

Maryland Highway Safety Office

FFY 2005 Annual Report



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Maryland Highway Safety Office
2005 Annual Report

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Maryland Highway Safety Program Overview

FFY 2005 Highlights

- Maryland reduced overall traffic crash fatalities from 651 to 643.
- Fatality Rate in Maryland decreased from 1.19 to 1.17.
- Maryland's seat belt use rate reached 91.1% in 2005, up from 89.0 % in 2004.
- Approximately 19% of non-seat belt users were converted to users.
- Injuries decreased from 58,118 to 53,753, a decrease of 7.5%.
- Maryland law enforcement conducted 127 sobriety checkpoints, an increase of more than 70% over FFY 2004.
- More than \$2.0 million of media airtime was earned.

Maryland's traffic safety programs are developed and implemented through collaborative efforts among federal, state, local, and private sector partners. Many of these efforts are designed, coordinated, implemented, and supported by the Maryland Highway Safety Office (MHSO). The MHSO is located within the State Highway Administration (SHA)'s Office of Traffic and Safety (OOTs) and is the designated Highway Safety Office (SHSO) for Maryland. The State Highway Administrator is the Governor's Representative for Highway Safety (GR), while the Chief of the MHSO is the Highway Safety Coordinator for Maryland. Having the highway safety program housed within the highway engineering arm of the Maryland Department of Transportation (MDOT) provides a natural bridge between engineering, driver behavior, and enforcement issues.

Cooperative efforts and partnerships continued to be critical to the overall success of Maryland's traffic safety program in Federal Fiscal Year (FFY 2005). In addition to continued assistance from the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA), many different state agencies play integral roles in Maryland's highway traffic safety program, most notably including:

- the District Court of Maryland
- the Maryland State Police (MSP),
- the Maryland Motor Vehicle Administration (MVA),
- the Maryland Institute for Emergency Medical Services Systems (MIEMSS),
- the Maryland State Department of Education,
- the Maryland Department of Health and Mental Hygiene (DHMH),
- the Maryland Transit Administration (MTA),
- the Maryland Transportation Authority (MdTA), and
- the Office of the Chief Medical Examiner (OCME).

In addition, local law enforcement, Emergency Medical Services (EMS) and engineering agencies; county health departments, hospitals, and schools – including the INOVA Regional Trauma Center and the University of Maryland at College Park; the religious/faith community; civic, non-profit, and not-for-profit groups, such as the American Automobile Association (AAA) Mid-Atlantic Foundation for Traffic & Safety, the American Trauma Society – Maryland Division (ATS), the Chesapeake Region Safety Council of Maryland, the Maryland Association of Women Highway Safety Leaders (MAWHSL), the Maryland Committee for Safety Belt Use, Inc. (MCFSBU), the Maryland/Delaware/DC Broadcasters Association, the Maryland Transportation Technology Transfer Center (T²), the Maryland Underage Drinking Prevention Coalition, Mothers Against Drunk Driving (MADD), the National Center for Bicycling and Walking, the National Study Center for Trauma and EMS (NSC), Positive Alternatives to Dangerous and Destructive Decisions (PADDD), Safe Smart Women (S²W), the Washington Council of Governments (WASHCOG), the Washington Regional Alcohol Program (WRAP), the Washington Area Bicyclist Association (WABA), and other private sector organizations play key roles in Maryland's program.

The MHSO is committed to remaining highly visible in the traffic safety community and to the general populace of the State. To accomplish this objective, the MHSO utilizes its staff of safety experts to produce effective and efficient traffic safety programs designed to reduce traffic crashes and resulting injuries and fatalities. Nationally, Maryland maintains its status as a proactive traffic safety leader through participation with the Governors Highway Safety Association (GHSA) and other groups having an interest/role in traffic safety. The MHSO Chief became the Mid-Atlantic Region Representative for GHSA in FFY 2004, representing the interests of Delaware, the District of Columbia, Pennsylvania, Virginia, West Virginia and Maryland and remains in that position. MHSO staff members also participate in numerous statewide and national committees and serve various advisory roles with the State's traffic safety network.

Innovative activities are being undertaken to prevent the needless loss of life on Maryland's highways due to preventable traffic crashes. The vast experience contained within the network of the MHSO and its traffic safety partners will continue to be invaluable as Maryland strives to bring down crash, injury, and fatality statistics. Maryland continued throughout FFY 2005 to implement effective programs through its staff, the local Community Traffic Safety Program (CTSP) Coordinators (located in each of Maryland's 24 jurisdictions), and its numerous other grantees.

The FFY 2005 MHSO Annual Report provides a specific description of the activities undertaken in the various major traffic safety program areas during the year. The report is broken down into six major sections: a graphic display of Rates and Trends; a summary of Goals & Objectives with Data Analysis; Program Area Summaries; General Area Summaries; a Paid Media Summary; and a Program, Office, and Financial Management Summary.

Rates & Trends

For the third straight year, in an effort to provide a measure of consistency among annual reporting procedures, the MHSO is utilizing the GHSA's Annual Report template. The following tables, representing various traffic safety-related rates and trends in the State of Maryland, were generated in conjunction with the GHSA Annual Report template. In the following pages, graphs on these issues will be presented:

- Fatality Trends,
- Fatality Rate per 100M Vehicle Miles Traveled (VMT),
- Injury Trends,
- Fatal and Serious Injury Rate per 100M Vehicle Miles Traveled (VMT),
- Fatality Rate per 100K Population,
- Fatal and Serious Injury Rate per 100K Population,
- Alcohol-Related Fatalities,
- Alcohol-Related Fatalities as a Proportion of All Fatalities,
- Alcohol-Related Fatality Rate per 100M VMT, and
- Percent of Population Using Safety Belts.

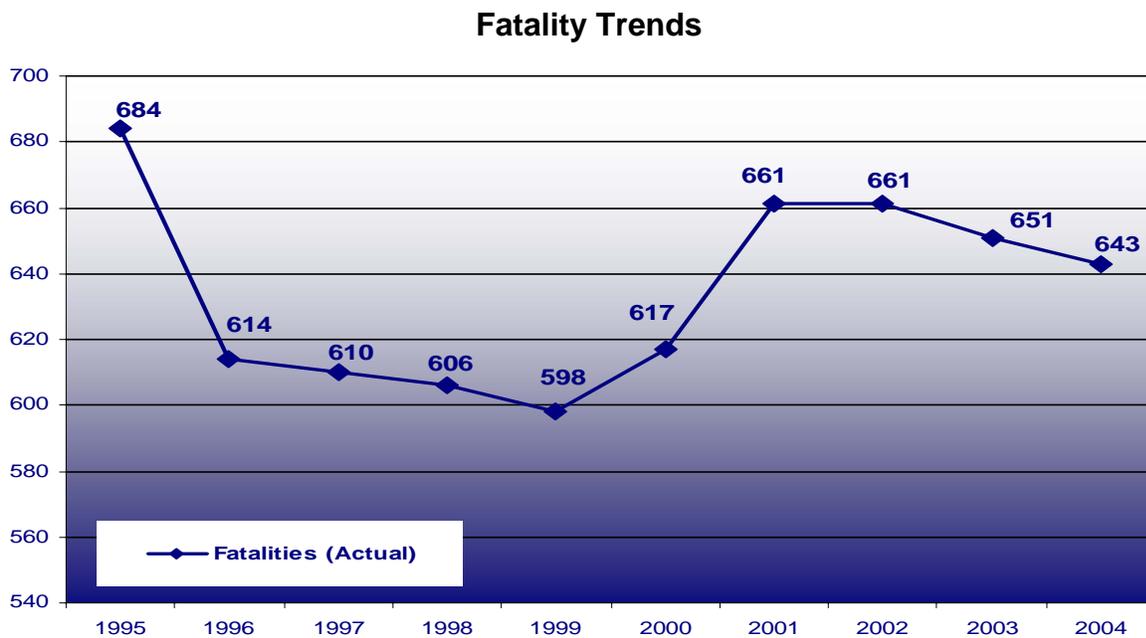


Figure 1 – Fatality Trends from 1995 to 2004

After a four-year decline, fatalities began increasing again in 1999. However, they are again on a four-year decline, having decreased by a total of 18 per year since 2001.

Fatality Rate per 100M VMT

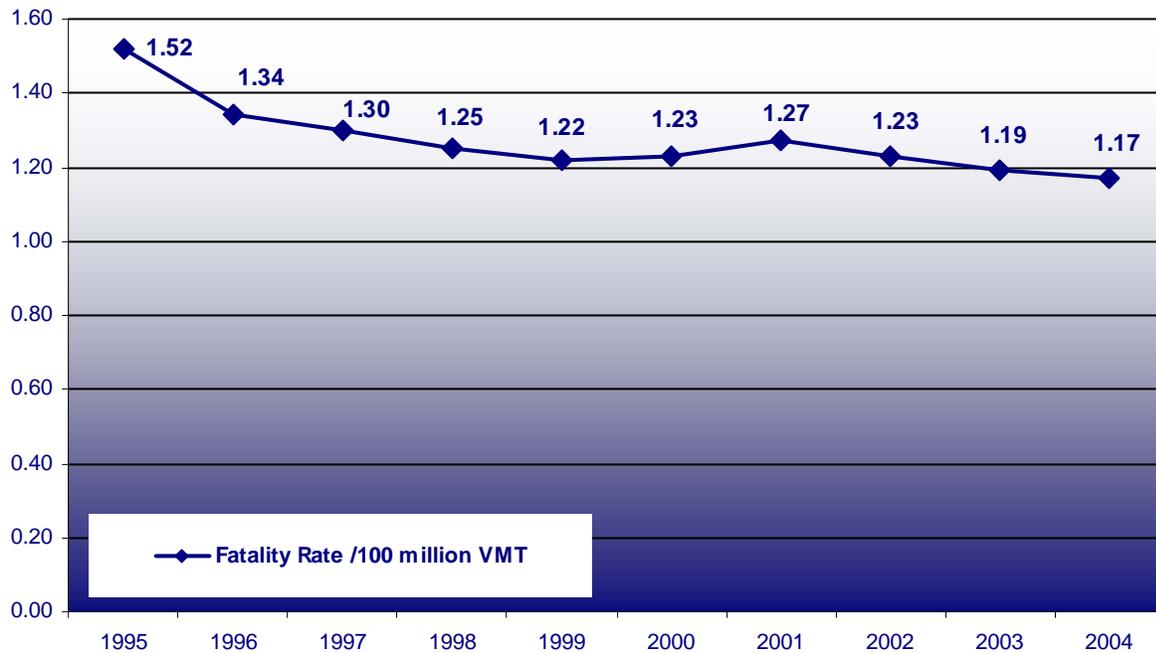


Figure 2 – Fatality Rate per 100 VMT from 1995 to 2004

The Fatality Rate per 100 million VMT has remained relatively constant over the past five years, with the exception of an increase in 2001. The rate declined slightly each of the past four years to the present rate of 1.17.

