somewhat Agree	12.9%
Somewhat Disagree	15.1%
Strongly Disagree	63.9%
Undecided	2.5%
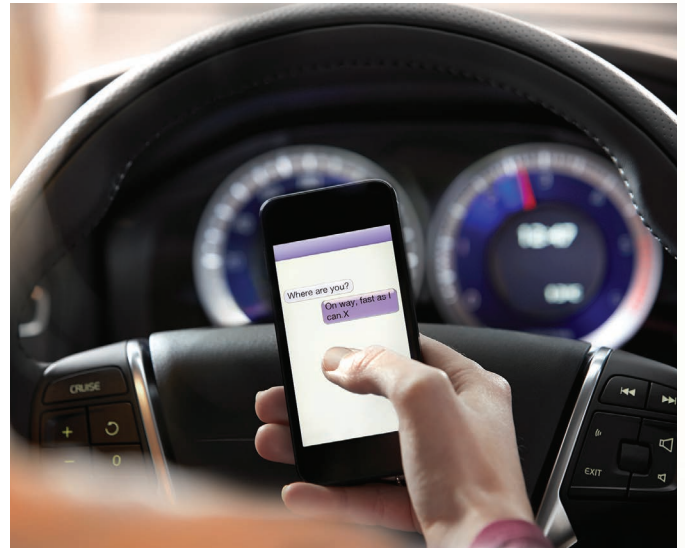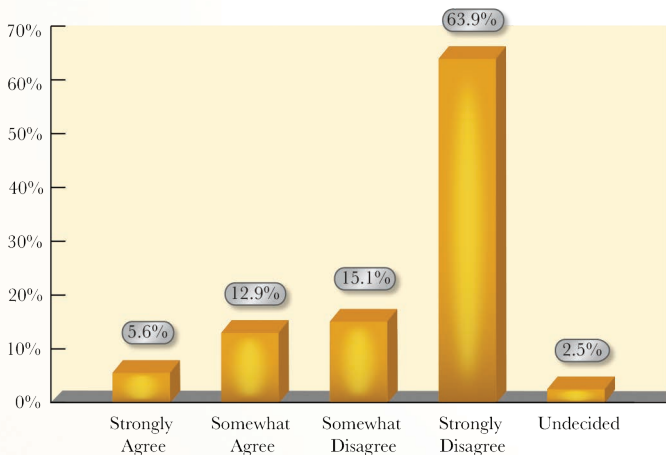
AGGRESSIVE DRIVING

I often act on the spur of the moment. (N=6,882)

Response	Percentage
Strongly Agree	11.4%
Somewhat Agree	33.1%
Somewhat Disagree	26.7%
Strongly Disagree	24.9%
Undecided	3.9%
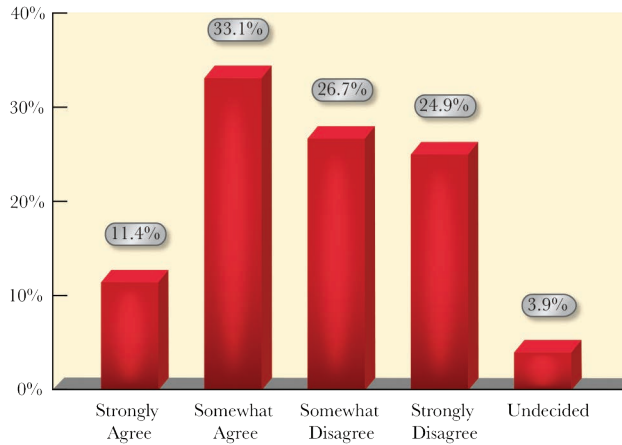
I like to drive more than 10 MPH over the posted speed limit. (N=6,964)

Response	Percentage
Strongly Agree	10.7%
Somewhat Agree	23.4%
Somewhat Disagree	25.1%
Strongly Disagree	28.2%
Undecided	2.7%
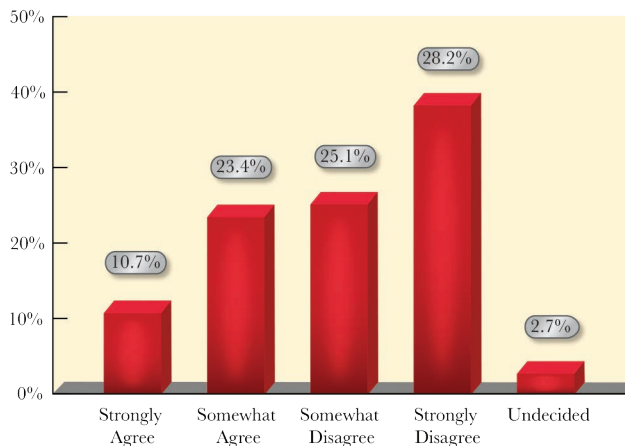
Most of my family and friends routinely drive at least 10 MPH over the posted speed limit. (N=6,966)

Response	Percentage
Strongly Agree	10.7%
Somewhat Agree	28.3%
Somewhat Disagree	28.6%
Strongly Disagree	28.3%
Undecided	4.4%
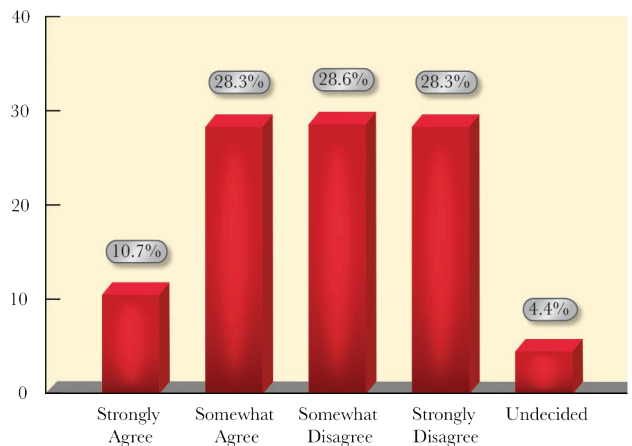
Maryland Annual Driving Survey Results

In the past 30 days, I have driven more than 10 MPH over the posted speed limit. (N=6,946)
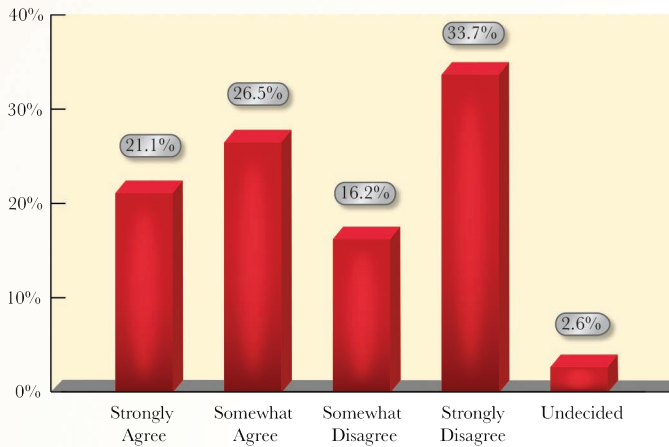
I am likely to be stopped by police if I drive more than 10 MPH over the speed limit. (N=6,954)

⭐
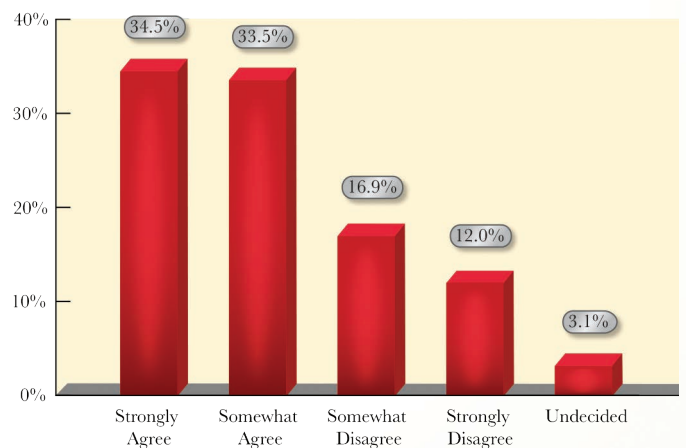
48% of Maryland drivers admitted to driving more than 10MPH over the speed limit, despite their belief they likely will be stopped by police (68%).

⭐

OCCUPANT PROTECTION

How likely is it that something bad would happen if you don't wear your seat belt? (N=6,985)

Category	Percentage
Very Likely	56.2%
Somewhat Likely	30.8%
Not Very Likely	7.1%
Not Likely	3.6%
Don't Know	2.2%
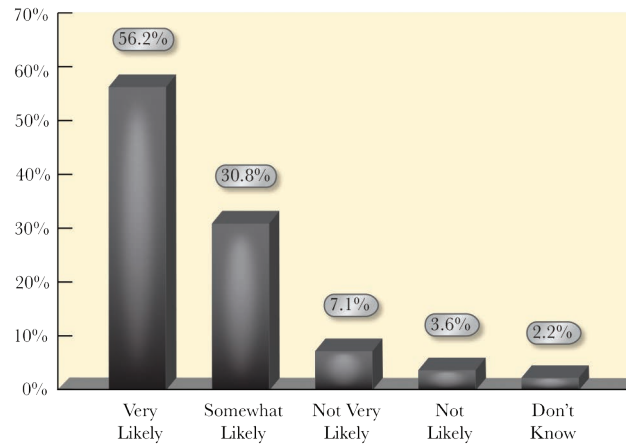
How likely are you to get a ticket if you don't wear your seat belt? (N=6,941)

Category	Percentage
Very Likely	37.4%
Somewhat Likely	31.2%
Not Very Likely	13.3%
Not Likely	14.2%
Don't Know	3.9%
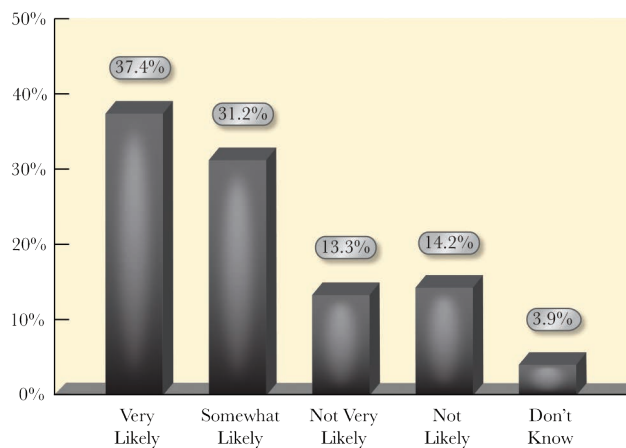
How often do you use a seat belt when you drive or ride in the FRONT seat of a car, van, SUV or pick-up truck? (N=6,217)

Category	Percentage
All of the time	84.8%
Most of the time	9.4%
Occasionally	2.8%
Rarely	1.4%
Never	1.7%
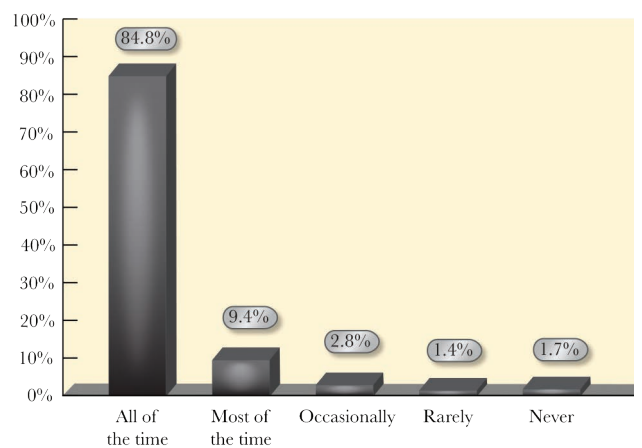
When driving with child passenger(s) under 13 years, how often do you make them sit in a back seat? (N=6,941)

All of the time	Most of the time	Occasionally	Rarely	Never
67.9%	18.6%	6.8%	2.8%	3.9%

⭐
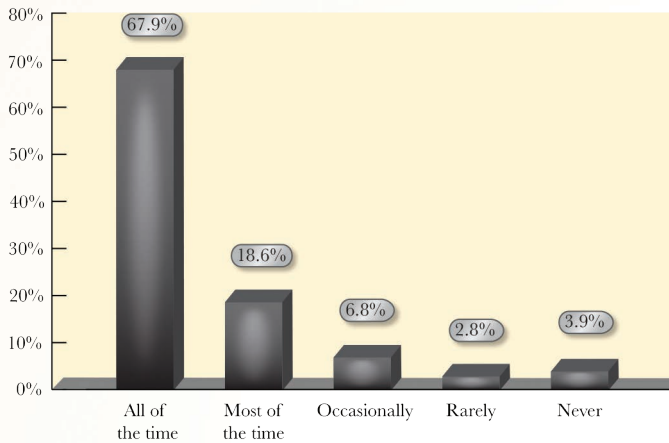
94% of drivers and front seat passengers indicate they wear their seat belt all or most of the time; however, when riding in the back seat, only 77% indicate using a seat belt all or most of the time.

⭐

How often do you use a seat belt when you ride in a BACK seat of a car, van, SUV or pick-up truck? (N=6,148)

All of the time	Most of the time	Occasionally	Rarely	Never
57.5%	19.2%	10.9%	7.1%	5.3%
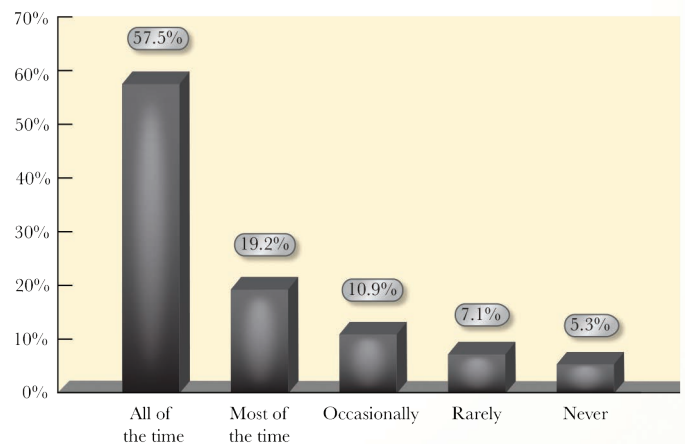
IMPAIRED DRIVING

How likely are you to be stopped by police if you drive within two hours of drinking alcoholic beverages? (N=6,913)

★
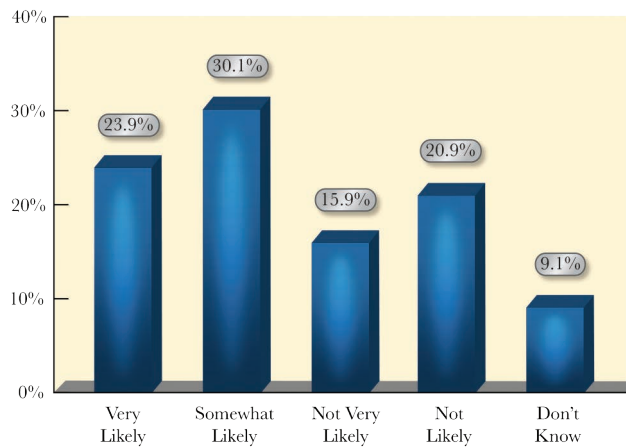
Roughly 55% of drivers believe it is likely they will be stopped by police after drinking.

