Maryland

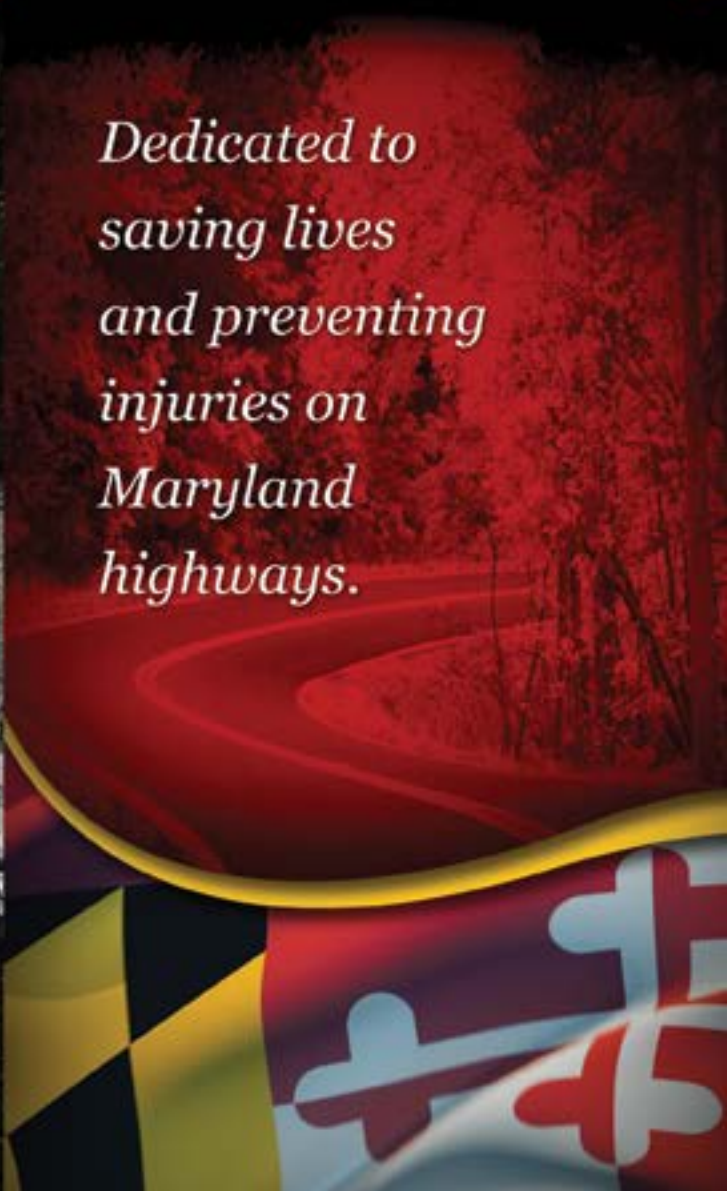## HIGHWAY SAFETY OFFICE
MARYLAND MOTOR VEHICLE ADMINISTRATION

ANNUAL REPORT 2013

Dedicated to saving lives and preventing injuries on Maryland highways.

SPIDRE
STATE POLICE IMPAIRED DRIVING EFFORT

NOT JUST A NUMBER:
A COMMITMENT TO SAVING PEOPLE

Statistical data is very important to help understand the magnitude of traffic crashes and where to focus resources. Data also helps determine if the countermeasures employed by the state are making progress. The 2013 MHSO Annual Report offers the opportunity to learn about how Maryland is combating the problem of traffic crashes and the resulting injuries and fatalities. Despite the reliance on facts and figures, the MHSO never loses sight of the fact that behind these numbers are the stories of real people – children, parents, siblings, grandchildren, friends, and colleagues – whose lives have been shattered by a motor vehicle crash.

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. The sudden loss of a loved one or friend from a traffic crash is traumatic and, worst of all, every one of these roadway deaths is preventable.

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. Our goal is to completely eliminate roadway fatalities through a comprehensive, data-driven system that defines when and where traffic crashes are happening and identifying characteristics of those involved.

In all facets of the MHSO's work, we seek to honor

the past victims of traffic crashes and, perhaps more importantly,

prevent future tragedies from occurring.

ZERO
TOWARD ZERO DEATHS
MARYLAND

A MESSAGE FROM OUR GOVERNOR'S
HIGHWAY SAFETY REPRESENTATIVE

John T. Kuo,
Administrator, Motor Vehicle
Administration

"Maryland has embraced the philosophy of moving Toward Zero Deaths . . ."

As the Governor's Highway Safety Representative for the State of Maryland, I am proud to present the 2013 Maryland Highway Safety Annual Report. The report is a direct reflection of the accomplishments from the Federal Fiscal Year 2013 activities as outlined in our 2013 Highway Safety Plan.

Maryland has embraced the philosophy of moving Toward Zero Deaths on our roadways and we are firmly committed to the attainment of that goal. We continue to build partnerships that will address major traffic safety areas such as impaired driving prevention, occupant protection, preventing distracted or aggressive driving, and focusing on the needs of pedestrians, bicyclists, and drivers of all ages.

In 2012, traffic fatalities rose to 511, up from 488 in 2011. Clearly, we took a step backward from our overall goal, a fact due in large part to a spike in horrific, multi-fatality crashes. However, in contrast to the rise in overall fatalities, Maryland experienced a reduction in serious injuries from traffic crashes. I am also pleased to report that there were fewer injuries due to speed and aggressive driving, fewer injuries among motorcycle operators, fewer pedestrian fatalities, and fewer injuries among younger drivers.

We have our challenges but we are committed to achieving decreases in crashes, injuries and fatalities in every area of traffic safety. The achievements outlined in this Annual Report would not be possible without all of our partners in highway safety at the federal, state and local levels, and I look forward to working with each of them to continue the mission of saving lives together.

John Kuo

John T. Kuo

A MESSAGE FROM MARYLAND'S

HIGHWAY SAFETY COORDINATOR

Thomas J. Gianni,
Chief, Maryland Highway
Safety Office

As Maryland's Highway Safety Coordinator, I am pleased with the programs and projects that were undertaken this past year, and their ability to help us progress toward meeting the goals outlined in Maryland's Strategic Highway Safety Plan and its Highway Safety Plan. This annual report highlights the successes that we have experienced and also illustrates the challenges that we face going forward.

The strategies described in this report reflect a collaboration of numerous statewide partners and stakeholders. Our results represent the culmination of efforts from every traffic safety discipline – enforcement, engineering, education, and emergency medical services – and our partners have leveraged state and federal highway safety dollars to create effective traffic safety programs. While human behavior can be unpredictable at times, causational trends identified in traffic crash data are most certainly predictable, thus making traffic crashes truly preventable.

During the past year, the Maryland Highway Safety Office worked within the guidelines and regulations of new federal highway legislation – Moving Ahead for Progress in the 21st Century (MAP-21). Highway safety projects funded with these federal dollars were not only integrated within our SHSP, but were approved based on their proven effectiveness. We are pleased that 146 projects received grant funds and that over seven million dollars were spent on robust projects aimed at significantly decreasing highway crashes and their associated injuries and fatalities. These projects represent a comprehensive framework for addressing the various Emphasis Area strategies detailed within the SHSP. Maryland's highway safety partners work tirelessly to ensure the proper countermeasures are implemented across the state and in areas where crashes are most prevalent.

I am proud of the work done to decrease fatalities and injuries related to traffic crashes; each highway fatality prevented during the past year was one more family spared the awful tragedy of these horrible and untimely deaths. The MHSO stands committed to assist our partners in preventing and eliminating the carnage on our roadways. With the Maryland SHSP as our map, traffic officials and partners in Maryland will continue to strive to drive Maryland *Toward Zero Deaths*.

Thomas Gianni

Thomas J. Gianni

MARYLAND HIGHWAY SAFETY OFFICE
MISSION & VISION

MISSION

The Maryland Motor Vehicle Administration's Highway Safety Office (MHSO) is dedicated to saving lives and preventing injuries by reducing the number and severity of motor vehicle crashes through the administration of a comprehensive and effective network of traffic safety programs.

VISION

Our vision is to move Maryland *Toward Zero Deaths* because every life counts. Our efforts are squarely focused on preventing the needless tragedies that occur every day on our roadways.

ZER0
TOWARD ZERO DEATHS
M A R Y L A N D

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 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.

OUR ORGANIZATION

The MHSO is housed within the Maryland Motor Vehicle Administration (MVA) in the Central Operations and Safety Programs (COSP) Division. As the parent agency, the MVA provides the MHSO with opportunities for synergy in efforts to address driver safety and education.

The MVA's Administrator, John Kuo, serves as Maryland's Governor's Highway Safety Representative and provides overall leadership for the state's highway safety program. The MHSO is guided by a Chief and a Deputy Chief, with three Safety sections, an Administrative unit and a Communications team in place to provide support. The MHSO achieves success through its cohesive office

structure, dedicated staff and strong leadership. Team models ensure optimal business operations and form the backbone of decision making for all traffic safety initiatives. Some examples of the MHSO's teams include:

- **Management Team** – comprised of the MHSO's Chief and Deputy Chief, as well as the Section Chiefs for the Finance, Safety Programs, Regional Traffic Safety Program (RTSP), and Administration Sections, the MHSO's management team model embraces collaborative decision making, sets policy, and guides the efforts of the organization;

- **Section Teams** – Section Chiefs meet regularly with employees to share policy and programmatic expectations relative to daily operations, while allowing for an open sharing of knowledge, ideas and problem solving;

- **Grants Management Team** – responsible for guiding the grants management process for the MHSO. This team determines the timeline for the annual application process, identifies changes to grantee documents, evaluates training needs for applicants and creates or modifies procedures as required.

The MHSO constantly cultivates partnerships from the "Four Es of Highway Safety"— enforcement, education, engineering and emergency medical services (EMS). The network of partners from these areas includes representation from federal, state and local governments; statewide, county, and municipal enforcement agencies; employers; schools, colleges, and universities; and religious institutions.

The collected group of individuals and agencies work consistently to achieve the goals and objectives set forth in Maryland's Highway Safety Plan (HSP), with the overall goal of eliminating crashes, and thereby preventing the corresponding injuries and fatalities, on Maryland's roadways.

EDUCATION

ENFORCEMENT

ENGINEERING

EMERGENCY MEDICAL SERVICES

MARYLAND HIGHWAY SAFETY OFFICE

FUNDING

As Maryland's designated Highway Safety Office, the MHSO receives funding from the National Highway Traffic Safety Administration (NHTSA) for use at the statewide and local levels. A large portion of the funding is delivered in the form of Section 402 funding, while other pieces of funding are delivered for specific use in such areas as Occupant Protection (Section 405), Child Passenger Safety (Section 2011), Traffic Records (Section 408) or Impaired Driving Prevention (Sections 410 and 164).

Each year the MHSO submits its plan for allocating these funds to the NHTSA by way of a document called the HSP. The MHSO utilizes formulas and strategic planning 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 state's HSP.

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

MHSO FFY 2013 NHTSA Funds Expenditures

Motorcycle Safety (3.7%)
Occupant Protection (8.8%)
Child Passenger (2.5%)
General Highway Safety (2.5%)
Pedestrian/Bicycle Safety (1.0%)
Police Traffic Services (5.4%)
Traffic Records (6.0%)
P & A (2.1%)
Comprehensive Local Projects (25.7%)
Alcohol (39.1%)
Aggressive Driving (2.6%)
Driver Education (0.5%)
Codes and Laws (0.1%)
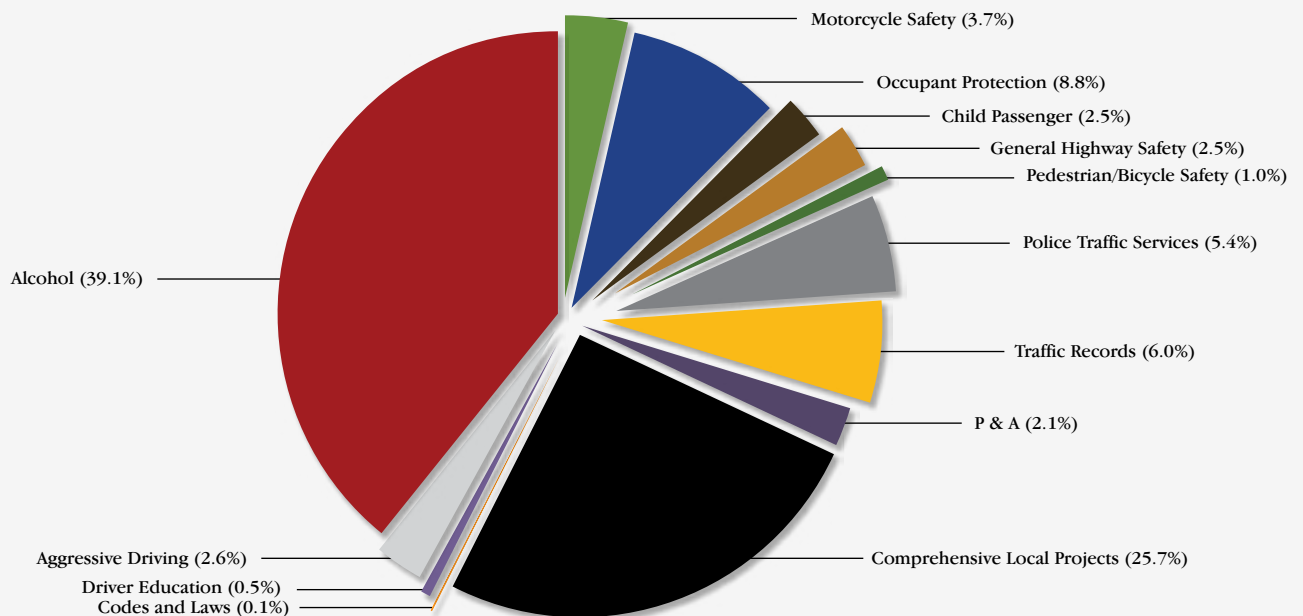
Note: These figures represent only funds from the National Highway Traffic Safety Administration.
In addition to these funds the MHSO distributes funds from the Federal Highway Administration for programs such as pedestrian and bicycle safety.

AREAS OF CONCENTRATION

IMPAIRED DRIVING PREVENTION

Impaired driving prevention, both alcohol and drug-related, was one of the largest single areas of concentration for the MHSO in terms of grant-funding. Over the past five years, an average of 8,035 impaired driving crashes have occurred annually on Maryland's roadways. On average, 175 people have lost their lives and 4,192 were injured each year. This loss of life represents approximately one-third of all of Maryland's traffic fatalities.

A brand new team of MSP troopers known as SPIDRE are dedicated to DUI enforcement.

In FFY 2013 Maryland devoted a significant amount of funding to enforcement projects, such as the funding of DUI checkpoints and saturation patrols, with the specific goal of removing impaired drivers from the roadway. In particular, FFY 2013 brought the creation of a brand new team of Maryland State Police (MSP) troopers, known as the State Police Impaired Driving Effort (SPIDRE), dedicated to DUI enforcement. Maryland also invested heavily in education and media components to prevent drivers from getting behind the wheel after consuming alcohol. In addition to enforcement and education

projects, Maryland funded county-level DUI Courts, conducted compliance checks to prevent underage drinking, hired two Traffic Safety Resource Prosecutors (TSRP) and coordinated efforts with major partners such as Mothers Against Drunk Driving (MADD) and the Washington Regional Alcohol Program (WRAP).

Maryland is continuing to take action to combat impaired driving through collaborative partnerships between state government agencies, legislative and judicial leaders, regional authorities, local government agencies and nongovernmental organizations. Together these agencies have joined forces to form Maryland's Impaired Driving Emphasis Area Team (EAT), and their mission is to strengthen and enforce impaired driving laws and educate the public about the dangers of impaired driving. This team addresses the complex issue of impaired driving via public information, education, enforcement and judicial issues and is tasked with fulfilling strategies ranging from increasing the effectiveness of enforcement to ensuring that data is received by all partners in a timely fashion.

OCCUPANT PROTECTION

Despite a decrease in the state's seat belt use rate, Maryland also experienced a decrease in the percentage of unbelted driver or occupant fatalities and injuries for the first time in many years. Prior to 2013, even with a fairly high use rate, the state had a relatively high percentage of traffic fatalities that were not properly restrained. Over the past five years, an average of 126 people have lost their lives and 2,305 were injured each year while not being properly restrained in a crash. This loss of life represents close to 24 percent of all of Maryland's traffic fatalities.

In 2013, a significant upgrade to Maryland's adult seat belt use law was achieved by way of legislation as state lawmakers passed an amendment to the previously existing law requiring all persons, regardless of age, to be restrained in all seating positions. Although enforcement of seat belt use in rear seating positions is only secondary, this amendment fulfilled a significant strategy as outlined in the Maryland SHSP.

Throughout the year, Maryland coordinates enforcement and education activity in conjunction with the state's Occupant Protection EAT. Projects were coordinated in line with SHSP strategies and include education and media activities such as *Click it or Ticket* and enforcement

of Maryland's seat belt laws, especially during night-time hours when the use of seat belts is known to decline. This federal fiscal year marked the third year of participation in a NHTSA demonstration project specifically intended to determine the characteristics of unbelted drivers at night and this project concluded in November 2013.

Child Passenger Safety (CPS) efforts also formed a key component of Maryland's Occupant Protection Program as the state sought to continue to field a large number of trained CPS Technicians at fitting stations. Child safety seats were distributed through CPS partners and local health departments and outreach was coordinated with hospitals and CPS partners that continue to promote child passenger safety (best practice and Maryland law) to care providers of children from birth to eight years of age.

AGGRESSIVE DRIVING PREVENTION

As a third major area of Maryland's SHSP, the MHSO's Aggressive Driving Prevention Program continued to utilize education and enforcement as primary methods for addressing aggressive and speeding motorists. Over the past five years, an average of 5,867 aggressive driving crashes have occurred annually on Maryland's roadways. On average, 52 people have lost their lives and 3,908
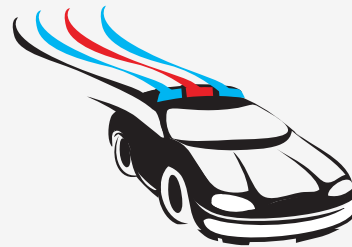
SMOOTH **OPERATOR**

We're Tough on Aggressive Drivers!

were injured each year. This loss of life represents approximately 10 percent of all of Maryland's traffic fatalities. By far the largest component of the Aggressive Driving Prevention Program was the state's *Smooth Operator* campaign, a combination of enforcement and education that sought to eliminate the dangers posed by aggressive and speeding drivers. The campaign had a secondary element of preventing aggressive driving around large vehicles such as trucks and buses.

Overtime enforcement was provided throughout the year to enforce speeding laws and training was also provided as a component of many of these programs. Specifically, the MSP coordinated a special effort known as *Operation Centipede*, a traffic enforcement initiative designed to support the Prince George's County I-495 Fatality Reduction Traffic Plan. Unmarked and marked police vehicles were utilized to target aggressive drivers and educate the public through traffic enforcement efforts.

DISTRACTED DRIVING PREVENTION

Nationally and statewide, the emphasis on distracted driving causing traffic crashes has continued to be an emerging issue and one that has taken more prominence. Prior to FFY 2013, most of Maryland's distracted driving efforts were relegated to the use of materials or collateral that was done

at a national level or done in other states. In FFY 2013, that changed due in large part to continued focus on these programs through the SHSP's Distracted Driving EAT and stricter legislation passed by Maryland lawmakers. On October 1, 2013, Maryland House Bill 753 took

effect, prohibiting all drivers in Maryland from using hand-held cell phones while operating a motor vehicle. The legislation placed a full cell phone ban in effect for drivers and increased the upper limit of a fine to $160 for repeat offenders. In conjunction with this new legislation, Maryland developed a campaign called *"Park The Phone Before You Drive."* The campaign material was distributed to Maryland's traffic safety partners. Outreach was also targeted toward Maryland's law enforcement community regarding the proper enforcement of Maryland's cell phone ban.

In late 2013, distracted driving was also added as a pillar to Maryland's *Toward Zero Deaths* campaign to properly reflect the prominence of distracted driving as one of the top causes of crashes throughout the state. Improved crash reporting systems, such as Automated Crash Reporting System (ACRS), will also help better identify more specific causes of distracted driving crashes and better target data collection throughout the state for use in future distracted driving prevention campaigns.

PEDESTRIAN AND BICYCLE SAFETY

The Baltimore and Washington, D.C. metropolitan regions have a large number of pedestrians, and other areas of the state, such as Ocean City, also experienced issues with pedestrian-involved crashes. Pedestrian safety also forms a critical pillar of the Maryland SHSP, with specific focus being placed on providing a safe walking environment for all Maryland residents and visitors. Over the past five years, an average of 107 pedestrians have lost their lives and 2,494 were injured each year. This loss of life represents 20 percent of all of Maryland's traffic fatalities.

"The Maryland Association of County Health Officers support the TZD strategy to move Maryland toward zero deaths on its highways."

In addition, Maryland has an avid bicycling population and incorporates special planning into traffic safety activities to meet the needs of these individuals. With infrastructure improvements being a key element of the SHSP, Maryland traffic safety officials sought to make the bicycling environment as safe as possible. Over the past five years, an average of 752 bicycle crashes have occurred on Maryland roadways. On average, seven people in those crashes lost their lives and 624 were injured each year.

Maryland's primary campaign for pedestrian and bicyclist safety is known as *Street Smart* and has been historically focused in the Washington, D.C. and Baltimore metropolitan areas. In FFY 2013, the campaign was expanded to include Ocean City, a popular tourist destination. Pedestrian safety enforcement funds were provided to numerous jurisdictions for the enforcement of Maryland's crosswalk laws, and RTSP Managers and other partners distributed educational material throughout the year. Bicycle safety trailers were also used to help educate young children and their caregivers, and the MHSO also funded the production of a special bicyclist safety video. The MHSO also lent support to the statewide *Safe Routes to School* Program and *Walk Your Child to School Week*.

MOTORCYCLE SAFETY

Motorcycle safety continues to be a significant concern in Maryland. Ridership increased dramatically in recent years and the number of crashes and injuries involving motorcyclists has increased correspondingly. Over the past five years, an average of 1,847 crashes involving motorcycles have occurred on Maryland's roadways. On average, 74 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 1,542 people have been injured annually.

Excessive speed on the part of the motorcycle rider is a predominant factor in fatal motorcycle crashes, and motorist failure to yield right of way continues to be a significant problem in motorist-motorcyclist crashes. Throughout FFY 2013, the MVA and the MHSO worked toward addressing these issues by partnering with motorcycle dealers, motorcycle clubs, government agencies, and scheduling outreach activities geared toward reducing motorcyclist-involved crashes in areas with the highest crash rates. Maryland officials coordinated a media campaign aimed at increasing awareness of motorcycle safety issues and hosted a major press event in conjunction with Motorcycle Safety and Awareness Month.

In addition to public information and education, rider training and licensure were major components of Maryland's efforts to decrease motorcyclist-involved crashes, as was the enforcement of the state's motorcycle safety laws. With numerous rider courses offered through the Maryland MVA, the state's goal was to increase rider experience and awareness levels and to also increase the awareness of sharing the road with motorcyclists among drivers of passenger vehicles.

OLDER AND YOUNGER DRIVER SAFETY

The population of Maryland is extremely diverse in ethnicity and age. Young drivers (age 16-20) are a particular focal point, with numerous driver education initiatives provided through the Maryland MVA and driving school partners. Over the past five years, an average of 14,352 crashes involving young drivers have occurred on Maryland's roadways. On average, 77 people have lost their lives each year. This loss of life represents close to 15 percent of all of Maryland's traffic fatalities.

The MHSO and its partners addressed the issue of young driver safety through parent involvement programs and driver instructional efforts. The MHSO utilized a program called *Every 15 Minutes* which educated parents and students on the effects of driving while impaired by alcohol

and conducted various outreach through high school and community presentations. Lastly, young drivers were a core component on most of the MHSO's traffic safety initiatives and much of the collateral material and publicity surrounding the state's new cell phone and seat belt legislation was directed at young drivers.

The state's population of older drivers (age 65 or older) also required significant attention. The needs of these drivers vary greatly and the Maryland MVA is especially focused on evaluating the driving ability of these older drivers and helping them cope with any adversity. Over the past five years, an average of 10,153 crashes involving older drivers have occurred on Maryland's roadways. On average, 85 people have lost their lives each year. This loss of life represents close to 16 percent of all of Maryland's traffic fatalities. In addition, an average of 6,598 people have been injured annually. Older driver safety initiatives are typically carried out at a local level with significant input from the network of RTSP Managers but the MHSO works closely with the MVA on older driver education issues.

TRAFFIC RECORDS IMPROVEMENT

Data forms the key foundation of all of the MHSO's programs, and the accurate collection and timely

dissemination of traffic records information is critical to ensuring results from initiatives. All activities, from enforcement to education, rely on data and the MHSO's focus is to provide impactful programs that help the state meet traffic safety goals in reducing crashes and the resulting injuries and fatalities.