Injury Trends

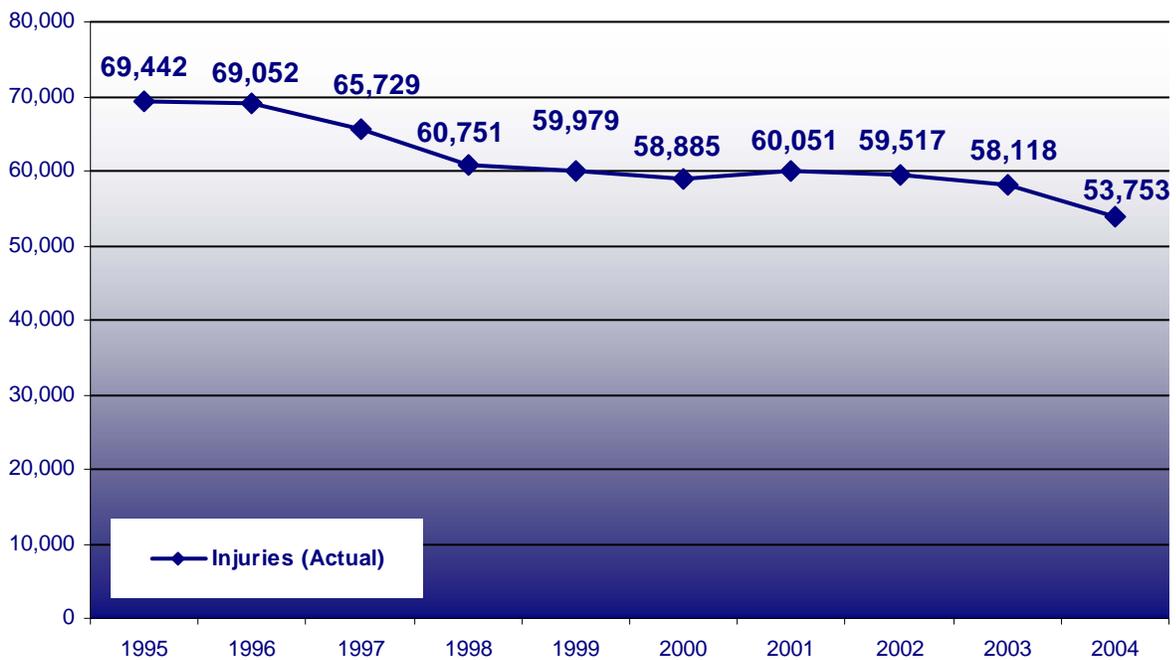


Figure 3 – Injury Trends from 1995 to 2004

From 2003 to 2004, the number of injuries declined by more than seven percent and since 1995, the number of injuries (actual) has declined by more than 22 percent.

Fatality and Serious Injury Rate per 100M VMT

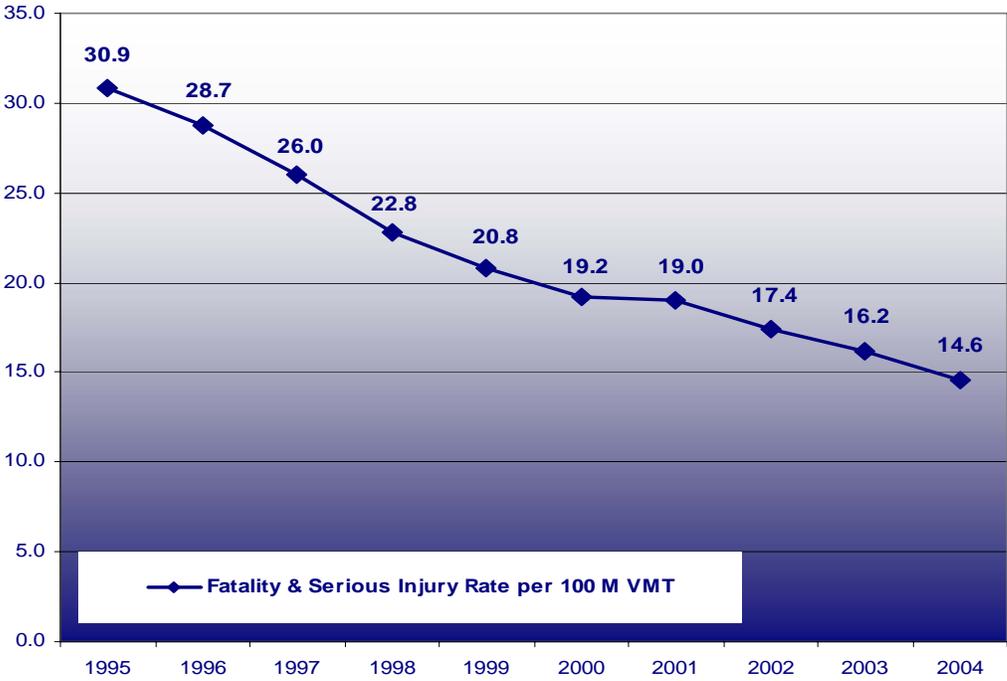


Figure 4 – Fatality and Serious Injury Rate per 100M VMT from 1995 to 2004
 The rate of fatal and serious injuries per 100 million VMT has declined every year since 1995. Maryland's statistics for 2004 reflect crashes resulting in both fatalities and incapacitating injuries.

Fatality Rate per 100K Population

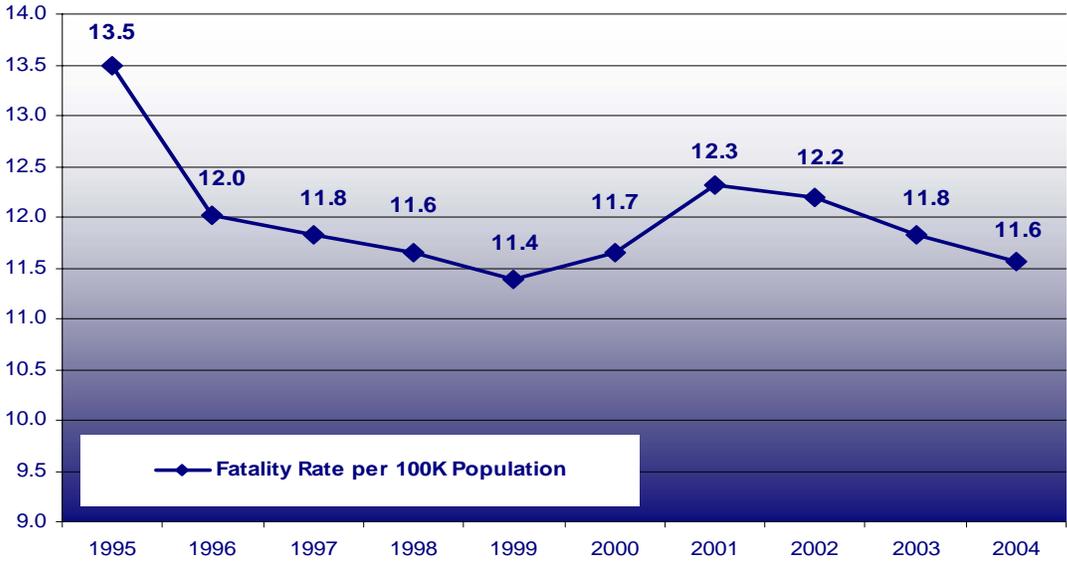


Figure 5 – Fatality Rate per 100K Population from 1995 to 2004
 After spikes during 2000 and 2001, the fatality rate per 100,000 in population began to show a significant downward trend again in 2002 and continued its decline with yet another decrease in 2004.

Fatality and Serious Injury Rate per 100K Population

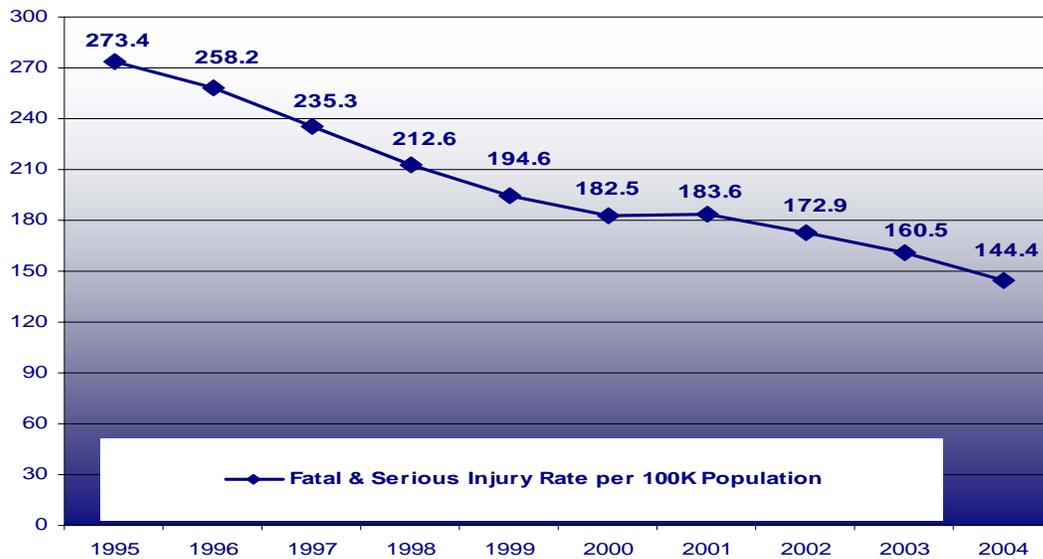


Figure 6 – Fatal and Serious Injury Rate per 100K Population from 1995 to 2004

The fatality and serious injury rate per 100,000 in population exhibits a similar trend as the vehicle miles traveled rate. The data shows a steady decline since 1995 and the rate reached its lowest level during that period in 2004.

Alcohol-Related Fatalities

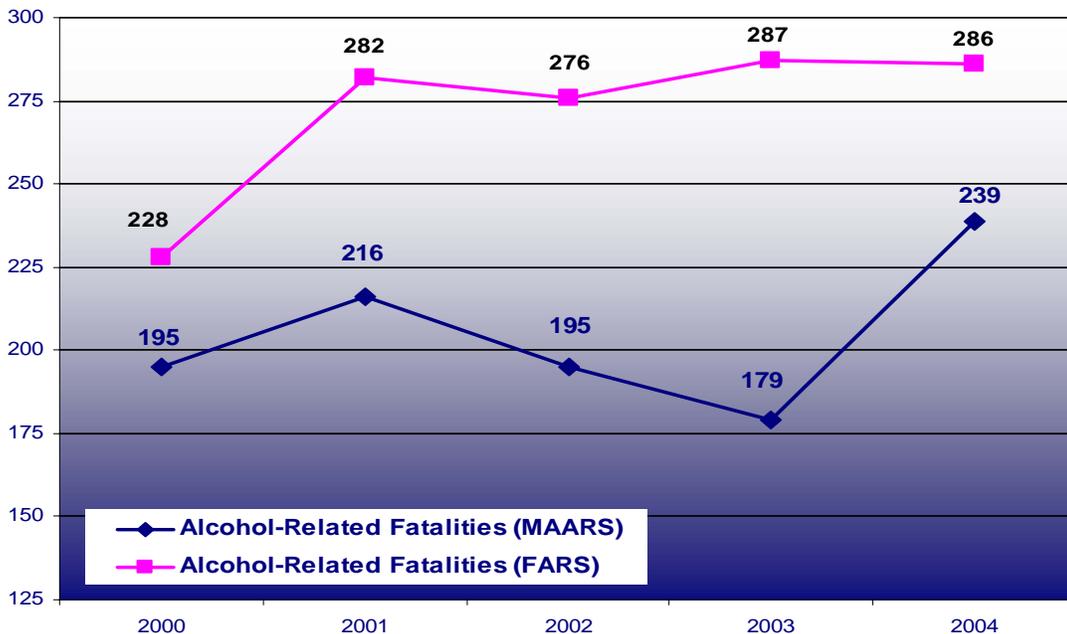


Figure 7 – Alcohol-Related Fatalities from 2000 to 2004

Maryland utilizes two different fatality reporting systems, the Maryland MAARS and the national FARS. The number of alcohol-related fatalities reported through MAARS increased sharply from 2003 to 2004, partly due to increasingly effective alcohol-related fatality reporting in the State of Maryland. Since 2001 however, the number of fatalities reported through NHTSA’s FARS has essentially remained stable.