★

During the past 30 days, how many times did you RIDE in a car or other vehicle driven by someone who had been drinking alcoholic beverages? (N=6986)
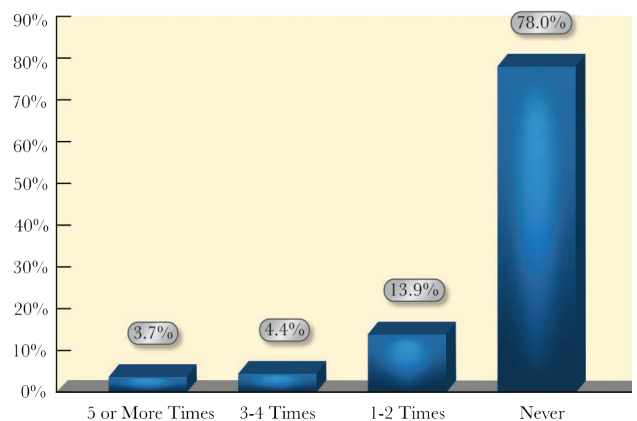
In the past 30 days, how many times have YOU DRIVEN a car or other vehicle within 2 hours of drinking alcoholic beverages? (N=6939)

- 82.6% — Never
- 11.8% — 1-2 Times
- 3.5% — 3-4 Times
- 2.1% — 5 or More Times
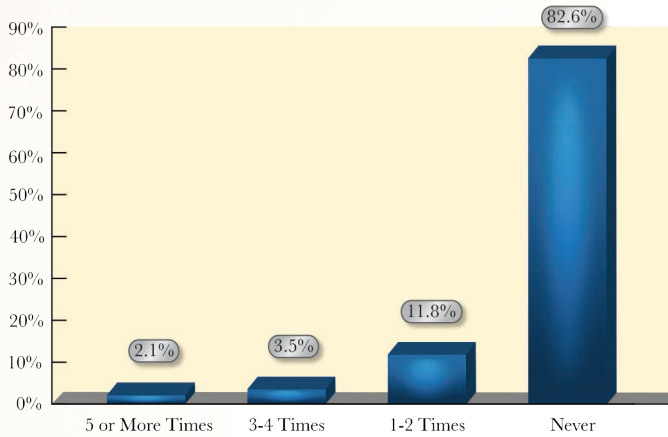
If I am stopped for drinking and driving, the punishment will be severe. (N=6,922)

- 66.7% — Strongly Agree
- 13.0% — Somewhat Agree
- 5.2% — Somewhat Disagree
- 11.5% — Strongly Disagree
- 3.6% — Undecided
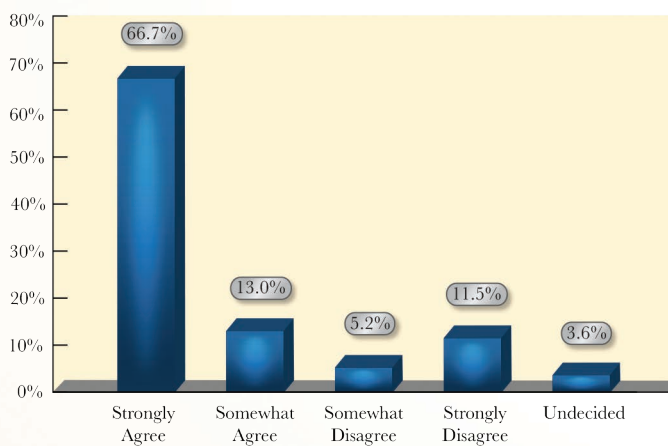
80% of drivers believe the punishment will be severe if they are caught drinking and driving.

PROGRAM AREAS
IMPAIRED DRIVING

The prevention of alcohol and drug-related driving was the largest area of concentration for the MHSO in terms of grant funding for FFY 2015. Over the past five years, an average of 7,884 impaired driving crashes have occurred annually on Maryland's roadways. Of these crashes, 171 people lost their lives and 4,026 were injured each year on average. This loss of life represents approximately one-third of all of Maryland's traffic fatalities.

Grant funds were used to fund a wide variety of enforcement initiatives including DUI checkpoints and saturation patrols. In conjunction with funding the efforts of statewide and local police agencies, the MHSO also continued its partnership with the MSP in funding a dedicated DUI enforcement team known as the SPIDRE.

Maryland invests a significant amount of funding in education and media to complement ongoing enforcement efforts. This model of High Visibility Enforcement (HVE) has proven very effective in preventing impaired driving and on a statewide level. Maryland promotes the message that motorists need to "make a plan" before they go out and emphasizes the need to "stick to the plan" at the end of the night. To that end, the MHSO partnered with WRAP and representatives from Virginia on a redesign of the creative for the *Checkpoint Strikeforce* campaign. The campaign was called "Beautiful" and featured campaign messages such as "There's nothing more 'beautiful' than a safe ride home" and "Don't risk a DUI. Let someone take you home tonight". The campaign urged personal responsibility at the end of a night through messages that were broadcast on cable television, radio, and social media. Additional messaging was placed in liquor stores, bars and restaurants, and a social media campaign featuring

#BeautifulRide was used to encourage the use of designated sober drivers or public transportation as alternatives to driving while impaired. Street teams were used to interact with bar patrons in Annapolis, Baltimore, Frederick, College Park, Silver Spring and Hagerstown. Media support for the campaign included more than $366,000 in paid media, and the total number of media impressions for the campaign exceeded 13.6 million.

Coinciding with the Thanksgiving holiday, Maryland utilized a media message in a campaign informally called *Booze and Belts*. This campaign combined DUI prevention messages with a strong seat belt message and featured creative that was used on radio, social media, and electronic advertising sites. A total of just over $99,000 was spent on the media portion of the campaign, with more than 8.3 million impressions being made.

In December 2014, the MHSO launched a smartphone-based app called ENDUI (End DUI). The app is free to download from the iTunes and Google Play stores and includes features such as a BAC estimator, a built-in option to text contacts for a safe ride home, and locates transportation options based on the user's location. The app has been downloaded approximately 40,000 times and was highlighted in national media. App-specific creative has been used on social media, at sporting events, and as a part of the MADS collection process. The creative also was placed in liquor stores to maximize visibility and encourage downloads. The MHSO's chief conducted more than 20 media interviews as a result of the launch and the app, which was named one of the best apps by a local publication, continues to be a vital part of the MHSO's marketing.

Continuing very successful efforts from past years, Maryland continued to fund DUI Courts in several counties. The DUI Court program in Maryland reaches Anne Arundel, Howard, Harford and St. Mary's Counties. The programs offer county residents who have three or more DUI convictions an opportunity to enter an intensive comprehensive, judicially-supervised program

in an effort to treat the substance abuse problem while building a strong foundation for future success without alcohol. In the counties with DUI Courts, 158 DUI cases were screened for the program in FFY 2015 and 87 agreed to participate in the voluntary court. Participants were monitored for alcohol use, completed the MADD impact panels, attended treatment, attended weekly case management meetings, and attended monthly judicial reviews. The participants were highly encouraged to become engaged in support groups, enlisted a sponsor, and worked through the 12 steps. Sixty-six participants successfully completed all requirements of the court and graduated. Through rigorous monitoring and educational measures, the courts have demonstrated an extremely low recidivism rate among participants.

The MHSO spent extensive effort in planning the inaugural Maryland Impaired Driving Conference. This conference was developed due to the increase in marijuana impaired driving arrests and related crashes, as well as to help offset reduced training resources available to many law enforcement agencies. The MHSO and its partner agencies worked the entire year to develop the training curriculum. A survey was sent out to officers and supervisors from many Maryland agencies soliciting their input for the types of training they felt would be beneficial to continue to remove impaired drivers from Maryland roadways. The conference featured expert speakers from Maryland and across the country, and was attended by roughly 200 officers.

The MHSO also continued funding two Traffic Safety Resource Prosecutors (TSRP) who commit a significant amount of time and resources to educating prosecutors, judges, and law enforcement with a goal of increasing successful DUI case adjudication. After the second full year of existence the two TSRPs have made significant advancements in incorporating state's attorney offices throughout the state into the traffic safety community and providing training and education to law enforcement and prosecutors in Maryland. The biggest advancement in the TSRP Program for the year was planning, developing, and implementing two prosecutor specific trainings devoted to

DUI enforcement. The University of Maryland-DUI Institute for Prosecutors had its inaugural training in March of 2015. The training was a three day, high intensity training dealing with topics such as DUI investigations and trial presentation techniques. The training was fully funded out of the TSRP budget through the Maryland State's Attorney's Association and trained twenty prosecutors from 17 of Maryland's 24 jurisdictions. The second training was a one day prosecutor and police training held in September. This training focused on current topics in DUI enforcement and trained approximately 60 prosecutors and 40 officers from around the State. Both of these trainings were well reviewed by the attendees, and have created even more exposure and connections with law enforcement and prosecutors involved in the enforcement of traffic safety laws across the State.

The TSRPs continued to be active in numerous traffic safety committees and groups across Maryland. This has allowed these groups and organizations to understand an array of traffic safety issues. The TSRPs served on committees that were devoted to training other groups, including the first ever Maryland DUI Conference and the first Maryland Judicial Traffic Safety Conference. The TSRPs taught at police academies, police leadership training, prosecutor's conferences, and for prosecutor's offices throughout the state on issues such as

report writing, 4th and 5th amendment training, courtroom preparation, technical legal issues, and trial preparation. More than 500 professionals have been trained by Maryland's two TSRPs.

One notable achievement of the TSRPs over the last two years is being recognized for the expertise in traffic safety laws. The TSRP monthly blog received recognition by the national Law Enforcement Liaison newsletter for a technical article regarding Maryland law. Twelve such blogs were produced and distributed to Maryland stakeholders. The TSRPs have also been recognized by stakeholders in Maryland, including being asked by legislators for opinions on traffic safety issues, and being called upon to testify on certain legislative efforts by various traffic safety stakeholder committees.

The MHSO engaged state government agencies, legislative and judicial leaders, regional authorities, local government agencies and nongovernmental organizations through the efforts of Maryland's Impaired Driving EAT. Impaired driving EAT members were tasked with retooling and refining strategies set forth in the SHSP for the new plan that covers the period from 2016-2020. These strategies are aimed at increasing the effectiveness of enforcement, ensuring accurate data collection and dissemination, and successfully implementing statewide and local DUI prevention education and outreach.

The nonprofit Washington Regional Alcohol Program completed its 33rd year fighting impaired driving and underage drinking in the DC metropolitan area. WRAP provided rides to 2,049 would-be impaired drivers in the greater DC metropolitan area via its free cab ride service, SoberRide®. Specific periods in the past grant year when rides were provided include Halloween, the winter holidays, St. Patrick's Day, Cinco de Mayo and Independence Day. Additionally, WRAP's Alcohol Awareness for Students program educated teens and young adults about the dangers

and consequences of underage drinking and impaired driving with multimedia-based, in-school presentations. This year, 123 presentations were conducted in Maryland specifically by WRAP's staff, reaching 3,855 students in Maryland's Prince George's and Montgomery Counties. The number of Alcohol Awareness for Students presentations made in Maryland schools exceeded the goal of 90 such presentations by more than 36 percent and the number of Maryland students reached via this educational outreach exceeded the goal of 3,000 students by more than 28 percent.

In September, the MHSO and WRAP partnered to recognize police officers that demonstrated dedication to removing impaired drivers from Maryland's roads. At the ceremony, 97 officers received the DUI Award which recognizes outstanding commitment to DUI enforcement. Eight of those officers were recognized with an ACE Award for arresting 100 or more suspected impaired drivers during 2014. Twenty officers received Meritorious recognition for their DUI arrests and the La Plata Police Department was recognized with the Outstanding Innovative Award for the agency's *Prevent the Mourning After 50* campaign, a holistic plan developed to interdict impaired drivers and educate the public on the dangers of impaired driving. With the expansion of the Drug Recognition Expert (DRE) Program in Maryland, the inclusion of DRE Awards was introduced into this year's ceremony. There were four DRE's recognized with a DRE Award and 13 received the DRE Meritorious Award for the number of DRE evaluations completed

during 2014. Also recognized were officers with the Outstanding DRE Award and the Outstanding DRE Instructor Award. Twelve DC metropolitan area police officers were also recognized by WRAP in a December 2014 ceremony for their outstanding commitment in the fight against impaired driving in Greater Washington and presented with the area's 17th-annual Law Enforcement Awards of Excellence for Impaired Driving Prevention. WRAP presented its 2014 Law Enforcement Awards to four Maryland officers.

In a continuing effort to end underage drinking, the MHSO partnered with MADD Maryland on numerous efforts including the implementation of the *Power of Parents* program, a powerful tool used to encourage productive conversations regarding the dangers of underage drinking between children and parents. The *Power of Youth* program was introduced to Maryland for the first time this grant year with very positive feedback. Youth who have participated in the program welcomed the idea of taking control of the underage drinking prevention message being delivered to their peers. Both programs provide researched based information for parents to speak to their children about the dangers of underage drinking and youth to converse with one another regarding these dangers. MADD Maryland reached more than 1,000 parents and 500 youth in workshops, health and safety fairs, and outreach events across the state teaching them about the dangers of underage drinking. In addition to reaching parents and youth, 28 new volunteer facilitators were trained to conduct parent workshops. MADD Maryland attended the Maryland Parent Teacher Association (PTA) Conference to increase the visibility and outreach of the *Power of Parents* and *Power of Youth* programs, and interacted with in excess of 100 PTA members.

The MHSO partnered with MADD and WRAP to implement the 11th Annual Maryland Remembers memorial event in December 2014. This annual event honors the memories of impaired driving victims and their family members, and serves to raise awareness about the devastating impact of impaired driving. Representatives from numerous Maryland agencies,

including the MDOT, MSP, and the MVA, joined MADD's President and a victim speaker who gave a personal account of losing his brother in an impaired driving crash. More than 100 family members, government officials, safety advocates, and law enforcement officers attended the event. During the ceremony, WRAP President, Kurt Erickson, was presented with the Kevin E. Quinlan Advocacy Award recognizing his notable achievements and dedication in the field of impaired driving prevention.

Enforcement plays a vital role in Maryland's fight against impaired driving. The campaign to combat impaired driving uses statewide enforcement operations such as saturation patrols and checkpoints. The SPIDRE enforcement team continued efforts to locate and remove impaired drivers from three jurisdictions - Prince George's, Montgomery and Baltimore Counties. The team stopped 1,434 vehicles, issued 4,210 citations, arrested 565 impaired drivers, and made 8 criminal arrests. A press conference was held in July honoring the 2nd year anniversary of the SPIDRE team implementation and the event featured a parent whose daughter was killed by an impaired driver. She gave the members of the SPIDRE Team a card with a photo of her daughter as a reminder of the impact that the team members have on everyday lives. Throughout the year, the SPIDRE team was

supported by a $200,000 media buy that achieved more than 11 million impressions through radio spots, gas pump toppers, billboards, and social media. Since the team's inception in May 2013, troopers assigned to the SPIDRE team have removed a total of more than 1,550 impaired drivers from Maryland roads.

Cheryl Hammond
15 hrs · Edited ·

An email I received today from a State Trooper from the MD State Police about Jessica Belknap and my sharing her story last week. I have taken out the Trooper's name for privacy sake.......