Maryland's goal is to develop a comprehensive statewide traffic records system that provides traffic safety professionals with reliable, accurate, and timely data to inform decisions about traffic safety problems, implement proven countermeasures, and manage and evaluate safety programs. The traffic records system encompasses the hardware, software, personnel and procedures that capture, store, transmit, analyze and interpret traffic safety data. The data that is managed by this system includes the 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 system Traffic Records Coordinating Committee (TRCC), with both Technical and Executive Councils. The MHSO's Traffic Records Coordinator serves as Chair of the TRCC Technical Council, as well as the advisor to the TRCC Executive Council. This group specifically focused on several

projects including NHTSA's Data Improvement Projects Clearinghouse, the continued development of Maryland's e-Tix program, improving crash reporting through MSP's ACRS and assisting in the development of the Maryland EMS Data System (eMEDS), a management systems for maintaining statewide EMS data.

In addition, the MHSO's Data Analyst and TRCC Program Manager is highly involved with the statewide Traffic Records Strategic Plan and the management of the Maryland's Crash Outcome Data Evaluation System (CODES) grant. The MHSO relies on many partner agencies to make data accessible for highway safety planning and employs a number of systems and programs, with the help of State agencies and grantees, to collect, maintain and analyze its internal data sets,

including the Safe Highways Application and Reporting System (SHARP) performance measures, and driver knowledge, attitude, and behavior data collected on the Action Measure Tools (AMTs) and Maryland Annual Driving Survey (MADS).

POLICE TRAFFIC SERVICES

Traffic enforcement gives law enforcement the unparalleled opportunity to save lives. The MHSO's staff worked closely with local, county and statewide police agencies to provide unique and innovative approaches that can combine and achieve multiple law enforcement objectives. In addition, the MHSO's Police Traffic Services initiatives included training courses for law enforcement officers in Crash Reconstruction, Crash Investigation, Advanced Training for the Impaired Driving Program (DUI Institute), and coordination and participation in the annual Law Enforcement Challenge activities.

As a part of the Police Traffic Services program, the MHSO utilized a full-time Law Enforcement Liaison (LEL) who was tasked with identifying the needs of police agencies

and implementing efforts to meet those needs. The LEL was responsible for helping coordinate conferences, training programs for officers and police executives, as well as communicating details of the MHSO's traffic safety programs to all applicable partners. The MHSO's LEL was instrumental in the development of a special video targeted at officer seat belt use, as well as the continued refinement and development of Maryland's Traffic Safety Specialist (TSS) Program.

MEDIA COMMUNICATIONS AND SOCIAL MEDIA

Marketing the MHSO's efforts was an integral component to their ultimate success. The MHSO couples intensely focused media buys and social marketing with any enforcement initiative, the most significant being support of *Drive Sober or Get Pulled Over, Click it or Ticket, Smooth Operator,* and *Street Smart*. The MHSO hired a dedicated Social Media Manager in and has greatly enhanced its ability to utilize additional marketing and outreach resources such as Facebook, Twitter and Instagram.

The MHSO has been the lead on the statewide *Toward Zero Deaths* initiative and in FFY 2013 expanded the campaign to include distracted driving. Significant media

attention was focused upon the change in Maryland's seat belt law and cell phone use while driving ban. The MHSO partnered with many agencies throughout the year on media initiatives related to *Toward Zero Deaths* including the Maryland Institute for Emergency Medical Services Systems (MIEMSS), the MSP, law enforcement agencies, health departments and other partners and has a website in place to convey messaging to the public.

The MHSO focused on efforts which were successful at gaining earned media including press events, sports marketing partnerships and local partner-driven activities. Numerous press events were held including:

- A unique commercial truck stopping demonstration in support of *Smooth Operator*
- A multi-jurisdictional event held at a working seat belt enforcement zone for *Click it or Ticket*
- Events in support of impaired driving prevention and motorcycle safety.

Media buys, press events, social outreach and the collaboration from statewide partners ensure that the MHSO's message is received by target audiences. Throughout all program area outreach, the common theme of "Every Life Counts" is included and anchored the MHSO to the goal of continuously working *Toward Zero Deaths*.

FFY 2013 PROJECT DISTRIBUTION

Number of Statewide Program Area Efforts

50

Legend

Number of Program Area Efforts

0 – 5	14 – 21
6 – 13	22+

Miles
0 5 10 20 30 40
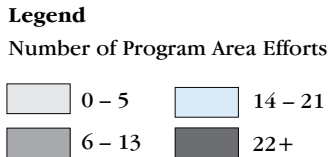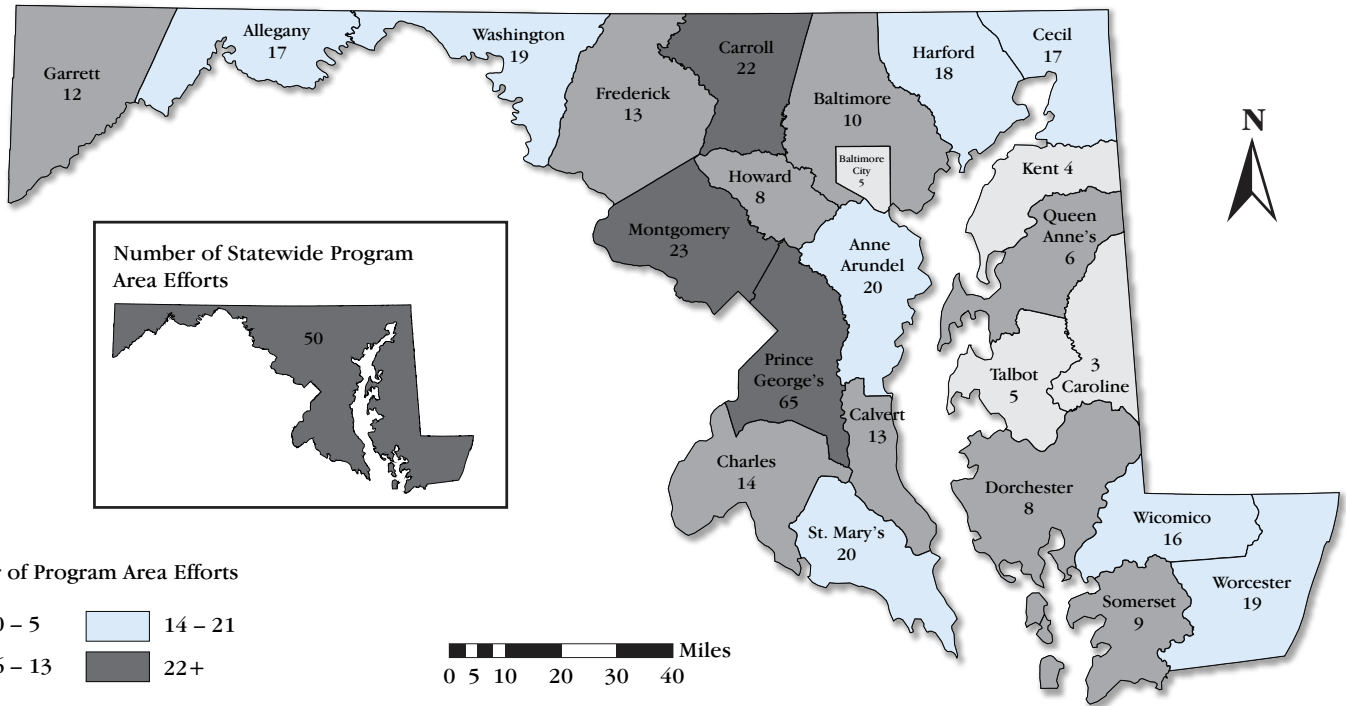
YD – Younger Driver   DD – Distracted Driver   OP – Occupant Protection   PT – Police Traffic Services
SF – Speed a Factor   IMP – Impaired Driver   OD – Older Driver   TR – Traffic Records
AGG – Aggressive Driver   MC – Motorcycle   P/B – Pedestrian & Bicycle   SP – Special Projects

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Allegany (17)

Allegany County Sheriff's Dept. (5)
• Enforcement: AGG, IMP, OP, SF, SP

Cumberland Police Dept. (5)
• Enforcement: AGG, IMP, OP, SF, SP

Frostburg Police Dept. (4)
• Enforcement: AGG, IMP, SF, SP

Frostburg State University Police (3)
• Enforcement: IMP, OP, SF

Anne Arundel (20)

AA Co. Police Dept. (9)
• Enforcement: AGG, DD, IMP, OP, P/B, SF, SP

• Education & Outreach: IMP, SP

AACC—Dept. Of Health Services (3)
• Education & Outreach: DD, IMP, P/B

Annapolis Police Dept. (7)
• Enforcement: AGG, IMP, OP, P/B, SP
• Education & Outreach: PT, SP

Maryland Judiciary (AA Co. DUI Court) (1)
• Education & Outreach: IMP

Baltimore City (5)

Baltimore City Police Dept. (5)
• Enforcement: AGG, IMP, OP, SF, SP

Baltimore (10)

Baltimore County Police Dept. (8)
• Enforcement: AGG, DD, IMP, OP, P/B, SF, SP
• Education & Outreach: PT

Baltimore County Dept. of Health (2)
• Enforcement: IMP
• Education & Outreach: IMP

Calvert (13)

Calvert Alliance Against Substance Abuse (1)
• Education & Outreach: IMP

Calvert County Health Dept. (1)
• Education & Outreach: IMP

Calvert County Sheriff's Dept. (11)
- Enforcement: AGG, DD, IMP, MC, OP, P/B, SF, SP
- Education & Outreach: IMP, OP, SP

Caroline (3)

Caroline County Sheriff's Dept. (3)
- Enforcement: IMP, SF, SP

Carroll (22)

Carroll County Bureau of Aging & Disability (1)
- Education & Outreach: OD

Carroll County Health Dept. (3)
- Education & Outreach: IMP, OP, P/B

Carroll County Sheriff's Dept. (3)
- Enforcement: AGG, IMP
- Education & Outreach: SP

Every 15 Minutes/Sykesville Freedom (1)
- Education & Outreach: YD

Hampstead Police Dept. (3)
- Enforcement: AGG, IMP
- Education & Outreach: SP

Manchester Police Dept. (1)
- Enforcement: AGG

McDaniel College (1)
- Education & Outreach: SP

Sykesville Police Dept. (2)
- Enforcement: AGG, IMP

Taneytown Police Dept. (2)
- Enforcement: AGG, IMP

Westminster Police Dept. (5)
- Enforcement: AGG, IMP, SF, SP
- Education & Outreach: SP

Cecil (17)

Cecil County Liquor Board (3)
- Enforcement: IMP, SP
- Education & Outreach: IMP

Cecil County Sheriff's Dept. (5)
- Enforcement: AGG, IMP, P/B, SF, SP

Elkton Police Dept. (7)
- Enforcement: AGG, IMP, OP, P/B, SF, SP
- Education & Outreach: SP

North East Police Dept. (1)
- Enforcement: AGG

Perryville Police Dept. (1)
- Enforcement: AGG

Charles (14)

Charles County Sheriff's Dept. (6)
- Enforcement: AGG, IMP, MC, SP
- Education & Outreach: IMP, YD

Kiwanis Club of La Plata (1)
- Education & Outreach: P/B

Town of La Plata Police (7)
- Enforcement: AGG, DD, IMP, OP, SF, YD, SP

Dorchester (8)

Cambridge Police Dept. (2)
- Enforcement: AGG, IMP

Dorchester County Sheriff's Dept. (2)
- Enforcement: AGG, IMP

Hurlock Police Dept. (4)
- Enforcement: AGG, IMP, OP, SP

Frederick (13)

Brunswick Police Dept. (3)
- Enforcement: AGG, IMP, SP

Fred. Mem. Hosp. Wellness Center (Safe Kids) (2)
- Education & Outreach: OP, P/B

Frederick County Public Schools (1)
- Education & Outreach: YD

Frederick County Sheriff's Dept. (1)
- Enforcement: IMP

Frederick Police Dept. (5)
- Enforcement: AGG, IMP, OP, SF, SP

Meritus Health (1)
- Education & Outreach: DD

Garrett (12)

Garrett County Health Dept. (3)
- Education & Outreach: IMP, OP, P/B

Garrett County Sheriff's Dept. (5)
- Enforcement: AGG, IMP, OP, SF, SP

Oakland Police Dept. (4)
- Enforcement: AGG, IMP, SF, SP

Harford (18)

Aberdeen Police Dept. (4)
- Enforcement: AGG, IMP, SF, SP

Bel Air Police Dept. (4)
- Enforcement: AGG, IMP, P/B, SP

Harford County DUI Court (1)
- Education & Outreach: IMP

Harford County Liquor Control Board (2)
- Enforcement: IMP
- Education & Outreach: IMP

Harford County Sheriff's Dept. (4)
- Enforcement: AGG, IMP, SP
- Education & Outreach: PT

Havre de Grace Police Dept. (3)
- Enforcement: AGG, IMP, SP

Howard (8)

Courtesy on the Road, Inc. (1)
- Education & Outreach: YD

Howard County Dept. of Police (5)
- Enforcement: AGG, IMP, OP, SF, SP

Maryland Judiciary (Howard Co. DUI Court) (1)
- Education & Outreach: IMP

PTA Council of Howard County (1)
- Education & Outreach: IMP

Kent (4)

Chestertown Police Dept. (1)
• Enforcement: AGG

Kent County Sheriff's Dept. (3)
• Enforcement: AGG, IMP, SF

Montgomery (23)

Chevy Chase Village Police Dept. (1)
• Enforcement: AGG

Gaithersburg Police Dept. (5)
• Enforcement: AGG, IMP, OP, P/B, SP

Mont. Co. Dept. of Liquor Control (2)
• Enforcement: IMP
• Education & Outreach: IMP

Montgomery County Fire Rescue (2)
• Education & Outreach: OP, P/B

Montgomery County Police Dept. (7)
• Enforcement: AGG, IMP, OP, P/B, SF, SP
• Education & Outreach: SP

Montgomery County Project Prom (1)
• Education & Outreach: IMP

Rockville City Police Dept. (5)
• Enforcement: AGG, IMP, OP, P/B, SP

Prince George's (65)

Capitol Heights Police Dept. (3)
• Enforcement: DD, IMP, SP

Cheverly Police Dept. (5)
• Enforcement: AGG, IMP, OP, P/B, SF

City of Bowie (1)
• Enforcement: IMP

District Heights Police Dept. (3)
• Enforcement: AGG, IMP, P/B

Edmonston Police Dept. (6)
• Enforcement: AGG, DD, IMP, OP, SF, SP

Greenbelt Police Dept. (7)
• Enforcement: AGG, IMP, MC, OP, P/B, SF, SP

Hyattsville Police Dept. (3)
• Enforcement: AGG, IMP, P/B

Landover Hills Police Dept. (5)
• Enforcement: IMP, OP, P/B, SP
• Education & Outreach: P/B

Laurel Police Dept. (4)
• Enforcement: AGG, IMP, OP, SP

MD State Police (Operation Centipede) (4)
• Enforcement: AGG, IMP, MC, P/B

New Carrollton Police Dept. (3)
• Enforcement: AGG, IMP, P/B

Prince George's Child Resource Center (1)
• Education & Outreach: OP

Prince George's County Police Dept. (10)
• Enforcement: AGG, IMP, MC, OP, P/B, SF, SP
• Education & Outreach: IMP, OP, SP

Riverdale Police Dept. (3)
• Enforcement: IMP, P/B
• Education & Outreach: P/B

Univ. of MD at College Park,
Dept. of Public Safety (4)
• Enforcement: AGG, IMP, P/B
• Education & Enforcement: SP

University Park Police Dept. (3)
• Enforcement: IMP, P/B
• Education & Outreach: P/B

Queen Anne's (6)

Queen Anne's County Sheriff's Dept. (6)
• Enforcement: AGG, DD, IMP, OP, SF, SP

Somerset (9)

Crisfield Police Dept. (1)
• Enforcement: AGG

Princess Anne Police Dept. (3)
• Enforcement: AGG, IMP, OP

Somerset County Sheriff's Dept. (4)
• Enforcement: AGG, IMP, OP, SF

Univ. of MD Eastern Shore Police (1)
• Enforcement: IMP

St. Mary's (20)

Maryland Natural Resources Police (4)
• Enforcement: DD, IMP, OP, SF

Red Knights Motorcycle Club of MD 4 (1)
• Education & Outreach: MC

St. Mary's Co. Alcohol Beverage Board (1)
• Education & Outreach: IMP

St. Mary's County Circuit Court (1)
• Education & Outreach: IMP

St. Mary's County Kiwanis (1)
• Education & Outreach: P/B

St. Mary's County Sheriff's Dept. (8)
• Enforcement: AGG, DD, IMP, MC, OP, YD, SP
• Education & Outreach: SP

St. Mary's Hospital (1)
• Education & Outreach: OP

St. Mary's Ryken High School (3)
• Education & Outreach: DD, OP, YD

Talbot (5)

Easton Police Dept. (3)
• Enforcement: AGG, IMP
• Education & Outreach: SP

Talbot County Sheriff's Dept. (2)
• Enforcement: AGG, IMP

Washington (19)

Hagerstown Police Dept. (4)
• Enforcement: AGG, IMP, OP, SP

Hancock Police Dept. (4)
• Enforcement: AGG, IMP, SF, SP

Meritus Health (1)
• Education & Outreach: DD

Smithsburg Police Dept. (4)
• Enforcement: AGG, IMP, SF, SP

Washington County Health Dept. (2)
• Education & Outreach: OP, P/B

Washington County Sheriff's Dept. (4)
• Enforcement: AGG, IMP, SF, SP

Wicomico (16)

Fruitland Police Dept. (2)
• Enforcement: AGG, IMP

Maryland Natural Resources Police (3)
• Enforcement: AGG, IMP, SP

Salisbury Police Dept. (4)
• Enforcement: AGG, IMP, MC
• Education & Outreach: SP

Wicomico County Health Dept. (3)
• Education & Outreach: OP, OD, P/B

Wicomico County Sheriff's Dept. (4)
• Enforcement: AGG, IMP, MC, OP

Worcester (19)

Berlin Police Dept. (2)
• Enforcement: AGG, IMP

Ocean City Police Dept. (5)
• Enforcement: AGG, IMP, MC, P/B, SF

Ocean Pines Police Dept. (2)
• Enforcement: AGG, IMP

Pocomoke Police Dept. (2)
• Enforcement: IMP, AGG

Snow Hill Police Dept. (1)
• Enforcement: IMP

Worcester County Extension (1)
• Education & Outreach: P/B

Worcester County Health Dept. (1)
• Education & Outreach: IMP

Worcester County Sheriff's Dept. (5)
• Enforcement: AGG, IMP, OP
• Education & Outreach: MC, SP

Statewide (50)

AA Co. PD—M/C Safety Division (1)
• Education & Outreach: MC

Baltimore Co. Police Dept.,
Crash Reconstruction (1)
• Education & Outreach: PT

Baltimore Metropolitan Council (1)
• Education & Outreach: P/B

Bike Maryland, Inc. (1)
• Education & Outreach: P/B

Johns Hopkins Bloomberg School of PH (1)
• Education & Outreach: P/B

Johns Hopkins University, LEL (1)
• Education & Outreach: PT

Johns Hopkins University,
School of Education (1)
• Education & Outreach: PT

Maryland Chief of Police Association (1)
• Education & Outreach: PT

Maryland Institute Emergency
Medical Services Systems (CPS) (1)
• Education & Outreach: OP

Maryland Institute Emergency Medical
Services Systems (E-MEDS) (1)
• Education & Outreach: TR

Maryland Sheriff's Assoc.,
Crash Recon. Conf. (1)
• Education & Outreach: PT

Maryland Sheriff's Assoc., Exec. Training (1)
• Education & Outreach: PT

Maryland State Police, DUI TEAM (1)
• Enforcement: IMP

Maryland State Police, Enforcement &
Training (7)
• Education & Outreach: AGG, IMP, MC,
  P/B, OP, PT, SP

Maryland State's Attorneys Association (2)
• Education & Outreach: IMP, SP

MD Dept. of Health & Mental Hygiene,
Kids in Safety Seats (1)
• Education & Outreach: OP

Maryland Department of Transportation (1)
• Education & Outreach: P/B

MD Motor Vehicle Admin. (Older Driver) (2)
• Education & Outreach: OD, SP

MD Motor Vehicle Admin.
(Driver Education) (1)
• Education & Outreach: YD

MD Motor Vehicle Admin. (Motorcycle
Safety Division) (1)
• Education & Outreach: MC

MD Police and Correctional
Training Comm. (2)
• Enforcement: PT
• Education & Outreach: PT

Metropolitan Washington Council
on Govts. (1)
• Education & Outreach: P/B

Mothers Against Drunk Driving (2)
• Education & Outreach: IMP, YD

University of Maryland,
Baltimore, External (1)
• Education & Outreach: SP

University of Maryland,
Baltimore, Internal (1)
• Education & Outreach: SP

University of Maryland, Baltimore (National
Study Center for Trauma & EMS) (11)
• Education & Outreach: AGG, DD, IMP,
  MC, OP, YD, OD, SP, P/B, PT, TR

Washington College (2)
• Education & Outreach: IMP, SP

Wash. Regional Alcohol Program (1)
• Education & Outreach: IMP

Wash. Regional Alcohol Program
(Task Forces) (1)
• Education & Outreach: SP

STRATEGIC HIGHWAY SAFETY PLAN AND
EMPHASIS AREA CORE PERFORMANCE MEASURES

In 2012[1], 511 people were killed in 89,655 police-reported traffic crashes in Maryland, while 44,027 people were injured and 58,959 crashes involved property damage only. In total, 315 drivers (244 vehicle drivers and 71 motorcycle operators), 102 pedestrians and bicyclists, and 94 passengers were killed on Maryland highways. On average, one person was killed every 17 hours, 120 people were injured each day (5 injuries every hour), and 246 police-reported traffic crashes occurred every day.

Statewide Total Crashes, Injury Crashes, Fatal Crashes, Injuries & Fatalities						
	2008	2009	2010	2011	2012	% Change from 2008
Fatal Crashes	539	516	463	458	462	-14.3
Injury Crashes	32,775	32,384	30,513	30,441	30,234	-7.8
Property Damage Only	62,040	63,558	59,622	59,140	58,959	-5.0
Total Crashes	95,354	96,458	90,598	90,039	89,655	-6.0
Total of All Fatalities	592	550	496	488	511	-13.7
Total Number Injured	48,148	47,380	44,486	44,563	44,027	-8.6

Source: Maryland Highway Safety Office Benchmark Report, Last updated 08/01/2013. Crash data reported by Maryland Highway Safety Office 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.

The five-year fatality rate trend for Maryland decreased from a high of over 1.05 in 2008 to a low of 0.906 in 2012. The overall fatality rate has also consistently been lower than the national fatality rate for every year since 1992, and 2012 was no exception. Total VMT increased by slightly less than 1 percent to 56.4 billion in 2012. Since 2008, positive, downward trends have been experienced in all categories, as shown in the following table:

Maryland Fatality Rate vs. National Fatality Rate, 2008-2012				
Year	VMT (billion miles)	Fatalities*	Fatality Rate*	National Fatality Rate**
2008	56.1	592	1.055	1.26
2009	55.6	550	0.989	1.15
2010	56.2	496	0.882	1.11
2011	56.0	488	0.870	1.10
2012	56.4	511	0.906	1.14

[1] Data are subject to change. The Maryland State Police (MSP) implemented a new crash reporting system, ACRS, in 2012, and data from this system are not included in the total crash statistics (approximately 600 reports) All fatal crash reports are included.