Alcohol-Related Fatalities as a Proportion of All Fatalities

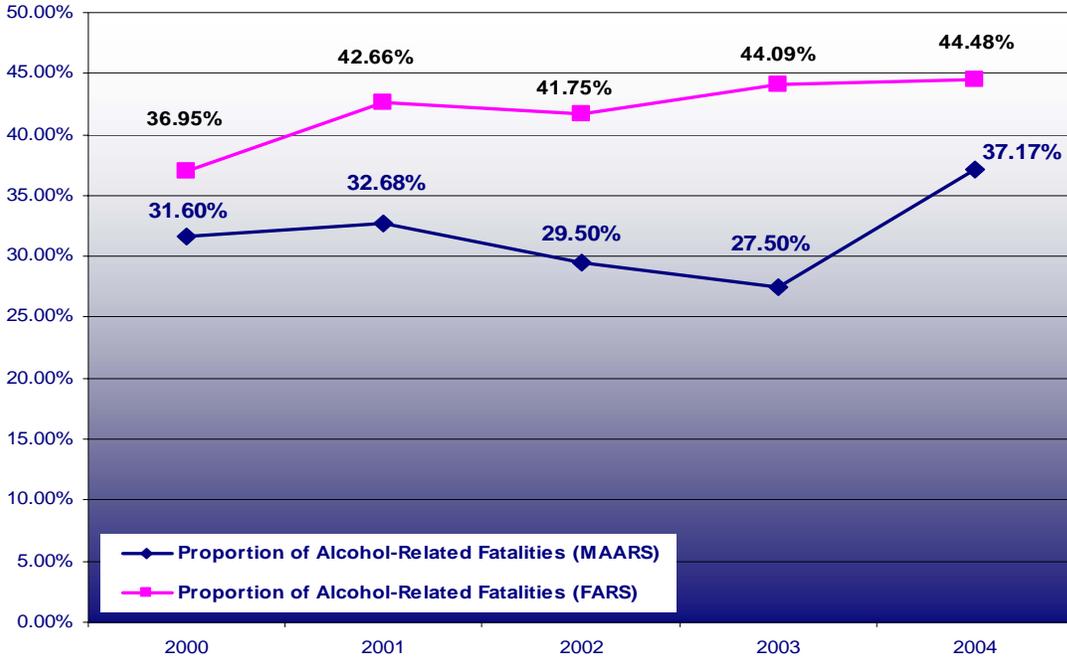


Figure 8 – Alcohol-Related Fatalities as a Proportion of All Fatalities from 2000 to 2004

The percent of alcohol-related fatalities as a proportion of all fatalities took a sharp turn with respect to reporting from the MAARS database. Alcohol-related fatalities as a portion of overall fatalities per FARS continued to increase although at a much lower rate than that reported through MAARS. Once again, increases in reporting efficiencies are the most likely cause for the seemingly alarming jump in alcohol-related fatalities per the MAARS.

Alcohol-Related Fatality Rate per 100M VMT

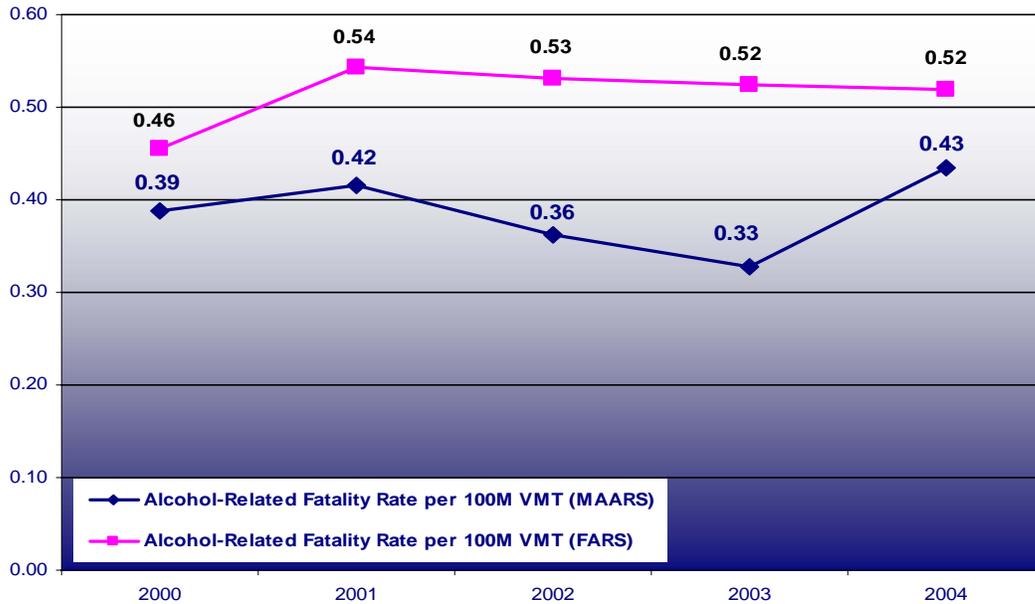


Figure 9 – Alcohol-Related Fatality Rate per 100M VMT from 2000 to 2004

The alcohol-related fatality rate per 100 million VMT is similar to alcohol-related fatalities and the proportion of total fatalities. The rate decreased during 2003 but spiked with regard to MAARS reporting in 2004. Data displayed through the FARS systems shows a steady rate of roughly .52. The rate has slowly yet continuously been decreasing since 2001 (when the rounding of the rate figure is not taken into consideration).

Safety Belt Use Rate

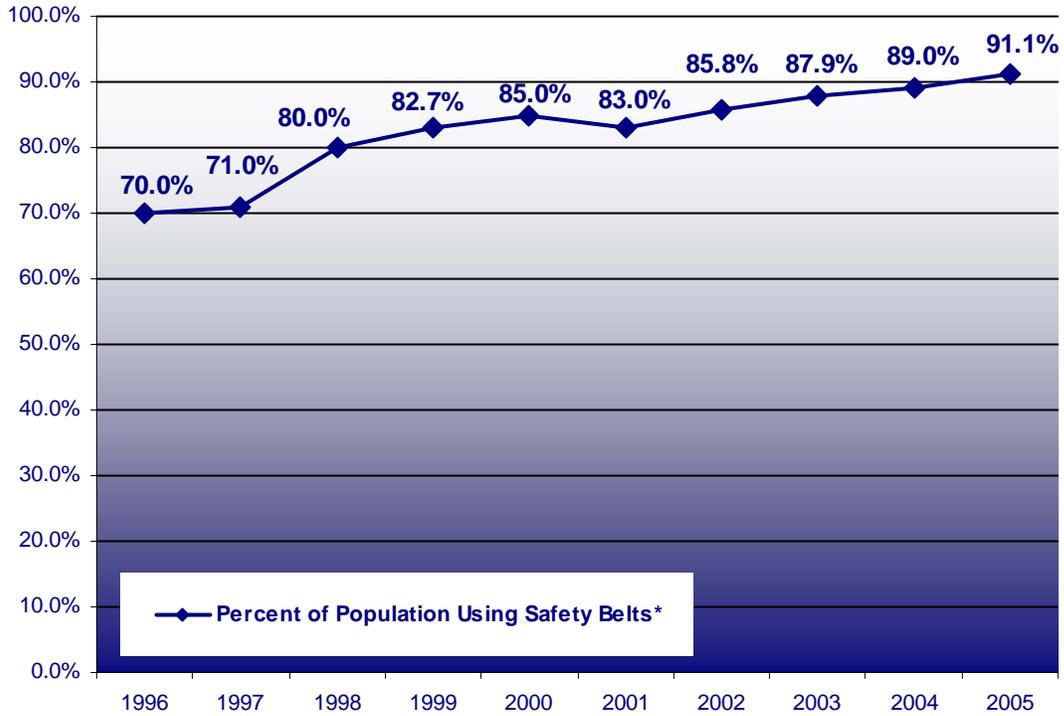


Figure 10 – Percent of Population Using Safety Belts from 1996 to 2005

The State of Maryland has continued to experience a dramatic rise in the percent of the population using safety belts. The percent of safety belt users increased from 70.0% in 1996 to 91.1% in 2005. The increase from 2004 to 2005 represents a 19 % conversion rate of non-users. Non-users will continue to be the primary focus of the MHSO's future occupant protection campaigns.

Goals & Objectives – Data Analysis

FFY 2005 marks the tenth year that the MHSO participated in the NHTSA's annual goal evaluation process of federal highway safety funds. This section sets forth the standing performance (impact) objectives and describes the extent to which each objective was met. The results reflect crash data for 2004; this is the most complete data currently available. Throughout the document, where comparisons are made with previous years, similar data are used (e.g., 6-month data are compared with 6-month data, etc.) and these comparisons most accurately reflect the full 12-month period.

Program Goal

To substantially reduce motor vehicle-related crashes and the resulting fatalities, injuries, and property damage.

Results for FFY 2005 show improvements in several of the major statistical categories as measured by the MHSO, including total fatalities, total injuries, and Maryland's overall seat belt use rate. Each area will have specific, detailed coverage in later sections, including an account of objectives, results, noteworthy programs, and future strategies for each area. After each update of the specific Program Area General Goal, a chart will be provided that reports on the specific goals (crashes, fatalities, etc) that were listed in the FFY 2005 Highway Safety Plan submitted to the NHTSA. A green number indicates that the end goal has already been achieved or exceeded, while a red number indicates a negative change.

Performance Objectives

Overall

1. To reduce the overall crash rate from the 2001 rate of 195.0 to 175.0 in 2007.

The overall crash rate in 2004 was 188.9 crashes per 100 M VMT. This crash rate is below that of 2001 and, should the decline continue, will allow Maryland to reach the stated 2007 goal.

2. To reduce the overall fatality rate from the 2001 rate of 1.3 to 1.0 in 2007.

The fatality rate decreased from 1.19 in 2003 to 1.17 in 2004, as Maryland experienced 8 fewer fatalities than the previous year and VMT increased by roughly 1.6 billion miles. Preliminary numbers indicate that the 2005 fatality rate will show a marked decrease from the 2004 rate.