Cheryl,
I am Trooper _____ from the Maryland State Police SPIDRE team. I was at the media release last Thursday and got a chance to hear you tell Jessica's story. Afterwards, you came up to us and thanked us for what we do an provided us each with a card with Jessica's picture and a poem.

I placed that card with Jessica's glowing face in my patrol vehicle where it would be visible to everyone. I put it there for a reminder to my self as to why I am out doing what I do each day that I work. Also, so those people that I arrest are able to see her.

I did not know when, but knew at some point one of the people I arrested would say something about the picture. When that happened I would be able to tell Jessica's story like you did, just not as well of course.

This time came much sooner than I would have ever thought. I made an arrest on Sunday morning on July 5. The guy was very argumentative and continued to state that I should give him a break and that he is a human just like me. He stated that he had a family and he provided for them. He stated that everyone likes to have a good time and go out with friends. I explained that may be right and going out is not wrong, it is the driving after he had been drinking that was wrong. Once at the police station, the guy stated, "I know you have a family, I saw the picture of your wife in your car." That is when I believe my eyes lit up, and I was able to tell him Jessica's story. I told him that she was not my wife, I told him that was a daughter, sister, friend, and mentor and her name was Jessica Belknap a 19 year old girl who had been struck and killed by a drunk driver just like himself. I went on into a little more detail and I saw his demeanor change and he stopped talking as much. It was a great feeling to be able to tell Jessica's story to a guy who had chosen to get behind the wheel and drive his vehicle while intoxicated. This was his second DUI.

We as the SPIDRE team arrested 17 drunk drivers over the two nights that we worked on July 3rd and 4th and somewhat dedicated this weekend to Jessica, thanks to the great story you are able to continue to share of her wonderful life.

Thank you,

Tpr. _____
S.P.I.D.R.E. Team
Maryland State Police

The MHSO continued to provide grant funds to support the DRE Program in Maryland. As a result of continually looking to provide training and recertification to officers across the state, a total of six DRE and four Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were held. In total, 31

> *State-wide enforcement plays a vital role in Maryland's fight against impaired driving.*

new DREs were certified this year, bringing the state total to 137, and 46 DREs were re-certified. Nearly 100 officers received ARIDE training. Throughout the year, DREs participated in a total of 717 evaluations, an 18 percent increase over the number of evaluations conducted in the previous year. The number of evaluations where the suspected driver was impaired by marijuana or a combination of marijuana and other drugs increased from 126 in FFY 2014 to 160 in FFY 2015.

A mid-year grant was awarded to National Study Center for Trauma and EMS (NSC) to study the MVA's ignition interlock program to help answer legislative questions, make recommendations for changes to the law, and to improve the internal procedures for administering DUI offenders in the program. Approximately 25,000 drivers are arrested for impaired driving each year and a total of 40,000 Maryland drivers have gone through the ignition interlock program since 2007. A thorough analysis of the offenders in this program will be provided to better coordinate and administer the program for the state.

Supporting outreach partners and Maryland's law enforcement officers with useful tools and educational resources is a priority for the MHSO. These efforts helped streamline enforcement operations and provided information to officers while yielding greater exposure of the impaired driving prevention message to motorists across the state. The Standardized Field Sobriety Testing (SFST) note taking guide was updated reflecting the most recent SFSTs and instructions. Ten-thousand of the notebooks

were printed and distributed. In addition to the SFST notebooks, a "checkpoint card" was developed to educate motorists about checkpoint operations and why they are so important to reducing impaired driving. The card describes the effect impaired driving has had in Maryland and includes pictures of those who lost their life in Maryland to an impaired driving crash. The cards were produced and distributed to law enforcement agencies across the state to be distributed at their checkpoint operations.

The MHSO staff work very closely with alcohol distributors as well as off-premise vendors to encourage responsible drinking behaviors. During the holidays and at wine festivals throughout the year, wine bags with the message "Designate a Sober Driver" were utilized by vendors during sales. More than 5,000 bags were distributed.

House Bill 430, sponsored by Delegates William Folden (R-Frederick County) and Kathy Afzali (R-Carroll and Frederick Counties), passed unanimously by both Maryland's House of Delegates and Senate earlier this year and was signed into law by Maryland Governor Larry Hogan. The state's newest DUI law went into effect October 1, 2015 and built upon Maryland's administrative license revocation penalties. Under the new law, the Maryland MVA can administratively suspend the driver's license for persons arrested for driving while under the influence of alcohol for those with a .08+ BAC for a six-month period for the first offense and a one-year period for the second or subsequent offense. For those with a .15+ BAC, that suspension is one-year period for first offense and revocation for the second or subsequent offense.

More than 28,650 hours of saturation patrols and checkpoints were funded in this effort and, throughout the year, law enforcement agencies completed over 1,465 impaired driving related enforcement details. As part of Maryland's standardized performance and survey measures, the total number of DUI arrests that were made during grant funded enforcement activities was 1,620.

PROGRAM AREAS
OCCUPANT PROTECTION

If Maryland could achieve 100 percent seat belt compliance, up to 75 lives could be saved each year. Therefore, promoting seat belt use and proper child restraint use remains a priority for Maryland. Over the past five years, an average of 116 people have lost their lives and more than 2,000 were injured each year while unrestrained in a crash. This loss of life represents roughly 38 percent of all of Maryland's traffic fatalities.

In 2015, the statewide seat belt use rate in Maryland increased for the second straight year, rising from 92.1 percent to 92.9 percent. Observational survey data was collected at 140 sites and more than 47,000 vehicles were observed. Increases were seen for automobiles and pickup trucks, with seat belt use among pickup truck occupants increasing 5.1 percent over the past two years. The MHSO's media efforts have specifically focused on pickup truck drivers and occupants and the observations reflect that increased emphasis. Seat belt use also increased on primary

and local roadways but observed use on secondary roads or roadways that are categorized as more rural continued to demonstrate a lower use rate as compared to other roads in 2015.

Occupant protection efforts continued to follow the HVE model, with enforcement being augmented by significant education and media efforts. The primary campaign for increasing seat belt use, *Click it or Ticket (CIOT)*, took place in November 2014 and May 2015, and included the continued funding of a daytime seat belt enforcement demonstration project. This enforcement effort took place at locations that had a low seat belt use rate in last year's observation, while also carrying a high traffic volume, ensuring that efforts were highly visible to the public. In November 2014, more than 50 law enforcement agencies participated in the statewide enforcement campaign. Taking place predominantly on weekends during the hours of 9 PM - 5 AM, law enforcement focused high visibility

enforcement on unbelted drivers and impaired driving prevention operations. Radio spots and social media posts accompanied the efforts, and the state's overhead dynamic message boards displayed enforcement-related messages about the campaign. Seven million impressions were achieved during the media campaign and more than 3,700 vehicle contacts were made by enforcement agencies, resulting in 1,662 seat belt citations and 84 DUI arrests made on MHSO grant-funded overtime.

Law enforcement also conducted high visibility seat belt enforcement during the two-week May *Click It or Ticket* campaign, which ran from May 18-31, 2015. Maryland kicked off its participation in the May *CIOT* mobilization by participating in the "Border to Border" seat-belt enforcement operation. Agencies from Canada to Florida joined forces to provide increased nighttime seat belt enforcement at state borders, sending a message to the

public that driving or riding unbuckled would result in a ticket. The media campaign focused on seat belt use in pickup trucks, seat belt enforcement at night, and buckling up in the back seat. The message, "Buckle-Up or Pay the Price," was incorporated in television advertisements, radio spots, social media, outdoor billboards, and radio events around Maryland and, almost four million impressions were earned during the campaign. Chick-fil-A partnered with the MHSO in localized grassroots efforts, with signage placed at drive through areas in 35 locations. In an effort to gain support from Maryland's police chiefs and sheriffs, a *CIOT* Proclamation was sent out by the Maryland Chiefs of Police Association and the Maryland Sheriffs Association to more than 100 police executives. Law enforcement agency leaders signed the proclamation confirming their participation in the national *CIOT* campaign.

Throughout the year, the MHSO relied on local law enforcement and community partners to carry the "Buckle Up" message to Maryland's roadway users. Involvement from MHSO's partners peaked during the month of May, during the National *CIOT* mobilization. One example of these partnerships was the Westminster Police Department and Chick-fil-A partnering for a Buckle Up for Breakfast event, where motorists that were observed to be buckled were handed a coupon for a free breakfast.

Occupant protection is a pillar of the State's SHSP. The EAT is responsible for deploying the strategies for the

occupant protection emphasis area. This team is made up of law enforcement officers, Child Passenger Safety (CPS) experts, and other representatives from the public and private sector. Throughout the year, members of this team provide oversight of statewide media programs, share data with statewide partners, continue to hone and refine action steps regarding the enforcement of adult seat belt and CPS laws, and ensure that Maryland's community of CPS technicians are properly trained. This past year, the team worked diligently to write new strategies and action steps for Maryland's 2016-2020 SHSP. Over nine months of hard work went into the rewrite of this new plan.

Maryland devotes a significant amount of attention to CPS projects, including a statewide car seat loaner program and the training of certified child passenger safety technicians. CPS is a crucial component to Maryland's SHSP and efforts in the communities lead to not only increasing proper safety seat and booster seat use, but also lead to opportunities to engage parents and caregivers with adult seat belt messages. This past year, MHSO and its partners supported the national CPS Week efforts and promoted many local CPS initiatives as detailed in the following paragraphs.

The Maryland Institute for Emergency Medical Systems Services (MIEMSS), an MHSO grantee, coordinated numerous projects related to occupant protection and child passenger safety. A curriculum entitled "Be-Tween Riding and Driving: In the Car Safety for Youth" was taught to 15 youth who attended a YMCA Adventures Camp at Sandy Point State Park in Anne Arundel County. Some of these youth, along with adult trainers, taught 78 additional youth across the state. Throughout the year, MIEMSS staff organized 9 CPS trainings for 12 hospitals, reaching 35 healthcare providers, and distributed more than 15,800 CPS educational materials to 277 agencies. Thirteen child seat restraints were distributed to nine agencies to use for trainings and families in need. MIEMSS staff members recruited and provided scholarships for eight

emergency service/healthcare providers to become CPS technicians and conducted hands-on displays at five EMS conferences across the state, reaching more than 1,280 attendees. Twenty-two EMS providers were trained on safely transporting children in ambulances, and safe transport reference cards were distributed to 46 EMS locations in Maryland. Additional activities coordinated through the grant included writing and publishing articles on occupant protection subjects for Maryland EMS News, implementing CPS-related social media activities, and participating in 11 car seat check-up events across the state, assisting with the inspection of 80 child safety seats.

The MHSO provided grant funds to Kids In Safety Seats (KISS), Maryland's statewide child passenger safety program. KISS is dedicated to increasing public access to, and use of, car seats and increasing the awareness of correct selection and use of car seats and booster seats. KISS supported a network of Car Seat Assistance Programs (CSAP) and Special Needs and Loaner Programs designed to provide low-cost purchase seats to families and short-term rentals to children with special healthcare needs this year. Throughout the year, KISS staff distributed more than 48,000 educational handouts, and addressed nearly 2,000 emails and phone calls from the general public and distributed more than 640 low-cost car

seats through CSAP. KISS set up or assisted with 105 car seat checkup events throughout the state, providing direct hands-on education to nearly 1,300 caregivers via inspections. In addition, KISS staff members provided 21 CPS best practice and Maryland CPS law presentations, reaching 335 people, and assisted with 9 National CPS Certification Trainings, training 96 new technicians for Maryland.

Maryland participated in the National Child Passenger Safety Awareness Week during the week of September 13th. CPS Technicians from around Maryland organized 14 car seat check-up events, inspected over 200 car seats and distributed 10 car seats to families throughout the week. Partners issued press releases and shared social media messaging related to the campaign KISS and MIEMSS planned, implemented, and taught the pilot Quality Assurance Technician (QAT) training at the end of CPS Week. The QAT training and mentoring program was developed by KISS and CPS board members to redefine the role of the Senior Checker and clearly define the role of a CPS event supervisor. Eleven technicians attended the training and the feedback is being evaluated for next year. Each trained technician received a car seat checkup event kit funded by MHSO. The next QAT will continue through FY16 grant year. At the local level, CPS Week events were supported by the MHSO's safety seat technicians and instructors in Anne Arundel, Calvert and St. Mary's Counties.

The MHSO team worked throughout the state with community partners to ensure infants and children were safely secured when riding in a vehicle. Three child safety seat certification classes were conducted to train 40 law enforcement officers and community partners. More than 300 child safety seats were purchased and distributed to families in need throughout Maryland.

As part of Maryland's standardized performance and survey measures, the total number of seat belt citations issued during grant funded enforcement activities was 4,434.
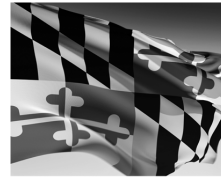
Maryland's CHILD PASSENGER SAFETY LAWS
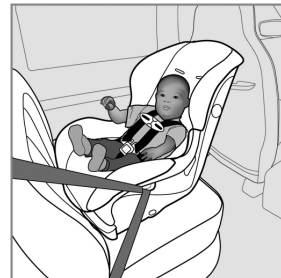
TR22.412.2(d)
A person transporting a child under the age of 8 years in a motor vehicle shall secure the child in a federally-approved child safety seat* in accordance with the child safety seat and vehicle manufacturers' instructions, unless the child is 4 feet, 9 inches tall or taller.

A person may not transport a child under the age of 16 years unless the child is secured in a child safety seat* or a seat belt in all seating positions in all vehicles.

[*Child safety seat includes infant seats, convertible seats, forward-facing seats, booster seats, or other safety devices federally approved to restrain, seat or position a child who is transported in a motor vehicle.]

TR21.1121(c)
A child younger than 16 years may not ride in the unenclosed cargo bed of a pick-up truck.

Remember! Kids under age 13 are safest in the back seat! It is very important that all children are properly secured in child safety seats (including booster seats) and seat belts.

QUESTIONS
Call Maryland Kids in Safety Seats at 1-800-370-SEAT or (410) 767-6016 or visit us online at mdkiss.org

Maryland Department of Transportation

Maryland Highway Safety Office *@MVA*

CLICK IT OR TICKET IN ALL SEATS

PROGRAM AREAS
AGGRESSIVE DRIVING

Aggressive driving behaviors, specifically excessive speed, constitute some of the leading causes of crashes on Maryland's roadways. Over the past five years, an average of 5,867 aggressive driving crashes have occurred annually on Maryland's roadways. Additionally, 52 people have lost their lives and 3,908 were injured each year on average. This loss of life represents approximately 10 percent of all of Maryland's traffic fatalities. Speeding is the most prevalent aggressive driving behavior and over the past five years, approximately 15,800 speed-involved crashes have occurred on Maryland roads each year. Additionally, 128 people have lost their lives and 8,449 were injured each year as the result of a speed-related driving crash.

Preventing aggressive driving, including the enforcement of Maryland's speeding and aggressive driving laws, are major components of Maryland's traffic safety program. A significant portion of

MHSO funds were designated to speed and aggressive driving patrols for state, county and local law enforcement agencies. These agencies conducted their enforcement using the HVE model and such enforcement periods were accompanied by increased education and media outreach.