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

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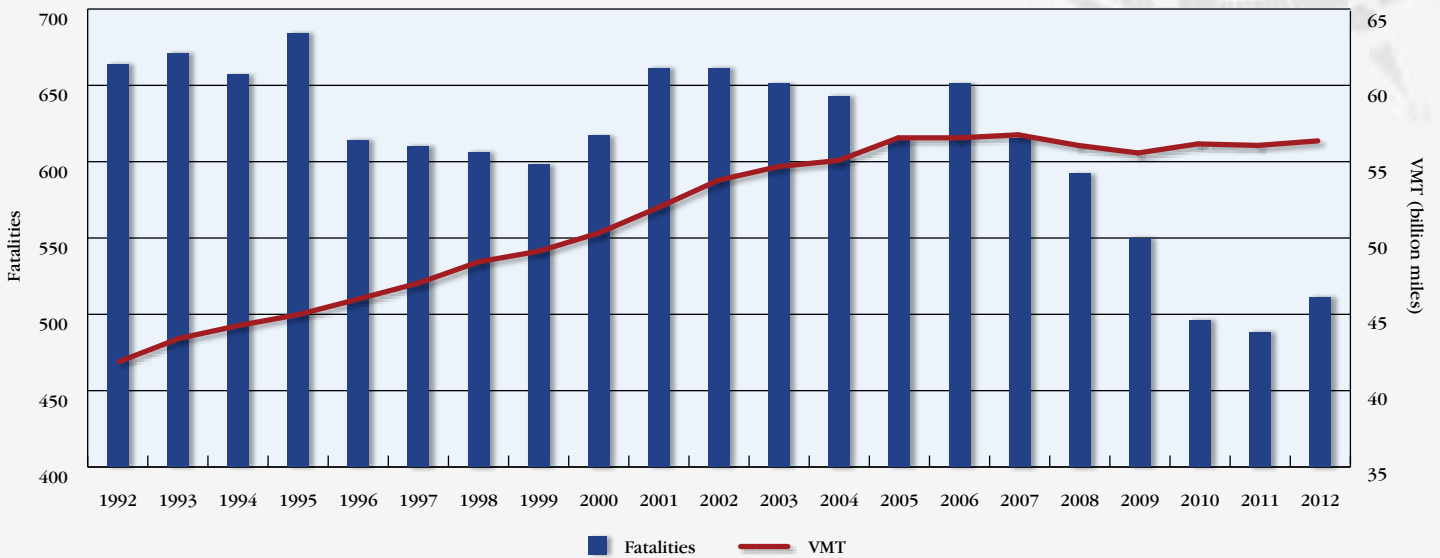
STRATEGIC HIGHWAY SAFETY PLAN GOALS

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. With regard to injuries, Maryland traffic crash data was used to calculate the annual ratio of fatalities to total injuries (0.011) and applied the ratio to the 2030 fatality goal to determine the expected number of injuries. The resulting injury total indicated a 44 percent decrease from the 2008 baseline, which corresponds to an annual reduction of 2.6 percent. Maryland used the same methodology to determine the 2015 goals set forth in the current SHSP (2011–2015).

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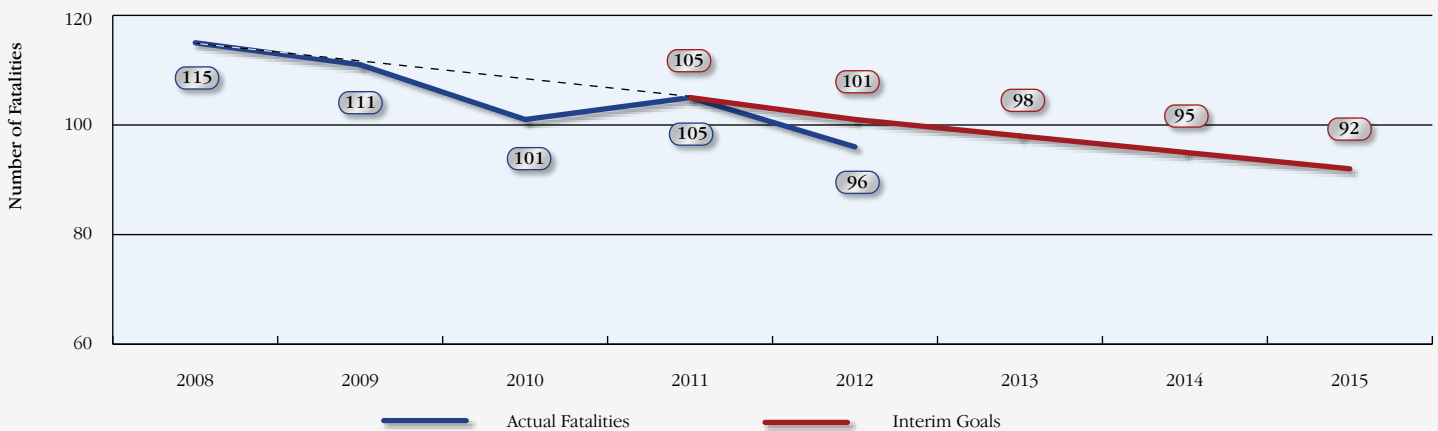
OVERALL STATEWIDE GOALS

Fatality Objective: Reduce the annual number of traffic-related fatalities on all roads in Maryland from 592 in 2008 to fewer than 475 by December 31, 2015.

- In 2012, MAARS reported 511 fatalities. This figure is higher than the 2011 figure (n=488), but Maryland *has achieved the interim goal of fewer than 522 fatalities in 2012 and is progressing toward the 2015 goal.*
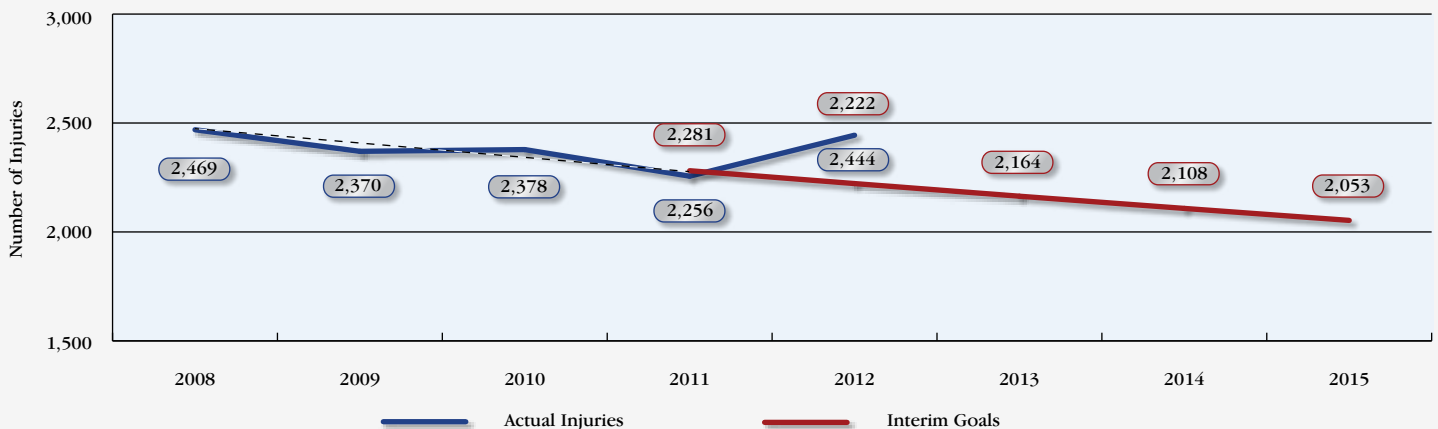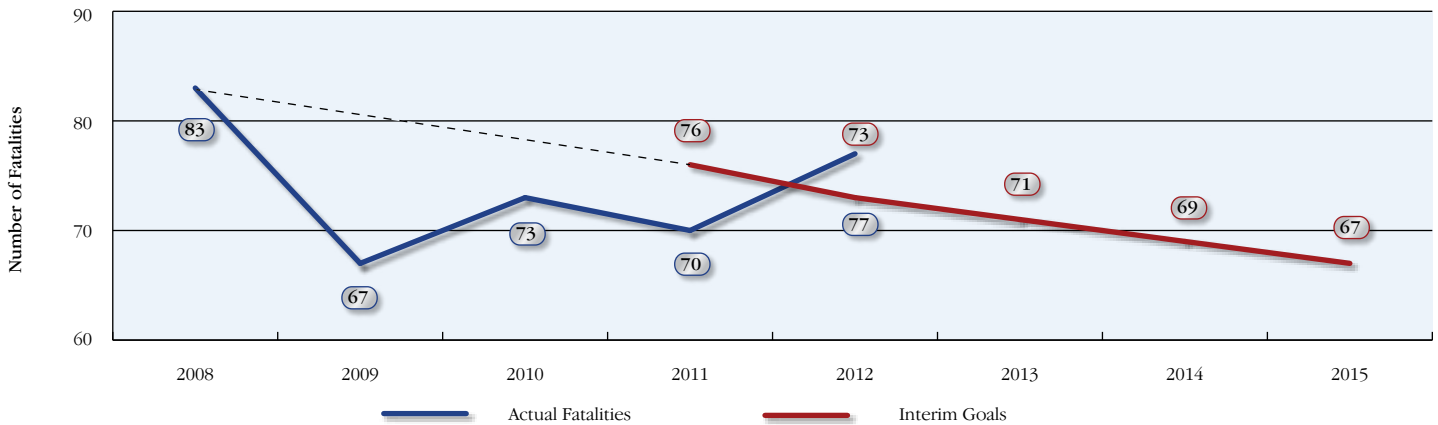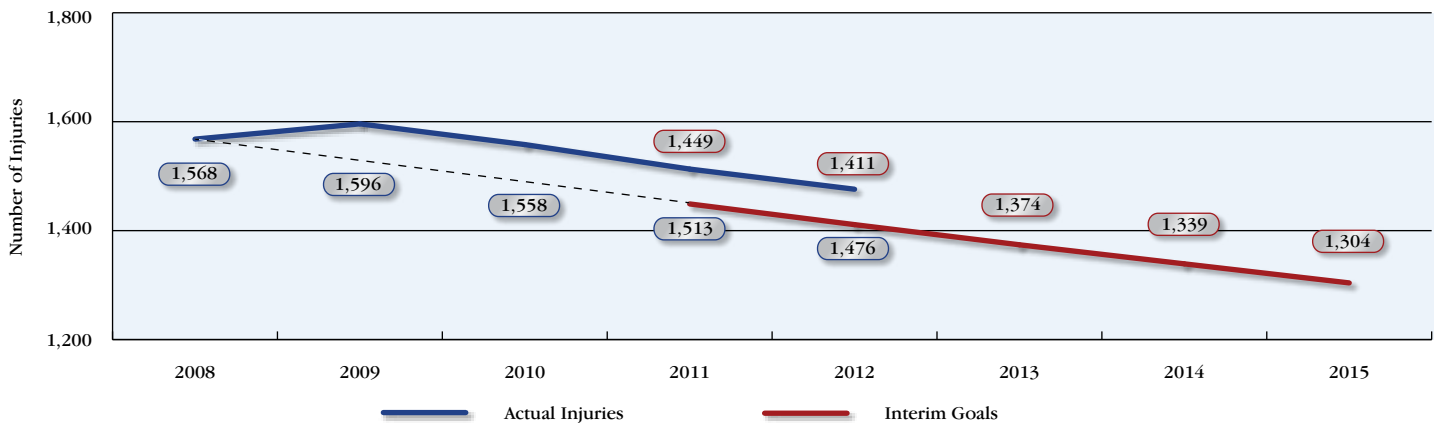
Injury Objective: Reduce the annual number of traffic related injuries on all roads in Maryland from 48,149 in 2008 to fewer than 40,032 by December 31, 2015.

- In 2012, MAARS reported 44,027 injuries. This figure is lower than the 2011 figure (n=44,563), and Maryland *has not achieved the interim goal of fewer than 43,328 injuries in 2012. Maryland did not progress toward the 2015 goal.*

Total Crash Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)
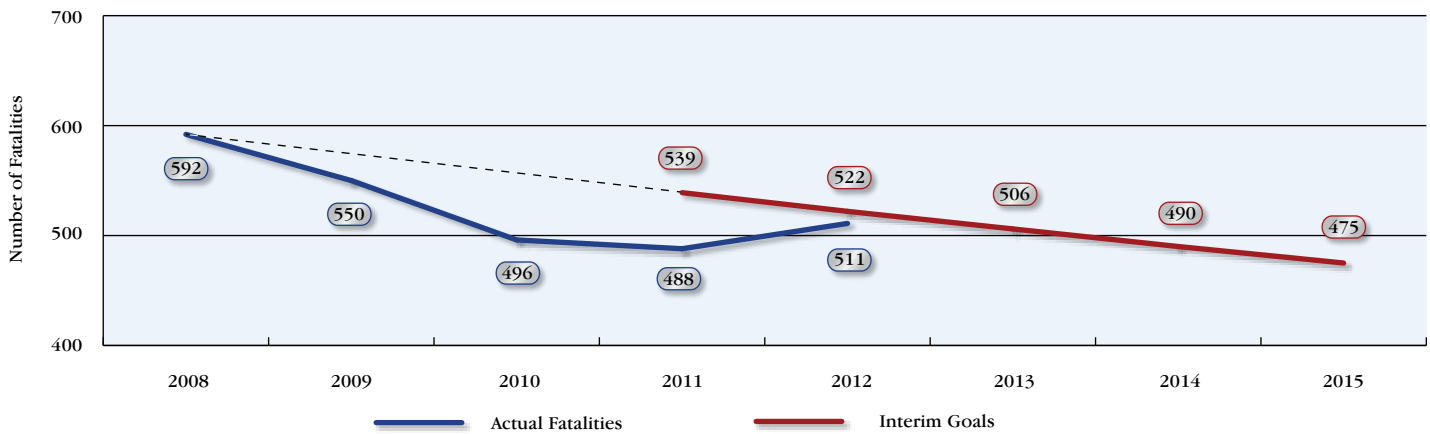
Total Crash Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)
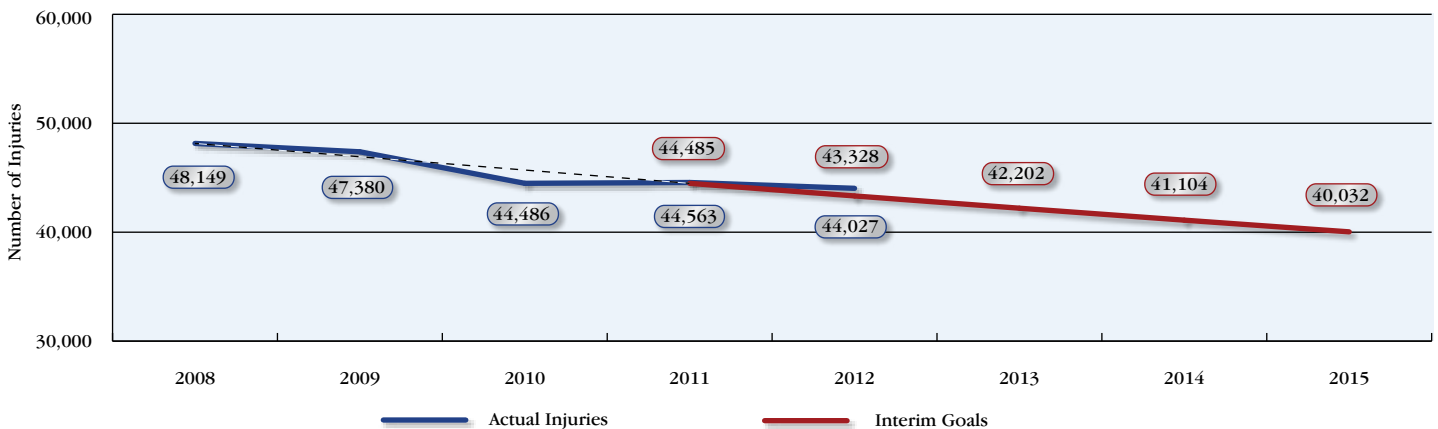
IMPAIRED DRIVING

Fatality Objective: Reduce the annual number of impaired driving-related fatalities (BAC 0.08+) on all roads in Maryland from 145 in 2008 to fewer than 116 by December 31, 2015.

- In 2012, FARS reported 160 alcohol impaired driving-related fatalities (BAC 0.08+). This figure is lower than the 2011 figure (n=161), but Maryland *has not achieved the interim goal of fewer than 128 fatalities in 2012. Maryland did make progress toward the 2015 goal.*

Injury Objective: Reduce the annual number of impaired driving-related injuries on all roads in Maryland from 4,291 in 2008 to fewer than 3,568 by December 31, 2015.

- In 2012, MAARS reported 4,021 impaired driving-related injuries. This figure is lower than the 2011 figure (n=4,031), but Maryland *has not achieved the interim goal of 3,862 injuries in 2012. Maryland did make progress toward the 2015 goal.*

Total Impaired (BAC 0.08+) Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)
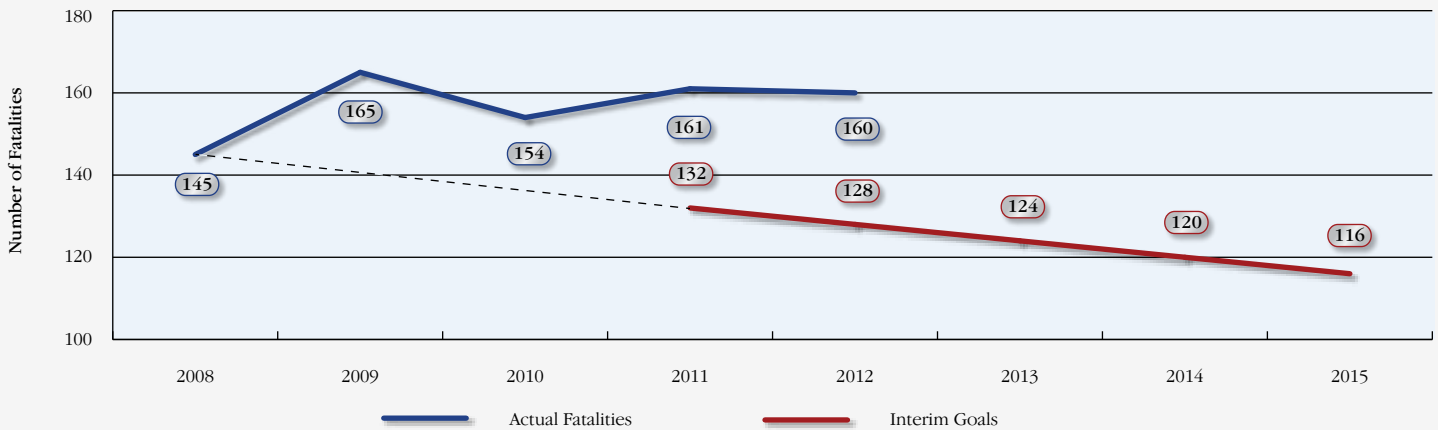
Total Impaired Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)*
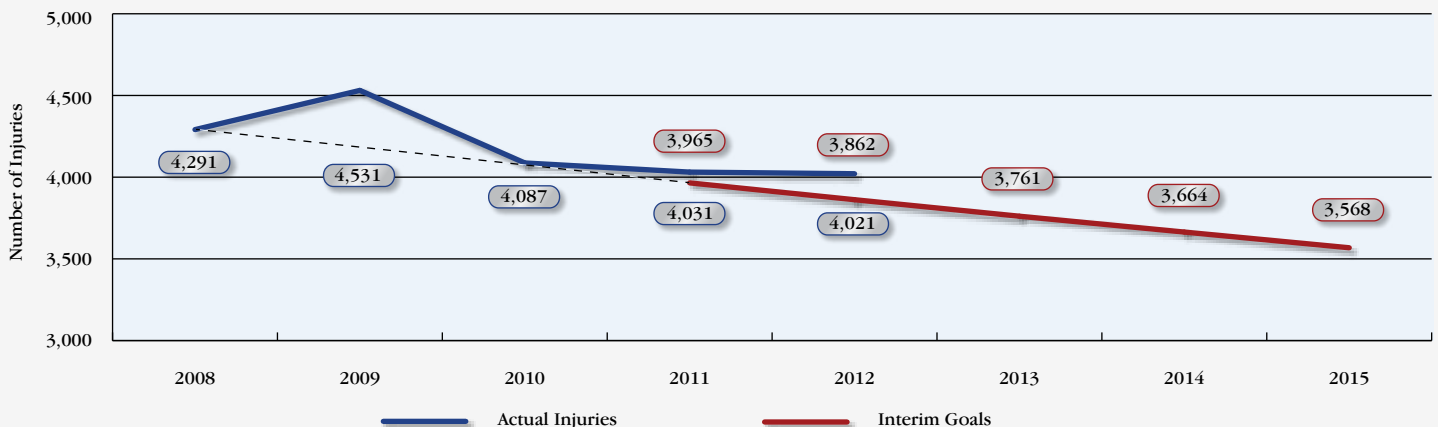
* Alcohol and/or drug impaired. Data Source: MAARS
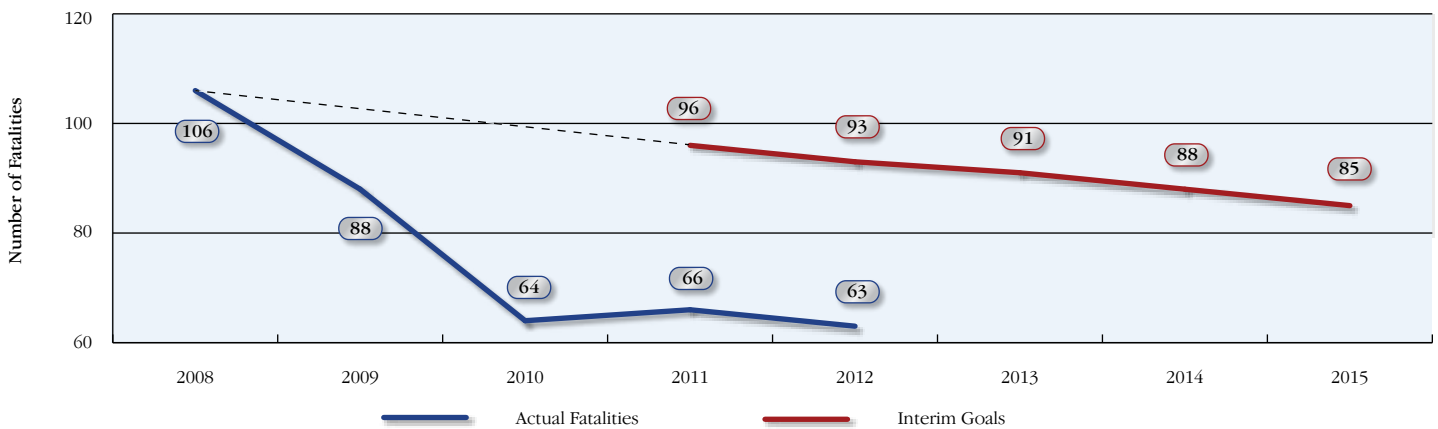
OCCUPANT PROTECTION

Fatality Objective: Reduce the annual number of unrestrained occupant fatalities on all roads in Maryland from 153 in 2008 to fewer than 123 by December 31, 2015.

- In 2012, MAARS reported 104 unrestrained occupant fatalities. This figure is lower than the 2011 figure (n=125), so Maryland *has achieved the interim goal of fewer than 135 fatalities in 2012 and has achieved the 2015 goal.*
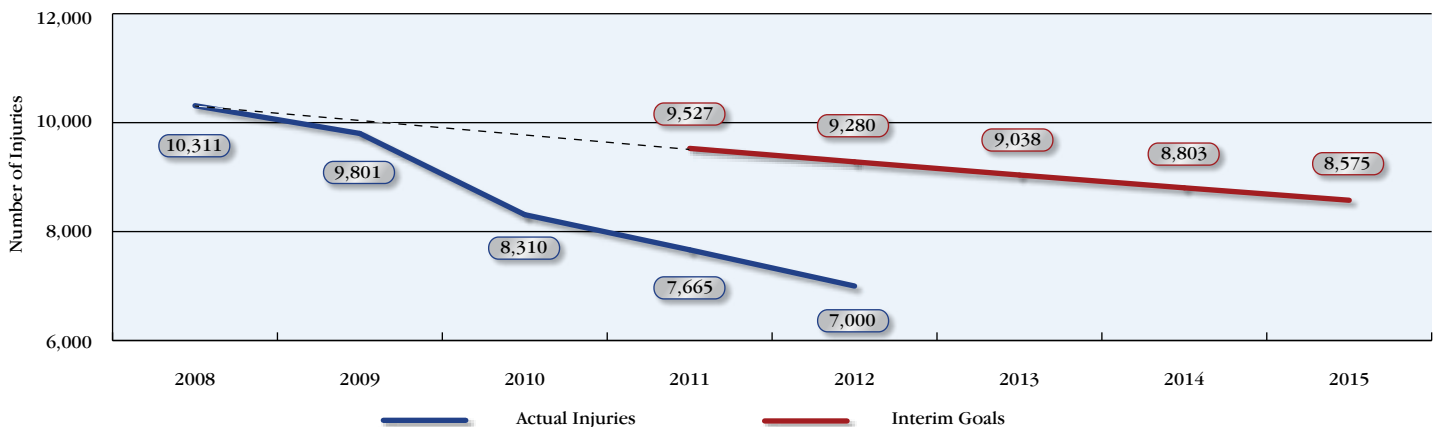
Injury Objective: Reduce the annual number of unrestrained occupant injuries on all roads in Maryland from 2,693 in 2008 to fewer than 2,239 by December 31, 2015.