3. To reduce the overall injury rate from the 2001 rate of 115.5 to 85.5 in 2007.

The injury rate decreased from 106.2 in 2003 to 97.5 in 2004. This injury rate is below the goal projected for 2004 and well on the way to meeting the stated 2007 goal.

Statewide	2000	2004	2006
Total Number of Crashes	99,302	104,103	99,252
Total Number of Fatal Crashes	574	576	543
Total Number of Injury Crashes	37,743	36,611	33,448
Total Number of Fatalities	617	643	586
Total Number of Injuries	58,885	53,753	50,217
Overall Crash Rate (per 100M VMT)	197.4	188.8	180.3
Fatal Crash Rate (per 100M VMT)	1.14	1.04	1.06
Injury Crash Rate (per 100M VMT)	75.0	66.4	60.7

Statewide	2000	2004	2006
Fatality Rate (per 100M VMT)	1.23	1.16	1.13
Injury Rate (per 100M VMT)	117.1	97.5	91.2
Overall Crash Rate (per 100K Population)	1,873.60	1873.00	1,807.90
Fatal Crash Rate (per 100K Population)	10.83	10.36	10.66
Injury Crash Rate (per 100K Population)	712.1	658.7	609.3
Fatality Rate (per 100K Population)	11.64	11.56	11.29
Injury Rate (per 100K Population)	1,111	967.1	914.7
Injury Rate (per 100K Population)	42.4	47.8	28.9

Aggressive Driving

- *To decrease the total number of crashes involving aggressive drivers from 3,004 in 2001 to 2,525 in 2007.*

The number of aggressive driving crashes remained virtually unchanged, increasing from 3,900 in 2003 to 3,909 in 2004. As in the previous year, it is difficult to ascertain whether this slight increase over previous years is due to better collection techniques or an actual increase in occurrence. Regardless, aggressive driving is a growing problem throughout Maryland.

Aggressive Driving Crashes	2000	2004	2006
Total Number of Crashes	2,860	3,909	2,410
Total Number of Fatal Crashes	52	52	49
Total Number of Injury Crashes	1,292	1623	980
Total Number of Fatalities	60	58	57
Total Number of Injuries	2,247	2,656	1,586
Overall Crash Rate (per 100M VMT)	5.7	7.0	4.4
Fatal Crash Rate (per 100M VMT)	0.10	0.09	0.09
Injury Crash Rate (per 100M VMT)	2.6	2.9	1.8
Fatality Rate (per 100M VMT)	0.12	0.1	0.11
Injury Rate (per 100M VMT)	4.5	4.8	2.9
Overall Crash Rate (per 100K Population)	54.00	70.33	43.90
Fatal Crash Rate (per 100K Population)	0.98	0.93	0.93
Injury Crash Rate (per 100K Population)	24.4	29.2	17.9
Fatality Rate (per 100K Population)	1.13	1.04	1.07
Injury Rate (per 100K Population)	42.4	47.8	28.9

Alcohol-Impaired Driving

- *To decrease the total number of crashes involving alcohol/drug-impaired drivers or pedestrians from 9,045 in 2001 to 8,500 in 2007.*

The number of alcohol-related crashes decreased by almost 3%, from 9,089 in 2003 to 8,818 in 2004.

Alcohol/Drug Impaired Driver Crashes	2000	2004	2006
Total Number of Crashes	8,850	8,818	8,355
Total Number of Fatal Crashes	179	207	157
Total Number of Injury Crashes	3,675	3,315	3,036
Total Number of Fatalities	195	239	165
Total Number of Injuries	5,806	4,809	4,547
Overall Crash Rate (per 100M VMT)	17.6	16.0	15.2
Fatal Crash Rate (per 100M VMT)	0.36	0.37	0.29
Injury Crash Rate (per 100M VMT)	7.3	6.0	5.5
Fatality Rate (per 100M VMT)	0.39	0.43	0.3
Injury Rate (per 100M VMT)	11.5	8.7	8.3
Overall Crash Rate (per 100K Population)	167.0	158.6	152.2
Fatal Crash Rate (per 100K Population)	3.4	3.7	2.9
Injury Crash Rate (per 100K Population)	69.3	86.5	55.3
Fatality Rate (per 100K Population)	3.7	4.3	3.0
Injury Rate (per 100K Population)	109.5	86.5	82.8

Inattentive Driving

- **To decrease the total number of crashes involving distracted drivers from 41,842 in 2001 to 36,000 in 2007.**

Although the number of inattentive driving crashes decreased by approximately 300 between 2003 and 2004, the total remains much higher than the number occurring in 2001. The “failure to give full time and attention” code on the Maryland State crash citation continues to be the predominant contributing circumstance.

- **To decrease the total number of crashes involving drowsy drivers from 753 in 2001 to 705 in 2007.**

Drowsy driving crashes increased for the second straight year from 784 in 2003 to 795 in 2004.

Inattentive Driving Crashes	2000	2004	2006
Total Number of Crashes	39,103	44,972	37,148
Total Number of Fatal Crashes	175	161	166
Total Number of Injury Crashes	15,736	16,539	15,258
Total Number of Fatalities	187	187	178
Total Number of Injuries	25,172	24,860	23,848
Overall Crash Rate (per 100M VMT)	77.7	81.6	75.0
Fatal Crash Rate (per 100M VMT)	0.35	0.29	0.34
Injury Crash Rate (per 100M VMT)	31.3	30.0	27.7
Fatality Rate (per 100M VMT)	0.37	0.34	0.36
Injury Rate (per 100M VMT)	50.5	45.1	43.3
Overall Crash Rate (per 100K Population)	737.80	809.13	712.00
Fatal Crash Rate (per 100K Population)	3.30	2.90	3.25
Injury Crash Rate (per 100K Population)	296.9	297.5	277.9
Fatality Rate (per 100K Population)	3.53	3.36	3.42
Injury Rate (per 100K Population)	474.9	447.2	434.4

Motorcycle Safety

- **To decrease the total number of crashes involving motorcycles from 1,339 in 2001 to 1,050 in 2007.**

Motorcycle crashes increased from 1,323 in 2003 to 1,570 in 2004. Preliminary numbers indicate another increase in motorcycle crashes and fatalities will be seen in 2005, following a nationwide trend of increasing motorcycle crashes and fatalities.

Motorcycle Involved Crashes	2000	2004	2006
Total Number of Crashes	1,162	1,570	1,104
Total Number of Fatal Crashes	51	65	48
Total Number of Injury Crashes	897	1,212	852
Total Number of Fatalities	53	68	50
Total Number of Injuries	1,091	1,388	1,036
Overall Crash Rate (per 100M VMT)	2.3	2.8	2.1
Fatal Crash Rate (per 100M VMT)	0.10	0.11	0.09
Injury Crash Rate (per 100M VMT)	1.8	2.2	1.4
Fatality Rate (per 100M VMT)	0.11	0.12	0.1
Injury Rate (per 100M VMT)	2.2	2.5	1.7
Overall Crash Rate (per 100K Population)	21.9	28.2	21.1
Fatal Crash Rate (per 100K Population)	0.96	1.16	0.95
Injury Crash Rate (per 100K Population)	16.9	21.8	14.4
Fatality Rate (per 100K Population)	1.00	1.22	0.7.
Injury Rate (per 100K Population)	20.6	25.0	17.0

Occupant Protection

- **To increase the seat belt use rate from 85.0% in 2000 to 92.5% in 2007.**

Maryland's seat belt usage rate continues to climb and to be one of the highest rates in the nation. The seat belt usage rate increased to a regional high of 91.1% in 2005. The success achieved by Maryland's rising belt use rate has prompted an increase in the State's 2007 goal to 92.5%, a goal which was originally set at 90%.

Statewide	2000	2004	2006
Autos	87.0	90.8	
Pick-Ups	73.5	79.8	
Combined	85.0	89.0	92.5

Older Driver Safety

- **To decrease the total number of crashes involving drivers 65 years of age and older from 14,956 in 2001 to 14,040 in 2007.**

The number of older drivers involved in a motor vehicle crash decreased slightly from 2001 to 2004. Older drivers continue to be a challenging demographic in Maryland.

Older Driver (Age 65-100) Involved Crashes	2000	2004	2006
Total Number of Crashes	9,801	10,226	9,311
Total Number of Fatal Crashes	94	90	89
Total Number of Injury Crashes	4,442	4,348	4,220
Total Number of Fatalities	104	104	99
Total Number of Injuries	7,233	6,726	6,871
Overall Crash Rate (per 100M VMT)	19.4	18.5	19.2
Fatal Crash Rate (per 100M VMT)	0.19	0.16	0.17
Injury Crash Rate (per 100M VMT)	8.80	7.80	8.33
Fatality Rate (per 100M VMT)	0.20	0.19	0.19
Injury Rate (per 100M VMT)	14.4	12.2	13.6
Overall Crash Rate (per 100K Population)	185	184	175.4
Fatal Crash Rate (per 100K Population)	1.77	1.61	1.68
Injury Crash Rate (per 100K Population)	83.9	78.2	79.6
Fatality Rate (per 100K Population)	1.96	1.87	1.96
Injury Rate (per 100K Population)	136.5	121	136.3

Pedalcyclist Safety

- *To decrease the total number of crashes involving pedalcyclists from 956 in 2001 to 845 in 2007.*

After nearly attaining the 2007 goal during 2003, the number of pedalcyclist crashes increased from 847 in 2003 to 875 in 2004. Overall, the number of crashes involving pedalcyclists has decreased significantly since 1998 and Maryland continues to be on a pace to reach the projected goal of 845 crashes in 2007.

Pedalcyclist Involved Crashes	2000	2004	2006
Total Number of Crashes	1,087	875	962
Total Number of Fatal Crashes	6	12	3
Total Number of Injury Crashes	872	665	739
Total Number of Fatalities	6	12	3
Total Number of Injuries	909	702	755
Overall Crash Rate (per 100M VMT)	2.1	1.6	1.7
Fatal Crash Rate (per 100M VMT)	0.01	1.60	0.006
Injury Crash Rate (per 100M VMT)	1.7	1.2	1.3
Fatality Rate (per 100M VMT)	0.010	0.021	0.006
Injury Rate (per 100M VMT)	1.8	1.3	1.4
Overall Crash Rate (per 100K Population)	20.1	15.7	17.5
Fatal Crash Rate (per 100K Population)	0.09	0.21	0.06
Injury Crash Rate (per 100K Population)	16.2	12.6	13.5
Fatality Rate (per 100K Population)	0.09	0.21	0.06
Injury Rate (per 100K Population)	16.8	12.6	13.8

Pedestrian Safety

- **To decrease the total number of crashes involving pedestrians from 3,015 in 2001 to 2,745 in 2007.**

After last year's increase, 2004 showed a 9% decrease in the number of pedestrian crashes to 2,843. High-density urban areas, such as Baltimore City, are locations for the majority of pedestrian crashes and will continue to be areas of high visibility enforcement operations and educational campaigns.