The most significant media campaign to focus on aggressive driving prevention is *Smooth Operator*, a campaign coordinated in conjunction with the District of Columbia. This campaign ran for three separate ten-day waves occurring in June, July and August. These months were selected due to the fact that aggressive driving and speed-related crashes have been shown to be statistically more prevalent. The MHSO participated in an overhaul of the creative elements of the campaign, marking the first such new creative direction in more than three years. Campaign messages were carried via radio in the Baltimore and DC metropolitan areas, as well as Pandora, transit

advertising and one outdoor billboard. Media placements achieved almost 14.5 million impressions and added value provided by media vendors achieved almost 1.5 million additional impressions. A social media toolkit was developed which enabled law enforcement agencies across Maryland to utilize different messages supporting the campaign each day of the waves. A kick-off event for the 2015 *Smooth Operator* campaign was held at the National Harbor. Representatives from more than 50 law enforcement agencies attended and press coverage reached approximately 500,000 viewers. Roughly 60 agencies participated and more than 175,000 citations were issued by Maryland law enforcement officers during the waves. Officers issued 103,291 citations just for speed violations, by far representing the greatest percentage of citations. In addition, 2, 294 citations for impaired driving related offenses were issued, and impaired driving arrests made as a byproduct of this campaign's efforts increased from the previous year by 257 percent. Grant funds from the MHSO supported more than 6,200 hours of *Smooth Operator* aggressive driving enforcement, resulting in more than 14,500 vehicle contacts, 12,000 citations, and 131 arrests for DUI and other criminal offenses.

After the campaign, the MHSO partnered with the DC Department of Transportation for a *Smooth Operator* awards ceremony for participating law enforcement agencies. Top level commanders, project directors and

officers who demonstrated a commitment to the program were presented with awards. More than 60 agencies were represented and speakers included Colonel William Pallozzi of the MSP, Maryland's Governor's Highway Safety Representative and MVA Administrator, Christine Nizer, and the DC's Metropolitan Police Department Assistant Chief, Lamar Greene.

Aggressive driving prevention is a major component of the Maryland SHSP and many representatives from Maryland's traffic safety community sit on the Aggressive Driving SHSP EAT. Members of this EAT were tasked with fulfilling strategies as set forth in the current SHSP and one of the primary duties for EAT members this past year was to create and shape the strategies that were put forth in Maryland's new SHSP. In addition, EAT members were responsible for overseeing the implementation and refinement of enforcement strategies, creating and directing educational initiatives, and globally addressing the very complex issue of preventing aggressive driving and speeding. The EAT used data driven approaches to identify driver behaviors to focus aggressive and speed-related enforcement, education, engineering and emergency services.

Speeding is the most prevalent aggressive driving behavior on Maryland roads.

As part of Maryland's standardized performance and survey measures, the total number of speed citations issued during grant funded enforcement activities was 20,752.

PROGRAM AREAS
DISTRACTED DRIVING

Distracted driving continues to be one of the biggest dangers on Maryland's roadways and a part of a nationwide epidemic. The causes of distraction vary from engaging passengers in conversations, tending to children, eating, reading, personal hygiene, and of course, using cell phones or other electronic devices to talk or send electronic messages. The problem is complex and pervasive, especially in younger demographics that view the use of electronic devices while driving as commonplace. Over the past five years, an average of 53,133 distracted driving crashes have occurred annually on Maryland's roadways. Of these crashes, 232 people lost their lives and 19,259 were injured each year on average.

Enforcement played a critical role in Maryland's effort to fight distracted driving. Maryland has stringent laws that give police and prosecutors the ability to cite and prosecute distracted drivers. A total of 51 Maryland law enforcement agencies participated in cell phone and texting enforcement during Maryland's dedicated distracted driving enforcement periods, including Distracted Driving Awareness Month in April, resulting in more than 2,784 citations being written on MHSO-funded overtime for cell phone use and texting while driving violations. In total, more than 4,800 citations were written over the course of the whole year for cell phone use and texting while driving violations on grant-funded overtime.

The MHSO's Program Managers supported the 6th Annual Heather Hurd Memorial 5K Run/Walk held in November 2014 at the Harford Community College. Approximately 200 people attended the event and received educational information concerning distracted driving and those people also completed driver surveys related to distracted driving behavior. This event was held in honor of a former student of

the school who was killed in a crash involving a tractor trailer driver who was texting at the time of the crash.

The April Distracted Driving Awareness Month was accompanied by an $85,000 distracted driving prevention media campaign, with main messages being "Park The Phone Before You Drive" and "Phone In One Hand, Ticket In The Other." Media for the campaign included radio messaging, and paid placement on digital and social media outlets. In addition, the MHSO created three video spots that were used on social media and distributed to partners for use on electronic media. Throughout the campaign, more than 2.4 million impressions were achieved.

Throughout the month of April, Alliance Sports Marketing and the MHSO engaged in a series of events at local community colleges and high schools with the purpose of distracted driving prevention education and outreach. A total of 12 events were conducted in Anne Arundel, Baltimore, Howard, Prince George's, and Wicomico Counties, as well as Baltimore City. The events included outreach

materials for students, a distracted driving simulator, and several featured speaker Liz Marks who had been seriously injured as a result of driving while she was distracted by texting. More than 3,000 students were contacted with materials and through presentations, and the effort was supported by a social media push by the MHSO and its partners.

In September, the MHSO partnered with AT&T and Meade High School to launch the "It Can Wait" program in Maryland, an effort to raise awareness about the dangers of texting while driving. Later in the year, the simulator was brought to the Beltsville MVA where approximately 25 newly-licensed drivers drove the simulator, with additional information being posted on social media and other outlets. The MHSO's Program Managers also assisted local sheriff's offices in Western Maryland in conducting distracted driving prevention outreach to approximately 40 UPS drivers.

Distracted driving prevention is a major component of the Maryland SHSP and many representatives from Maryland's traffic safety community sat on the Distracted Driving SHSP EAT in FFY 2015. Members of this EAT were tasked with fulfilling strategies as set forth in the current SHSP and one of the primary duties for EAT members this past year was to create and shape the strategies that were put forth in Maryland's new

SHSP. In addition, EAT members were responsible for overseeing the implementation and refinement of enforcement strategies, creating and directing educational initiatives, and globally addressing the very complex issue of preventing distracted driving. The EAT uses data driven approaches to identify driver behaviors to focus distracted driving enforcement, education, engineering, and emergency services.

Maryland's SHSP Executive Committee and Distracted Driving EAT members have continued to support distracted driving prevention as a major traffic safety initiative. In particular, the Maryland Transportation Authority Police partnered with the MHSO to implement distracted driving enforcement and outreach efforts on the Chesapeake Bay Bridge during the summer. A brochure was created that incorporated tips for managing some of the most common distractions while traveling over the bridge, which is a major thoroughfare to one of Maryland's most popular tourist destinations, Ocean City. More than 8,000 pieces of educational material were distributed to commuters and local businesses on each side of the bridge and the material received positive feedback from communities on Maryland's Eastern Shore.

PROGRAM AREAS
PEDESTRIAN AND BICYCLE SAFETY

Maryland has placed a critical emphasis on improving the safety of pedestrians and bicyclists throughout the state. Over the past five years, an average of 106 pedestrians have lost their lives and 2,477 were injured each year as a result of a crash. This loss of life represents 20 percent of all of Maryland's traffic fatalities. Over the past five years, an average of 738 bicycle crashes have occurred on Maryland roadways, and on average, seven people lost their lives and 608 were injured each year in a bicycle crash.

Maryland's primary campaign for pedestrian and bicycle safety is known as *Street Smart* and is an annual public education, awareness and behavioral change campaign focused in the Washington, DC, suburban Maryland, and Baltimore metropolitan areas. The campaign used extensive media in both markets, along with enforcement, to educate drivers, pedestrians, and bicyclists about safe usage of roadways. In FFY 2015, the MHSO and its partners continued to expand the campaign with refreshed creative and emphasis on Maryland's problem locations. Enforcement funding was provided to law enforcement partners to enforce Maryland's safety laws and the MHSO staff worked with partners to educate the public on pedestrian safety issues.

Maryland also continued to make safe bicycle travel a part of everyday life and incorporated this philosophy into safety programs. The MHSO educated drivers in FFY 2015 on sharing the road with bicyclists and coordinated activities to meet the needs of the state's avid cycling community, including the use of bicycle safety trailers in numerous jurisdictions and promotion of the "3 Feet" rule when passing bicyclists.

The Baltimore and DC metropolitan area *Street Smart* campaigns continued to address pedestrian safety issues through education and enforcement. In the DC metropolitan area, the *Street Smart DC* spring and fall campaigns again reached millions of people with pedestrian and bicycle safety messaging. This regional campaign, developed in partnership with the Washington, DC Council of Governments (WASHCOG), focused efforts in Charles, Frederick, Montgomery, and Prince George's Counties in Maryland, along with areas of Virginia and Washington, DC. MHSO staff was very involved in this grant-sponsored campaign, helping to develop a new television spot, which was promoted on area networks and internet outlets, and creating other Maryland-specific messaging. A kickoff was held in the spring with the MVA Administrator

STREET ///SMART

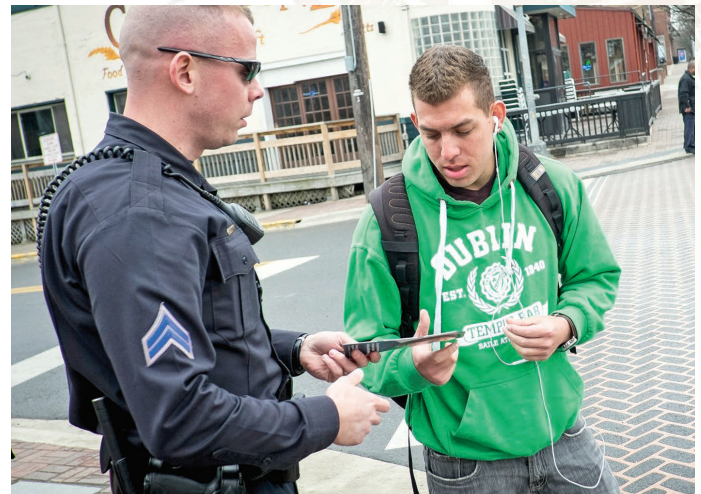# Pedestrians don't walk away from a crash.
Be Alert. Slow Down.

A program supported by traffic safety partners throughout the Baltimore region.

Baltimore region, including Baltimore City, Anne Arundel, Baltimore, Harford and Howard Counties. There were two media waves for the *Street Smart Baltimore* paid media campaign, which occurred in the months of April and September, totaling approximately $280,000. This campaign included more than 1,300 radio spots, gas pump topper ads at 61 gas stations, 15 billboards, transit ads, and web banners resulting in nearly 3,500 visits to the BeMoreStreetSmart.com website. Total impressions for the campaign totaled nearly 40 million. As a result of this enforcement, 1,374 citations and 4,672 MHSO pedestrian warnings were issued by area law enforcement.

and representatives from WASHCOG and other local jurisdictions. The press conference took place in College Park, an area that experienced three pedestrian deaths last year, and the engineering countermeasures that were implemented following those fatalities was highlighted as ways that engineering can improve pedestrian safety. The *Street Smart DC* campaign again included street team outreach where safety ambassadors interacted with the general public to provide education as well as law enforcement activity in high risk areas. As a result of this enforcement, more than 10,900 citations and nearly 1,300 warnings were issued by area law enforcement. The *Street Smart DC* program garnered more than $4.2 million in overall campaign value which was $1.4 million more than last year's efforts. Educational awareness for the second wave of the campaign reached 68 percent, a 12 percent increase from the previous year.

For the first time, the *Street Smart Baltimore* adopted the DC area campaign creative in an effort to coordinate the effort across a larger region. The campaign continued its data-driven approach, using mapping tools and other data to identify high priority areas for media, outreach, and enforcement activities. Together, the DC and Baltimore metropolitan areas comprise 90 percent of the total pedestrian crashes in Maryland. The MHSO partnered with the Baltimore Metropolitan Council to share pedestrian safety messaging throughout the

The *Walk Smart* campaign in Ocean City continued its success as a multi-state coordinated effort with many partners and stakeholders, including a partnership with the Delaware Office of Highway Safety to cover the entire shore community from Rehoboth Beach, DE to Ocean City, MD. Other partners included the Maryland SHA, the town of Ocean City, the OCPD, the Peninsula Regional Medical Center Trauma Unit, the Worcester County Health Department, the Chamber of Commerce, the Hotel/Motel Association, and local businesses. The campaign's goal of decreasing the number of pedestrian related crashes and eliminating pedestrian fatalities in Ocean City was again achieved this year. Combining state and local resources to integrate the "Four Es" of traffic safety into pedestrian safety makes the campaign a shining

example of collaboration at every level. MHSO staff assisted in meeting planning and coordination, as well as providing grant funding for local law enforcement. Engineering improvements included improved crosswalks and improved signage and signal timing. As a result of these efforts, there were zero pedestrian fatalities in the campaign area between Memorial Day and Labor Day, a time when the resort area experiences a tremendous influx of visitors. Throughout the course of the campaign, the OCPD utilized MHSO funding to partner with multiple organizations in special outreach events and also conducted enforcement. A total of 2,556 pedestrian violations were issued and 6 arrests were made, with another 6,000 educational contacts made by OCPD officers.

The MHSO continued to research the pedestrian issue to help identify contributing factors to Maryland's consistent pedestrian crash problem by employing a research firm to conduct 10 in-person and 6 online focus groups to determine attitudes and beliefs of 160 people in the Baltimore and DC areas regarding pedestrian safety. Participants included people identifying themselves as mostly pedestrians, but the focus groups also included a segment of motorists to get the perspectives of each group. Preliminary data analysis of the groups showed that there are deep-seeded beliefs and behaviors in both groups. Several participants have been personally impacted by pedestrian injuries and fatalities and the results of the sessions will be used to help shape the development of effective pedestrian safety countermeasures and for future safety campaign materials.

The MHSO was a sponsor and vendor for the 2015 African American Festival in Baltimore City. The office used the opportunity to promote the *Street Smart* pedestrian safety messages and to collect driver surveys. More than 1,000 participants were educated about pedestrian safety and given *Street Smart* educational materials during the two-day event in June and more than 900 electronic and paper submissions of the MADS surveys were collected.

The MHSO continued to provide coordination and support for bicycle safety initiatives across Maryland through bicycle safety educational workshops, bike rodeos, and other programs. Bike Maryland, an MHSO grantee, successfully continued its *Bike-Minded* program, providing education and outreach to young bicyclists. Staff from Bike Maryland performed 160

youth bicycle safety education workshops, 12 adult bike safety commuter workshops, and performed helmet fittings and road riding instructions at three state bicycling events reaching over 3,000 people. More than 8,000 individuals were instructed on proper helmet use and nearly 5,000 pieces of educational material were distributed by Bike Maryland staff. Improvements to the safety curriculum and expansion of the program into additional counties were a focus this year, and 75 new partnerships were established with bicycle safety advocates. Bike Maryland created the *Bike Friendly Driver* campaign in partnership with the Baltimore City Parking Authority and AAA Mid-Atlantic. This program was designed to connect directly to commuting motorists and educate them about driving safely near cyclists. Drivers were asked to take a pledge to be a bike safe driver by keeping their eyes on the road, allowing three feet when passing bikes and slowing down to pass safely. *Bike Friendly Driver* magnets were provided to over 500 people who pledged in person or via the new website, bikefriendlydriver.org. Four events were held for Baltimore commuters, covered by several local news outlets, informing tens of thousands of viewers about Maryland's 3 foot law and the Bike Friendly Driver Program.