- In 2012, MAARS reported 1,984 unrestrained occupant injuries. This figure is lower than the 2011 figure (n=2,225), so Maryland *has achieved the interim goal of fewer than 2,424 injuries in 2012 and has achieved the 2015 goal.*

Total Unrestrained Motor Vehicle Occupant Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)
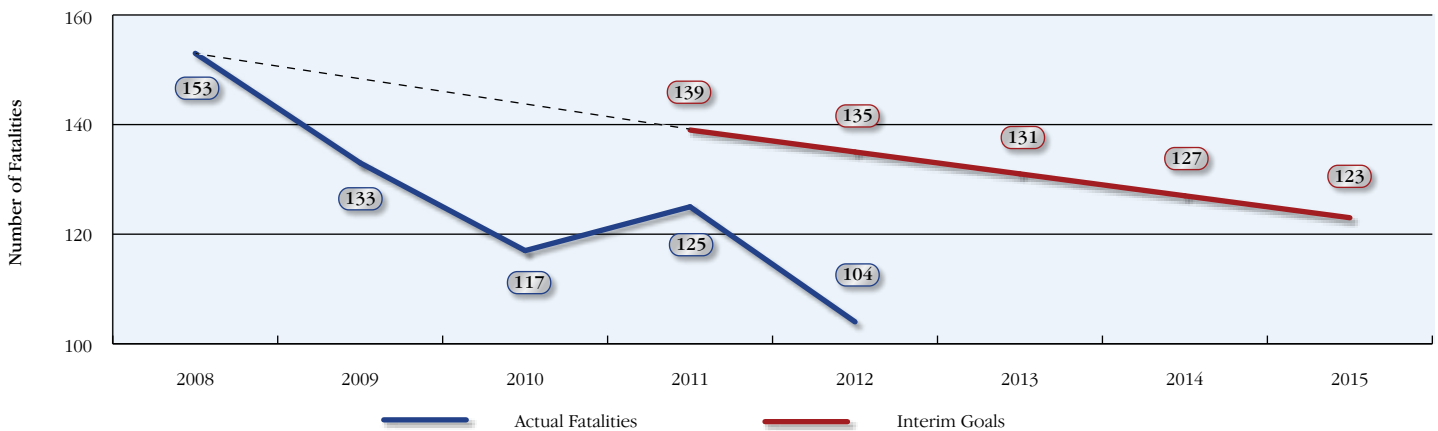
Total Unrestrained Motor Vehicle Occupant Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)
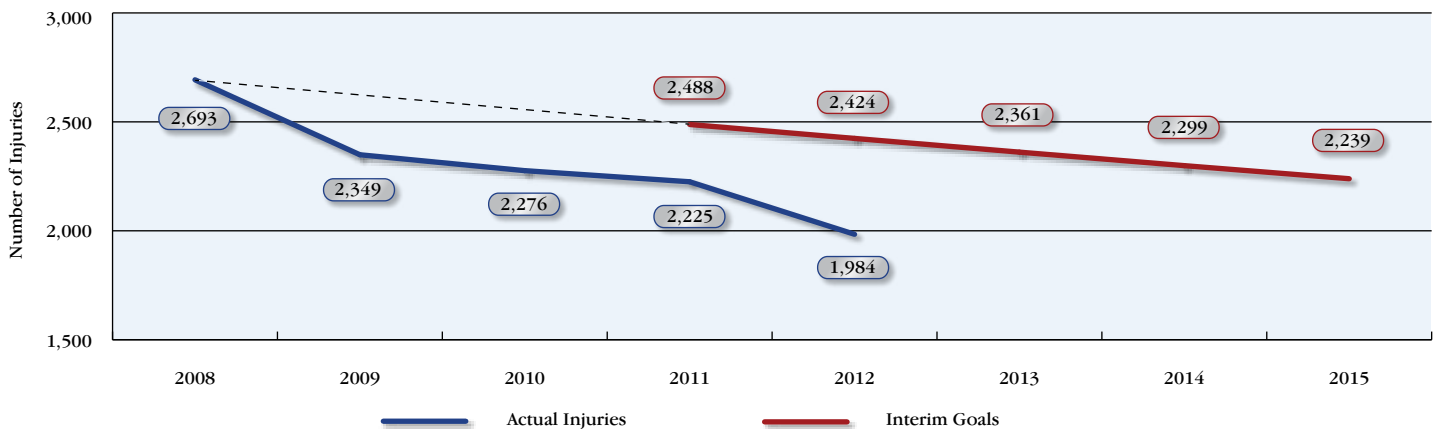
AGGRESSIVE DRIVING

Fatality Objective: Reduce the annual number of aggressive driving-related fatalities on all roads in Maryland from 62 in 2008 to fewer than 50 by December 31, 2015.

- In 2012, MAARS reported 55 aggressive driving-related fatalities. This figure is higher than the 2011 figure (n=44), but Maryland *has achieved the interim goal of 55 or fewer fatalities in 2012 and is progressing toward the 2015 goal.*

Injury Objective: Reduce the annual number of aggressive driving-related injuries on all roads in Maryland from 4,184 in 2008 to fewer than 3,479 by December 31, 2015.

- In 2012, MAARS reported 3,612 aggressive driving-related injuries. This figure is lower than the 2011 figure (n=3,898), and *has achieved the interim goal of fewer than 3,766 injuries in 2012. Maryland is progressing toward the 2015 goal.*

Total Aggressive Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)
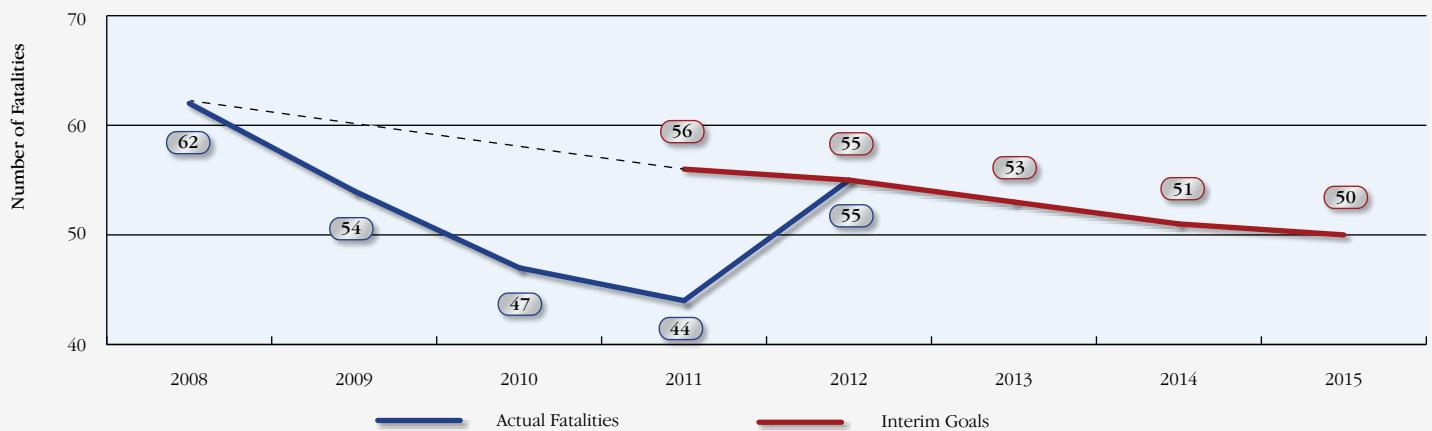
**Total Aggressive Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)**
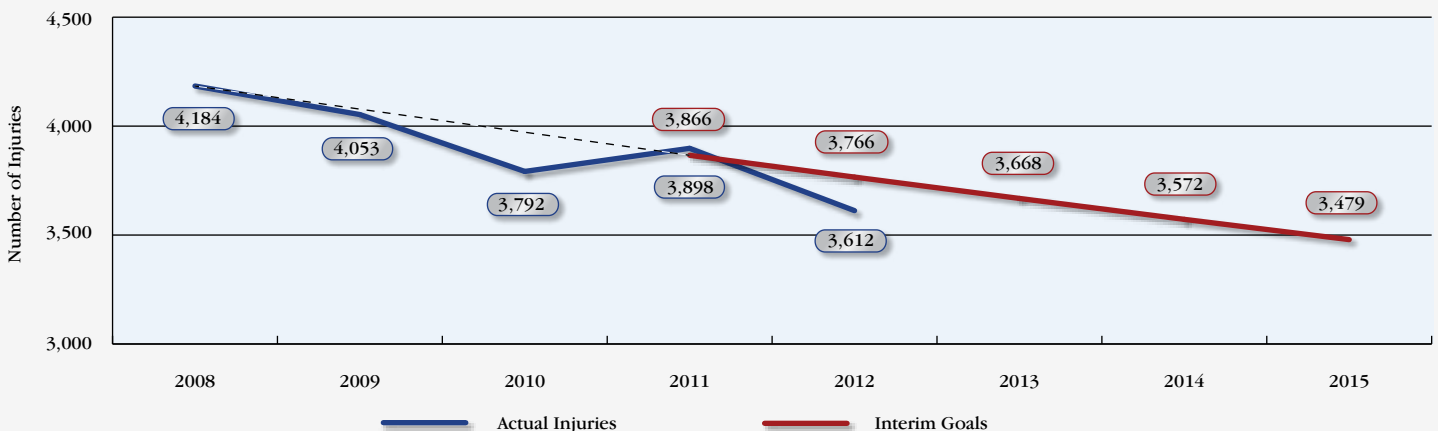
DISTRACTED DRIVING

Fatality Objective: Reduce the annual number of distracted driving fatalities on all roads in Maryland from 270 in 2008 to fewer than 217 by December 31, 2015.

- In 2012, MAARS reported 246 distracted driving fatalities. This figure is higher than the 2011 figure (n=231), and Maryland *has not achieved the interim goal of fewer than 238 fatalities in 2012. Maryland did not progress toward the 2015 goal.*

Injury Objective: Reduce the annual number of distracted driving injuries on all roads in Maryland from 31,325 in 2008 to fewer than 26,050 by December 31, 2015.

- In 2012, MAARS reported 28,515 distracted driving injuries. This figure is lower than the 2011 figure (n=29,111), but Maryland *has not achieved the interim goal of fewer than 28,192 injuries in 2012. Maryland did make progress toward the 2015 goal.*

Total Distracted Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)
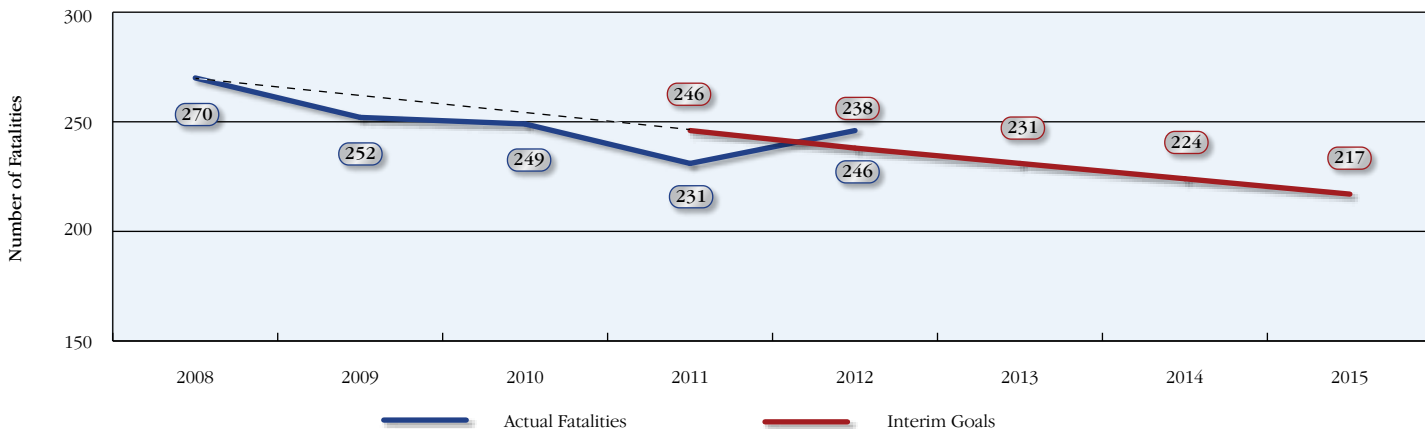
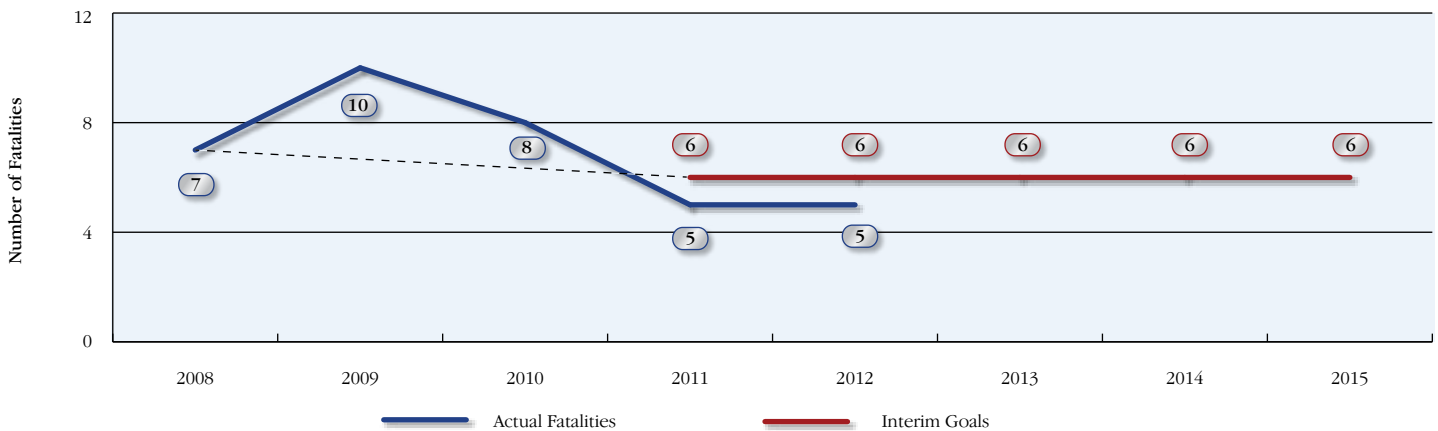**Total Distracted Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)**
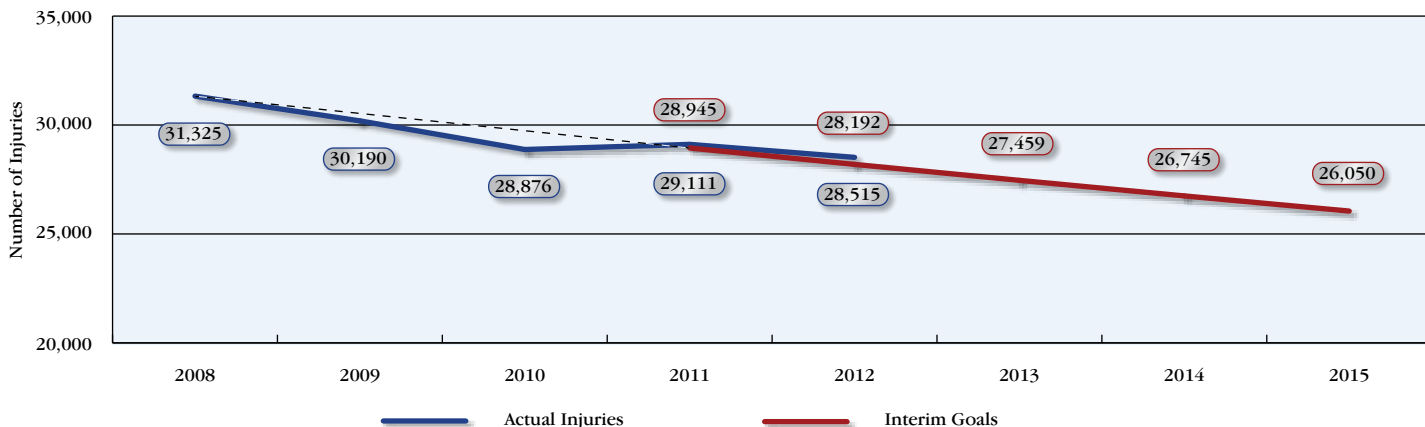
PEDESTRIANS

Fatality Objective: Reduce the annual number of pedestrian fatalities on all roads in Maryland from 115 in 2008 to fewer than 92 by December 31, 2015.

- In 2012, MAARS reported 96 pedestrian fatalities. This figure is lower than the 2011 figure (n=105), and Maryland *has achieved the interim goal of fewer than 101 fatalities in 2012. Maryland is making progress toward the 2015 goal.*

Injury Objective: Reduce the annual number of pedestrian injuries on all roads in Maryland from 2,469 in 2008 to fewer than 2,053 by December 31, 2015.

- In 2012, MAARS reported 2,444 pedestrian injuries. This figure is higher than the 2011 figure (n=2,173), and Maryland *has not achieved the interim goal of fewer than 2,222 injuries in 2012. Maryland did not progress toward the 2015 goal.*

Total Pedestrian Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)

Total Pedestrian Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)

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 annual number of motorcycle-related fatalities on all roads in Maryland from 83 in 2008 to fewer than 67 by December 31, 2015.

- In 2012, MAARS reported 77 motorcycle-related fatalities. This figure is higher than the 2011 figure (n=70), so Maryland *has not achieved the interim goal of fewer than 73 fatalities in 2012. Maryland did progress toward the 2015 goal.*

Injury Objective: Reduce the annual number of motorcycle -related injuries on all roads in Maryland from 1,568 in 2008 to fewer than 1,304 by December 31, 2015.

- In 2012, MAARS reported 1,476 motorcycle-related injuries. This figure is lower than the 2011 figure (n=1,513), but Maryland *has not achieved the interim goal of fewer than 1,411 injuries in 2012. Maryland did progress toward the 2015 goal.*

Total Motorcycle-related Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)

Total Motorcycle-related Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)

OLDER DRIVERS

Fatality Objective: Reduce the annual number of older driver-related fatalities on all roads in Maryland from 85 in 2008 to fewer than 68 by December 31, 2015.

- In 2012, MAARS reported 81 older driver-related fatalities. This figure is slightly higher than the 2011 figure (n=79), and Maryland *has not achieved the interim goal of fewer than 75 fatalities in 2012. Maryland did progress toward the 2015 goal.*

Injury Objective: Reduce the annual number of older driver-related injuries on all roads in Maryland from 6,546 in 2008 to fewer than 5,444 by December 31, 2015.

- In 2012, MAARS reported 6,847 older driver-related injuries. This figure is higher than the 2010 figure (n=6,488), and Maryland *did not achieve the interim goal of fewer than 5,891 injuries in 2012. Maryland did progress toward the 2015 goal.*

Total Older Driver (ages 65+)-involved Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)
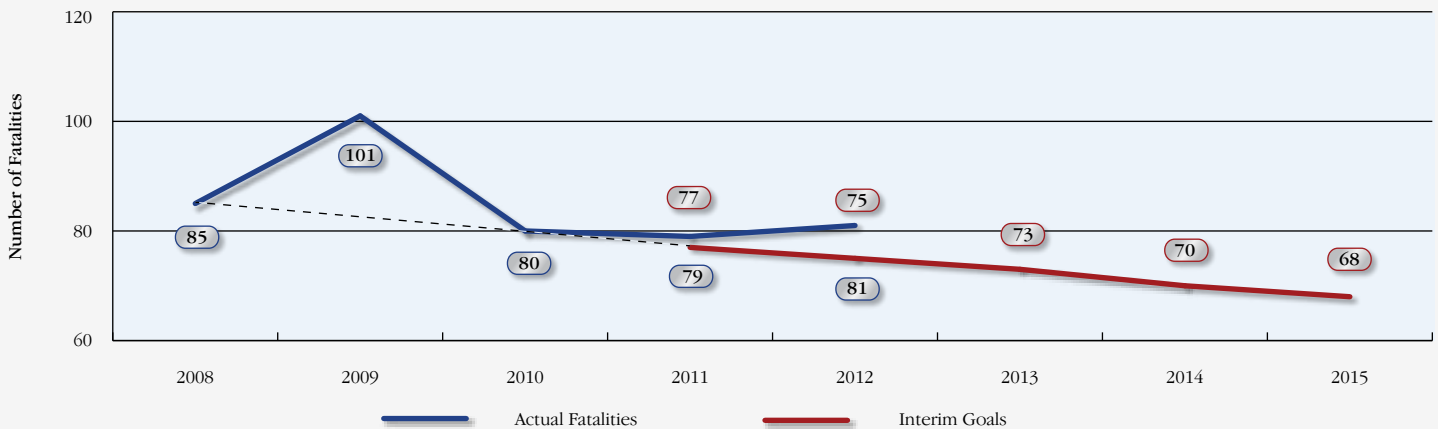
Total Older Driver (ages 65+)-involved Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)
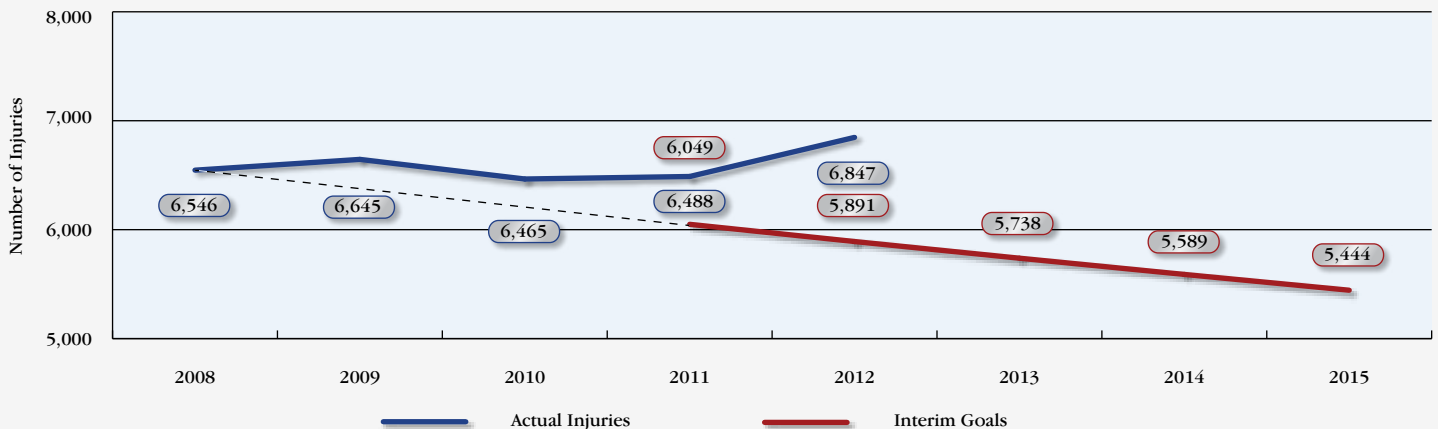
YOUNGER DRIVERS

Fatality Objective: Reduce the annual number of younger driver-related fatalities on all roads in Maryland from 106 in 2008 to fewer than 85 by December 31, 2015.

- In 2012, MAARS reported 63 younger driver-related fatalities. This figure is lower than the 2011 figure (n=66), and Maryland *has achieved the interim goal of fewer than 93 fatalities in 2012 and has achieved the 2015 goal.*

Injury Objective: Reduce the annual number of younger driver-related injuries on all roads in Maryland from 10,311 in 2008 to fewer than 8,575 by December 31, 2015.

- In 2012, MAARS reported 7,000 younger driver-related injuries. This figure is lower than the 2011 figure (n=7,665), so Maryland *has achieved the interim goal of fewer than 9,280 injuries in 2012 and has achieved the 2015 goal.*

Total Younger Driver (ages 16-20)-involved Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)

Total Younger Driver (ages 16-20)-involved Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)

SPEED-RELATED

Fatality Objective: Reduce the annual number of fatalities in speed-related crashes on all roads in Maryland from 163 in 2008 to fewer than 131 by December 31, 2015.

- In 2012, MAARS reported 130 speed-related fatalities. This figure is higher than the 2011 figure (n=119), but Maryland *has achieved the interim goal of 144 or fewer fatalities in 2012 and has achieved the 2015 goal.*

Injury Objective: Reduce the annual number injuries in speed-related crashes on all roads in Maryland from 10,031 in 2008 to fewer than 8,342 by December 31, 2015.