Pedestrian (On Foot) Involved Crashes	2000	2004	2006
Total Number of Crashes	3,110	2,843	2,816
Total Number of Fatal Crashes	96	95	77
Total Number of Injury Crashes	2,647	2,405	2,342
Total Number of Fatalities	100	96	81
Total Number of Injuries	2,946	2,656	2,583
Overall Crash Rate (per 100M VMT)	6.2	5.1	5.1
Fatal Crash Rate (per 100M VMT)	0.19	0.17	0.14
Injury Crash Rate (per 100M VMT)	5.3	4.3	4.3
Fatality Rate (per 100M VMT)	0.20	0.12	0.15
Injury Rate (per 100M VMT)	5.9	4.8	4.7
Overall Crash Rate (per 100K Population)	58.7	51.1	51.3
Fatal Crash Rate (per 100K Population)	1.81	1.7	1.41
Injury Crash Rate (per 100K Population)	49.9	43.2	42.7
Fatality Rate (per 100K Population)	1.89	1.72	1.47
Injury Rate (per 100K Population)	55.6	47.7	47.1

Young Driver Safety

- **To decrease the total number of crashes involving drivers aged 16-20 years from 21,188 in 2001 to 19,540 in 2007.**

Crashes involving young drivers pose a significant challenge for the MHSO. Although the number of young drivers involved in a crash decreased for a second straight year from 22,354 in 2003 to 20,882 in 2004, this number continues to be excessive. The travel patterns of young drivers are difficult to estimate but Maryland continues to expend resources to reach young drivers with traffic safety messaging.

Younger Driver (Age 16-20) Involved Crashes	2000	2004	2006
Total Number Crashes	20,143	20,882	19,131
Total Number of Fatal Crashes	124	109	118
Total Number of Injury Crashes	8,766	8,315	8,101
Total Number of Fatalities	134	122	127
Total Number of Injuries	15,062	12,980	13,431
Overall Crash Rate (per 100M VMT)	40.0	37.8	38.6
Fatal Crash Rate (per 100M VMT)	0.25	0.19	0.24
Injury Crash Rate (per 100M VMT)	17.4	15	14.7

Younger Driver (Age 16-20) Involved Crashes	2000	2004	2006
Fatality Rate (per 100M VMT)	0.27	0.22	0.26
Injury Rate (per 100M VMT)	29.9	23.5	24.4
Overall Crash Rate (per 100K Population)	380.0	378.8	373.9
Fatal Crash Rate (per 100K Population)	2.34	3.75	2.30
Injury Crash Rate (per 100K Population)	165.4	149.6	147.6
Fatality Rate (per 100K Population)	2.53	2.19	2.52
Injury Rate (per 100K Population)	284.2	233.5	244.7

Program Area Summaries

Aggressive Driving Prevention

- Objectives**
- 1) To decrease the total number of crashes from 2,860 in 2000 to 2,410 in 2006.
 - 2) To decrease the total number of fatal crashes from 52 in 2000 to 49 in 2006.
 - 3) To decrease the total number of injury crashes from 1,292 in 2000 to 980 in 2006.
 - 4) To decrease the total number of fatalities from 60 in 2000 to 57 in 2006.
 - 5) To decrease the total number of injuries from 2,247 in 2000 to 1,586 in 2006.
 - 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 5.7 to 4.4 in 2006.
 - 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate of .10 to .09 in 2006.
 - 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 2.6 to 1.8 in 2006.
 - 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of .12 to .11 in 2006.
 - 10) To reduce the injuries rate per 100M VMT from the 2000 rate of 4.5 to 2.9 in 2006.
 - 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 54.0 to 43.9 in 2006.
 - 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of .98 to .93 in 2006.
 - 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 24.4 to 17.9 in 2006.
 - 14) To reduce the fatalities rate per 100K Population from the 2000 rate of 1.13 to 1.07 in 2006.
 - 15) To reduce the injuries rate per 100K Population from the 2000 rate of 42.4 to 28.9 in 2006.

- Results**
- Law Enforcement Waves were expanded by 1 additional week in August/September to coincide with the opening of schools around the region. In addition to the three week-long waves (May through July), there is now a two-week wave at the end of the campaign.
 - 66 municipal police departments in Maryland conducted aggressive driving prevention efforts, and 51 agencies, including every barrack of the MSP, participated in all four *Smooth Operator* enforcement waves.
 - 103,787 citations and warnings were issued to drivers by the MSP, while 92,557 citations and warnings were issued to drivers by other Maryland law enforcement officers across the State during the *Smooth Operator* waves.
 - 390,446 citations and warnings were issued to drivers by all police in the tri-jurisdictional region of Maryland, Virginia, and Washington, DC during these coordinated waves, representing a 46% increase from the previous year.
 - An 8 minute roll call training video, entitled, "A Law Enforcement Response to Aggressive Driving" was produced locally and distributed to police department across the state of Maryland. Over 150 copies of the video were distributed to law enforcement agencies with traffic enforcement responsibilities.
 - 25,000 educational brochures, 100,000 tip cards, and 3,000 posters were distributed throughout the tri-jurisdictional region.
 - 18,000 *Smooth Operator* Truck & Bus Direct Mail Packages were sent to truck/fleet carrier owners in Washington, DC and suburban Maryland.
 - An award luncheon was conducted to honor law enforcement officers that actively participated in *Smooth Operator*. There were a total of 182 awards presented to officers for their enforcement efforts during the program, including 112 from Maryland.
 - A new website was launched (www.smoothoperatorprogram.com).

- 10 *Smooth Operator Task Force* meetings were held.

Noteworthy Programs

For the eighth consecutive year, Maryland partnered with Virginia and the District of Columbia in the tri-jurisdictional *Smooth Operator Task Force's* (SOTF), its mission being to curb aggressive driving through the use of coordinated, regional enforcement waves and public awareness efforts throughout the expanded Washington, DC metropolitan area, including all of Maryland. The SOTF Executive Steering Committee, in conjunction with representatives from the FHWA, the NHTSA, and the Maryland SHA, further refined its Engineering Sub-Committee. This sub-committee analyzed a variety of highway corridors in Maryland with aggressive driving-related problems. In conjunction with the SHA's Assistant District Engineers, the sub-committee will attempt to identify and implement low cost engineering solutions to reduce instances of aggressive driving.

Representatives from the following agencies meet regularly to discuss aggressive driving concerns in the area and to formulate, and implement, a plan of action:

- State highway safety offices
- Departments of Motor Vehicles
- State law enforcement agencies
- NHTSA
- FHWA
- FMCSA
- Injury Prevention Center at INOVA Fairfax Hospital
- Private safety organizations
- Other "technical" experts

Funds pooled by these jurisdictions again supported a research-based aggressive driving public awareness and enforcement campaign in FFY 2005. Additionally, the MHSO continued to dedicate a region-wide Program Coordinator to the tri-jurisdictional SOTF. This coordinator provides full-time administrative oversight to the program and facilitates the implementation of initiatives, as well as the fulfillment of directives, agreed upon by the *Smooth Operator* Executive Advisory Committee. Included in the SOTF are Law Enforcement, Engineering, and Media Sub-Committees.

The *Smooth Operator* program continues to serve as the focal point for coordinated aggressive driving enforcement efforts by state, district, and local law enforcement agencies. A significant number of Maryland law enforcement agencies across the state devoted traffic enforcement efforts in FFY 2005 to reducing aggressive driving.

The overall theme for the *Smooth Operator* 2004 public awareness and education campaign was "SPEEDING – Costs and Kills!" The primary target audience for the campaign was adult drivers aged 18 to 34, with special emphasis on males primarily during afternoon and evening drive times and on females and caregivers during the carpool hours of 2 p.m. to 4 p.m. The 2005 public awareness and education campaign was built on the awareness of previous campaigns. Moreover, the opening theme of this year's campaign, conducted on the first day of summer, focused on the prevalence of enforcement, as well as law enforcement's heavy vigilance during the campaign's waves. At a second media event in the middle of the campaign, controlled driving scenarios were set-up at a police training facility to demonstrate to the motoring public, through the media, the dangers of aggressive driving, as well as the stepped-up police crack down on such behaviors. The campaign made extensive use of both paid and earned media throughout the enforcement waves. The 2005 *Smooth Operator* campaign was launched in June 2005 at a press event in Washington, DC and was followed by another event at the Maryland Public Safety Training Center in Sykesville, MD. The campaign concluded with a law enforcement recognition ceremony at the University of Maryland.

In FFY 2005, the MHSO granted funds for aggressive driving prevention to the following agencies:

Local Law Enforcement (Statewide) – Aggressive Driving Enforcement

- County & local government agencies
- Target audience – general public

- Target area – State of Maryland

The main objective of this program was to increase traffic patrols in local communities and local roadways across the State where aggressive driving was identified as a problem and at specific times when aggressive driving was most likely to occur. Increased enforcement was conducted during heavily advertised enforcement waves, building the perception of coordinated efforts across the state. Almost all law enforcement agencies in the State devoted some portion of their traffic enforcement efforts to reducing aggressive driving, and many were supported at the local level through the county CTSP. During the past grant year, a total of 66 municipal police departments (not including the MSP), participated in the four enforcement waves. These agencies represented law enforcement participation in every county of the state.

Local Law Enforcement (Selected Programs) – Aggressive Driving Program

- County & local government agencies
- Target audience – general public
- Target area – State of Maryland

The main objective of this program was to encourage local law enforcement agencies to explore and identify various Aggressive Driving Enforcement Strategies to address the needs of their communities, while evaluating their use in statewide applications. Five agencies from diverse areas of the state were awarded mini-grants in a competitive process based on a variety of factors including the innovative nature of the proposed enforcement strategy, the agency commitment, and its action plan and program evaluation. Mini-grants addressed a variety of approaches from officer motivation to use of rental cars in enforcement stings. One municipality explored the feasibility of conducting targeted enforcement activities in conjunction with air support to suppress late night street racing activities involving both automobiles and motorcycles. In addition to enhanced enforcement strategies, each project utilized the media to assist in getting their message disseminated to the motoring public. Project activities were limited to the months of the *Smooth Operator* campaign to maximize in-place Public Service Announcements (PSA) and media spots.

Maryland Motor Vehicle Administration – Smooth Operator Outreach

- State agency
- Target audience – general public
- Target area – State of Maryland

The main goal of this program was to conduct a massive education and awareness campaign through a collaborated effort between the SHSOs and law enforcement agencies in Maryland, Virginia, and Washington, DC. In addition to the metropolitan Washington area, the media campaign continued to reach Baltimore, the Eastern Shore region of Maryland, and traditional “truck corridors” in the western reaches of Maryland. The program consisted primarily of a mass media campaign using radio PSAs, bus backs, brochures, posters, and press conferences. An awards luncheon was conducted at the conclusion of the campaign to honor law enforcement officers who had actively participated in the enforcement waves, during which officials from state and federal highway agencies, and the Metropolitan Police Department addressed the honorees. Additionally, during the past grant year, a new police roll call Training video was developed, produced, and distributed to every police department in Maryland, Washington, DC and northern Virginia with traffic enforcement responsibilities. This video served to heighten the awareness of the problem of aggressive driving, as well as provide a historical perspective of the Smooth Operator program, with law enforcement.