In Anne Arundel County, the MHSO supported the efforts of Bicycle Advocates for Annapolis and Anne Arundel County to provide bicycle helmets and education to underserved bicyclists across the county. More than

400 bicycle helmets were purchased and distributed among this population in need, which was often done in conjunction with bicycle safety education programs. In Maryland's Potomac Region, the MHSO partnered with the Kiwanis Club of La Plata to purchase 47 bike helmets which were properly fitted before distribution at the annual "Touch a Truck" event at Regency Furniture Stadium. In St. Mary's and Wicomico Counties, *Safe Kids Day* events on May 10 highlighted bike and pedestrian safety to 600 children and their parents.

> *Maryland has placed a critical emphasis on improving the safety of pedestrians and bicyclists throughout the state.*

Maryland's SHSP features an entire pillar dedicated to pedestrian and bicyclist safety, with an EAT comprised of experts on pedestrian and bicycle safety issues. This team focuses on ensuring that all Maryland residents and visitors, especially in areas with large numbers of pedestrians including the Baltimore and DC metropolitan regions and Ocean City, are provided with safe walking and bicycling environments. One of the primary duties for EAT members this past year was the formulation of the strategies that were put forth in Maryland's new SHSP. In addition, EAT members were responsible for overseeing the implementation and refinement of existing strategies for pedestrian safety, including engineering, enforcement and education countermeasures.

In 2015 there were a total of 3,854 citations written on grant-funded pedestrian enforcement details, along with 4,216 MHSO pedestrian warnings, resulting from 6,073 contacts.

PROGRAM AREAS
MOTORCYCLE SAFETY

Maryland has a very active motorcycle riding population and the safety of these motorcyclists continues to be a major highway safety emphasis area. The number of crashes and injuries involving motorcycles has increased in recent years, in part due to an increase in the overall numbers of riders. Over the past five years, an average of 1,199 crashes involving motorcycles have occurred on Maryland's roadways and, on average, 70 people have lost their lives each year. This loss of life represents close to 14 percent of all of Maryland's traffic fatalities. In addition, an average of 1,493 people have been injured annually as a result of motorcycle crashes on Maryland's roadways.

The MHSO promoted education and media campaigns that targeted unsafe motorcycle rider behavior as well as that of motor vehicle drivers. Impairment of motorcycle operators and excessive speed are two major factors in motorcyclist-involved crashes and behaviors that received considerable focus throughout the year. Impaired riding collateral was developed for drink coasters, floor and window clings and posters and was displayed in area businesses near high incident areas to raise awareness of impaired riding.

Rider responsibility and training were also highlighted throughout the year. The Maryland MVA offered numerous courses to ensure that riders are licensed and properly prepared to handle roadway situations. Rider responsibility includes the use of protective equipment and responsible riding behavior. Riders were reached through outreach at statewide public events and by involving leaders of the motorcycle community in the development of safety campaigns.

Additionally, the MHSO funded a campaign for Motorcycle Safety Awareness Month in May to educate motorists on the need to devote attention to motorcycle riders. The media campaign ran through September, and targeted both motorcycle riders and motorists. Nearly $125,000 was invested in the campaign to procure billboards, network television spots, web banners, and direct outreach

materials, including banners at each MVA and many of the Vehicle Emissions Inspection Program locations. Yard signs were distributed by the MHSO's partners and "Share the Road" billboards were placed on roadways that were highly traveled by motorcycle riders. Electronic advertisements promoting safe motorcycle riding were placed on websites and social media. Throughout the course of the campaign, more than 26 million total impressions were made and $52,000 was garnered in earned media. Representatives from the MHSO and the MVA, along with MSP, the Washington County Sheriff's Office, and Maryland's Motorcycle Coalition members and other key stakeholders, kicked off Motorcycle Safety and Awareness Month with a press event and Maryland again utilized overhead highway dynamic messaging signs across the state and displayed a "SHARE THE ROAD WITH MOTORCYCLES - LOOK TWICE FOR BIKES" message to promote motorist awareness of increased presence of motorcycles. The signs were posted during important riding events: Motorcycle Safety Month, the Rolling Thunder Rally in May and Delmarva Bike Week in mid-September. Hundreds of thousands of motorists across the state were exposed to these important safety messages. Throughout the year, outreach was conducted through the media, and to motorcycle dealers and clubs, grant-funded partners, and other partners.

MHSO grant funds were allocated to the MVA's Motorcycle Safety Program for training and outreach in motorcycle events across the state to promote lifelong learning, skills and training to educate riders. The program staff participated in two major events: the Timonium Motorcycle Show in February and Delmarva Bike Week in September. The Timonium show is one of the largest on the East Coast and Maryland's largest show and attracts over 40,000 motorcycle enthusiasts. The end of the season Delmarva Bike Week is another huge event that attracts more than 150,000 riders to Maryland and Delaware beaches. Approximately 5,200 educational contacts were made between the two events and staff distributed in excess of 1,200 pieces of material.

The MVA's grant with the MHSO also incorporated planning activities and implementation of the National Association of State Motorcycle Safety Administrators Symposium. The symposium took place in October 2015 but coordination was done throughout FFY 2015. The annual meeting brought over 200 motorcycle safety professionals, federal and state motorcycle safety program staff, researchers and vendors from all across the country to share best practices and learn about the most current research, policies and equipment in motorcycle safety.

PROGRAM AREAS
YOUNGER AND OLDER DRIVER SAFETY

The safety of younger and older drivers formed core focal points for crafting Maryland's highway safety messaging in FFY 2015. The needs of these two segments of Maryland's population are vastly different in terms of delivery methods, frequency of messaging needed, and the types of messaging, yet each population is extremely important in Maryland's mission of *Toward Zero Deaths*.

Over the past five years, an average of 13,214 crashes involving young drivers have occurred on Maryland roadways and on average, 65 people have lost their lives each year. In addition, an average of 7,836 young drivers have been injured in a crash annually.

With roughly 400,000 people between the age of 16 and 20 years of age, Maryland focused a significant amount of attention to the needs of young, inexperienced drivers. Parent involvement programs and partnering with driving schools were particularly effective in the past and continued in FFY 2015. Educational programs such as Every 15 Minutes and 5th Quarter were funded at local high schools and the MHSO also received grant funding from Ford and the GHSA for a series of educational events.

Older drivers (age 65 or older) comprised roughly 700,000 people throughout the state and meeting their needs in highway traffic safety education was also a focal point of the MHSO's efforts. Outreach for older drivers was carried out at a local level by MHSO team members. At the statewide level the MHSO continued to work with the Maryland MVA on older driver education issues and focused on evaluating the driving ability of these older drivers. Over the past five years, an average of 10,413 crashes involving older drivers have occurred on Maryland's roadways and on average, 82 people have lost their lives each year. In addition, an average of 6,652 older drivers have been injured annually.

One in five drivers in the United States and roughly one-quarter of Maryland's projected population will be age 65 years or older by 2030, according to the U.S. Census Bureau. The MVA developed a three-year plan for older and medically at-risk drivers which began to be implemented this year to address older driver safety. The areas of driver awareness and self-assessment, driving skills, occupant protection, and the importance of medication management were the subject of many activities across the state including the 2015 MVA Older Driver Safety Symposium and several older driver educational workshops. Approximately 240 safety professionals attended the symposium and workshops.

MHSO staff supported the MVA Driver Services Division with several regional workshops entitled, "Older & Medically At-Risk Drivers - What You Can Do To Help." These sessions were aimed to educate law enforcement, health care professionals and others involved in traffic safety on the issues and challenges facing older drivers regarding their ability to drive safely. Participants were also instructed on

making referrals to the MVA's Medical Review Process for evaluation of their medical fitness to drive. One hundred sixty professionals participated in the seven workshops.

The MHSO also worked with the MVA to develop a new older driver safety resource entitled, "Maintaining Your Driving Health - Safe Driving Skills for Life." The brochure discusses how aging can impact driving, ways to maintain your driving health. It also included several older and medically at-risk driver resources and an overview of the MVA's Medical Review process.
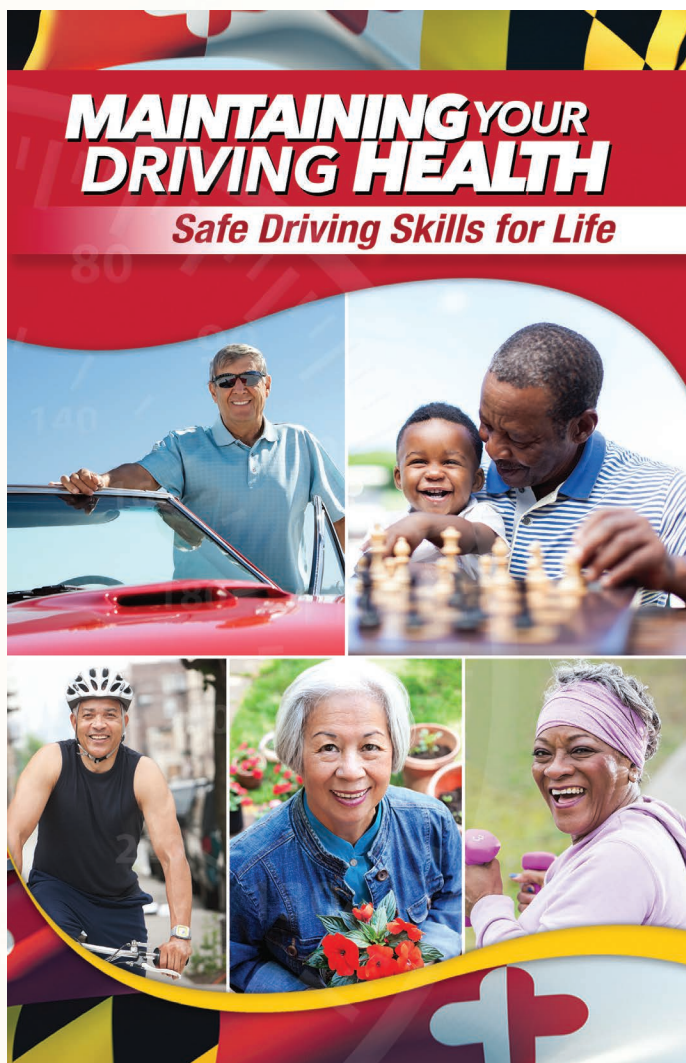
The Carroll County Bureau of Aging and Disabilities hosted five American Association of Retired Persons (AARP) Smart Driver Courses. The course focused on avoiding distractions, general safe driving, car safety, health and driving considerations, preparing for roadside emergencies and talking with family about driving. Participants attending the courses received instruction from a certified AARP instructor. The classes were provided to 75 participants, with 61 of those also completing the MADS.

The MHSO participated in the *CarFit* program to help educate older drivers on safety in their vehicles. The *CarFit* program provides information and materials on community-specific resources to enhance older driver safety, help adults screen their driving ability, and increase overall mobility. Several MVA and MHSO staff members participated with the AAA Mid-Atlantic Foundation for Safety and Education to offer *CarFit* to nearly 60 drivers.

Throughout the year, MHSO staff collaborated with partners at events such as the Maryland State Fair and retirement community events to distribute education material. Roughly 500 people were contacted through these events and approximately 300 MADS were collected.

The MHSO, MVA, and other young driver safety partners worked to improve and update resources for driver education and increase parental involvement and education. These projects focused on Maryland's graduated driver licensing system and increasing awareness of young driver safety. MHSO staff also participated in the MVA's Driver Education (DE) Curriculum Revision Committee to update the current Maryland DE curriculum, joining MVA Driver Instructional Services Division staff, driver education instructors, and driving school owners to create a curriculum to prepare new drivers with the basic skills and knowledge to safely operate a motor vehicle on Maryland roads.

MHSO staff continued to participate in the Maryland Teen Safe Driving Coalition, a group of traffic safety professionals and advocates that work on issues related to increasing the safety of young drivers. Two main accomplishments achieved this year were the development of criteria for a model parking permit program and the acceptance of the curriculum for a service learning hours project by the Maryland State Board of Education. The coalition experienced a transition in leadership and will be overseen by the Maryland Chapter of the American Academy of Pediatrics.

Teen Driver Safety Week was celebrated in mid-October and the MHSO sponsored a contest for new teen drivers. New drivers who passed their learner's permit and drivers' license were encouraged to take their photo with a life-sized Maryland driver's license at MVA branches and share it on social media. Teen driver safety tips and educational messages were distributed and posted via MHSO and MVA channels during the entire week.

The MHSO received a $20,000 grant from the GHSA and Ford Driving Skills for Life program to educate young drivers and parents at safety events. MHSO staff and community/school partners planned throughout much of the year and decided to use the popularity and excitement of high school sports to gain access to teens and parents, and garner influence over teen driving behaviors. Grant funding was used to host teen driving programs at four large high schools located in Baltimore, Howard, Montgomery and Prince George's counties, all located in the Baltimore and DC metropolitan areas. Activities at these free events were directed to educate young drivers and their parents on safe driving behaviors and provided information about alternatives to drinking and driving before and after high school football games. The events consistently featured impaired and distracted driving games, a photo booth, and impaired and distracted driving simulators. Food, music, free water bottles, and t-shirts were provided through partnerships and incented the

teens and parents to participate in the interactive and dynamic atmosphere. Guest speakers spoke at several of the programs to teens on the risks of distracted driving. Facebook and Twitter were used to promote the events and to capture student and community participation throughout. Ford Driving Skills for Life kits were distributed to each school, for continued use throughout the remainder of the school year. These events resulted in thousands of teens and parents being educated regarding young driver safety issues, and social media was used to extensively promote the programs.

The MHSO again funded the national underage drinking prevention program called *Power of Parents, It's Your Influence* through MADD Maryland. The *Power of Parents* program featured free 30-minute workshops for parents and caregivers, and provided information on the issues associated with underage drinking. Parents also received a handbook to help guide parenting behavior to prevent young adults from drinking. MADD Maryland was able to hold 30 events for the *Power of Parents* project this year, reaching more than 1,000 parents.

Over the past year, the MHSO team worked with partners throughout the state to conduct young driver safety programs at high school prom and after-prom parties. These efforts focused on high-risk driving behaviors among young drivers including impaired, distracted, and aggressive driving, and occupant protection. Approximately 20,000 pieces of educational material were distributed to young drivers, parents and caregivers, law enforcement and schools and community organizations. The MHSO team also promoted young driver safety messages on high school and college campuses focusing their efforts near graduation. Grantees in Montgomery, Calvert, Anne Arundel, Howard and Baltimore Counties also supported educational programs following graduation and prom events. During these programs, students received education about the dangers regarding impaired and distracted driving. These efforts were held in 80 high schools and reached nearly 25,000 students.

In Carroll County, the MHSO continued funding the *Every 15 Minutes* program. The program was held at Francis Scott Key High School in April. The program continued to be a successful and popular program, with an emphasis on demonstrating the effects of impaired driving to high school students. Over the span of two days, 45 students participated in the event, which included a mock crash, a mock trial, victim speaker panels, a mock memorial service and an educational assembly with a video chronicling the events. The program reached approximately 550 students and 60 parents with its message.