- In 2012, MAARS reported 8,000 speed-related injuries. This figure is lower than the 2011 figure (n=8,366), and *has achieved the interim goal of 9,028 or fewer injuries in 2012 and has achieved the 2015 goal.*

Total Speed-related Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)
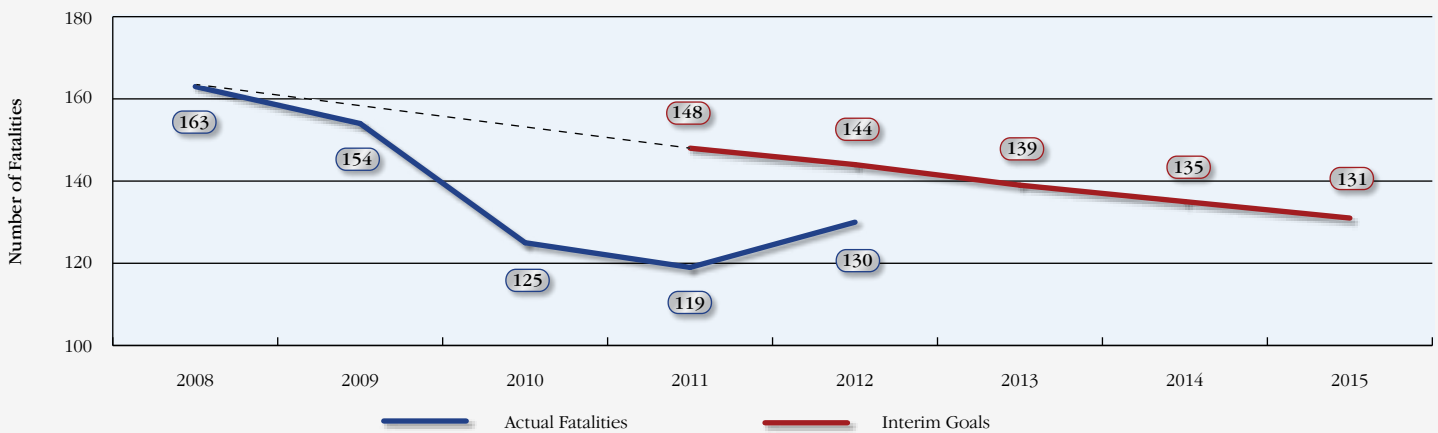
Total Speed-related Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)
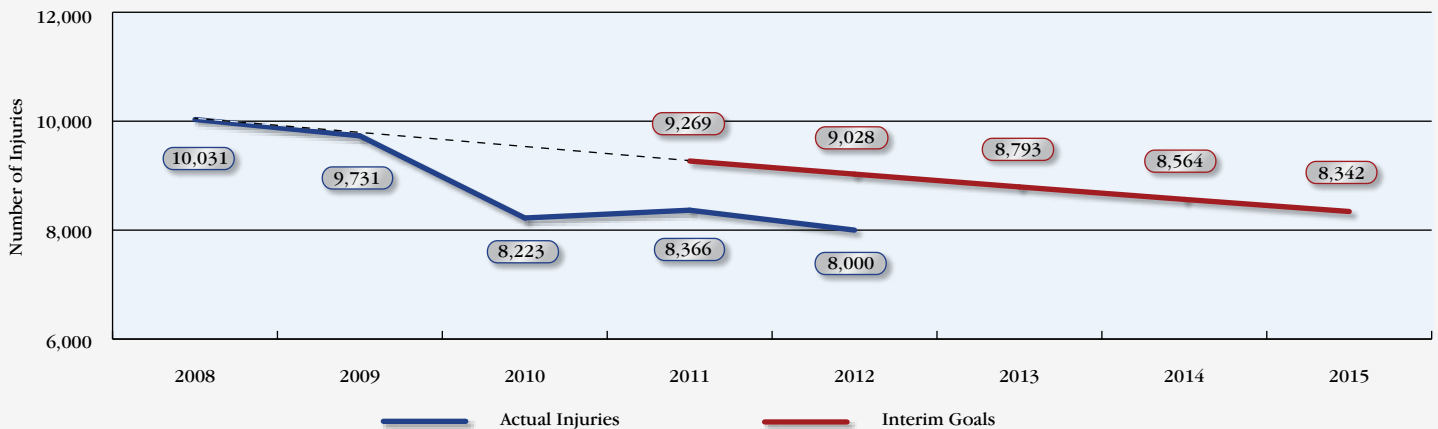
BICYCLISTS

Fatality Objective: Reduce the annual number of bicycle fatalities on all roads in Maryland from 7 in 2008 to fewer than 6 by December 31, 2015.

- In 2012, MAARS reported 5 bicycle fatalities. This figure is the same as the 2011 figure (n=5), and Maryland *has achieved the interim goal of fewer than 6 fatalities in 2012 and has achieved the 2015 goal.*

Injury Objective: Reduce the annual number of bicycle injuries on all roads in Maryland from 652 in 2008 to fewer than 542 by December 31, 2015.

- In 2012, MAARS reported 689 bicycle injuries. This figure is higher than the 2011 figure (n=589), and Maryland *has not achieved the interim goal of fewer than 587 injuries in 2012. Maryland did not progress toward the 2015 goal.*

Total Bicycle-involved Fatalities in Maryland (2008-2012) and Interim Goals (2011-2015)

Total Bicycle-involved Injuries in Maryland (2008-2012) and Interim Goals (2011-2015)
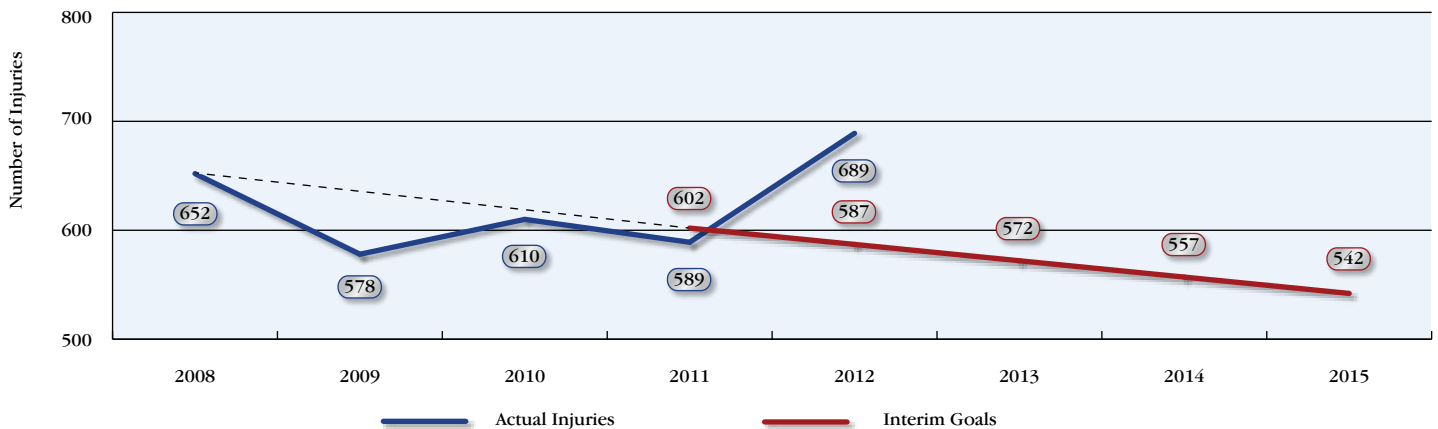
NHTSA CORE PERFORMANCE MEASURES

In order to meet federal requirements as expressed in MAP-21, the required minimum set of core performance measures are include below. Please note that base year numbers and 2015 goals will NOT match the base year number and goals stated in above due to differences in data definitions between the NHTSA FARS system and the state crash data system. The MHSO and SHSP goals, with the exception of the number alcohol-impaired driving fatalities (FARS), are all based on state crash data and the objectives written in the SHSP and the HSP are independent of the required measures below. These tables are provided per the MAP-21 requirement only.

Standardized Performance and Survey Measures
• To decrease the annual number of traffic-related fatalities on all roads in Maryland from the 2008 calendar base year average of 591 to fewer than 474 by December 31, 2015.
• To decrease fatalities/VMT from the 2008 calendar base year average of 1.07 to 0.86 by December 31, 2015.
• To decrease rural fatalities/VMT from the 2008 calendar base year average of 1.59 to 1.28 by December 31, 2015.
• To decrease urban fatalities/VMT from the 2008 calendar base year average of 0.90 to 0.72 by December 31, 2015.
• To decrease serious traffic injuries from the 2008 calendar base year average of 4,544 to 3,945 by December 31, 2015.
• To decrease the annual number of alcohol-related (BAC 0.08+) on all roads on all roads in Maryland from 145 in 2008 to fewer than 116 by December 31, 2015.
• To decrease unrestrained passenger vehicle occupant fatalities in all seating positions from 142 in 2008 to fewer than 114 by December 31, 2015.
• To reduce the annual number of fatalities in speed-related crashes on all roads in Maryland from 192 in 2008 to fewer than 154 by December 31, 2015.
• To decrease motorcyclist fatalities from the 2008 calendar base year average of 91 to 73 by December 31, 2015.
• To decrease unhelmeted motorcyclist fatalities from the 2008 calendar base year average of 10 to 8 by December 31, 2015.
• To decrease drivers age 20 or younger involved in fatal crashes from the 2008 calendar base year average of 93 to 74 by December 31, 2015.
• To reduce the annual number of pedestrian fatalities on all roads in Maryland from 116 in 2008 to fewer than 93 by December 31, 2015.
• To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2012 calendar base year average usage rate of 91.1 percent to 92.5 percent by December 31, 2015.
• 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 most recent FARS data (2012):

Core Outcome Measures		Year					
		2008	2009	2010	2011	2012	2015 goal *
Traffic Fatalities	Total	591	549	496	485	505	474
	Rural	222	203	182	170	180	178
	Urban	368	342	313	311	319	295
Fatalities Per 100 Million Vehicle Miles Driven	Total	1.07	0.99	0.88	0.86	–	0.86
	Rural	1.59	1.44	1.27	1.21	–	1.28
	Urban	0.90	0.83	0.75	0.74	–	0.72
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	365	348	298	287	315	293
	Restrained	202	193	158	135	173	162
	Unrestrained	142	129	125	139	110	114
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		145	165	154	161	160	116
Speeding-Related Fatalities		192	186	164	142	199	154
Motorcyclist Fatalities	Total	91	69	82	76	77	73
	Helmeted	81	59	70	64	69	65
	Unhelmeted	10	10	12	11	8	8
Drivers Involved in Fatal Crashes	Total	815	779	688	686	702	654
	Aged Under 15	1	0	0	0	0	0
	Aged 15-20	92	91	58	63	57	74
	Aged Under 21	93	91	58	63	57	75
	Aged 21 and over	707	675	614	606	632	567
Pedestrian Fatalities		116	114	102	102	96	93
Serious Injuries**		4,544	4,383	4,051	3,809	3,312	3,945

Additional required performance measure updates not included in the table above:

- In 2013, the MHSO coordinated the second implementation of the new National Occupant Protection Use Survey (NOPUS) methodology, achieving a use rate of 90.7 percent.
- 7,455 seat belt citations were issued as a result of the MHSO grant-funded enforcement activities.
- 1,510 DUI arrests were made as a result of the MHSO grant-funded enforcement activities.
- 21,542 speed citations were issued as a result of the MHSO grant-funded enforcement activities.[1]

[1] Data source for arrests and citations as reported by grant-funded law enforcement agencies utilizing the MHSO's SHARP grant reporting system. Data reported in SHARP as of November 2013.

*Goals in red have been achieved.
**Serious Injuries are defined as KABCO 4 (injury severity 04 on the Maryland crash report). These numbers are based on state crash data (i.e., these numbers are the statistics in the above table that are NOT FARS).

MARYLAND ANNUAL DRIVING SURVEY

The Maryland Annual Driving Survey (MADS), conducted annually throughout the month of July, is used by the MHSO to assess the driving public's highway safety knowledge, attitudes and behaviors. The ultimate goal is to obtain survey responses from as many individuals in the community from across the state—serving as a representative sample of the state's demographic population.

Based on objective data, results are used to prioritize follow-up actions, implement sound data-driven decisions, and address important issues immediately rather than relying on subjective, instinctual feelings. Results in this format serve as a snapshot in time of the target population and are used as a baseline from which the target population's responses can be correlated with the survey responses and their change over time by repeating the survey in the future.

A total of 7,984 surveys were collected from across the state by way of electronic submission (electronically received 3,428, or 43 percent) and local grassroots outreach contacts (pen/paper received 4,556, or 57 percent) in 2012. A large portion of the surveys were completed at Artscape, a large arts festival held in Baltimore, which garnered 1,873 survey respondents, or 23 percent). These surveys were collected through online electronic completion and through the use of a Quick Response (QR) Code.

The MHSO continued its marketing of the survey through other web sources across the state and expanded to include Facebook and Twitter.

Census Bureau data was utilized to ensure that the surveyed responses were representative of the Maryland population.

The distribution of respondents across the state was highly correlated with population distributions from the Census Bureau, indicating that the MADS 2013 surveyed population was representative of the Maryland population.

Some notable results are as follows:

- Almost one-half of the respondents (49 percent) indicated that it was 'not *acceptable at any level to consume an alcoholic beverage and to safely drive'*.
- Survey respondents shared their attitudes on seat belt usage in various seating positions when riding in a motor vehicle. Respondents indicated: as drivers, they used their seat belt 90 percent of the time; as front seat passengers, 89 percent of the time; and as back seat passengers, 58 percent of the time.
  – The percentages for both the driver and front seat passenger directly correspond with the rates found from the Maryland Seat Belt Observation Survey. A seat belt observational study has not been conducted for back seat passengers in Maryland.

- Of all respondents, more reported noticing law enforcement efforts over the last two months for drunk driving (48 percent) than for speed enforcement (38 percent) or seat belt use (30 percent).
- Of the questions tailored toward legislative concerns:
  – 77 percent of respondents would support a law that would make it mandatory for all drivers involved in a fatal crash to be tested for drugs and/or alcohol, and
  – 70 percent indicated that they would support a law that would make ignition interlock mandatory for all DUI offenders.

Included on the following pages are charts depicting a general summary of all responses for each question in the MADS survey. The MHSO's Program Managers have access to this data and can tailor the outputs based on demographic responses (cross tabulation).

If you drive, what type of vehicle do you drive? (Check all that apply) (N=7,882)

- Passenger Vehicle: 85%
- Pick-up truck: 20%
- Motorcycle: 5%
- Other: 6%
- Don't Drive: 4%
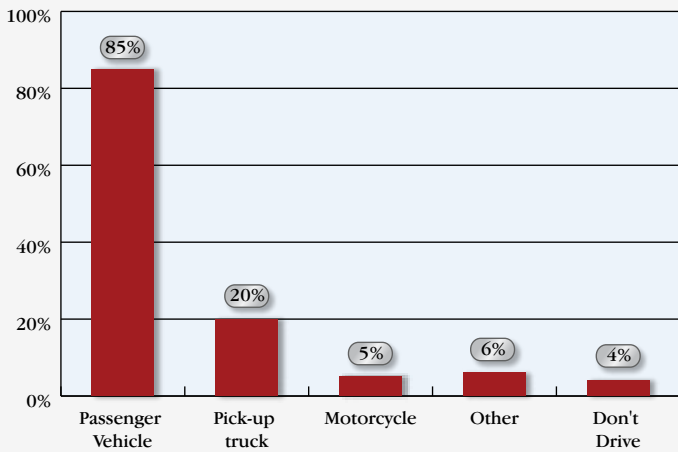
How did you hear about this survey? (Check all that apply) (N=7,877)

- Newspaper: 1%
- Radio: 1%
- Website: 9%
- Social Media: 7%
- In Person: 76%
- Other: 8%
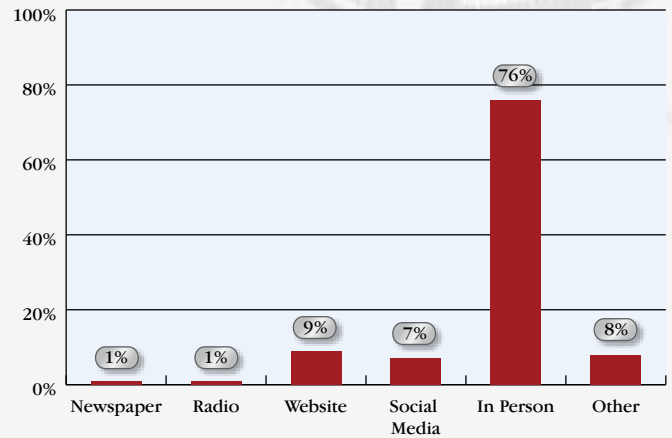
Do you drive more than 10 mph over the speed limit? (N=7,876)

- All of the time: 5%
- Most of the time: 11%
- Occasionally: 39%
- Not very often: 32%
- Never: 14%
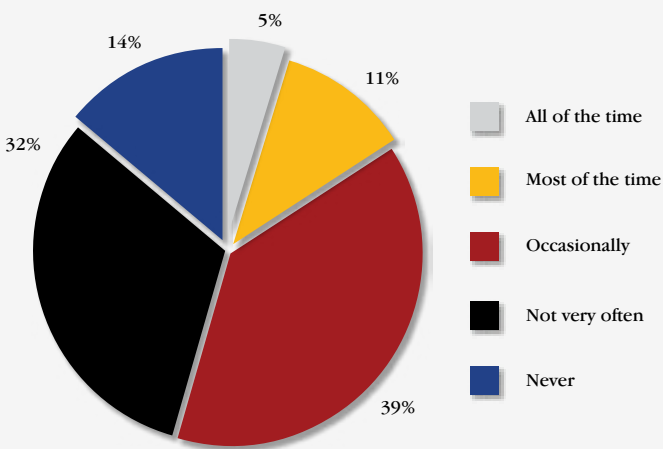
Most of Maryland's deadly motor vehicle crashes involve: (N=7,126)

- Speeding: 32%
- Alcohol or drug use: 28%
- Lack of seat belt use: 4%
- Distraction: 35%
- Pedestrians: 1%
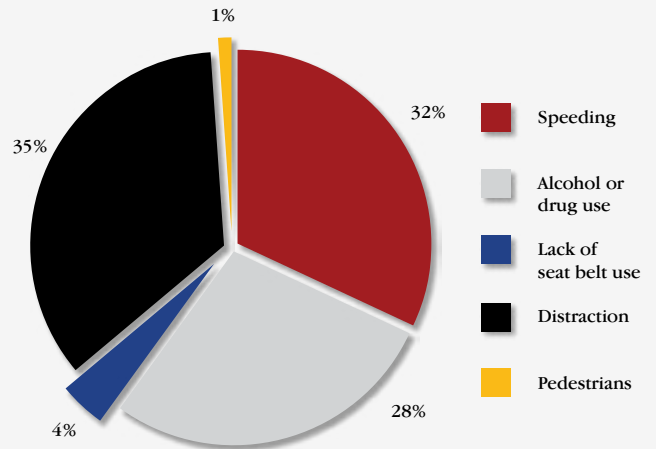
In your opinion, how many alcoholic drinks is an acceptable number to consume and still be able to safely drive? (N=7,888)

- 1% — More than 5 drinks
- 1% — 4-5 drinks
- 14% — 2-3 drinks
- 35% — 1 drink
- 49% — Not acceptable at any level
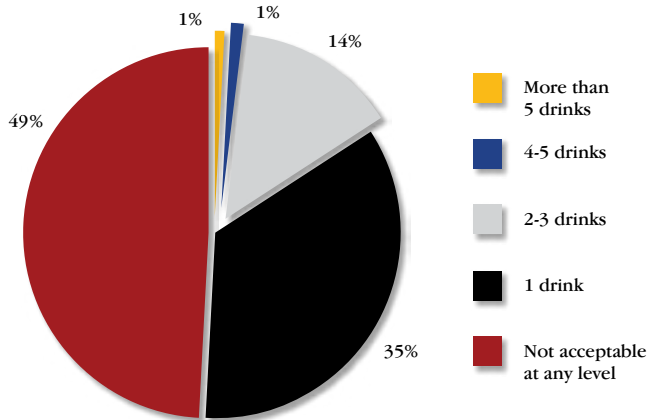
If you consume alcohol, how do you get home after drinking? (Check all that apply) (N=7,526)

Category	Percent
I don't drink	38%
Get a ride with someone	49%
Walk	10%
Drive myself	10%
Catch a taxi/bus	14%
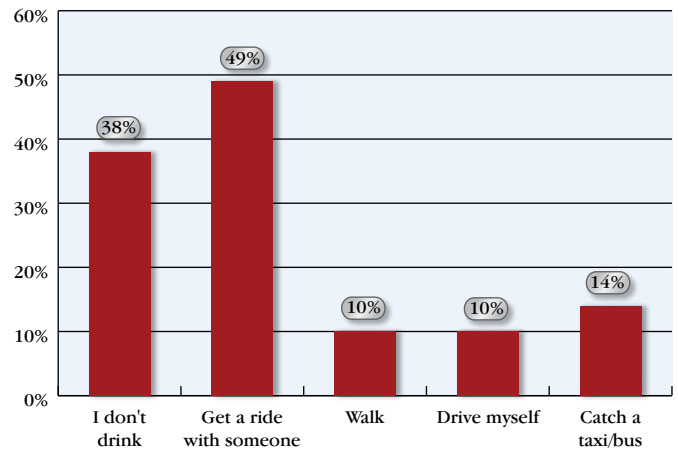
How often do you use your seat belt as a driver? (N=7,897)

- 90% — All of the time
- 6% — Most of the time
- 2% — Occasionally
- 1% — Not Very Often
- 1% — Never
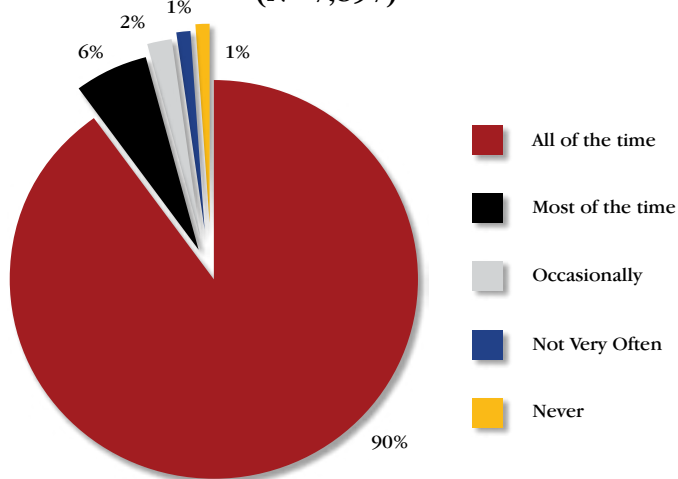
How often do you use your seat belt as a front seat passenger? (N=7,903)

- 89% — All of the time
- 7% — Most of the time
- 2% — Occasionally
- 1% — Not Very Often
- 1% — Never
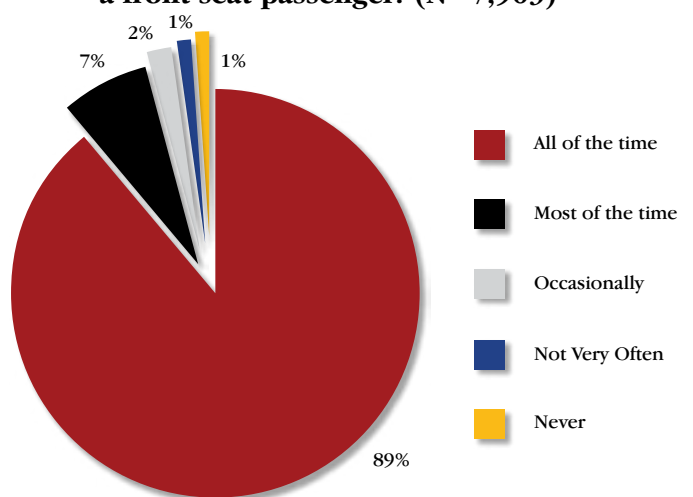
How often do you use your seat belt as a back seat passenger? (N=7,899)

- 7%
- 8%
- 10%
- 17%
- 58%

- All of the time
- Most of the time
- Occasionally
- Not Very Often
- Never
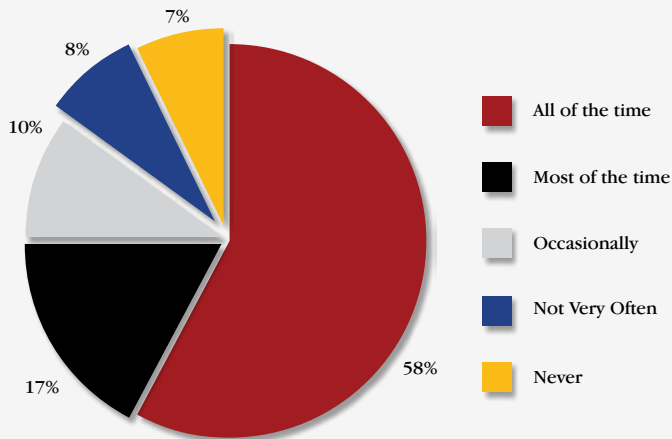
Police enforce many different traffic laws. But if you could have them focus on enforcing one type of law even more, which would you prefer? (N=7,322)

- 2%
- 7%
- 31%
- 22%
- 38%

- Speeding
- Aggressive driving
- Talking or texting with a handheld phone
- Drunk driving
- Wearing seat belts
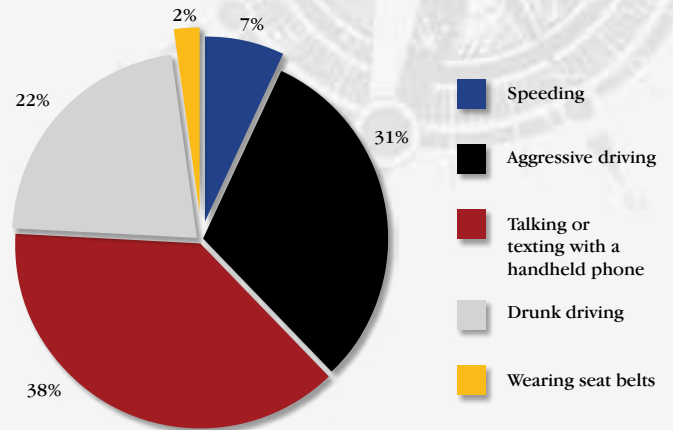
To the best of your knowledge, are drivers in Maryland required by law to stop for people walking in a crosswalk? (N=7,925)