Maryland State Police – Aggressive Driving Program

- State agency
- Target audience – general public
- Target area – State of Maryland

The main objective of this program was to increase patrols in areas where aggressive driving was identified as a problem and also at specific times when these problems were found to most likely occur. Every barrack of the MSP continued to participate in the four enforcement waves and provided an agency representative to sit on the Executive Advisory Committee of the *Smooth Operator Task Force*. Additionally, in conjunction with the Maryland SHA Motor Carrier Division, a specialized Aggressive Driving enforcement initiative focusing on both passenger and commercial vehicles, was conducted on the heavily traveled I-95 corridor between Baltimore and Washington, DC during the summer enforcement waves.

Future Strategies

- The *Smooth Operator* campaign will be evaluated for effectiveness in reducing aggressive driving and raising public awareness of the dangers of aggressive driving.
- *Smooth Operator* will continue to recruit and develop additional law enforcement partners across the state.
- The MHSO will target high-risk aggressive drivers, locations, and behaviors.
- Maryland will continue to publicize *Smooth Operator* enforcement initiatives during the four enforcement waves that coincide with major media campaigns in the region.
- Public awareness of aggressive driving behaviors will be increased through education and enforcement initiatives.
- The MHSO will attempt to expand the program by recruiting other regional states to join and partner in the *Smooth Operator* program.
- New aggressive driving corridors will be identified and low cost engineering solutions will be implemented as feasible.

Alcohol-Impaired Driving Prevention

Objectives

- 1) To decrease the total number of crashes from 8,850 in 2000 to 8,355 in 2006.
- 2) To decrease the total number of fatal crashes from 179 in 2000 to 157 in 2006.
- 3) To decrease the total number of injury crashes from 3,675 in 2000 to 3,036 in 2006.
- 4) To decrease the total number of fatalities from 195 in 2000 to 165 in 2006.
- 5) To decrease the total number of injuries from 5,806 in 2000 to 4,547 in 2006.
- 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 17.6 to 15.2 in 2006.
- 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate of .36 to .29 in 2006.
- 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 7.3 to 5.5 in 2006.
- 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of .39 to .30 in 2006.
- 10) To reduce the injuries rate per 100M VMT from the 2000 rate of 11.5 to 8.3 in 2006.
- 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 167 to 152.2 in 2006.
- 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of 3.4 to 2.9 in 2006.
- 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 69.3 to 55.3 in 2006.
- 14) To reduce the fatalities rate per 100K Population from the 2000 rate of 3.7 to 3.0 in 2006.
- 15) To reduce the injuries rate per 100K Population from the 2000 rate of 109.5 to 82.8 in 2006.

Results

- 128,345 pieces of educational material were distributed.
- 27,101 incentive items were distributed.
- 129 presentations were given statewide to a total of 6,131 people.
- 45 events were held by the MHSO and grantees and 4,616 people attended the events.
- 15 events relating to impaired driving prevention were attended by the MHSO.
- 24,223 arrests were made during FFY 2005:
 - 24,140 were offered chemical tests;
 - 7,265 refused the test;
 - 622 arrested for controlled dangerous substances;
 - 2,266 of the arrests were between 16 and 20 years of age; and
 - 21,916 of the arrests were 21 years of age and older.
- 140 total checkpoints were conducted under *Checkpoint Strikeforce (CPSF)*:
 - 428 DUI arrests during *CPSF* campaign;
 - 67 drug arrests during *CPSF*;
 - 38 other criminal arrests during *CPSF*; and
 - 896 other traffic violations during *CPSF*.
- Over 8,600 hours on saturation patrol:
 - 812 DUI arrests during *CPSF* saturation patrols;
 - 17 felony arrests during *CPSF*; and
 - 18 fugitives apprehended during *CPSF*.
- 3,641 motorists passed through the Prince George's Task Force's Checkpoint Operations:
 - 26 motorists arrested for Driving Under the Influence (DUI) offenses;
 - 39 citations issued for a variety of vehicle violations; and
 - 1 drug arrest made during operation.

Noteworthy Programs

During the last year, the MHSO continued to aggressively carry out its programs to ultimately reduce impaired driving-related injuries and fatalities among the 21 to 44 year old age group as its key demographic. The MHSO has taken a more high profile and interactive approach to addressing the issue of impaired driving prevention mainly through programs and enforcement. The Impaired Driving Prevention Program has undergone a transition, with a new coordinator beginning in the 2nd quarter of FFY 2005. In addition, the *Impaired Driving Coalition (IDC)* was evaluated and reorganized in April 2005 with the assistance of a professional facilitator. The existing committees of the *IDC* were evaluated and six new Sub-Committees were ultimately established, complete with specific goals and objectives. The Sub-Committees include: (1) Public Awareness, (2) Education to Prevent Impaired Driving, (3) Checkpoint Strikeforce, (4) Data Collection, (5) Improved Practice of Law, and (6) Creating Effective Legislation. While the entire *IDC* continues to meet quarterly, the Sub-Committees meet during the quarterly meetings and six weeks after each quarterly meeting via conference call. With each meeting the Sub-Committees provide regular minutes and reports to the entire *IDC* as a method of cross-pollination. In addition to regular business, speakers are incorporated into the agenda to help inform members about resources and programs available. The *IDC's* membership consists of over 175 partners such as the NHTSA, the MSP, Shock Trauma, the MVA, the AAA Mid-Atlantic, the Washington Regional Alcohol Program (WRAP), the MAWHSL, the Advocates for Highway and Auto Safety, the National Transportation Safety Board, the Alcohol and Drug Abuse Administration, the Insurance Institute for Highway Safety, MADD, the NSC, the Governor's Office for Crime Control and Prevention (GOCCP), The Century Council, local law enforcement, and local and state elected officials.

FFY 2005 marked the fourth year of the MHSO's participation in *CPSF*. Maryland's participation in this campaign utilizes a two-pronged approach toward impaired driving which has been shown to be an effective way to combat impaired driving; highly visible law

enforcement efforts coupled with strong media coverage. The NHTSA Mid-Atlantic Region shared preliminary evaluation results of the *CPSF* program during the Impaired Driving Summit in Pittsburg, PA in August 2005; these results indicate a positive correlation between heightened and sustained impaired driving enforcement and media coverage. The original commitment that the NHTSA Mid-Atlantic Region states (DC, DE, PA, MD, VA, and WV) made to the campaign was slightly enhanced in 2005, with each state agreeing to conduct at least one sobriety checkpoint in every state, every weekend, year round with periods of heightened and then sustained enforcement. Maryland had already been committed to a year round campaign prior to the NHTSA's request. The slogan of "Every Week, Everywhere." continues to be the tagline for all media, television, print, and radio developed to target the 21-34 year old motoring public. As demonstrated by the surveys done through the Pacific Institute for Research and Evaluation (PIRE) for the NHTSA, a highly visible, targeted, cooperative enforcement effort, combined with concerted media outreach for education, is the most effective way to address impaired driving.

CPSF has been a growing campaign among law enforcement this year. With the reorganization of the *IDC*, the *CPSF* Sub-Committee decided that to improve joint operations, additional saturation patrol support, more border-to-border checkpoints, and a calendar tracking upcoming checkpoints statewide would be beneficial. The calendar has been populated on a regular basis and sent out to all partners with the understanding that it is confidential and not for public consumption unless individual agencies authorize the release of checkpoint information. Results from *CPSF* during FFY 2005 include:

- 73,871 cars contacted during checkpoints;
- 428 DUI arrests made;
- 97 drug arrests made;
- 84 felony and controlled dangerous substance arrests made during checkpoints and saturation patrols;
- 18 fugitives apprehended during saturation patrols; and
- 896 other traffic citations written, in addition to 187 driving while suspended.

Maryland added another layer of awareness to the *CPSF* campaign this year called *Maryland Remembers*. In 2004, *Maryland Remembers*, supported by Governor Ehrlich, was organized as a ceremony and press event to honor victims of impaired driving crashes. This tribute was continued in 2005, but also included a press event in August to kick off the *CPSF* campaign and pay tribute to victims through the dedication of sobriety checkpoints through December 2005. The event was held in coordination with R Adams Cowley Shock Trauma Center in Baltimore, Maryland, MADD and the entire *IDC*, with lead roles played by MHSO, WRAP and MADD. Speakers included the SHA Administrator, the Maryland MVA Administrator, the Physician-in-Chief of the R Adams Cowley Shock Trauma Center, a Colonel from the Baltimore City Police Department, and Mr. Edward Meyers, a convicted drunk driver. On the night of August 16, 2005, the first ever sobriety checkpoint dedication in Maryland was conducted with the Baltimore City Police Department. Several television stations covered the event and a local television affiliate attended the sobriety checkpoint dedication and aired live coverage of the checkpoint. Several families of impaired driving victims attended the event and presented photographs of their loved ones. The MHSO will dedicate as many checkpoints as possible through December 2005, and it is anticipated that 13 total dedications will have taken place. Families of lost loved ones were invited to attend the sobriety checkpoint briefings, at which time a memorial presentation was made to the families. On many occasions, the families shared a few words with the officers. This memorial program served to inspire participating officers by putting the face of a victim with the crime of impaired driving, as well as an affirmation for spending late nights and early morning hours enforcing impaired driving laws and potentially preventing impaired driving crashes. It also presented an interesting story to the media, a new angle to checkpoints that were often overlooked as common.

The MHSO, in cooperation with the Maryland State Fair and Pepsi, brought an impaired driving simulator to the State Fair in August as part of the *Drive Sober* pledge campaign, which encouraged all Marylanders not to drink and drive, to designate a driver, or

find other alternatives to drinking and driving. The campaign was kicked off on a heavily attended Saturday and included the use of the impaired driving simulator that allowed individuals 21 years or older to sit in the computerized "driver's seat" and try to control all aspects of a driving situation at varying BAC levels. *Drive Sober* pledge cards were distributed to all fairgoers with the following message, "If you must drink and drive, Drink Pepsi." The Fatal Vision Goggles were also used to simulate the effects of impairment at .08 BAC and above. Volunteer fairgoers wore the goggles while participating in a field sobriety test, conducted by the Maryland State Police and the Baltimore County Police. The demonstration was used to educate the general public about the dangers of impaired driving, and dispel myths related to the administration of the Standard Field Sobriety Test. In addition, *Drive Sober* T-Shirts were handed out to the first 100 fairgoers at each of the four State Fair Concerts. Radio Station 93.1 WPOC announced the distribution of the T-Shirts and also discussed the use of the simulator and Fatal Vision Goggles. The Maryland State Fair campaign was extremely successful, culminating with the Fair's invitation for the MHSO and Pepsi to return in 2006.

In September 2005, the MHSO and the IDC held its Annual DUI Law Enforcement Award and Luncheon at the Maryland State Fairgrounds. The event was attended by the families of the 65 top producing officers for DUI arrests for the two year period of 2003 and 2004. This year's criteria was challenging because nominees had to have met the minimum criteria of 12 DUI arrests each year for two consecutive years. This year, 65 awards were distributed, including 5 ACE Awards, presented to officers who achieved over 100 DUI arrests in one year. There were 12 Outstanding Innovative Awards given to individual officers for having spearheaded or maintained an innovative DUI enforcement, education, or training program. And finally, the IDC presented three civilian awards to outstanding IDC members for their support of impaired driving enforcement, legislation and education and awareness.