In Wicomico County, the MHSO partnered with the Wicomico County Sheriff's Office and others to host mock crash events during prom season for two local high schools. The events simulated an actual crash scene, with EMS personnel, rescue vehicles, and a medical helicopter attending to the "victims". Local press attended the events and more than 300 students attended the demonstrations.

The Anne Arundel Community College sponsored *Safe Break* in November to help provide students the knowledge and skills to safely navigate the college-aged social opportunities that accompany winter break and holidays.

A total of 75 participants participated in educational modules concerning the relationship between drinking behaviors and blood alcohol content.

In an effort to provide education about how to live drug free, the MHSO, in collaboration with St. Mary's School in Annapolis, kicked off Red Ribbon Week in October. Representatives from the injury prevention and law enforcement communities were asked to participate and answer questions that were developed by students. This event was the first of its kind for the Students Against Destructive Decisions Chapter in the school and more than 600 students were reached.

Several times throughout the year, the MHSO staff worked with Broadneck High School in a program called the 5th Quarter. The goal of the program was to offer Broadneck students a safe, positive alternative to combat drug and alcohol abuse at after-game parties. The events were held at Broadneck Park and more than 250 students attended each event.

The MHSO partnered with the St. Mary's County Public Schools to host a series of young driver safety presentations to more than 1,700 students. A guest speaker presented to the students about impaired driving and lifelong consequences. A discussion about the dangers of distracted driving was held with the students and every student was provided with a safety contract to be signed with their parents.

PROGRAM AREAS
POLICE TRAFFIC SERVICES

The law enforcement community across Maryland is a critical component to the state's strategy. Active engagement and collaboration between the MHSO and law enforcement continued through the management of the MHSO's law enforcement grants and projects, promotion and coordination in the state's high visibility enforcement waves, and through recruitment, coordination and delivery of highway safety training.

Specific activities coordinated through the MHSO's Police Traffic Services Program focused on outreach to more than 150 Maryland law enforcement agencies, as well as other major partners including the Maryland Chiefs of Police Association (MCPA), the Maryland Sheriff's Association (MSA), and the Maryland Crash Reconstruction Committee (MCRC). The MHSO funded training courses in Crash Reconstruction and Crash Investigation, and also coordinated the Advanced Training for Impaired Driving Program, also known as the DUI Institute, and continued the implementation of a law enforcement supervisors training called

Leading Effective Traffic Enforcement Programs (LETEP). The scope of LETEP was expanded to include additional data and countermeasures from multiple disciplines of highway safety to provide law enforcement officers with the tools necessary to continue to move Maryland *Toward Zero Deaths*.

> *Police Traffic Services Program focused on outreach to more than 150 law enforcement agencies and partner organizations.*

The MHSO utilized a full-time LEL who was tasked with identifying the needs of police agencies and providing law enforcement partners with the training and education necessary to continue to implement effective traffic enforcement programs and operations. Activities included coordinating conferences, managing training programs for officers and police executives, and communicating details of the MHSO's traffic safety programs to all applicable partners. In addition, the LEL was responsible for overseeing the implementation of the statewide Law Enforcement Challenge (LEC) which is an extension of the national LEC. Through this program, several Maryland law enforcement agencies placed at the top of their respective national categories and others placed within the top three agencies nationwide.

The DUI Institute emphasizes effective measures and techniques to identify and arrest drivers under the influence.

In April, the MHSO teamed up with the Maryland Municipal League Police Executives Association to offer training for 85 municipal Chiefs of Police and their executive officers. This partnership allowed the highway safety message to reach smaller departments and the more personal touch allowed for more effective communication and enhanced training. A prosecutor from Long Island, New York was brought in to talk about the responsibilities of police executives when dealing with impaired driving and a NHTSA representative reinforced the importance of the executive's roles in traffic safety.

The Police Executive Professional Development Seminar hosted by the MCPA and the MSA in September provided another opportunity for the MHSO to partner with law enforcement at the leadership level. This conference was attended by 285 police chiefs, sheriffs and other police executives from across Maryland. The

MHSO organized several training sessions including one called "Understanding Legalized Marijuana". With the continued push in the state to legalize marijuana, the MHSO set out to inform the chiefs and sheriffs on the issues as it relates to traffic safety. The MSP was honored with MHSO's Chief's Award for innovation for traffic safety and overall performance. The Maryland LEC Awards were also presented at this seminar and 13 departments were recognized in front of their peers. The MSP, the Calvert County Sheriff's Office, the University of Maryland Police Department, and the Fort Meade Police Department were also recognized for placing in the International Association of Chiefs of Police LEC. The MSP took three first place national trophies to include the best overall submission for the country.

The MHSO worked with the University of Maryland to host the 13th Institute of Advance Law Enforcement Studies, more commonly referred to as the DUI Institute. The DUI Institute features a challenging, university-level curriculum that emphasizes effective measures and techniques to identify and arrest drivers under the influence. Highway safety experts, researchers, treatment and court experts, DUI prosecutors, drug recognition experts, and members of the University of Maryland faculty provided a diverse and knowledgeable team of instructors. As a result of this intensified training, a

marked increase has been seen in the number of impaired driving arrests and convictions obtained by the officers who have successfully completed the week long training program. Twenty-five law enforcement officers from across the state received this training.

Last year the MHSO developed, LETEP, an intense, week-long advanced police supervisor's school for traffic unit and patrol supervisors. The course was designed for supervisors from police and sheriff's departments from across the state. The central focus of the course is based on the leadership role the supervisors have in creating focus for traffic safety in their respective departments. The course curriculum includes data research through problem identification, engineering concepts, and best practice enforcement countermeasures followed by evaluation measures. Thirty-two law enforcement supervisors were trained in LETEP this year.

> *The LETEP course focused on the leadership role supervisors have in creating focus for traffic safety.*

The MHSO's HVE training module was continued this year across the state by the MHSO team. Law enforcement and stakeholders in traffic safety and public safety were brought into meetings and provided instruction on the HVE model and how it could be used to educate communities on the importance of highway safety. Departments were guided on forming partnerships with other law enforcement agencies, health departments, businesses, churches, and schools to deliver highway safety enforcement-related messaging. Approximately 300 stakeholders were provided with this module.

Maryland's Traffic Safety Specialist (TSS) Program is a statewide initiative recognizing police officers who have attained distinctive levels of experience, education, training and proficiency in highway safety and traffic enforcement methods and procedures. Currently, there are more than 900 officers enrolled in the program, representing 68 law enforcement agencies throughout Maryland. The TSS Program is a three-tiered recognition system, with each level being progressively more difficult to attain, and the program is a collaborative initiative of the MHSO, the MCPA, the MSA, and the Maryland Police and Correctional Training Commissions. This year an awards ceremony was held in September to recognize 49 officers who received a TSS Level I designation and 3 officers who received a TSS Level II designation.

The MHSO updated the *Arrive Alive* video which was initially created in 2013. The video is designed to support agency leaders in their efforts to reduce the number of law enforcement officer deaths, disabilities and injuries caused by traffic-related incidents. The video highlights the importance of seat belt use along

with the hazards of excessive speed and distraction in order to help ensure that officers "Arrive Alive". Some of the changes included replacing speakers to make the video more current and adding myth "debunkers", such as the amount of time it actually takes to remove a seat belt in an emergency situation. The updated video was shown at the 2015 Maryland Chiefs and Sheriffs Association Conference in Ocean City, MD, and an accompanying training manual was updated as a resource to assist agencies in using the video to maximum benefit.

The MCRC, in cooperation with MHSO, met monthly to refine statewide training curricula, schedule classes, resolve training issues and discuss pressing issues within the crash reconstructionist community. Fifteen training classes were held throughout the state in 2015, including Basic Crash Investigation for the Patrol Officer, Biomechanics for the Reconstructionist, Commercial Vehicle Crash Reconstruction, Level 1 (At Scene) Crash Investigation, Level 2 (Advanced) Crash Investigation, Motorcycle Crash Reconstruction, Pedestrian Crash Reconstruction, Special Problems in Crash Reconstruction and a class about the Event Data Recorder found in most modern vehicles. The MCRC also hosted two case study seminars where fatal crash reconstruction cases were discussed and the issues surrounding a successful investigation of those types of crashes not normally seen. Throughout the year, more than 400 officers attended the trainings, representing a 221 percent increase in attendance over the total

The Arrive Alive video highlights the importance of seat belt use among law enforcement officers.

for the previous year. As a result of the overwhelming amount of requests made for these types of specialized training classes, the MCRC developed a website that allows officers to see the classes available and requires them to register for the classes online. The Motorcycle Crash Reconstruction School held in Ocean City, MD in September featured two different types of crashes that were simulated to represent what a potential motorcycle crash may look like in "live" action. This training received local news coverage from WMDT news and featured the training on their evening news broadcast.

PROGRAM AREAS
TRAFFIC RECORDS

Hardware, software, personnel, and procedures that capture, store, transmit, analyze, and interpret traffic safety data are critical components to Maryland's traffic records system. The datasets managed by this system includes crash, driver licensing and history, vehicle registration and titling, commercial motor vehicle, roadway, injury control, citation/adjudication, and EMS/trauma registry data.

Maryland employs a two-tiered TRCC, with both Technical and Executive Councils, comprised of data owners, data managers, and data users with oversight and interest in the datasets listed above. MHSO staff serve on the TRCC Technical Council and subcommittees, and advise the TRCC Executive Council.

Several priority projects were undertaken in FFY 2015, including continued enhancements of Maryland's new crash records system called ACRS. ACRS, the automated crash reporting system in

Maryland for all law enforcement agencies to submit crash data electronically, was completely deployed on January 1, 2015. To date, there have been over 100,000 reports successfully submitted. ACRS was developed with the intention of increasing the MMUCC compliance of Maryland's crash report. The MSP, with the support of the ACRS Task Force, a subcommittee of the TRCC, was able to improve and support the new crash reporting system, and work on enhancement recommendations brought to the Task Force from the TRCC Technical Council. Additionally, in order to improve the overall efficiency of ACRS, the interoperability of the crash report with the other Delta Plus traffic enforcement data collection components, the

State Data Center **Federal Data Center**

Crash Database → Internet → State Crash Data → Federal Compatible Database → FARS Database

Translation Tables
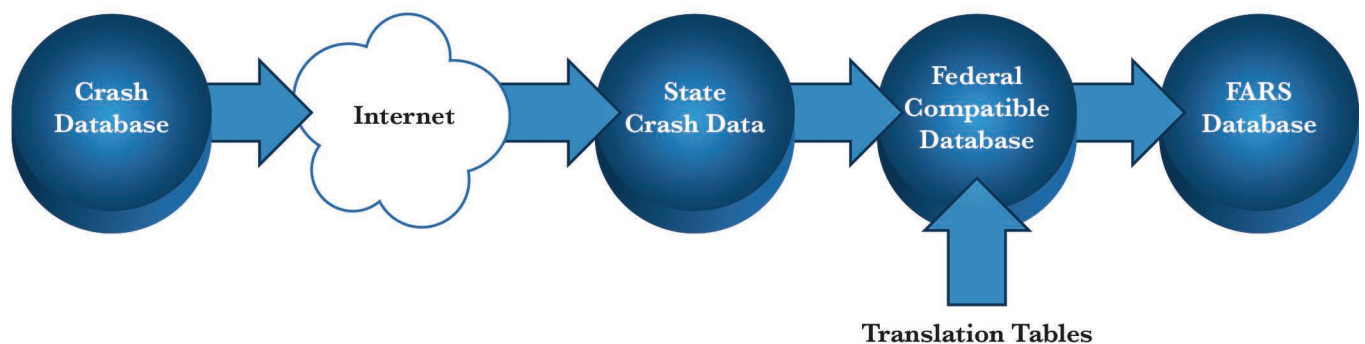
MSP successful restructured the database on July 1, 2015. The completion of the database restructure also helped Maryland be chosen as a pilot state by NHTSA to participate in populating its FARS data from an automatic feed. This will assist the FARS analyst with auto-populating the crash data into the federal system, allowing for more time to focus on improving the quality and completeness of the fatal crash data.

In addition to the upgrades in ACRS, the TRCC also focused on enhancements to Maryland's E-TIX program, completing the implementation of the Maryland EMS Data System, and providing access to traffic safety data through grant-funded partners at the NSC and the Washington College Geographic Information System (GIS) Program.

The MHSO's Traffic Records Program Manager coordinated the Traffic Records Strategic Plan (TRSP) and led the implementation of recommendations provided in a Traffic Records Assessment last year. A new TRSP was developed this year to cover the period ranging from 2016–2020 in direct alignment with the state's SHSP.

Approximately 75 traffic records professionals attended the second annual Maryland Traffic Records Forum on June 16, 2015. Participants were provided with information on large truck safety data quality and performance measures, crash data modernization, Maryland's growing need for information technology, ACRS, injury surveillance systems and the importance of data integration, roadway safety data and the future of GIS mapping, and a variety of other topics. During the forum, the MHSO awarded two scholarships to attend the International Traffic Records Forum in California.

A major undertaking this year was the development of a TRSP. A Steering Committee was formed to lead this effort. The Committee was comprised of key stakeholders from each of the traffic records systems, and met on a regular basis throughout the year to develop the mission, vision, strategies, and performance measures for the 2016-2020 TRSP. The 2016–2020 TRSP includes 14 recommendations from the most recent assessment, and several strategies for each of the six traffic records assessments, in addition to the strategies for the related components in the NHTSA Advisory focused on TRCC management and data use and integration.

On November 18, 2014, over 300 law enforcement and traffic safety professionals attended the third annual Maryland Technology for Law Enforcement Conference. The program covered a range of topics on advances in technology for law enforcement in Maryland to collect better and faster data to help support the traffic safety community. Topics included: TRCC involvement, Delta Plus future enhancements, the SHSP, leading effective traffic enforcement efforts, predictive analytics, and changes in responding to distracted driving crashes.

The National Study Center for Trauma and EMS Maryland Center for Traffic Safety Analysis (NSC-MCTSA) project provided analytical support to MHSO and its partners and served as a data resource for all traffic safety professionals. Through accessibility and integration of multiple traffic records data systems, NSC has continued the Maryland Crash Outcome Data Evaluation System project and has provided unmatched data support to the traffic safety community through data products including maps, tables, summary reports, presentations, instruction, and consultation. Through this project, the NSC also helped facilitate all aspects of the TRCC, including support of the 2014 International Traffic Records Forum in St. Louis, and facilitating the 2015 Maryland Traffic Records Forum, facilitating a committee charged with composing the Traffic Records Strategic Plan.

The NSC-MCTSA project is critical to Maryland's mission to provide data and analysis to professionals, partners, decision-makers, and advocates. The NSC provided: a monthly fatality surveillance report; guidance and documentation on the SHSP performance measures; data coordination resources for SHSP Emphasis Area Teams; data expertise and education for the facilitators and students in the Leading Effective Traffic Enforcement Programs class; HSP and Annual Report data; and support at conferences and meetings, such as the Teen Safe Driving Coalition, Partnership for a Safer Maryland Annual Meeting, and the Older Driver Safety Symposium. In addition to the standard reports produced annually to support data-driven traffic safety programs in Maryland, the NSC maintained an online data request form and handled 87 data requests in FFY2015.