- 3%
- 97%

- Yes
- No
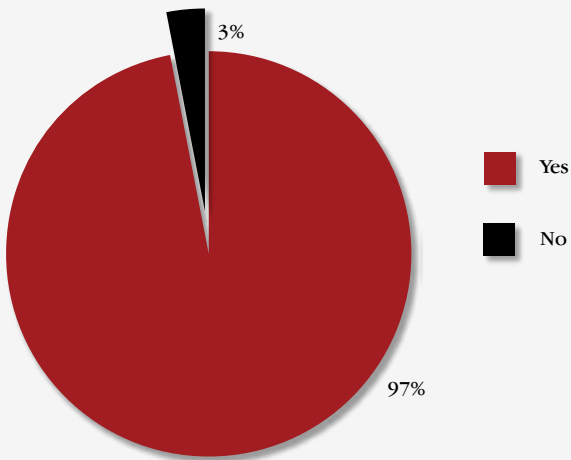
When walking at night, do you take steps to make sure drivers can see you? (N=7,808)

- 11%
- 89%

- Yes
- No
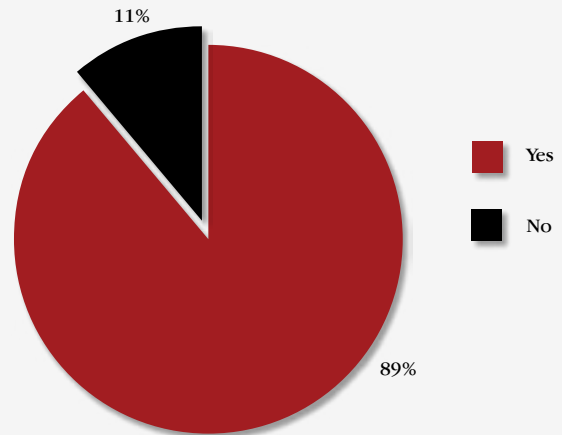
How many miles per hour (mph) over the posted speed limit do you feel you can go before police would give you a ticket for speeding? (N=7,898)

- 33% — 5 mph or less
- 46% — 6-10 mph
- 18% — 11-15 mph
- 2% — 16-20 mph
- 2% — Over 20 mph
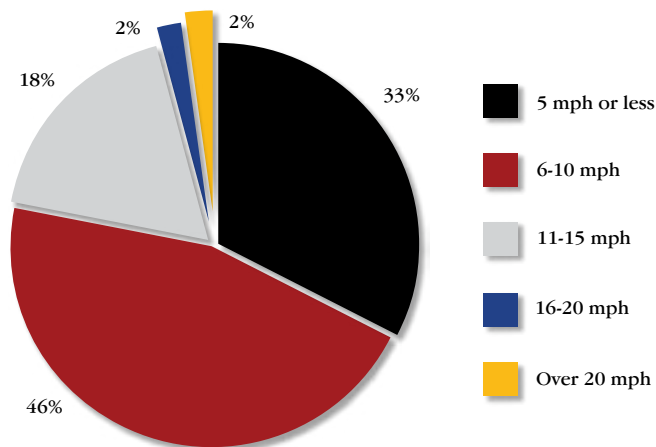
How likely are you to say something to the driver of a vehicle, where you are a passenger, if they are speeding and driving aggressively? (N=7,893)

- 49% — Very likely
- 29% — Somewhat likely
- 11% — Not very likely
- 8% — Not likely at all
- 3% — Don't know
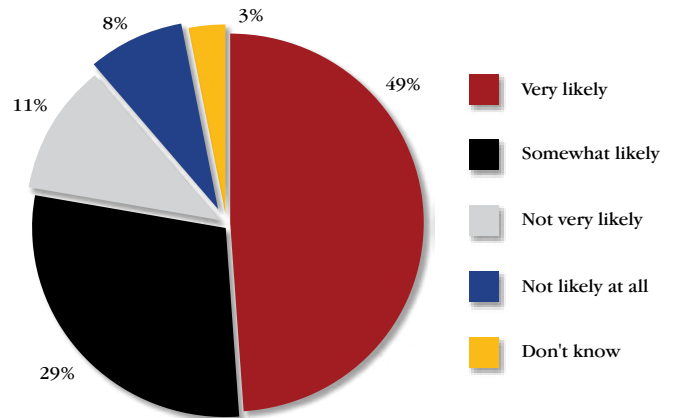
If you plan to go out and consume alcohol, how often do you make plans ahead of time for a ride home? (N=7,381)
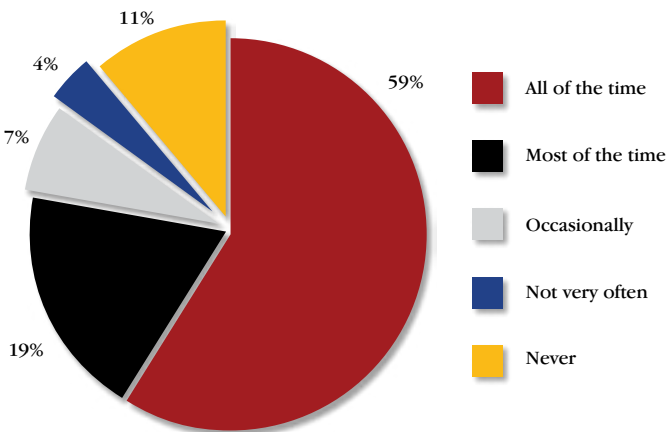
- 59% — All of the time
- 19% — Most of the time
- 7% — Occasionally
- 4% — Not very often
- 11% — Never

Would you support a law that would make it mandatory for all drivers involved in a fatal crash to be tested for drugs and/or alcohol? (N=7,883)

- 77% — Yes
- 7% — No
- 6% — Maybe
- 10% — Need more information

Would you support a law that would make ignition interlock mandatory for all DUI offenders? (N=7,893)

- 70% Yes
- 10% No
- 9% Maybe
- 12% Need more information
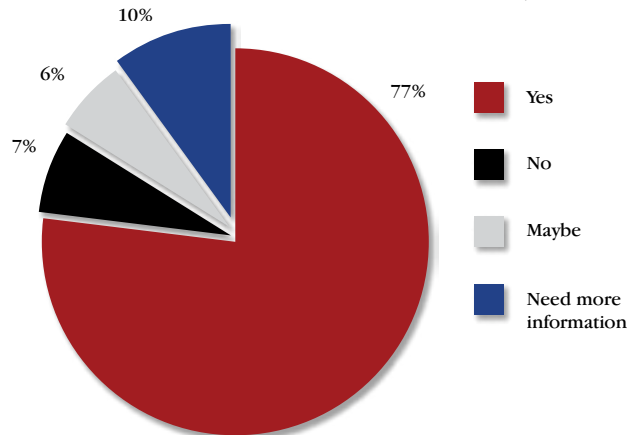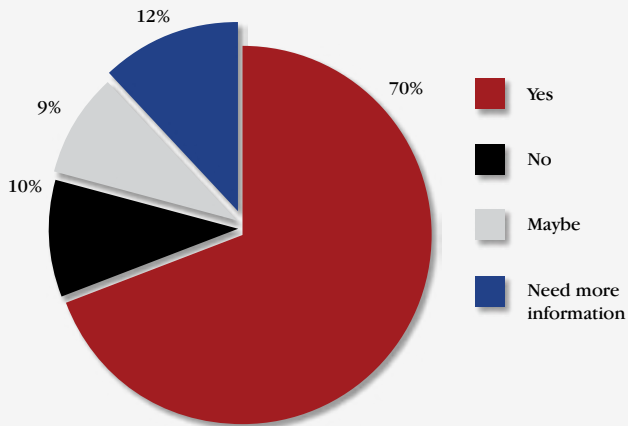
Do you consider speeding to be aggressive driving? (N=7,815)

- 63% Yes
- 38% No
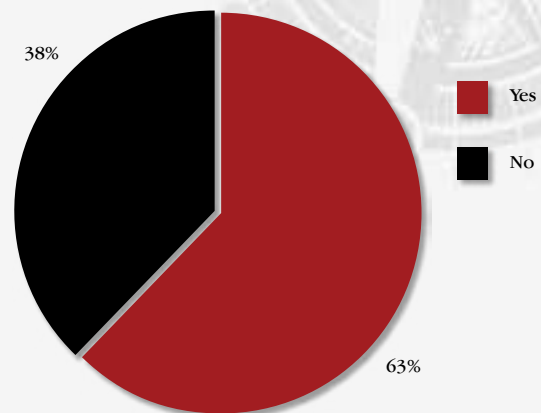
In the last two months, have you read, seen or heard enforcement by police on (Check all that apply): (N=7,338)

Category	Percentage
Drunk Driving	48%
Seat Belt	30%
Speeding	38%
Aggressive Driving	22%
Nothing	25%
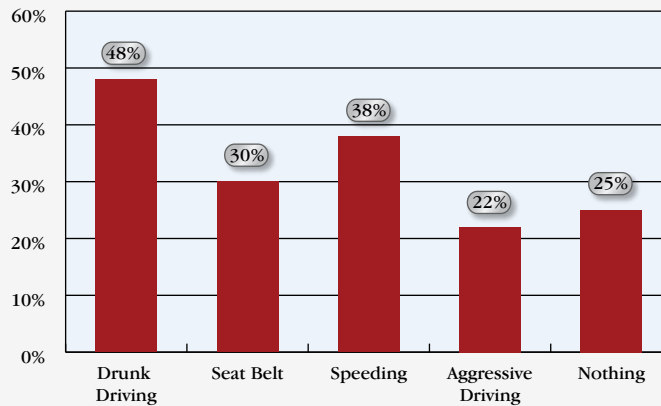
PROGRAM AREAS
IMPAIRED DRIVING

Beginning with the national *Drive Sober or Get Pulled Over* mobilization period in August, Maryland participated in a six-month period of a sustained high visibility enforcement program that is regionally known as *Checkpoint Strikeforce*. The enforcement efforts are supported with an intense paid and earned media marketing campaign with a focus on eliminating deaths and injuries caused by impaired driving. More than 3,000 hours of saturation patrols and checkpoints were funded in this one effort, and throughout the year law enforcement agencies completed 1,723 impaired driving-related enforcement details. More than 300,000 pieces of educational material were distributed to complement the enforcement efforts. Media support for *Drive Sober or Get Pulled Over* campaign included more than $434,000 in total media dollars. Over $360,000 was spent in paid media, with $160,268 coming from earned media. The total number of media impressions for the campaign was more than 20.3 million.

Project SOLO, an acronym for Save Our Loved Ones, was funded as an enforcement initiative designed to generate broad awareness of the ongoing effort to reduce impaired driving deaths to zero. During designated waves, participating law enforcement agencies saturated targeted areas identified as high profile due to the volume of impaired driving arrests and alcohol-related crashes. *Project SOLO* provided a significant extension to standard enforcement efforts to combat impaired driving and underage drinking. Seven local enforcement agencies and the MSP barracks in those local jurisdictions participated in *Project SOLO*, completing more than 4,000 hours of Section 164 grant-funded patrols. With 4,421 vehicle contacts made, there were 204 DUI arrests, 214 total criminal arrests, and 3,465 citations written for speeding, seat belts, and other infractions.

Maryland continued to support the DUI Court program by providing funding to the DUI Courts in Anne Arundel, Howard and Harford Counties, as well as the newly established program in St. Mary's County. DUI Courts are designed to identify and provide intensive monitoring and rehabilitative services to the most egregious of repeat drunk driving offenders in an effort to reduce and prevent tragic consequences of driving drunk. Repeat offenders are a difficult population to reach, let alone modify behavior without additional assistance, such as treatment to address addictions to alcohol and/or drugs. The Maryland programs included a total of 141 participants. Through rigorous monitoring and educational measures, the courts have demonstrated an extremely low (0–17 percent) recidivism rate among participants. Two programs feature graduations upon completion of the program and 38 participants in the Howard, Harford and Anne Arundel County programs have been reunited with their family and are either working or are in school, and remain sober.

Grant funding was provided to the Washington Regional Alcohol Program (WRAP) to fund education and outreach components of a project known as *SoberRide*, a service that provided free cab rides to 2,578 would-be drunk drivers from Greater Washington's roadways. Four

SoberRide periods were coordinated in 2013, including efforts for Halloween, the winter holiday, St. Patrick's Day and Independence Day. The total ridership figure included a more than 31 percent increase for the 2013 Independence Day campaign over the 2012 total, when nearly 300 persons in the Washington-metropolitan area used WRAP's *SoberRide* service rather than possibly drive home impaired. Media coverage has always been a strong point for the *SoberRide* service, which relies strictly on earned media coverage.

In December, an end-of-the-year memorial event called *Maryland Remembers* was held in the state's capital to honor the lives of those lost to the crime of impaired driving. This event brought together nearly 100 family members and friends of impaired driving victims, and was also attended by traffic safety advocates, state and federal transportation officials, law enforcement personnel, and other dignitaries. The memorial featured remarks from the Superintendent of the MSP and the Secretary of the Maryland Department of Transportation (MDOT), and a video message from Lt. Governor Anthony Brown. Ms. Cheryl Hammond, the mother of a young

woman killed by a drunk driver, addressed the media about the importance of awareness of impaired driving enforcement, education and outreach.

Each year, the Maryland Highway Safety Office recognizes the hard work and dedicated impaired driving enforcement efforts of officers across the state. Award recipients are nominated by their respective agencies and recognized at a special ceremony.

In 2013, 80 officers were presented with the DUI Award and 52 more were presented with the Meritorious Award. The ACE Award, recognizing officers who have made more than 100 DUI arrests over the past year, was presented to an officer from the Prince George's County Police Department and an officer from the Greenbelt Police Department. The Outstanding Innovative Award was presented to the Ocean City Police Department Traffic Unit for their role in spearheading innovative DUI enforcement, education and training programs.

The month of December marked the *3D: Drunk and Drugged Driving Month*. As a complement to the high-visibility enforcement campaign, a coordinated marketing initiative was launched that promotes the call to action, "Report Drunk Drivers, Dial 911." This initiative strongly encourages Marylanders to serve as extra eyes for law enforcement. Billboards, public service announcements, a roving delivery truck and a micro site ran all month to encourage drivers to report suspected drivers by calling the authorities via the 911 system. This project has been ongoing since 2007 and is supported by the Maryland Chiefs of Police and Sheriff's Associations.

In July 2013, the MSP launched a new specialized team of troopers solely dedicated to DUI enforcement. This team, called the State Police Impaired Driving Effort (SPIDRE), consists of seven troopers who have been highly trained in DUI enforcement. The organization of the team is modeled after a similar program that had outstanding results in the State of Washington. The Washington State Patrol initiated a very successful DUI Enforcement Team

and targeted areas with high impaired driving-related crash rates. In just six months, the SPIDRE Team made a total of 1,763 stops, including 418 arrests for DUI of either alcohol or controlled dangerous substances, 37 criminal arrests and the issuance of 2,472 citations and 968 warnings or equipment repair orders. Anne Arundel, Baltimore and Prince George's Counties have been the specific areas of deployment thus far for the SPIDRE Team and the respective local county police agencies have greatly increased DUI enforcement efforts while the SPIDRE Team is deployed in that area. The MSP and the MHSO entered into a memorandum of understanding ensuring the SPIDRE Team will continue on through a total of at least seven years. Federal funding levels will gradually decline over that seven year period.

Washington College was granted funding to provide support to the SPIDRE Team in their efforts to reduce impaired driving in Maryland. Washington College staff provided the team with maps highlighting routes where data showed the most activity related to impaired driving. Upon receiving results of the patrols, Washington College also mapped the results by both officer and type of citation (DUI, CDS, Speed, Seat Belt, Other) and created tables of the results. The MSP SPIDRE Team was paired with Baltimore County and Prince George's County police in two separate deployments. Results from SPIDRE efforts, in addition to the outcomes of the allied agencies—Baltimore County and Prince George's County Police Departments—were included in post-operational reports provided by Washington College GIS analysts, part of the continual evaluation of this programs effectiveness.

In addition to analytic support of the MSP SPIDRE Team, Washington College provided analytic services to the statewide Impaired Driving Program with a dual focus on enforcement and education. Data and analysis are used to support other LEA partners and help drive public outreach campaigns, and the analysis also supports the SHSP's Impaired Driving EAT.
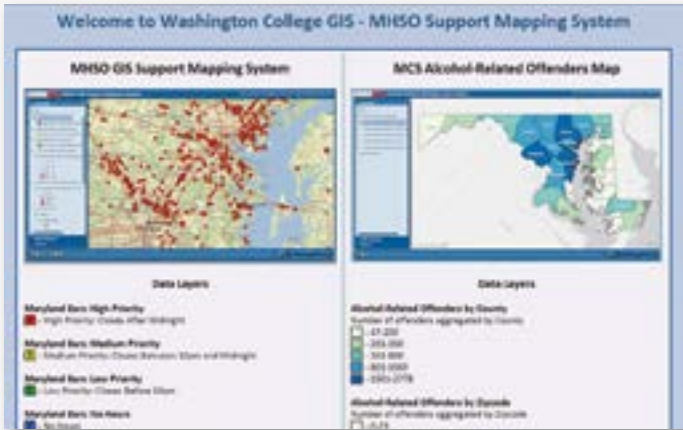
Washington College created a GIS support mapping system for the MHSO, including two DUI-related mapping applications. The first mapping application contains multiple data sets including: Maryland bars (prioritized by weekend closing hours), impaired crash density by county, and a comprehensive transportation layer. The second application contains DUI offender aggregate data including: alcohol-related offenders by county, by zip code, and by census tract, as well as alcohol-related crashes by county and by zip code. Each data set is divided into 6-month periods going back to December 2008 in order to view changes over time, and both allow users to zoom in/out, change the aerial imagery and street layers, toggle layers on/off, search, measure distances, view data attributes, and print maps. Data analysis is used to validate the outcomes of the various strategies in the SHSP, with data fed into a risk terrain model to determine optimal locations for placement of DUI checkpoints and saturation patrols. Risk terrain modeling is an approach to spatial analysis that uses GIS to attribute qualities of the real world environment to places on digitized maps.

Media was engaged to support the SPIDRE Team, with just over $200,000 being used in the Baltimore and Washington, D.C. metropolitan areas on radio, cable television, digital, and outdoor advertising, including billboards and gas pump toppers. In addition, an advertisement focused on the launch of the SPIDRE Team was placed in the official NFL yearbook of the Baltimore Ravens. A press event was held in early July to launch the official public presence of the SPIDRE Team. Lt. Governor Anthony Brown partnered with the Superintendent of State Police and the Secretary of Transportation at the event, which not only highlighted the team itself but the individual troopers as well. The new vehicle markings and creative elements for the team were debuted and the event achieved more than 1.2 million earned media broadcast and print impressions valued at $60,000. Overall, more than 51 million paid and earned media impressions were garnered.

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 1,510. Over the course of the year, impaired driving grant funds were also used to conduct 216 impaired driving-related training sessions where 105 law enforcement officers and 408 other people received training.

PROGRAM AREAS
OCCUPANT PROTECTION

Seat belt and child passenger safety seat use were two of the most important points of emphasis for the MHSO. Media, enforcement, and the enhancement of data for law enforcement agencies and partners form a comprehensive approach to reducing the number of crashes involving unrestrained vehicle occupants.

A major upgrade to Maryland's seat belt law was passed. The new law is an all seating position seat belt law which includes provisions for primary seat belt enforcement for front seat occupants and also enforcement on a secondary level for back seat occupants. This law also includes an increase in the fine assessed, jumping from a $25 fine to an $83 fine ($50 citation plus court costs).

The MHSO developed and distributed 50,000 pieces of educational material prior to the October 1st new law enactment. Materials included a pocket-size law card for law enforcement officers to reference during traffic stops and a seat belt and child passenger safety law card in English and Spanish. New *Click It or Ticket* material was also developed specifically for use in Maryland. Materials were disseminated locally to key groups throughout the state.

Maryland also participated in the *Click It or Ticket* campaigns for November 2012 and May 2013 which provided approximately $540,000 in media for cable television, radio, digital billboards, gas pump toppers, and electronic media outlets. This year's media campaign produced more than 54 million impressions. During the national *Click It or Ticket* campaign in May, 49 local law enforcement agencies participated in the enforcement initiative and wrote more than 2,200 seat belt citations.

A *Click It or Ticket*-themed nighttime seat belt spot was created with grant funding. The commercial, which was utilized for paid media campaigns in the Baltimore and Washington, D.C. metropolitan regions, was specifically developed to accentuate the increased emphasis on nighttime seat belt enforcement and to build upon the message that police are actively ticketing unbelted drivers at night. This spot featured local police agencies throughout Maryland and was aired during the *Click It or Ticket* campaign.

The *Click It or Ticket* campaign kicked off with a press event in Gaithersburg with the Montgomery County Police Department (MCPD) conducting a high-visibility nighttime seat belt enforcement channelization at a major intersection. The MCPD was joined by members of the City of Rockville Police, Maryland State Police, the Montgomery County Sheriff's Office, and the Gaithersburg Police Department. The Governor's Highway Safety Representative John Kuo, provided media remarks on the effort, with five television stories reaching more than 430,000 viewers (a publicity value of nearly

$20,000), three online articles reaching more than 27,700 readers, and two radio stories.

A grassroots effort was conducted in the Washington, D.C. metropolitan region targeting the 18–44 year old male demographic. Buffalo Wild Wings partnered with various local radio stations and the MHSO staff to promote seat belt education and conduct surveys during the *Click It or Ticket* campaign. More than 400 surveys were completed at eight one-hour events in Prince George's and Montgomery Counties. Ninety percent of respondents stated they "always" wear their seat belt with an additional eight percent stating they "usually" wear their seat belt. Respondents' awareness of Maryland seat belt laws regarding the driver and front seat passengers is impressive at 98 percent; however, awareness of the law regarding seat belt use by back seat passengers showed room for improvement, with awareness at only 66 percent.

The Occupant Protection Program Manager and the Law Enforcement Program Manager implemented the first northeast *Click It or Ticket* Border to Border Enforcement Initiative on the morning of May 20, 2013 to kick off the campaign. Law enforcement agencies teamed up to provide increased seat belt enforcement, sending a "zero tolerance" message to the public. Maryland had high representation from 18 law enforcement agencies participating, and more than 330 seat belt citations and 145 other citations were issued.

A three year *Nighttime Seat Belt Enforcement* demonstration grant project, which had a goal of determining characteristics of unbelted nighttime drivers, to include their criminal background, concluded this year. The November 2012 and May 2013 enforcement waves yielded more than 2,700 seat belt citations. Media and surveys accompanied the enforcement effort and the results are being compiled and reported by the NHTSA. In FFY 2013, the National Study Center began criminal data analysis through LexisNexis, with expected delivery

of an initial data analysis in early 2014. The analysis of the offenders will continue through August 2014.

In November 2012, the MVA hosted a press event to unveil a 30-foot tall crash test dummy, which was also used as a 2012 Artscape display. The statue resides permanently at the MVA headquarters in Glen Burnie as a visible reminder to the MVA's belief that seat belts save lives. The crash test dummy was dedicated in time for the 2012 holiday season, one of the busiest times of year, by the Governor's Highway Safety Representative John Kuo and other highway safety partners. The crash test dummy can be viewed by passing motorists and also serves as a visitor site where the public can go to learn about the history of seat belts and their life saving capabilities.

The MHSO funded comprehensive traffic safety enforcement which enables law enforcement to address a variety of traffic safety problems including seat belt violations. The community efforts of 43 law enforcement agencies produced in excess of 3,300 seat belt citations and 9,276 other citations.

In June 2013, seat belt observation surveys were finalized for the state. This was the second year using NHTSA's new methodology and data collection was conducted at 140 sites across the state. Information was collected at an additional 30 sites for counties that do not go into the state's official seat belt rate. Overall, the combined restraint usage rate was 90.7 percent, which is slightly down from the previous year (91.1).

Despite the drop in seat belt usage, which is likely attributable to the vast increase in the number of secondary and local roads on which observations are collected, traffic injuries and fatalities involving people not wearing seat belts in 2013 was lower than any point in the past 10 years. This measurement is important because apart from seat belt survey data, it is the best barometer of seat belts being worn at times and places where crashes have occurred and provides vital information (driver data, vehicle type, etc.) about belt usage. The percentage of seat belt use observed in those killed in vehicle crashes (i.e., known to be wearing a seat belt at the time of their involvement in a fatal crash) increased from 50.93 percent in 2011 to 62.02 percent in 2012. The number of occupants injured in crashes that were known to be wearing seat belts at the time of their crashes increased from 93.03 percent in 2011 to 93.73 percent in 2012.

As part of Maryland's Standardized Performance and Survey Measures, the total number of seat belt citations that was issued during grant-funded enforcement activities was 7,455.

The MHSO funded CPS initiatives throughout the state, including projects with Maryland Kids in Safety Seats (KISS) and the MIEMSS. These agencies have formed the lead for Maryland's CPS program and representatives from both agencies were also instrumental in the support of the new, tougher seat belt law passed in 2013.