The MHSO continues to recognize the need to broaden its approach to include judges, arming them with background information related to impaired driving, to assist them in making more appropriate sentences. To that effect a multi-faceted survey was developed by the MHSO, the MSP and the Maryland Judiciary/Drug Court Commission to assess the issues surrounding impaired driving for law enforcement, judges and prosecutors. The survey is intended to narrow down the concerns of each group, as well as their interrelated issues, and better address and provide strategies within and among these groups to effectively enforce and impose impaired driving laws. The Drug Court Commission and the MSP are assisting in the distribution and collection of this survey and its results. The final results will be used to develop strategies for the judicial system and law enforcement. In addition to this survey, the MSP was preparing to present impaired driving information to the District Court judges at their annual training in October 2005. The MSP is prepared to conduct a wet demonstration, where a subject will be intoxicated. During this presentation, the MSP is planning to demonstrate Standard Field Sobriety Testing (SFST) and Horizontal Gaze Nystagmus, as well as discuss sobriety checkpoints, operation of the intoximeter, and the Drug Recognition Expert (DRE) process. Presenting the judges with first-hand effects of alcohol will help create a better understanding of the physiology of alcohol and its effects on a driver.

Additional efforts carried out throughout the State by local CTSPs and law enforcement agencies include the purchase of 15 DUI trailers to support impaired driving enforcement efforts throughout the state, continued law enforcement training in the area of SFST and *Catch 'Em If You Can* training used to reinvigorate officers in the area of DUI enforcement, as well as the National Alcohol Enforcement Training Center Alcohol Enforcement Seminar in Harford County. In addition, local high visibility campaigns in FFY 2005 included: bill boards at the Frederick Keys Stadium with the message "You Drink & Drive. You Lose."; Carroll County Highway Safety Task Force's parade float to spread the buckle up and don't drink and drive messages; and Wicomico County's Operation Red Zone, a partnership with the Somerset County CTSP, Anheuser Busch, and the local Fraternal Order of Police. In addition, the MHSO, Anne Arundel and Baltimore County purchased theater ads that were aired in Baltimore City, Baltimore County, Charles,

Montgomery, Prince George's and Wicomico Counties. Carroll County recorded eight impaired driving PSAs this year and was able to air them free of charge on a local station. Calvert County conducted the first ever *Wave Bye*, where local criminal justice students participated in a checkpoint by carrying signs that said "Honk If You Are Sober", "Honk If You Are A Designated Driver", and "Drive Sober!" The students were able to witness first-hand the events of a checkpoint, as well as positively participate in the operation. Media was present and a few days after the event, a full front-page picture and description of the event appeared in the local newspaper. The on-going projects and campaigns by our core and non-core grantees contribute to the overall success of the impaired driving program.

In FFY 2005, the MHSO granted funds to combat alcohol impaired driving to the following agencies:

Anne Arundel County Police Department – *Passive Alcohol Sensor (PAS) Pilot Program*

- Local agency
- Target audience – Impaired Drivers
- Target area – Anne Arundel County

The main objective of this program was to evaluate the use of PAS devices. Maryland's PAS devices have embedded sensors in a flashlight that can quickly determine the presence of alcohol during a traffic stop. The new devices indicate both the presence and a graded level of alcohol. The PIRE is conducting the evaluation process. There were a group of 20 Anne Arundel County Police Department road officers that were divided into two groups, one had the instrument and the other functioned as usual without the instruments. The officers were surveyed on how they felt prior to its use and then after its use. Also tabulated were the arrests the officers in each group made indicating the Blood Alcohol Content (BAC) level of the offender. At the conclusion of 500 incidents, the groups will exchange places and the group with the PAS equipment will turn them over to those without and a similar tabulation will be run. At the conclusion of the study, the MHSO will be able to categorically determine the effectiveness of the devices. This project is ongoing and the conclusion of the study will be presented in early FFY 2006.

Local Law Enforcement (Statewide) – *Impaired Driving Enforcement*

- County & local government
- Target audience – general public
- Target area – State of Maryland

The main objective of this program was to increase traffic patrols in local communities and local roadways across the state where impaired driving was identified as a problem and at specific times when impaired driving was most likely to occur. Increased enforcement was conducted during heavily advertised enforcement waves, building the perception of coordinated efforts across the state. Nearly all law enforcement agencies in the state devoted some portion of their traffic enforcement efforts to reducing impaired driving, and many were supported at the local level through the county CTSP. In addition, the MHSO Law Enforcement Program Coordinator worked closely with the *Prince George's County Municipal Police TF* in the continued operation of its newly founded sobriety checkpoint project.

Maryland Judiciary – *DUI Court Pilot (Anne Arundel, Harford, and Howard Counties)*

- State agencies
- Target audience – convicted subsequent DUI offenders
- Target area – Anne Arundel, Harford and Howard Counties

The DUI/Drug Court pilot was designed and funded to address individuals over the age of 18 who have been charged with a DUI, DWI, or a violation of probation on those

charges, offering them a rehabilitative treatment program as a means to reduce recidivism and change hard-core drinking habits. Eligible participants have a history of DUI or DWI, but no pending warrants or sentences, and are not on probation or parole. The program proposes to reduce recidivism by 50 percent. Participants are monitored by frequent alcohol and drug checks, meet regularly with their team, consisting of a judge, probation monitor, treatment personnel and their supervising officer. Participants are tracked for one year following discharge. An evaluation of this first year pilot is being conducted by the University of Maryland and will be available in 2006. Preliminary observations have shown the program to be well coordinated and the results are promising.

Maryland Motor Vehicle Administration – *DUI Education Awareness*

- Non-profit
- Target audience – adults 21 to 24 years old
- Target area – State of Maryland

The main grant-funded portion of this project included the development of an educational brochure/tip card that effectively addresses the consequences of impaired driving for this hard to reach target demographic. The pamphlet focused on the physical, legal and financial ramifications of impaired driving. Distribution of this collateral is presently taking place through the full service MVA branches at the time of license conversion, and at colleges and universities statewide. A total of 500,000 pamphlets were printed for distribution.

Maryland State Police – *Impaired Driving Enforcement*

- State agency
- Target audience – general public
- Target area – State of Maryland

The main objective of this program was to increase patrols in areas where impaired driving was identified as a problem and also at specific times when these problems were found to most likely occur. Increased enforcement was conducted during heavily advertised enforcement waves, building the perception of coordinated efforts across the state.

Mothers Against Drunk Driving – *Community Outreach*

- Non-profit
- Target audience – high school, college age and adults 21 to 44 years old
- Target area – State of Maryland

The main grant-funded portion of this project included coordination of efforts between MADD and the MHSO via the Young Adult Coordinator. The Coordinator provided assistance with *Maryland Remembers*, specifically identifying victims to which sobriety checkpoints were dedicated and surviving family members to attend the sobriety checkpoint dedications. The Coordinator also worked with local CTSPs and law enforcement agencies on behalf of the MHSO, as well as coordinated and encouraged a greater community presence at DUI Checkpoints.

University of Maryland – *DWI College*

- Institute of higher education
- Target audience – state, county and local police
- Target area – State of Maryland

The main objective of this program was to provide accelerated training to top law enforcement officers across the state in advanced alcohol-impaired driving detection and enforcement. In addition to expanding officers' skill sets in impaired driving arrests, instruction was provided at university level in all aspects of DUI cases. Training included

historical, social and physiological aspects of alcohol usage, as well as instruction on innovative approaches to alcohol enforcement, adjudication and treatment of DUI offenders. Two separate sessions of this innovative training were conducted at the University of Maryland's main campus in College Park, and officers in attendance were subjected to intensive weeklong instruction followed by a comprehensive test. An officer's failure to attend any of the sessions, or to attain a passing grade, precluded him/her from receiving a diploma. Following the successful implementation of this program, its future continuation has been turned over to the University with scholarship assistance available through the MHSO and CTSP programs for upcoming sessions.

Washington Regional Alcohol Program – Adult and Young Driver Initiatives

- Non-profit
- Target audience – high schools, colleges and the general public
- Target area – Montgomery and Prince George's counties, in Maryland

With the grant funded in FFY 2005, the WRAP increased its efforts to provide awareness of the risks and consequences associated with underage drinking by surpassing the number of presentations done in FFY 2004. In total, 4,537 high school and college students were reached with educational materials and presentations, a 65 percent increase over FFY 2004. Distribution of materials included the 2005 *Youth Resource Guide to Preventing Underage Drinking*. The WRAP co-sponsored school programs such as the Operation Party Safe '05 where prom safety messages for teens and parents were aired in the Greater Washington Area, and the 2005 *Tips for a Safe Summer* continued to be a big part of their program, as well as the 2005 *Moment of Silence* campaign. The adult outreach portion of their effort reached over 285 employees and military personnel in the *Safe and Vital Employee (SAVE)* program where the 2004 *Corporate Guide to Safe Celebrating and Safe Driving* was distributed. The WRAP surpassed its employer outreach by 70 percent over FFY 2004. A newsletter goes out to thousands of employees through the many employers connected to the WRAP. The public portion of the WRAP program is disseminated through PSAs developed to support the *CPSF* Campaign, media interviews, and a brochure. Additional grant activities include the *SoberRide* program, *CPSF* event, 2005 DUI Enforcement Awards and the *Maryland Remembers* event.

Future Strategies

- A pocket Impaired Driving Law Card will be produced to be used by Maryland traffic enforcement officers and *IDC* members.
- The MHSO will continue to recognize local and state law enforcement for saturation patrol and checkpoint efforts at the Annual Law Enforcement Recognition Awards.
- The MHSO will continue to develop and build upon statewide participation in and support of the *You Drink and Drive. You Lose.*, *CPSF*, and *Maryland Remembers* campaigns.
- The MHSO will continue to encourage the CTSP Coordinators to develop innovative programs that will foster relationships with local media outlets.
- Using the results of the multi-faceted survey developed by MSP, the Maryland Judiciary and the MHSO, the MHSO will coordinate and support local CTSP efforts to offer judges training, developed to the needs of each jurisdiction.
- A training class for prosecutors (using the Arizona PowerPoint approach and the Montgomery County Battle book as a prototype for providing insight for defending the state's case in court) will be developed. In addition, the judicial training component provided as a pilot by The Century Council will be explored.

Inattentive Driving Prevention

- Objectives**
- 1) To decrease the total number of crashes from 39,103 in 2000 to 37,148 in 2006.
 - 2) To decrease the total number of fatal crashes from 175 in 2000 to 166 in 2006.
 - 3) To decrease the total number of injury crashes from 15,736 in 2000 to 15,258 in 2006.
 - 4) To decrease the total number of fatalities from 187 in 2000 to 178 in 2006.
 - 5) To decrease the total number of injuries from 25,172 in 2000 to 23,848 in 2006.
 - 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 77.7 to 75.0 in 2006.
 - 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate .35 to .34 in 2006.
 - 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 31.3 to 27.7 in 2006.
 - 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of .37 to .36 in 2006.
 - 10) To reduce the injuries rate per 100M VMT from the 2000 rate of .50 to 43.3 in 2006.
 - 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 737.8 to 712 in 2006.
 - 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of 3.3 to 3.25 in 2006.
 - 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 296.9 to 277.9 in 2006.
 - 14) To reduce the fatalities rate per 100K Population from the 2000 rate of 3.53 to 3.42 in 2006.
 - 15) To reduce the injuries rate per 100K Population from the 2000 rate of 474.9 to 434.4 in 2006

- Results**
- 105 radio spots were aired in the Baltimore and DC regions addressing distractions.
 - 6 safety-related events were attended.
 - 15,000 educational and incentive items were distributed throughout the state.
 - 5,000 tip cards and posters were distributed.
 - 33,000 tray liners pertaining to drowsy driving prevention were distributed.