Fatal and Serious Injury Crash Distribution by Time of Day 2009-2013
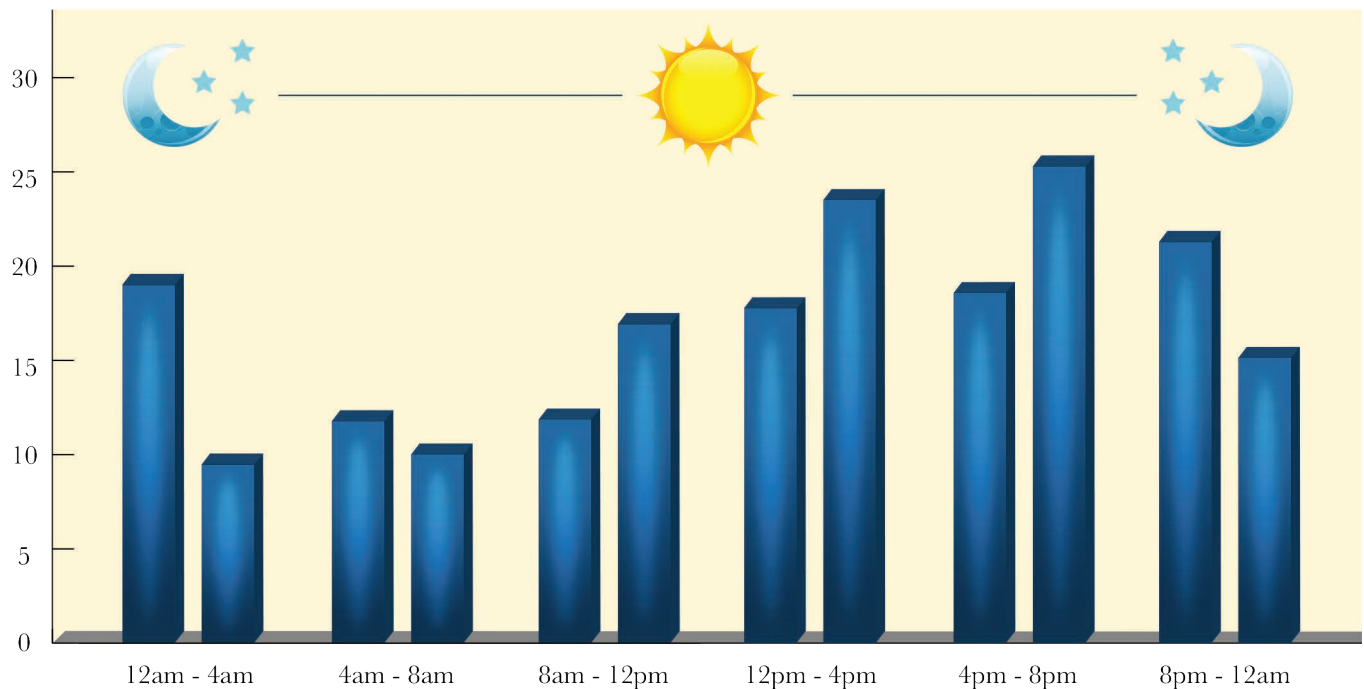
The NSC provided analysis to the MHSO to support funding allocation decisions, implementing a methodology that incorporated several safety program areas identified as the most prevalent factors related to motor vehicle crashes in Maryland. By applying a specific weighting regimen, the formula provided a guide for highway safety funding that applied the most money to areas with the most problems. To further this effort, the MHSO was also provided the frequencies and proportions of each sub-category by law enforcement agency within each jurisdiction so that once total funding for each jurisdiction is determined, further stratification was completed. Thus, the funding decisions are data-driven and provide guidance for the identification of jurisdictions that are most capable of reducing the State's total number of serious injury and fatal crashes. The new allocation methodology will be used in FFY 2017.

The use of a data-driven approach is key to allocating resources to prevent alcohol-related traffic crashes, injuries, and deaths. Washington College has been supporting the MSP SPIDRE team since its inception and continues to provide in-depth spatial analysis to help guide SPIDRE's deployments. Beyond SPIDRE, Washington College GIS analysts support statewide impaired driving prevention efforts through a wide variety of data products and hands-on support and training.

The products and analysis provided by Washington College were made possible by their highly qualified team of GIS experts who are collecting and maintaining data for a risk terrain analysis of impaired driving in Maryland. They worked with county liquor boards and developed a one-of-its-kind statewide liquor board license database, which included information about licensee locations and hours, as well as violations. Including this dataset with crash and DUI arrests data allowed the analysts to paint a picture of high density DUI activity areas to be targeted with enforcement and educational strategies. Washington College also maintained current E-TIX data and improved the location information for better spatial analysis.
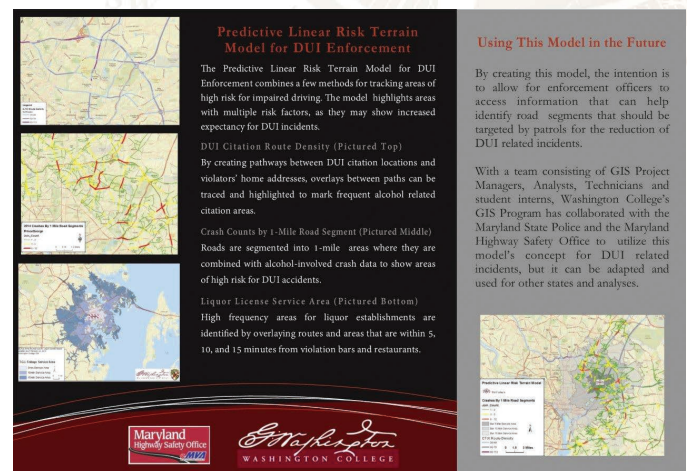
In addition to static maps and documents, Washington College maintained an online mapping system for alcohol-related traffic data. The online system was instrumental in planning for the 'booze and belts' HVE campaign and provided an alcohol-related traffic data spatial analysis in relation to low seat belt usage areas. The development of a training manual and video tutorial was begun in FFY 2015 and will be completed in FFY 2016 along with a re-launch of the website to expand access to more law enforcement partners.

Washington College created post patrol analysis weekly for the SPIDRE team, and completed monthly E-TIX analysis for Anne Arundel, Montgomery, Baltimore, and Prince George's Counties and used this data to complete a statistical report of all SPIDRE team arrests. In addition to these reoccurring products, they completed many on-demand requests. The DUI analysis team created 263 map/analytical products for 10 different law enforcement agencies in FFY 2015.

Washington College provided density maps to MHSO staff and partners for speed-related crashes for all jurisdictions to help with FFY 2015 deployments, and conducted analysis of E-TIX data related to aggressive driving to support the SHSP Aggressive Driving EAT and the *Smooth Operator* program. They also analyzed MSP traffic violations by barrack and provided analysis of commercial vehicle crashes to the Baltimore County Commercial Vehicle Enforcement Team.

In addition to the standard density maps provided, Washington College also developed a new format called an 'infographic analysis report.' These reports were much easier to decipher by law enforcement looking for detailed information about where to deploy along the roadway, especially the MSP and other large law enforcement agencies with hundreds of miles to cover in each jurisdiction. The infographics identify the types of crashes occurring between mile markers along the highway, for example, providing more detail than the density maps. Feedback on these reports was very positive and spawned requests for more reports covering several high crash areas in the DC metropolitan area. Requests fulfilled included a series of infographics for many crash/citation and speed crash/citation analysis on problem roadways. The team produced 168 maps and analytical products for 12 different law enforcement agencies.

I-495 Segment Analysis: Total Crashes and Citations between PG Co. Line and Va Line (2011-2013)

EB Crashes: 69 Crashes, 68 Crashes, 61 Crashes, 106 Crashes, 95 Crashes, 53 Crashes, 165 Crashes

WB Crashes: 118 Crashes, 78 Crashes, 75 Crashes, 83 Crashes, 115 Crashes, 89 Crashes, 201 Crashes

Unknown 1 Crash

Total Crashes: 188, 146, 136, 189, 210, 143, 366

Citations: 953, 213, 327, 1412, 600, 465, 1506

LEGEND
0-39 crashes
40-79 crashes
80-119 crashes
120-159 crashes
160+ crashes

0-399 citations
400-790 crashes
800-1199 crashes
1200-1599 crashes
1600+ crashes

UP–Underpass
OP–Overpass
IN–Intersection
MG–Merge
⌘ - Roadway
● - Roadway On or Off Ramp

This analysis was performed on SHA crash data attributed as having occurred on I-495 from 2011 -2013.

Source: Maryland State Highway Administration, Maryland State Police   July 2015

Washington College staff attended the Lifesavers Conference and presented a poster on "Baltimore Crime and Crash: A Positive Relationship," and "Visualizing Spatial Trends over Time" and the International Traffic Records Forum in St. Louis, MO. Staff also presented and participated in a DDACTS Workshop, conducted by NHTSA, in Harford County. In addition to conferences, TRCC participation, and meetings with traffic safety professionals, Washington College staff and students also attended training to improve their GIS capabilities, leading to improved products for MHSO and its partners, and innovative ideas in using GIS to support traffic safety initiatives.
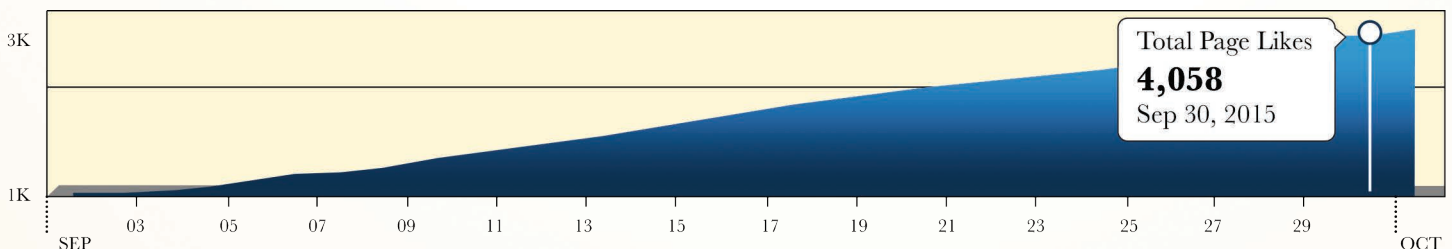
PROGRAM AREAS
COMMUNICATIONS & SOCIAL MEDIA

The MHSO coordinated more than $$3,597,692 million in media funding this past year, spanning all major statewide program areas as well as local events and projects. All campaigns fall under Maryland's Toward Zero Deaths umbrella and the goal of the MHSO is to utilize various media venues across the state to meet the various objectives and goals set forth in campaign media plans to reduce serious injuries and fatalities.

Across all campaigns, the MHSO achieved more than 266,394,521 impressions in FFY 2015 on total media spending of roughly $1,970,107 million dollars. The MHSO always attempts to maximize the amount of earned media through events, donated advertising, organically shared social media postings, and grassroots efforts. The table on page 76 is a representation of the dollars spent on various communications efforts throughout the year, as well as vital information concerning earned media and impressions.

One major project completed during the year was the hiring of a dedicated social media contractor in the summer of 2015. After a comprehensive review of the MHSO's programs and audiences, the contractor implemented a strategy that targeted program audiences with effective messaging and also utilized influencer groups to aid in the targeting of the primary audience. The MHSO dramatically invigorated the dedicated social media sites for *Toward Zero Deaths* on Facebook, Twitter, and Instagram. The contractor aligned messaging across all three platforms, creating a monthly social media posting calendar, and implemented a paid social media strategy that achieved a 300 percent growth in the number of "likes" on the Facebook page in the span of one month. This effort is ongoing and the growth in the size of the audiences of the MHSO's social media sites has helped increase the reach of every social media message, not just those with a paid advertising budget. Given the nature of the targeting potential and the metrics able to be derived from social media sites such as Facebook, the growth of these sites has been a major achievement.

Maryland adheres to the concept of HVE in all campaigns, closely pairing messaging with enforcement operations. Several campaigns benefited from focus group testing this year and those groups confirmed that the consequences of the enforcement, such as receiving tickets, fines and the possibility of arrest for DUI, bore an impact on a motorist's behavior. The MHSO adjusted some messaging to reflect the impact of those consequences and, in addition to communicating the enforcement consequences, has continued to socially motivate motorists to "doing the right thing" such as always having a sober ride, wearing a seat belt, and "parking the phone" before driving. The MHSO staff strongly believes that the combination of social norming in the face of enforcement consequences is not only effective, but is an easily accepted platform for the general public. Achieving total public support in the state's drive *Toward Zero Deaths* is the ultimate goal for the MHSO.

Total Page Likes
4,058
Sep 30, 2015

Campaign Name	Program Area	Campaign Time Frame	Media Outlets Utilized	Paid Media	Earned Media	Total Media	Total Impressions
Smooth Operator	Aggressive Driving Prevention	June 2015 July 2015 August 2015	Radio, Digital Media, Transit Ads, Out of Home	$178,805	$165,322	$208,430	16,464,071
Drive Sober or Get Pulled Over & Checkpoint Strikeforce	Impaired Driving Prevention	August 2015 - December 2015	Television, radio, digital media, bar/restaurant/liquor store messaging, Press releases, newspaper articles, social networking	$366,000	$11,600	$377,600	13,600,000
SPIDRE	Impaired Driving Prevention	October 2014 - September 2015	Television (Press event news coverage), Radio, Digital media, billboards, gas pump ads, Press releases, newspaper articles, social networking	$160,545	$90,360	$250,905	20,960,318
Booze and Belts	Impaired Driving Prevention	November 2014	Radio, social media, digital media	$90,000	$0	$90,000	8,300,000
Motorcycle Safety	Motorcycle Safety	April/May 2015	Radio, Digital media, billboards, Press releases, newspaper articles, social networking	$107,160	$10,000	$117,160	1,291,740
Click it or Ticket	Occupant Protection	May 2015	Radio, Digital media, gas pump top advertising, social media, business partnerships (Chick-fil-A, Bob Bell Ford)	$224,007	$0	$224,007	18,700,000
Park the Phone before you Drive	Distracted Driving	April 2015	Radio, digital Media, Social Media	$64,485	$12,000	$64,485	5,953,837
StreetSmart DC	Pedestrian/ Bicycle Safety	Fall 2014 Spring 2015	Radio, Digital media, billboards, transit ads, gas pump ads, television, Press releases, newspaper articles, social networking	$518,468	$1,474,000	$1,992,468	149,846,457
StreetSmart Baltimore	Pedestrian/ Bicycle Safety	Spring 2015	Radio, Digital media, billboards, mall media, grass roots (street teams), Social Media	$260,637	$12,000	$272,637	31,278,098
Total Media				**$1,970,107**	**$1,775,282**	**$3,597,692**	**266,394,521**

LOOKING TO THE FUTURE

Like much of the rest of the nation, crashes in Maryland seem to be viewed as a consequence of our everyday lives. Driving is almost a necessity for most people and thankfully, given the number of miles being driven, serious injuries and fatalities from crashes are relatively rare occurrences. However, when these tragedies strike, as they do every day, it becomes suddenly much more real. The impact to families who have had loved ones involved in a crash is often emotionally and economically devastating.