KISS provided more than 20,000 pieces of CPS educational materials to caregivers and coordinated 1,359 messages using an 800 Helpline, approximately 300 dedicated e-mails, a dedicated website, presentations, interactive displays set up at various health/safety fair events and car seat inspection events. In addition, the staff at KISS provided, or assisted with, the training of 188 child passenger safety technicians to join the 502 already certified technicians in Maryland. Additionally, the state's recertification rate increased this year (CY 2013) to 60.4 percent from 53.8 percent in 2012, meeting a major goal.

Throughout the year, 523 car seats were distributed via a low-cost purchase program or a short-term special needs loaner program to families statewide.

7,455 seat belt citations were issued during grant funded enforcement activities.

KISS worked with technicians from Washington and Harford Counties to set up and implement standardized car seat inspection events held once per month, using a county-wide team of volunteer technicians to staff events. These events complimented the existing network of inspection stations, and throughout the year, more than 2,316 seats were checked at 125 events throughout the state.

The MIEMSS, another agency granted funds for CPS activities, focused efforts on occupant protection across the lifespan in Maryland by improving car seat use among children, seat belt use among youth and adults, and occupant protection measures taken by healthcare and EMS personnel. While the main outreach component of the grant-funded activities is related to CPS activities, it should be noted that the MIEMSS is also highly committed to the statewide *Click It or Ticket* effort, with specific outreach efforts coordinated with the Maryland State Firemen's Association and more than 700 statewide fire and EMS departments.

Outreach was conducted by the MIEMSS' staff to Maryland hospitals through 11 in-service trainings and materials distribution to assist 39 nurses and parents in the hospital learn about car seats and their use. Five site visits with up to 20 staff members were conducted at five major facilities throughout Maryland, resulting in ongoing partnerships and delivery of CPS materials. Lastly, several CPS articles were placed in the Maryland Academy of Pediatrics electronic newsletter in 2013 (CY) to reach 660 pediatrician-members, resulting in more than 40 requests for CPS materials for their patients.

Approximately 1,200 EMS and emergency nurses were educated on CPS and seat belt-related issues through interactive exhibits on CPS at six statewide conferences. Three on-line training sessions were also held to train healthcare and safety advocates in CPS issues. These training sessions are archived on MIEMSS' website and are a part of the regular EMS continuing education opportunities, potentially reaching 27,000 EMS providers in Maryland.

PROGRAM AREAS
AGGRESSIVE DRIVING

The *Smooth Operator* Program was a cooperative interstate effort to combat aggressive driving in the Mid-Atlantic area. The public safety partnership was based upon 10 strategies, including:

1. Blending Marketing and Law Enforcement
2. Involvement of Multiple Stakeholders
3. High Visibility Enforcement Waves
4. Paid Media Waves
5. Public Relation Events
6. Geographic Targeting
7. High-Risk Male Driver Targeting
8. Added Value
9. Law Enforcement Outreach
10. Evaluation and Ongoing Research

In summary, the program blended the efforts of law enforcement, public safety officials and other experts in a coordinated effort to find short- and long-term solutions to the dangers posed by aggressive drivers.

The *Smooth Operator Program's* message was a targeted warning that reminded people that law enforcement was out in force for the summer months and issuing citations and large fines. Over the course of the four separate enforcement waves, 43 different agencies participated in the effort. Maryland police agencies issued more than 152,000 citations during these waves, with more than 66,000 of those being for speed. In addition, 2,613 citations were issued for DUI-related offenses. Grant funds from the MHSO supported more than 12,000 of these citations and, during overtime enforcement operations, more than 14,000 vehicle contacts were made.

With regard to media, the *Smooth Operator Program* utilized a combination of outdoor advertising, radio messaging, and spots on cable television. More than 2,200 radio and cable television spots were aired between the Baltimore and Washington, D.C. metropolitan markets. Earned media was garnered through: public service announcements (PSAs), spokesperson radio and TV interviews, radio and TV weekend sponsorships, online streaming spots, and social media contests.

The campaign received almost $190,000 in added value, or 77 percent of the campaign's total budget, and the

total impressions were more than 42 million. In post-campaign surveys, 55 percent of respondents said they had read, seen, or heard advertising messages that address driving problems in the area and 91 percent of all respondents stated you could be ticketed for aggressive driving.

Maryland participated in two major media events regarding the *Smooth Operator Program*. The first was a realistic pedestrian crash demonstration for the media and public officials showing the life-or-death effects of speed on stopping distances. The demonstration involved a person driving a vehicle traveling at different speeds and then slamming on the brakes at a designated spot to avoid or strike a child-sized mannequin in the street. The event gained publicity for the campaign during the August enforcement wave and news coverage reached more than 700,000 people with 14 television stories, nine online stories, and broadcast coverage on all four Washington, D.C. local network affiliates. The total estimated broadcast publicity value to the campaign was $29,387.

in comparison with a normal sized SUV to illustrate the increased stopping distance needed for larger vehicles. A part of the *Smooth Operator Program's* messaging involves aggressive driving around commercial vehicles and this was an effective visual demonstration that earned media coverage across 30 media platforms, including television, radio, and print. Approximately five million impressions were gained as a result of this exposure.

Since speeding is the most outstanding component of aggressive driving, all comprehensive law enforcement activities in Maryland included the targeting of speeders year-round. The number of speeding citations issued during grant-funded enforcement activities was 21,452.

The second event held for the *Smooth Operator Program* was a stopping distance demonstration for large commercial vehicles. Held at M&T Bank Stadium in Baltimore, UPS provided a tractor trailer that was used

PROGRAM AREAS
DISTRACTED DRIVING

The MHSO's management made the decision to merge the responsibilities for the Distracted Driving program area with the responsibilities of the Occupant Protection Program Manager. This merger culminated in a position that is focused on in-car behaviors.

In 2013, Maryland legislators passed a new wireless communication device law which prohibits drivers from using hand-held cell phones while operating a motor vehicle. The law upgraded Maryland's previous legislation to being enforceable as a primary offense and increased the fines associated with these offenses. With court costs, the fines are $83 for a first offense, $140 for a second offense, and $160 for a third or subsequent offense.

To help educate the public about the new law, the MHSO and other partners developed and distributed 30,000 pieces of educational materials and incentive items with the key message *"Park the Phone Before You Drive"* prior to the October 1st new law enactment. Materials were disseminated locally to key groups statewide and 11 Portable Changeable Message Signs were strategically placed at MVA branches with a message to educate drivers of the new law 30 days prior to October 1. MDOT sent an email on behalf of the Governor educating the more than 70,000 Maryland state government employees of the two new laws. In addition, the MHSO coordinated a press event coinciding with the enactment of the primary cell phone ban and an all seating position seat belt use law. The Governor's Highway Safety Representative, John Kuo, functioned as the event's emcee, and led the presentation of the information to the audience of roughly 60 students from Annapolis High School. AT&T provided t-shirts to the students, as well as the opportunity to sign a distracted driving prevention pledge and the MSP brought a machine known as the Seatbelt Convincer that simulates a low speed vehicle collision. The event garnered almost $75,000 in earned media coverage

through radio, television, print and online sources, totaling more than 2.6 million earned media impressions.

Along with the MHSO's public awareness and media efforts, approximately 30 law enforcement agencies participated in a statewide "border-to-border" enforcement initiative for the new cell phone and seat belt laws. More than 2,000 citations and 1,600 warnings were written as a part of this joint enforcement effort within the first two weeks of the enactment of the new laws.

The Distracted Driving Program area was officially adopted as a part of the statewide MVA-sponsored TZD campaign. The campaign website, located at TowardZeroDeathsMD.com, features information on Maryland's most dramatic highway safety problems. Distracted driving is recognized as one of Maryland's most pressing traffic safety issues and media resources, including logos, sample media releases and social media

posts and printed materials relating to TZD have been distributed to partners for statewide dissemination, and the campaign receives constant attention as the main theme of the Maryland SHSP.

The MHSO funded a local program in the Western and Mid-Western Region of the state and partnered with Meritus Health Trauma and Emergency Services for the rental of a distracted driving simulator. The simulator was used at community events to raise awareness of the dangers of distracted driving in the public service campaign, *Stay Alive. Don't Text and Drive.* Meritus personnel also distributed more than 2,200 pieces of promotional material for that same campaign. To date, more than 13,000 pledges have been signed to *Stay Alive. Don't Text and Drive* by young drivers and their families.

PROGRAM AREAS
PEDESTRIAN AND BICYCLE SAFETY

Maryland's highway safety program includes comprehensive Pedestrian and Bicycle Safety Programs that promote safe pedestrian and bicycle practices. The MHSO's staff educated drivers to safely share the road with other road users, and encouraged safe facilities for pedestrians and bicyclists through education and engineering strategies. In the Washington, D.C. and Baltimore metropolitan areas, the *StreetSmart* campaign continued to address pedestrian safety issues through coordinated education and enforcement activities. Broader statewide efforts included support for the *Maryland Safe Routes to School* program and outreach to adult and youth bicyclists.

In spring and fall, the *StreetSmart DC* campaign kicked off and reached millions of people in the Washington, D.C. metropolitan area with pedestrian safety messages directed at both motorists and pedestrians. This regional campaign, developed in partnership with the Washington, D.C. Council of Governments, focused efforts in Montgomery, Prince George's, Frederick and Charles

counties. *StreetSmart DC* was redeveloped in 2013 with a "Tired Faces" message on materials. Brochures and media include graphics with tire treads on peoples' faces to illustrate the importance of the safety message. *StreetSmart DC* included law enforcement activity in high risk areas as well as safety zone events to educate the public. During the fall and spring campaigns, 3,804 citations and 483 warnings were issued by participating

agencies. *StreetSmart DC* almost doubled its $534,000 campaign budget by achieving more than $460,000 in earned media. At the end of the campaign, a survey showed a 45 percent increase in awareness of police enforcement of pedestrian safety laws.

You can't fix a pedestrian at a body shop.
Slow down and watch for pedestrians.

Bicycles don't come with bumpers.
Give cyclists room to ride.

Pedestrians don't come with airbags.
Yield to pedestrians when turning.

The BmoreStreetSmart.com website has become an integral part of all pedestrian safety marketing communications.

The *StreetSmart Baltimore* campaign, operated in collaboration with the Baltimore Metropolitan Council (BMC), focused on a data-driven approach to identifying high priority areas for media, outreach, and enforcement activities. The campaign was targeted throughout the Baltimore region, including: Baltimore City and County, Anne Arundel, Harford and Howard Counties. The four week *StreetSmart Baltimore* paid media campaign, totaling approximately $130,000, included: radio spots, and promotions achieved 375,000 impressions, 177

television spots, achieved 1,500,000 impressions; 15 billboards, achieved an estimated 4,123,396 impressions; transit ads, generated 7,500,000 impressions and web banners, achieved 5,989,945 impressions. The BmoreStreetSmart.com website has become an integral part of all pedestrian safety marketing communications directed to the target audience of the Baltimore metropolitan area.. The website provides crash data, tips for drivers and pedestrians, and resources.

The BMC also worked with the MHSO and Comcast to create a pedestrian safety PSA featuring a Baltimore Orioles baseball player along with the Orioles' mascot. The MHSO staff also worked with Johns Hopkins University Bloomberg School of Public Health to develop a pilot project on pedestrian safety with the intention to ultimately promote the findings statewide. As the first phase of this multi-year project, Hopkins obtained and analyzed data, reports, and videos of pedestrian collisions over the past three years from the NSC and the Johns Hopkins Department of Security. In addition, the staff at Hopkins was able to coordinate the formative research needed to develop the communication campaign. Almost 4,000 people completed an online pedestrian safety survey and the responses to the survey provided us with valuable data to guide and inform the development of

the communication campaign as well as other activities as part of a comprehensive pedestrian safety program. Three different posters were developed for incoming students regarding pedestrian safety and three creative strategic directions for a communication campaign were explored with the focus groups (alertness, civility, law enforcement).

In Ocean City, the MHSO worked with the Maryland State Highway Administration (SHA), the MSP, local law enforcement and many other partners on a pedestrian safety campaign to reduce injuries and fatalities at the beach. Entitled *Walk Smart*, the campaign leveraged state and local resources to integrate the four Es of traffic

safety into the area of pedestrian safety. Engineering improvements such as bricked crosswalks, temporary and permanent curb markings, pedestrian signs, pedestrian countdown signals, and altered signal timing have contributed to campaign success. Although it is too early to tell the overall impact, there were zero pedestrian fatalities between Memorial Day and Labor Day in 2013.
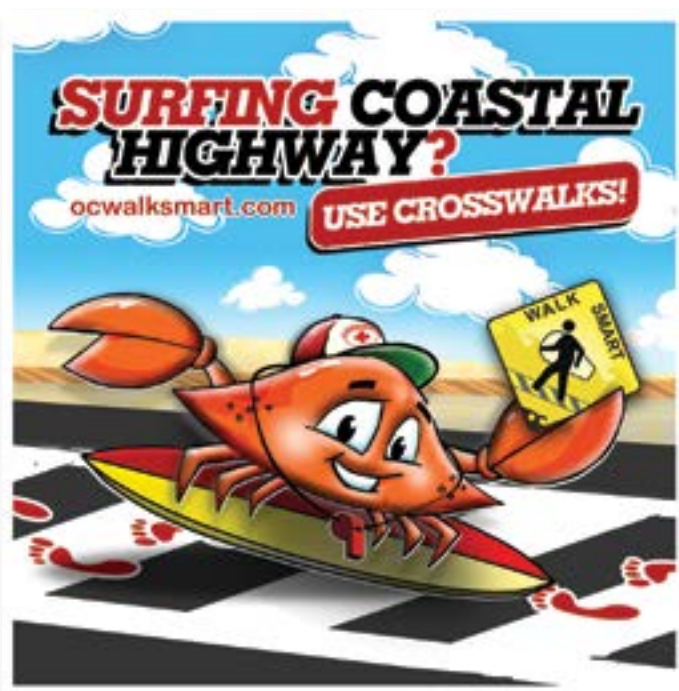
The *Walk Smart* campaign received recognition from other areas around the state looking to adopt pedestrian safety outreach messages and materials.

BikeMaryland, formerly known as One Less Car, successfully continued the Bicycle Ambassadors program, targeting outreach to young bicyclists in and around Baltimore City. Eighteen youth bicycle rodeos and 11 adult bike safety commuter workshops were conducted, reaching nearly 3,000 youth and over 2,000 adults, respectively.

The MDOT worked with the MSP and completed a training video for law enforcement officers on effective enforcement for bicycle safety. The video adapted material from the NHTSA national curriculum and it was tailored for Maryland-specific laws and issues. It also addresses risk behaviors on the part of bicyclists and motorists, and was promoted to state and local law enforcement agencies to improve the consistency of traffic law enforcement for bicycle safety. The total number of DVDs produced for distribution was 125.

The MHSO continued to provide coordination and support for bicycle and pedestrian safety initiatives through coordinated bike rodeos, bicycle safety presentations, and the distribution of hundreds of free bicycle helmets to children across Maryland.

Over the course of the year, additional pedestrian safety activities included:

- funding a total of 484 statewide personnel,
- distributing more than 134,000 pieces of educational material,
- conducting 139 pedestrian safety-related training sessions,
- training 70 law enforcement officers and 283 other people, and
- completing 408 pedestrian safety-related enforcement details.

As a result of the engineering, enforcement and educational countermeasures, Ocean City experienced zero pedestrian fatalities between Memorial Day and Labor Day.

PROGRAM AREAS
MOTORCYCLE SAFETY

The *Motorcycle Safety Program* continued to focus on two major areas: rider responsibility and driver awareness. Rider responsibility includes proper licensing and skill training, the use of protective equipment, and responsible riding behavior. Riders are reached through outreach at public events and by involving leaders of the motorcycle community in the development of safety campaigns. Driver awareness includes recognition of motorcycles as part of all road users and proper scanning for motorcycles before initiating traffic movements, notably left turns across oncoming traffic. Driver awareness is achieved through paid and earned media campaigns.

Maryland's law enforcement community is active in motorcycle enforcement and in 2013 the MHSO funded almost 500 hours of motorcycle enforcement. More than 900 contacts were made with motorcyclists and vehicle drivers, and the enforcement resulted in more than 600 citations for speed and other traffic safety violations, as well as numerous DUI arrests.

At the start of Motorcycle Safety Month, representatives of the MHSO and riders from across the state participated in a press event highlighting the need for both drivers and riders to share the road safely. The event took place along Route 4, which is a hotspot for aggressive motorcycle activity and crashes in Prince George's County. Television, radio, and print media outlets from the area generated significant earned media value and increased awareness about the MVA's Motorcycle Safety Program.

The MHSO's Motorcycle Safety campaign began in April and ran through September, targeting both motorcycle riders and motorists in Maryland. Nearly $130,000 was invested in the campaign to procure billboards, cable television spots, web banners, and direct outreach materials, including banners at each MVA location, and yard signs distributed by the MHSO partners and stakeholders. The billboards were geo-targeted on roadways that are highly traveled by motorcycle riders around the state and electronic advertisements were also placed on websites promoting motorcycles riding.

SHARE THE ROAD
LOOK TWICE FOR MOTORCYCLISTS.
WWW.MARYLANDRIDER.ORG
MVA

Throughout the course of the campaign, an additional $52,000 was garnered in earned media and more than 26 million total impressions were made.

Maryland 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 visible during 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. Surveys reveal that roadway signs are a primary way Marylanders receive traffic safety messages.

In 2013, two conversion kits were purchased for the MVA's Motorcycle Safety Program so three wheel training could be offered. As the riding population ages, more two-wheel riders are moving to three-wheeled vehicles, and a large number of new riders are choosing to enter motorcycling on three-wheeled vehicles. Offering three-wheel training is the next step for the program to get instructors certified in an effort to train instructors internally. Eight thousand people were trained through participating rider courses in 2013. Having three-wheel trained instructors would help increase the reach in this growing riding segment.

As a part of its rider training outreach program, the MVA Motorcycle Safety Program participated in motorcycle events across the state to promote lifelong learning, skills training and wearing protective gear to educate riders. Annually the program participates in two major events: the Timonium Motorcycle Show in February and Delmarva Bike Week in the fall. The Timonium show is one of the largest shows on the East Coast and the largest in Maryland, attracting approximately 43,000 motorcycle enthusiasts. Delmarva Bike Week is another huge event that attracts more than 150,000 bikers to Maryland and Delaware beaches. The program has a "mobile classroom" set up at these two events which provides the best opportunity for contact with the motorcycling public. Approximately 5,200 contacts were made between the two events and staff distributed in excess of 1,250 pieces of material.

In Southern Maryland, the Red Knights Motorcycle Club held a rally in April at the Hollywood Volunteer Fire Department, promoting rider-to-rider education and outreach. The event provided safety information, basic skills courses for MVA testing, licensing information and advanced knowledge practice to approximately 400 participants. Also included was the *Ride Like a Pro* course which included modules on passengers, tight circles, and leading with the eyes. *Ride Like a Pro* educators provided hands-on guidance and the MVA had staff on site to assist and encourage participation in programs such as basic and advance rider courses, and to distribute general information on obtaining motorcycle licenses. More than 10,000 people were reached with public outreach messages regarding the event.

PROGRAM AREAS
OLDER DRIVER SAFETY

According to the U.S. Census Bureau, by 2030, one in five drivers will be age 65 or older. Also by 2030, the percentage of residents age 65 years or older in Maryland is expected to be roughly one-quarter of Maryland's projected population. This boom in older drivers presents serious concerns to their safety and that of other drivers in the state. This past year, the MHSO targeted several areas of older driver safety: driver awareness and self-assessment, driving skills, occupant protection, and the importance of medication management.

The Maryland MVA hosted a two-day educational and interactive forum on older driver safety through a grant from the MHSO. The purpose of the *2013 Maryland Older Driver Safety Symposium* was to engage, educate and learn from researchers, policy makers, health

The MVA Driver Request for Re-examination project was established to review older drivers' ability to drive.

care providers, highway safety professionals and law enforcement. The symposium provided almost 300 attendees the opportunity to hear the latest research and best practices, as well as facilitate discussion on older driver safety issues and their relevance to Maryland. The MVA will continue to educate and promote its medical review process through workshops and meetings across the state, as well as inform stakeholders and partners on when and how the process should be used to keep older drivers safe.

A second older driver grant was awarded to the MVA and contracted to the MSP to integrate the MVA Driver Request for Re-examination (RRE) form into Maryland's Delta Plus law enforcement data collection system, which also includes the electronic citation, E-TIX. This project was started as a direct result of discussions at the May *2012 Maryland Older Driver Safety Symposium* and, with this e-Referral project, RREs are submitted by law enforcement directly to MVA in a much more timely manner than the previous paper-based system. When the MVA receives the e-Referral, a case is opened to

Partnerships regarding older driver safety were strengthened with key stakeholders across the state, including the distribution of surveys through the American Association of Retired Persons. The MHSO also collaborated with the AAA Mid-Atlantic Foundation for Safety and Education to offer the CarFit program, which promotes the education of the safest fit between older drivers and their vehicles. Several MVA and MHSO staff members are trained and have participated in CarFit events across the state.

review that driver's functional ability to drive safely. The MSP partnered with the MVA to create and test the new form to help identify medically at-risk drivers and to make sure the proper referral to medically-trained staff is made. This e-Referral was fully deployed on October 1, 2013 and is now accessible electronically to all law enforcement agencies who are current users of E-TIX. In the nearly two months of implementation of the new system, almost 200 e-Referrals have been generated and the number of referrals is on pace to exceed the previous years' average by approximately 50 percent. A tip card and law enforcement training video were also developed with this grant to describe the red flags of medically at-risk drivers.

PROGRAM AREAS

YOUNGER DRIVER SAFETY

The focus of younger driver safety programs goes beyond traditional driver education to involve young drivers and their parents, law enforcement and educators. Compliance with Maryland's graduated driver licensing (GDL) system is another important factor that can help increase younger drivers' confidence and performance behind the wheel.

The MHSO was involved in young driver safety initiatives at both a statewide and a local level, and coordinated many programs to promote safety to young drivers and passengers. A variety of community and high school-based programs were implemented to address young driver issues. These activities include, but are not limited to: mock crashes, impaired driving simulators, Fatal Vision goggle simulations, crash dynamics, alcohol-free post-prom educational outreach events, Parent-Teen Driving Agreements and high school parking permit programs.

The MHSO funded a program called *Every 15 Minutes* at a high school in Carroll County. *Every 15 Minutes* continues to be a popular, successful grant-funded program, with

Over 20,000 pieces of educational material were distributed to young drivers, parents and guardians, law enforcement, schools and community organizations.

an emphasis on demonstrating the effects of impaired driving to juniors and seniors. The two-day event included a mock crash, a mock trial, victim speaker panels, a mock memorial service and an educational assembly with a video chronicling the events. In addition to the in-school portion of the program, a separate training was held for the 33 students used as mock victims and the training also included 60 parents of those mock victims.

The *Courtesy on the Road* program was funded as an educational awareness program that focused on the importance of young driver safety. More than 1,500 high school juniors and seniors in Howard County were exposed to educational materials, including weekly email reminders about safe driving behaviors.

Through the national underage drinking prevention program, *Power of Parents*, *It's Your Influence*, MADD Maryland conducts free 30-minute parent

POWER of PARENTS

madd®

workshops during which parents and caregivers receive information on the concerns and consequences of underage drinking. Additionally, attendees receive a parent handbook that is utilized to influence parenting behavior to prevent underage drinking. The program includes an interactive website (www.madd.org/powerofparents) with educational tips to help parents keep their teens and communities safe and a feature that allows parents to submit questions to research experts in the alcohol prevention field. MADD Maryland was able to train an additional 25 facilitators for its *Power of Parents*, *It's Your Influence* project throughout the grant year. The facilitators reached more than 700

parents, providing each of them with the research-based handbook to assist them with speaking with their children about underage drinking.

Approximately 20,000 pieces of educational material were distributed to young drivers, parents and guardians, law enforcement officers, schools and community organizations. Programs to address young driver safety were given at high school prom and after-prom parties with specific focus on high risk driving

behaviors among young drivers including impaired driving, distracted driving, speeding/aggressive driving, and occupant protection. The MHSO's RTSP Managers were also involved with local colleges and high schools to promote and enforce reduced speeds on campuses around graduation times. Portable displays, education and surveys were used to help keep students safe during these busy times.

PROGRAM AREAS
POLICE TRAFFIC SERVICES

The MHSO facilitated numerous activities directly tied to improving training and capabilities of law enforcement agencies. First and foremost, the MHSO hired a new Law Enforcement Liaison (LEL), a position that had been open for several months. The LEL was integral to the dissemination of information on the MHSO's programs to partners and coordinating law enforcement training needs throughout the state.