Maryland's traffic safety community has embraced the philosophy of moving *Toward Zero Deaths* and, more importantly, strives to embody the idea that "every life counts" through actions. There simply is no justifiable reason for a serious injury or a death on our roadways. Every impaired driving instance can be averted, every case of distracted driving can be prevented, and every unrestrained injury or case of excessive speed can be avoided. The true issue is not eradicating the number of injuries and fatalities, but rather the root causes of issues that result in crashes.

Guided by goals, strategies, and action steps set forth in the state's new SHSP, the MHSO has a clear path to helping eliminate the causes of crashes. Engineering partners will be engaged to build safer roadways and intersections, education partners will be engaged to correct problematic driving behaviors, enforcement partners will be engaged in efforts to stop dangerous driving, and the needs of emergency medical services personnel will continue to be highlighted to improve response times and medical care when crashes do occur.

Maryland will continue using resources in the most efficient, most effective ways possible with the goal of preventing crashes and saving lives. Every crash matters, and every life counts.

GRANTS AND SPENT AMOUNTS

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
GN 15-058	5th Quarter Broadneck EP Church			$4,976.00	$4,976.00
LE 15-043	Aberdeen Police Department			$4,726.88	$4,726.88
GN 15-096	Allegany College of Maryland			$2,740.75	$2,740.75
LE 15-090	Allegany County Sheriff's Department			$13,243.00	$13,243.00
GN 15-067	Anne Arundel Community College			$3,201.78	$3,201.78
GN 15-060	Anne Arundel County Council of PTAs, Inc.			$6,000.00	$6,000.00
GN 15-054	Anne Arundel County Department of Health			$9,998.00	$9,998.00
GN 15-001	Anne Arundel County DUI Court			$78,750.00	$78,750.00
GN 15-080	Anne Arundel County Police Department			$0.00	$0.00
LE 15-003	Anne Arundel County Police Department		$14,693.86	$73,713.53	$88,407.39
LE 15-047	Baltimore City Police Department		$14,708.99	$84,399.77	$99,108.76
GN 15-043	Baltimore County Health Department's Bureau of Behavioral Health			$8,884.69	$8,884.69
GN 15-050	Baltimore County PD, Crash Recon			$24,455.33	$24,455.33
LE 15-107	Baltimore County Police Department			$39,792.02	$39,792.02
LE 15-074	Baltimore County Police Department	$34,969.49	$38,900.55	$155,051.61	$228,921.65
LE 15-048	Bel Air Police Department			$20,535.11	$20,535.11
LE 15-026	Berlin Police Department			$7,909.76	$7,909.76
LE 15-080	Berwyn Heights Police Department			$0.00	$0.00
GN 15-116	Bike Advocates of Annapolis and Anne Arundel County			$6,927.00	$6,927.00
GN 15-015	Bike Maryland, Inc.			$47,083.00	$47,083.00
GN 15-047	Calvert Alliance Against Substance Abuse			$2,649.00	$2,649.00
GN 15-041	Calvert County Health Department			$1,895.80	$1,895.80
LE 15-062	Calvert County Sheriff's Office			$46,301.95	$46,301.95
LE 15-058	Cambridge Police Department			$10,222.61	$10,222.61
LE 15-011	Capitol Heights Police Department			$2,500.00	$2,500.00
GN 15-076	Caroline County Department of Planning & Codes			$3,424.42	$3,424.42
LE 15-055	Caroline County Sheriff's Office			$14,989.99	$14,989.99
GN 15-035	Carroll County Bureau of Aging			$808.80	$808.80

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
GN 15-013	Carroll County Health Department			$6,834.90	$6,834.90
LE 15-065	Carroll County Sheriff's Office			$17,466.34	$17,466.34
GN 15-018	Cecil County Department of Emergency Services			$1,500.00	$1,500.00
GN 15-090	Cecil County Liquor Board			$5,000.00	$5,000.00
LE 15-046	Cecil County Sheriff's Office			$10,016.91	$10,016.91
LE 15-017	Charles County Sheriff's Office			$61,234.10	$61,234.10
LE 15-021	Cheverly Police Department			$5,355.69	$5,355.69
LE 15-068	Chevy Chase Police Department			$868.80	$868.80
GN 15-104	Children's Village of Washington County			$400.00	$400.00
LE 15-049	City of Annapolis Police Department			$37,674.65	$37,674.65
GN 15-046	College of Southern Maryland			$1,250.00	$1,250.00
LE 15-015	Crisfield Police Department			$300.00	$300.00
LE 15-089	Cumberland Police Department			$6,592.81	$6,592.81
LE 15-073	District Heights Police Department			$4,020.00	$4,020.00
LE 15-016	Dorchester County Sheriff's Office			$6,684.61	$6,684.61
LE 15-071	Easton Police Department			$29,473.07	$29,473.07
LE 15-075	Edmonston Police Department			$3,082.12	$3,082.12
LE 15-019	Elkton Police Department			$10,742.67	$10,742.67
LE 15-001	Frederick City Police Department		$5,628.00	$39,880.00	$45,508.00
LE 15-095	Frostburg State University Police Department			$3,826.28	$3,826.28
LE 15-070	Fruitland Police Department			$5,265.40	$5,265.40
LE 15-061	Gaithersburg Police Department			$8,329.53	$8,329.53
GN 15-095	Garrett College			$450.00	$450.00
LE 15-091	Garrett County Sheriff's Office			$8,325.00	$8,325.00
GN 15-114	Governors Highway Safety Association			$15,968.75	$15,968.75
LE 15-029	Greenbelt Police Department			$22,124.39	$22,124.39
GN 15-102	Hagerstown Community College			$3,130.92	$3,130.92
LE 15-102	Hagerstown Police Department			$9,226.46	$9,226.46
LE 15-044	Hampstead Police Department			$9,904.47	$9,904.47
LE 15-101	Hancock Police Department			$288.00	$288.00
GN 15-073	Harford County DUI Court			$63,500.00	$63,500.00
GN 15-028	Harford County Liquor Board			$705.00	$705.00
LE 15-041	Harford County Sheriff's Office		$22,517.00	$135,283.00	$157,800.00
LE 15-042	Havre de Grace Police Department			$13,606.90	$13,606.90
GN 15-002	Howard County DUI Court			$31,436.25	$31,436.25

| Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 15-008	Howard County Police Department		$14,535.49	$56,401.46	$70,936.95
LE 15-002	Hurlock Police Department			$1,532.91	$1,532.91
LE 15-024	Hyattsville Police Department			$2,876.78	$2,876.78
LE 15-018	Kent County Sheriff's Office			$16,872.40	$16,872.40
GN 15-069	Kiwanis Club of La Plata			$1,496.00	$1,496.00
GN 15-072	Kiwanis Club of St. Mary's County			$1,496.85	$1,496.85
LE 15-057	Landover Hills Police Department			$79.08	$79.08
LE 15-028	Laurel Police Department			$19,371.68	$19,371.68
LE 15-010	Manchester Police Department			$774.63	$774.63
GN 15-105	Maryland Chiefs of Police Association			$106,250.12	$106,250.12
GN 15-016	Maryland Department of Health and Mental Hygiene			$225,261.48	$225,261.48
LE 15-093	Maryland Department of Natural Resources Police, Allegany County			$3,299.29	$3,299.29
LE 15-038	Maryland Department of Natural Resources Police, Frederick County			$1,683.19	$1,683.19
LE 15-100	Maryland Department of Natural Resources Police, Garrett County			$2,403.92	$2,403.92
LE 15-069	Maryland Department of Natural Resources Police, Queen Anne's County			$846.50	$846.50
LE 15-078	Maryland Department of Natural Resources Police, Wicomico County			$5,459.36	$5,459.36
LE 15-020	Maryland Department of Natural Resources Police, St. Mary's County			$5,020.75	$5,020.75
LE 15-104	Maryland Department of Natural Resources Police, Washington County			$1,611.63	$1,611.63
LE 15-077	Maryland Institute, College of Art			$0.00	$0.00
GN 15-113	Maryland Municipal League - PEA			$2,168.66	$2,168.66
GN 15-032	Maryland Police/Correctional Training Commissions			$76,875.00	$76,875.00
GN 15-038	Maryland Police/Correctional Training Commissions - TSS			$23,914.80	$23,914.80
GN 15-107	Maryland Sheriff's Association			$35,182.00	$35,182.00
GN 15-110	Maryland State Police - DELTA (IT)			$165,150.94	$165,150.94
GN 15-051	Maryland State Police - DRE			$111,463.62	$111,463.62
GN 15-112	Maryland State Police - Mobile Testing Unit			$0.00	$0.00
LE 15-082	Maryland State Police - SPIDRE			$967,663.25	$967,663.25
LE 15-081	Maryland State Police - Statewide	$6,346.32		$603,848.34	$610,194.66

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 15-054	Maryland State Police - Barrack "L"			$6,797.63	$6,797.63
GN 15-020	Maryland State's Attorneys Association			$230,003.92	$230,003.92
LE 15-013	Maryland Transportation Authority Police			$53,109.51	$53,109.51
GN 15-111	McDaniel College			$4,540.00	$4,540.00
GN 15-005	Maryland MVA, Motorcycle			$7,667.98	$7,667.98
GN 15-101	Meritus Healthcare Foundation			$3,999.60	$3,999.60
GN 15-082	Metropolitan Washington (WASHCOG)	$225,000.00		$0.00	$225,000.00
GN 15-006	MIEMSS, CPS			$48,438.46	$48,438.46
LE 15-063	MNCPP - Montgomery County			$4,005.89	$4,005.89
GN 15-070	Montgomery County Department of Liquor Control			$7,000.00	$7,000.00
GN 15-048	Montgomery County Fire Department			$2,000.00	$2,000.00
LE 15-059	Montgomery County Police Department	$13,313.29	$26,568.95	$177,663.03	$217,545.27
GN 15-071	Montgomery County Project Prom			$6,000.00	$6,000.00
LE 15-037	Montgomery County Sheriff's Office			$14,385.93	$14,385.93
GN 15-030	Mothers Against Drunk Driving			$48,409.34	$48,409.34
LE 15-053	New Carrollton Police Department			$4,183.62	$4,183.62
LE 15-085	North East Police Department			$1,085.83	$1,085.83
LE 15-094	Oakland Police Department			$420.00	$420.00
LE 15-076	Ocean City Police Department	$6,735.62		$17,317.59	$24,053.21
LE 15-036	Ocean Pines Police Department			$2,310.32	$2,310.32
LE 15-086	Perryville Police Department			$331.36	$331.36
LE 15-056	Pocomoke Police Department			$3,500.00	$3,500.00
GN 15-057	Prince George's County Child Resource Center			$2,000.00	$2,000.00
LE 15-060	Prince George's County Police Department	$36,193.57	$30,107.89	$166,698.32	$232,999.78
LE 15-083	Princess Anne Police Department			$7,121.99	$7,121.99
GN 15-078	PTA Council of Howard County			$4,500.00	$4,500.00
LE 15-027	Queen Anne's County Sheriff's Office			$13,986.50	$13,986.50
LE 15-039	Riverdale Park Police Department			$7,198.82	$7,198.82
LE 15-030	Rockville City Police Department			$15,347.21	$15,347.21
GN 15-059	SAFE KIDS / Families Plus			$1,999.50	$1,999.50
LE 15-072	Salisbury Police Department			$10,680.50	$10,680.50
LE 15-106	Smithsburg Police Department			$180.00	$180.00
LE 15-067	Somerset County Sheriff's Office			$7,850.00	$7,850.00
GN 15-010	St. Mary's County Alcohol Beverage Board			$1,692.33	$1,692.33
GN 15-017	St. Mary's County DUI Court			$40,267.21	$40,267.21
GN 15-008	St. Mary's Hospital Health Connections			$2,500.00	$2,500.00

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 15-034	St. Mary's Sheriff's Office			$51,689.20	$51,689.20
LE 15-035	Sykesville Police Department			$9,260.00	$9,260.00
GN 15-053	Sykesville Volunteer Fire Department			$4,200.00	$4,200.00
LE 15-066	Talbot County Sheriff's Office			$6,014.31	$6,014.31
LE 15-040	Taneytown Police Department			$5,048.95	$5,048.95
GN 15-093	The Family Junction			$1,200.00	$1,200.00
LE 15-025	Town of La Plata Police			$14,628.27	$14,628.27
LE 15-108	Towson State University Police Department			$8,328.27	$8,328.27
LE 15-050	University of Maryland College Park Police Department			$16,358.50	$16,358.50
LE 15-012	University of Baltimore Police Department			$14,000.00	$14,000.00
GN 15-152	University of Baltimore, Schaefer Center			$5,460.64	$5,460.64
GN 15-153	University of Baltimore, Schaefer Center			$4,101.54	$4,101.54
GN 15-024	University of Maryland Baltimore - NSC			$116,364.73	$116,364.73
GN 15-039	University of Maryland, Baltimore - NSC			$65,027.74	$65,027.74
GN 15-040	University of Maryland, Baltimore - NSC			$277,922.39	$277,922.39
GN 15-055	University of Maryland, Baltimore - Staffing (Internal)			$1,084,913.27	$1,084,913.27
GN 15-061	University of Maryland, Baltimore - Staffing (RTSP)		$219,162.00	615403.52	$834,565.52
LE 15-151	University of Maryland, Baltimore - CCODES Ignition Interlock			$4,673.43	$4,673.43
LE 15-087	University of Maryland, Eastern Shore Police Department			$600.00	$600.00
LE 15-064	University Park Police Department			$4,084.46	$4,084.46
GN 15-063	Washington College			$88,620.76	$88,620.76
GN 15-066	Washington College			$181,762.00	$181,762.00
GN 15-106	Washington County Health Department			$500.00	$500.00
LE 15-103	Washington County Sheriff's Office			$23,805.50	$23,805.50
GN 15-007	Washington Regional Alcohol Program			$708,927.66	$708,927.66
GN 15-027	Washington Regional Alcohol Program			$43,383.83	$43,383.83
LE 15-009	Westminster Police Department			$8,722.23	$8,722.23
GN 15-019	Wicomico County Health Department			$1,949.81	$1,949.81
LE 15-014	Wicomico County Sheriff's Office			$24,630.40	$24,630.40
GN 15-068	Worcester County Health Department			$1,500.00	$1,500.00
LE 15-031	Worcester County Sheriff's Office			$7,280.79	$7,280.79
	Totals by Funding Source	**$322,558.29**	**$386,822.73**	**$8,019,487.05**	**$8,728,868.07**
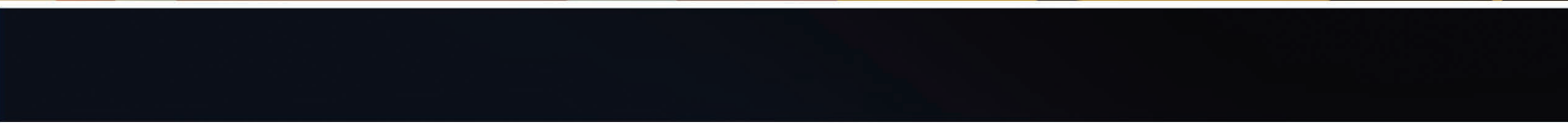
Dedicated to saving lives and
preventing injuries on Maryland roadways.
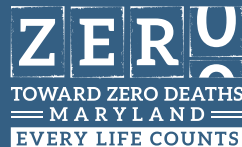
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