The MHSO also accomplished another major objective that has been pursued for many years, the hiring of two dedicated TSRPs to provide training education and technical support to traffic crimes prosecutors and law enforcement agencies. Traffic crimes and safety issues include, but are not limited to: alcohol and/or drug impaired driving, vehicular homicide and occupant restraint. The TSRPs have focused their time becoming acquainted by attending training across the country and networking with other TSRPs. Additionally, they have presented to State's Attorneys offices, law enforcement agencies and other traffic partners statewide to promote the TSRP program, inform partners of their resources and offer assistance. Although hired relatively late in the grant year, the TSRPs made an immediate impact and had a large responsibility in the roll-out of the MSP's SPIDRE Team. Working diligently with the DUI team members and the State's Attorneys offices in the respective jurisdictions, the TSRPs are helping to ensure that impaired driving cases are prioritized by prosecutors. The addition of these two individuals gives the MHSO an enhanced capability to address traffic safety issues across the state.

The MHSO and the University of Maryland worked in conjunction to host the Institute of Advance Law Enforcement Studies, more commonly referred to as the Maryland DUI College. The DUI College, funded by the MHSO, features a challenging university-level curriculum that emphasizes effective measures and techniques to identify and punish 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 provide a diverse and knowledgeable team of instructors. As a result of this intensified training, a marked increase has ben seen in the number of impaired driving arrests and convictions obtained by the officers who have successfully completed the week-long training program. Two separate sessions were held, training a total of 60 law enforcement officers from across the state.

Maryland's 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 650 officers enrolled in the program, representing 64 law enforcement agencies throughout Maryland. The TSS Program is a collaborative initiative of the MHSO, the Maryland Chiefs of Police Association (MCPA), the Maryland Sheriffs' Association (MSA) and the Maryland Police and Correctional Training Commissions (MPCTC). An awards presentation ceremony was held on September 4, 2013 recognizing 110 TSS Level I recipients and two TSS level II recipients.

The MHSO funded a two-week advanced supervisor's school for traffic unit and/or patrol commanders, with the training once again provided in coordination with the MCPA, the MSA and the MPCTC. This nationally recognized course, developed by the Pennsylvania State University, is known as POLEX and was adapted to provide 16 hours of in-depth training on the importance of managing traffic enforcement duties. Thirty law enforcement officers successfully completed the training and student critiques were overwhelmingly positive. As part of this training, students completed team projects dealing with the conceptual implementation of a data-driven philosophy within an agency by teaching those students how best to use crash data and model enforcement actions to counter identified issues. This hands-on application of geo-targeting crash information to the teams' designated roadways forged a new and lasting understanding of the data-driven approach to traffic safety, allowing these students to better serve their communities in the areas most affected by traffic crashes.

The Maryland Crash Reconstruction Committee (MCRC), in cooperation with the MHSO, meets monthly to refine statewide training curricula, schedule classes, resolve training issues and discuss pressing issues within the crash reconstructionist community. Twelve training classes were held throughout the state, with topics including Crash Scene Photography, Crash Data Retrieval, Human Factors in Traffic Crash Reconstruction, Crush Determination for Crash Reconstruction,

Reconstruction Instructor Development, Advanced Collision Investigation, Crash Reconstruction and Motorcycle Crash Reconstruction. These classes are in high demand and, as a result, over 200 law enforcement officers were trained by MCRC. The training also included "live" demonstrations of crash scenes, where vehicles and motorcycles were crashed under controlled environments to allow each student to better apply their classroom training to the field.

The MCPA and the MSA held an annual combined training seminar in September 2013 and the partnership between both of these organizations continued to grow. This event was attended by over 245 chiefs of police and sheriffs along with many of their executive officers. Six years ago, the MHSO had the opportunity to assist in sponsoring this annual event, allowing the MHSO to establish a footprint at the seminar. In 2013, the MHSO's role continued to grow as they were directly responsible for providing three major training blocks of instruction covering cutting edge traffic safety issues. Three awards were also presented by the MHSO to departments for innovation in traffic safety and overall performance, including the Harford County Sheriff's Office, the Ocean City Police Department and the Prince George's County Police Department. In addition, two individuals— Chief Kevin Davis of the Anne Arundel County Police Department and Lt. Scott Harner of the Ocean City Police Department— were honored for their specific roles in the advancement of traffic safety within their respective departments.

Throughout the year, the MHSO staff monitored the output of the overtime-funded law enforcement efforts. With persistent monitoring, the MHSO and its partners are able to maintain the viability of enforcement efforts, as well as uncover specific issues that may be affecting law enforcement agencies. Together, the MHSO and the Maryland law enforcement community worked collaboratively to ensure that federal funds were being used effectively and efficiently.

PROGRAM AREAS
TRAFFIC RECORDS

Maryland's Traffic Records Improvement Program is unlike any other program in the MHSO's inventory, having both tangible products and also forming a foundation of support for virtually every other program and position within the agency, as well as a multitude of partners.

The MHSO's Traffic Record Program Manager provided oversight and management of Maryland's TRCC, a group comprised of a Technical Council and a higher level Executive Council. In calendar year 2013, there were nine TRCC meetings, of either the Technical or Executive Councils, to review and provide input into ongoing projects. The TRCC's members were instrumental in the establishment of what is now known as the Tri-Agency Council. This partnership between the MSP, the Maryland SHA and the Maryland MVA was created to oversee joint responsibilities of managing, analyzing and distributing motor vehicle crash data. As the three major providers and users of traffic safety data, the further alignment of these three agencies will provide better and more consistent data in the years to come.

The TRCC and the MHSO established the inaugural TRCC Executive Chairperson Scholarship for members interested in attending the annual International Traffic Records Forum, and two recipients were selected to attend. Additionally, through the Maryland Center for Traffic Safety Analysis (MCTSA) and MIEMSS grants, four additional members were approved to attend (with costs reimbursed by the MHSO grant program). This is the largest representation the Forum has had from Maryland

participants. The TRCC and MHSO plan to offer this Scholarship in subsequent grant years to encourage increased participation of TRCC members and to ensure information and best practices presented at the Forum can be brought back to Maryland.

Maryland's CODES was established in 1996 with funding from the NHTSA in an effort to improve highway safety through the use of linked motor vehicle crash data collected from police, EMS, hospitals and other sources. Through the CODES project, the NSC's staff has used data integration to conduct analyses and discover insights that would be impossible to reach based on the contents of any single data system. In an effort to institutionalize the CODES program within the State of Maryland, the NSC has designated a specific project to support the MHSO, the SHSP and other traffic safety professionals—the MCTSA.

As part of the mission of the NSC, faculty and staff emphasize the importance of translating data findings for practical application and getting the data findings out into the field. As a continued service to the MHSO, data

System, or NEMSIS. The MIEMSS was awarded a grant to implement and upgrade its electronic patient care reporting system known as eMEDS, and this system is a direct tie to the national NEMSIS project. The primary goal is to have Maryland's pre-hospital care data meet the gold compliance standards set forth by the NEMSIS and presently, there are 21 facilities utilizing eMEDS for direct pre-hospital patient care data entry, with 8 agencies having been brought on board this year. Since the phased-in implementation plan first started in February 2011, a total of 2,018,835 reports have been entered (as of October 17, 2013).

requests or queries can be submitted through an online request form on an on-going basis. NSC staff utilized the MHSO grant funding to fulfill 139 data requests, with data being used to generate program area problem identification, program implementation, media inquiries and legislative requests. This number of requests exceeded the number received during the previous two years and was crucial in increasing the accessibility to traffic records data.

The Seat Belt Observation Project successfully completed a second year. Following guidelines established by the NHTSA, the NSC updated and modified the processes used the year prior. Site selections were re-evaluated and updated using statistical methods, and model concepts were revisited and solicited feedback was used to enhance training. Quality control measures were also improved to provide greater oversight to the site surveyors, which were retained under contract directly by the MVA. In total, the NSC provided analysis and reporting on the raw data for 170 statewide seat belt surveys sites, with roughly 40,000 individual observations being made by observers.

Nationally, there is a push to unify and improve EMS data through a project called the National EMS Information

With the support of the MHSO grant funding, MIEMSS has been able to assist many jurisdictions to implement Computer Aided Dispatch (CAD) integration with eMEDS to supply more accurate times, incident numbers and vehicle information to eMEDS. This integration not only increases the quality and accuracy of records, it also enables easier entry of information. Maryland brought on 5 new hospital facilities under the CAD integration matching grant program, and Maryland now has 12 facilities actively using CAD record integration with eMEDS.

Maryland's Traffic Records Improvement Program forms a foundation of support for virtually every other program and position within the agency.

PROGRAM AREAS
COMMUNICATIONS AND SOCIAL MEDIA

A part of Maryland's philosophy to decrease traffic crashes, fatalities and injuries is the utilization of a comprehensive communications program to raise awareness of traffic safety issues. Throughout the past year, the MHSO implemented media campaigns to strengthen the impact of emergency medical services, education, enforcement and engineering programs. The state is firmly committed to supporting national traffic safety campaigns such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*, as

well as local efforts such as *Smooth Operator*, *Street Smart*, and *Checkpoint Strikeforce*. In addition, the MHSO's communications staff manages the statewide *Toward Zero Deaths* campaign and lends media expertise and assistance to all program managers and partners.

Artscape was one of the outreach collection points for the MADS. This three day event attended by over 300,000 people enabled the MHSO to easily survey the target

Campaign Name	Program Area	Campaign Timeframe
Artscape	Comprehensive	July 2013
Smooth Operator	Aggressive Driving Prevention	June/July/August/September 2013
Toward Zero Deaths – New Laws	Distracted Driving & Occupant Protection	Fall 2013
Drive Sober or Get Pulled Over & Checkpoint Strikeforce	Impaired Driving Prevention	August 2013 – December 2013
SPIDRE	Impaired Driving Prevention	July 2013
Motorcycle Safety	Motorcycle Safety	April/May 2013
Click it or Ticket & Nighttime seat belt	Occupant Protection	November 2012 May 2013
StreetSmart DC	Pedestrian/Bicycle Safety	Fall 2012 Spring 2013
StreetSmart Baltimore	Pedestrian/Bicycle Safety	Spring 2013

demographic and reach a wide population both in age and ethnicity. Surveys were primarily conducted through electronic tablet format which ensured accurate results reporting.

Individual campaigns are covered in the program area descriptions but the following table is a representation of the dollars spent on various communications efforts throughout the year, as well as vital information concerning earned media and impressions:

Media Outlets Utilized	Paid Media	Earned Media	Total Media	Total Impressions
Local sponsorships, electronic media, social networking	$36,852	$12,790	$49,642	3,555,123
Television, radio, electronic media, billboards, Press releases, newspaper articles, social networking	$246,590	$189,494	$436,084	88,401,479
Radio, Electronic Media, Press releases, newspaper articles, social networking	$0	$73,969	$73,969	2,673,858
Television, radio, electronic media, billboards, Press releases, newspaper articles, social networking	$362,275	$160,268	$522,543	20,362,430
Television, radio, electronic media, billboards, Press releases, newspaper articles, social networking	$215,840	$62,254	$278,094	51,624,365
Radio, electronic media, billboards, Press releases, newspaper articles, social networking	$129,652	$52,073	$181,725	26,669,334
Television, radio, electronic media, gas pump top advertising, Press releases, newspaper articles, social networking	$334,248	$205,763	$540,011	54,051,692
Radio, electronic media, billboards, Press releases, newspaper articles, social networking	$534,000	$467,792	$1,001,792	73,855,474
Radio, electronic media, billboards, Press releases, newspaper articles, social networking	$131,500	$3,046	$134,546	19,597,170
Totals	**$1,931,510**	**$1,198,841**	**$3,130,351**	**331,782,813**

The MHSO added a Social Media Manager to its communications staff to increase the presence of Maryland's traffic safety programs and partners on social media and monitor/oversee website information. Prior to the implementation of this position, the social media efforts of the MHSO had been minimal, with the occasional re-posting of information from the NHTSA or select partners. Social media is a new avenue for the MHSO and is being included with all of the media planning for its events and program.

The addition of a social media manager had an immediate effect on the MHSO's outreach capabilities, with messaging primarily being posted through the MVA's Facebook and Twitter accounts and under the MHSO handle for Instagram and Pinterest. The MHSO created engaging content for all major campaigns as well as the distribution of template messaging for partners.

In 2013, distracted driving was added as a fourth campaign component to complement the *Toward Zero Deaths* campaign that includes impaired driving prevention, seat belt use and aggressive driving prevention. Throughout the year, Maryland seeks to keep the *Toward Zero Deaths* message as a vital component of all traffic safety messaging.

As described in the Distracted Driving section, the MHSO launched a 30-day countdown prior to the implementation of Maryland's new all position seat belt law and cell phone use while driving ban. Facts and tips were posted to social media outlets, PSAs were developed for radio, print materials were created and messages were placed on overhead message signs. In addition, the MVA organized messaging at 11 branches and distributed messages to enforcement and education partners and grantees statewide.

Over the past year, the MHSO has increased the number of followers on social media networks from 1,636 Facebook "likes" and 694 Twitter followers to 2,036 Facebook "likes" and 1,103 Twitter followers. The MVA's social media activity was frequently shared by community partners.

Sample Smooth Operator Postings

Sample Young Driver post

LOOKING TO THE FUTURE

Maryland's traffic safety community has a clear, unified mission – to move the state *Toward Zero Deaths*. Throughout FFY 2013, there have been many strides made toward achieving this goal, but there have also been challenges that need to be faced in order to continue making progress.

First and foremost, traffic safety issues must increasingly become a part of the public conscience. According to the 2012 Uniform Crime Report, Maryland experienced 372 murders in 2012, a figure that was easily eclipsed by the more than 500 fatalities that occurred on our roadways. There were 28,079 violent crimes reported in 2012, each receiving significant attention while many of the more than 44,000 injuries that occurred as a result of traffic crashes were largely kept out of the public eye. Traffic crashes are tragic, preventable occurrences and making the public realize this fact, in effect stigmatizing traffic crashes in the same manner as crime, is the only way to elevate the importance of traffic safety in the public eye.

The MHSO's staff is committed to maintaining a focus on traffic and the impact that crashes have on our everyday lives. This commitment shows in the outreach to the public, the management of our programs, and the dedication shown to partners throughout the state. We are also fortunate to have partners that have embraced the absolute need to elevate the importance of traffic safety.

Maryland's police community is dedicated to enforcing traffic laws and also partnering at statewide and local levels in education and communications initiatives that maximize the effectiveness of the enforcement itself. The state's network of public health officials and emergency medical services personnel has been progressive and has readily embraced the ideals set forth in Maryland's SHSP.

The Maryland Legislature has introduced and passed legislation that strengthened the state's seat belt laws and greatly increased the ability to combat distracted driving. Maryland has one of the most comprehensive GDL programs in the country, along with an expanding DUI Court program, a dedicated DUI enforcement team, and significant progress being made with respect to outreach to judges and prosecutors.

In summary, all of the pieces are in place to continue making great strides in not only elevating the importance of traffic safety, but to also continue driving down the number of traffic crashes, injuries and fatalities. The fight to eradicate traffic fatalities is far from over but the MHSO staff is excited by the potential being shown and our desire to continue "moving the needle" – moving *Toward Zero Deaths* – has never been greater, because every life counts.

GRANTS AND SPENT AMOUNTS

The amounts listed below represent grant funds expended by the MHSO's grantees.

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
13-046	Aberdeen Police Department			$8,673	$8,673
13-071	Allegany County Sheriff's Department			$9,765	$9,765
13-050	Annapolis Police Department		$8,141	$30,179	$38,320
13-167	Anne Arundel Community College - Dept of Health Services			$4,519	$4,519
13-135	Anne Arundel County Police Department	$5,162	$6,433	$67,343	$78,938
13-164	Anne Arundel County Police Department - M/C Safety			$7,809	$7,809
13-035	Baltimore City Police Department		$15,946	$80,618	$96,564
13-038	Baltimore County Department of Health		$10,385	$13,767	$24,152
13-138	Baltimore County Police Department, Crash Reconstruction			$35,728	$35,728
13-039	Baltimore County Police Department, RTSP	$26,549	$35,285	$195,637	$257,471
13-140	Baltimore Metropolitan Council	$196,589		$0	$196,589
13-037	Bel Air Police Department			$14,960	$14,960
13-062	Berlin Police Department			$5,965	$5,965
13-019	Berwyn Heights Police Department			$0	$0
13-049	Bike Maryland, Inc.	$26,241		$9,922	$36,163
13-061	Brunswick Police Department			$2,100	$2,100
13-119	Calvert Alliance Against Substance Abuse, Inc.			$3,772	$3,772
13-053	Calvert County Health Department			$385	$385
13-051	Calvert County Sheriff's Office		$13,442	$34,966	$48,408
13-064	Cambridge Police Department			$8,619	$8,619
13-017	Capitol Heights Police Department			$3,449	$3,449
13-009	Caroline County Sheriff's Office			$8,347	$8,347
13-024	Carroll County Bureau of Aging & Disabilities			$873	$873
13-074	Carroll County Health Department			$8,108	$8,108
13-022	Carroll County Sheriff's Office			$14,798	$14,798
13-146	Cecil County Liquor Board			$4,491	$4,491
13-147	Cecil County Sheriff's Office			$9,980	$9,980

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
13-023	Charles County Sheriff's Office		$12,188	$46,015	$58,203
13-150	Chestertown Police Department			$592	$592
13-010	Cheverly Police Department	$2,530		$1,409	$3,939
13-012	Chevy Chase Village Police Department			$2,244	$2,244
13-027	City of Bowie			$467	$467
13-097	Courtesy On The Road, Inc			$413	$413
13-099	Crisfield Police Department			$540	$540
13-070	Cumberland Police Department			$5,140	$5,140
13-028	District Heights Police Department	$1,991		$1,567	$3,558
13-106	Dorchester County Sheriff's Department			$6,836	$6,836
13-060	Easton Police Department			$13,780	$13,780
13-047	Edmonston Police Department			$1,188	$1,188
13-067	Elkton Police Department			$10,500	$10,500
13-056	Every 15 Minutes/Sykesville Freedom			$3,469	$3,469
13-148	Frederick County Public Schools			$6,138	$6,138
13-083	Frederick County Sheriff's Office			$4,304	$4,304
13-085	Frederick Memorial Hospital Wellness Center			$2,237	$2,237
13-063	Frederick Police Department			$34,791	$34,791
13-076	Frostburg Police Department			$1,970	$1,970
13-072	Frostburg State University Police			$2,000	$2,000
13-105	Fruitland Police Department			$2,563	$2,563
13-026	Gaithersburg Police Department	$4,078		$16,864	$20,942
13-118	Garrett County Health Department			$2,829	$2,829
13-117	Garrett County Sheriff's Office			$7,245	$7,245
13-054	Greenbelt Police Department	$2,246		$17,641	$19,887
13-078	Hagerstown Police Department			$8,844	$8,844
13-032	Hampstead Police Department			$11,048	$11,048
13-079	Hancock Police Department			$1,540	$1,540
13-109	Harford County DUI Court			$63,500	$63,500
13-040	Harford County Liquor Control Board			$3,127	$3,127
13-036	Harford County Sheriff's Office		$11,758	$37,332	$49,090
13-034	Havre de Grace Police Department			$6,411	$6,411
13-048	Howard County Department of Police		$17,791	$93,344	$111,135

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
13-139	Hurlock Police Department			$2,265	$2,265
13-018	Hyattsville Police Department	$810		$2,831	$3,641
13-174	Johns Hopkins Bloomberg School of Public Health, Center for Injury Research & Policy	$55,826		$0	$55,826
13-162	Johns Hopkins University LEL			$13,409	$13,409
13-163	Johns Hopkins University PSL			$20,808	$20,808
13-149	Kent County Sheriff's Office			$6,669	$6,669
13-173	Kiwanis Club of La Plata			$500	$500
13-013	Landover Hills Police Department			$1,286	$1,286
13-011	Laurel Police Department			$13,384	$13,384
13-141	Manchester Police Department			$546	$546
13-161	Maryland Chiefs of Police Association			$88,638	$88,638
13-052	Maryland Department of Health and Mental Hygiene			$188,292	$188,292
13-171	Maryland Department of Transportation			$3,428	$3,428
13-055	Maryland Institute for Emergency Medical Services System, CPS			$58,304	$58,304
13-166	Maryland Institute for Emergency Medical Services System, NEMSIS			$28,897	$28,897
13-088	Maryland Judiciary			$48,506	$48,506
13-089	Maryland Judiciary			$80,802	$80,802
13-156	Maryland Motor Vehicle Administration - Older Driver			$22,915	$22,915
13-172	Maryland Motor Vehicle Administration - Older Driver			$200,000	$200,000
13-136	Maryland Motor Vehicle Administration, Drivers Education			$1,178	$1,178
13-134	Maryland Motor Vehicle Administration, Motorcycle			$200,824	$200,824
13-082	Maryland Natural Resources Police - St. Mary's County			$3,988	$3,988
13-045	Maryland Natural Resources Police, Salisbury			$3,456	$3,456
13-093	Maryland Police and Correctional Training Commissions			$14,947	$14,947
13-096	Maryland Police and Correctional Training Commissions			$23,052	$23,052
13-110	Maryland Sheriffs Association, Crash Recon Conference			$15,439	$15,439

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
13-160	Maryland Sheriffs Association, Executive Training			$21,005	$21,005
13-030	Maryland State Police, Barrack "L"		$9,791	$16,908	$26,699
13-104	Maryland State Police, Statewide Enforcement & Training			$453,397	$453,397
13-170	Maryland State Police, Statewide Enforcement & Training			$606,881	$606,881
13-168	McDaniel College Campus Safety			$4,826	$4,826
13-077	Meritus Health			$3,500	$3,500
13-111	Metropolitan Washington Council of Governments	$60,000		$84,000	$144,000
13-044	Montgomery County Department of Liquor Control			$6,600	$6,600
13-031	Montgomery County Fire Rescue			$2,000	$2,000
13-025	Montgomery County Police Department, Enforcement	$14,071	$21,281	$134,505	$169,857
13-043	Montgomery County Project Prom			$6,000	$6,000
13-120	Mothers Against Drunk Driving			$29,820	$29,820
13-159	MSAA			$50,852	$50,852
13-029	New Carrollton Police Department			$5,592	$5,592
13-145	North East Police Department			$965	$965
13-073	Oakland Police Department			$900	$900
13-142	Ocean City Police Department	$36,308		$4,122	$40,430
13-086	Ocean Pines Police Department			$1,488	$1,488
13-144	Perryville Police Department			$983	$983
13-152	Pocomoke Police Department			$1,490	$1,490
13-020	Prince George's Child Resource Center, Inc.			$1,500	$1,500
13-016	Prince George's County Police Department	$3,994	$37,726	$266,500	$308,220
13-021	Princess Anne Police Department			$6,868	$6,868
13-066	PTA Council of Howard County			$4,800	$4,800
13-113	Queen Anne's County Sheriff's Office			$13,769	$13,769
13-108	Red Knights Motorcycle Club Maryland 4			$2,388	$2,388
13-015	Riverdale Park Police Department			$5,338	$5,338
13-091	Rockville City Police Department	$3,710		$11,838	$15,548
13-100	Salisbury Police Department			$6,735	$6,735
13-080	Smithsburg Police Department			$2,745	$2,745

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
13-103	Snow Hill Police Department			$332	$332
13-154	Somerset County Sheriff's Office			$3,100	$3,100
13-102	St. Mary's Co. Circuit Court		$4,800	$33,966	$38,766
13-058	St. Mary's County Alcohol Beverage Board			$928	$928
13-084	St. Mary's County Kiwanis			$494	$494
13-008	St. Mary's County Sheriff's Office			$36,989	$36,989
13-098	St. Mary's Hospital			$1,799	$1,799
13-112	St. Mary's Ryken High School			$0	$0
13-068	Sykesville Police Department			$7,660	$7,660
13-081	Talbot County Sheriff's Office			$8,021	$8,021
13-101	Taneytown Police Department			$3,369	$3,369
13-033	Town of La Plata Police			$10,382	$10,382
13-042	University of Maryland at College Park, Enforcement			$15,783	$15,783
13-155	University of Maryland Baltimore			$927,388	$927,388
13-158	University of Maryland Baltimore		$219,225	$657,674	$876,899
13-116	University of Maryland Eastern Shore Police Department			$438	$438
13-107	University of Maryland, Baltimore, CCODES			$464,754	$464,754
13-041	University Park Police Department			$3,848	$3,848
13-165	Washington College			$180,580	$180,580
13-115	Washington County Health Department			$1,000	$1,000
13-069	Washington County Sheriff's Office			$13,680	$13,680
13-059	Washington Regional Alcohol Program			$19,289	$19,289
13-094	Washington Regional Alcohol Program			$257,414	$257,414
13-065	Westminster Police Department			$14,117	$14,117
13-121	Wicomico County Health Department			$2,829	$2,829
13-057	Wicomico County Sheriff's Office			$18,971	$18,971
13-151	Worcester County Extension			$494	$494
13-137	Worcester County Health Department			$892	$892
13-133	Worcester County Sheriff's Office			$7,798	$7,798
		$440,105	$424,192	$6,499,329	$7,363,626

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