Noteworthy Programs

In an effort to address distracted, drowsy and other risky driving behaviors, the MHSO has provided continuous support for programs implemented statewide. These include partnerships with many of the local CTSPs, the Maryland full-service gas station initiative, and the MHSO T-SAFE Project. In FFY 2005, the MHSO's *JUST DRIVE* Campaign included distributing massive amounts of materials to partners. In particular, the MHSO and its partners distributed program materials, sent mass e-mails and displayed at a number of safety events across the State.

One major initiative in FFY 2005 was a media buy that specifically targeted distracted drivers. The 15 and 60 second spots were used to reach the target audience while they were most likely driving their vehicle. The total number of spots for Baltimore was 48, with a total of 620,000 impressions and a frequency of 2.5 times. For the District of Columbia, the total number of spots amounted to 65, with a total of 942,000 impressions and a frequency of 2.6 times. The spots ran for two consecutive weeks and the total added value was approximately \$6,000. Another important initiative was the joint project with Screen Vision Direct that focused on cinema advertising. The MHSO programs associated with this venture were distracted driving, impaired driving and safety belts. Cinema advertising created and allowed a simple, concise and effective way of reaching a particular target audience. On average, nearly 104,000 moviegoers per week were exposed to the ads.

In addition to these major projects, the MHSO played a significant role in the National Sleep Foundation's *National Sleep Awareness Week* Event (*NSAW*). As a co-sponsor, the MHSO produced a one-page fact sheet about distracted and drowsy driving

prevention. A mass e-mail was sent out to the MHSO network of partners highlighting *NSAW 2005*, which included the fact sheet, data, tips, resources and other important messages to raise awareness about fatigued-related crashes and other issues involving community safety. Program materials were supplied to several T-SAFE members to support their initiatives during *Drive Safety Work Week (DSWW)*, many of which focused on the safety of shift workers on their drive home.

Additionally, as mentioned above, the MHSO tapped into the Maryland's full-service gas station initiative. The project surrounded the ability of gas stations to reach hundreds of motorists on any given day. The partnership consisted of a 60 day campaign where posters were displayed, tip cards were available at the checkout counters, and educational "JUST DRIVE! Focus While You Drive" incentives were distributed to consumers. While it was challenging to evaluate this particular project, the MHSO received numerous calls for additional materials. Approximately 15,000 incentives and educational materials were distributed across the State.

Partnerships are essential when addressing the subject of distracted and drowsy driving, and certain local programs stood out in the statewide effort. In Calvert County, nearly 2,000 young drivers reviewed the young & inattentive driving PowerPoint program in March. The program was specifically designed to reach young drivers, since they are at-fault in 30.1% of all inattentive driving-related crashes in Calvert County. In Harford County, local businesses and government agencies received 800 pieces of literature. The *If You Snooze You Lose* drowsy driving prevention tray liner was very effective in Harford County with as many as 33,000 tray liners purchased and distributed between eight different establishments across the county. Outreach was even greater than anticipated and local establishments were eager to receive additional quantities of the tray liners. In Prince George's County, the CTSP Coordinators made five presentations and distributed 8,000 pieces of literature at local events and other supported community events.

In FFY 2005, no additional funds were granted to outside agencies for driver inattention prevention, due in part to a lack of applications for such projects. However, the MHSO continues to fund the aforementioned statewide efforts geared at driver inattention.

Future Strategies

- The MHSO will continue to develop educational programs geared to the target audiences for distracted and drowsy driving prevention.
- The MHSO will continue to develop the *Maryland JUST DRIVE* Campaign, to target young, male drivers, and will continue to refine the distribution plan for the campaign's tip cards, posters, and fact sheets.
- The MHSO will continue to expand its Inattentive Driving Program by partnering with other related MHSO programs, T-SAFE, CTSPs, grantees, and full-service station owners.

Motorcycle Safety

Objectives

- 1) To decrease the total number of crashes from 1,162 in 2000 to 1,104 in 2006.
- 2) To decrease the total number of fatal crashes from 51 in 2000 to 48 in 2006.
- 3) To decrease the total number of injury crashes from 897 in 2000 to 852 in 2006.
- 4) To decrease the total number of fatalities from 53 in 2000 to 50 in 2006.
- 5) To decrease the total number of injuries from 1091 in 2000 to 1036 in 2006.
- 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 2.3 to 2.1 in 2006.
- 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate of .10 to .09 in 2006.
- 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 1.8 to 1.4 in 2006.

- 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of .11 to .10 in 2006.
- 10) To reduce the injuries rate per 100M VMT from the 2000 rate of 2.2 to 1.7 in 2006.
- 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 21.9 to 21.1 in 2006.
- 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of .96 to .95 in 2006.
- 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 16.9 to 14.4 in 2006.
- 14) To reduce the fatalities rate per 100K Population from the 2000 rate of 1.00 to .70 in 2006.
- 15) To reduce the injuries rate per 100K Population from the 2000 rate of 20.6 to 17.0 in 2006.

Results

- 22,000 motorcyclists/motorist awareness brochures were distributed.
- More than 4,000 other educational items were distributed throughout the state.
- Motorcycle safety awareness packets were distributed to the 23 Maryland counties and the City of Baltimore.
- PSAs were aired in 10 counties during motorcycle safety week.
- A database of 150 members of the Maryland motorcycle industry was compiled for use in outreach for motorcyclist training and safety messages.
- 3 *Motorcycle Task Force* meetings were held.

Noteworthy Programs

This year, the MHSO continued to build its program for motorcycle safety. The *Motorcycle Task Force (MTF)*, coordinated by MHSO's Special Programs Coordinator to address rider and driver awareness, rider safety, impaired and aggressive riding, held four quarterly meetings. Its membership consists of 26 partners from agencies such as Maryland MVA, county traffic safety programs and enforcement agencies, institutions of higher learning, and diverse motorcycle rider group representatives. Throughout the year, several key issues were addressed by the *MTF*, which included changes in motorcycle ridership, crash data, impaired riding, growth and direction of the Task Force, and driver awareness efforts.

One major initiative in FFY 2005 was to address the need for diversity, both in the membership of the *MTF* and in the materials available to reach all target audiences. New members were recruited to the *MTF* and materials were translated into Spanish, and other specific needs were identified. Additional educational materials were drafted, including a brochure on novelty helmet identification for law enforcement and a series of letters to the editor, for use by local traffic safety programs to draw attention to motorcycle safety issues in the media. The Special Programs Coordinator made presentations to the MVA Statewide Motorcycle Instructor Conference, local traffic safety program meetings and the national meeting of the Lady Sport Riders organization.

In FFY 2005, the MHSO was unable to identify a viable grantee for statewide motorcycle safety awareness activities. However, motorcycle safety outreach and education programs were conducted in counties across the State, including the first annual Baltimore Motorcycle Safety Rally. In addition, the MHSO coordinated with the MVA on its Motorcycle Awareness week in June 2005.

Future Strategies

- The MHSO will grow the *MTF* to include more active involvement of the entire range of organizations involved in motorcycling in Maryland.
- The MHSO will implement an expanded Impaired Riding program, including facets on awareness and enforcement, new educational material and local activities.
- Maryland will implement a 'lifelong learning' campaign to promote rider education among existing and new riders, particularly those in the 40-60 age bracket.

- A coordinated, statewide program for motorcycle safety awareness, involving all members of the *MTF*, will be employed in close cooperation with the MVA.
- The MHSO will implement and evaluate an enforcement program targeted toward aggressive motorcycle riding.
- Maryland will evaluate Motorcycle Safety campaigns for effectiveness.

Occupant Protection

Objectives

- 1) To increase restraint use from 85.0% in 2000 90.0% in 2006.
(**INTERIM** – increased from 89.0% in 2004 to 91.1% in 2005; new objective is 92.5% by 2007)
- 2) To decrease the total number of crashes with unrestrained occupants from 5,889 in 2000 to 5,787 in 2006.
- 3) To decrease the total number of fatalities with unrestrained occupants from 116 in 2000 to 84 in 2006.
- 4) To decrease the total number of injuries with unrestrained occupants from 2,164 in 2000 to 1,262 in 2006.
- 5) To reduce the overall crash rate per 100M VMT from the 2000 rate of 11.7 to 10.5 in 2006.
- 6) To reduce the fatalities rate per 100M VMT from the 2000 rate of .23 to .15 in 2006.
- 7) To reduce the injuries rate per 100M VMT from the 2000 rate of 4.3 to 2.3 in 2006.
- 8) To reduce the overall crash rate per 100K Population from the 2000 rate of 111.1 to 105.4 in 2006.
- 9) To reduce the fatalities rate per 100K Population from the 2000 rate of 2.18 to 1.53 in 2006.
- 10) To reduce the injuries rate per 100K Population from the 2000 rate of 40.8 to 23.0 in 2006.

Results

- Maryland's seat belt use rate reached 91.1%, an all time high, with 92.4% of passenger car drivers and front seat occupants buckling up, and 83.7% of pickup truck drivers and occupants buckled. This equates to a 19% conversion rate overall.
- Since 1999, motor vehicle (occupant) related serious and fatal injuries to children younger than 5 years of age have been cut by more than 40%, from 412 in 1999 to just 252 in 2004. (Those occurring to children who were using no safety equipment at the time of the crash, in fact, decreased by more than half, from 55 to 21).
- More than 550,000 occupant protection brochures and publications were distributed this year, along with more than 130,000 incentive items.
- Law enforcement issued more than 51,000 seat belt and child safety seat citations during the two-month 2005 *Chiefs' Challenge*, with nearly 25,000 issued during the two-week *Click It or Ticket Mobilization* alone.
- 119 law enforcement entities participated in the 2-month *Chiefs' Challenge*, 98 of which submitted an application for the challenge.
- 100 law enforcement officers received *Traffic Occupant Protection Strategies (TOPS)* training.
- Nearly 200 Pacesetter Awards were given to agencies achieving a safety belt use rate of more than 90%.
- Nearly 1,400 child safety seats and booster seats were loaned to families in need through KISS loaner programs throughout the State (and countless more were distributed through voucher, loaner, and other distribution programs that are not fully funded by the MHSO or KISS, including at least 200 provided by the *Business for Boosters* initiative).

- All 47 hospitals in Maryland were provided with the latest occupant protection materials, including the Maryland-produced *Proper Occupant Protection* training DVD and the newest *Rx for Your Child's Safety*.
- A new brochure, *Traveling Safely with the Grandkids*, was developed and nearly 200,000 were distributed.
- 4 *Occupant Protection Task Force (OPTF)* Meetings were held.
- 3 *Child Passenger Safety Advisory Board* Meetings were held.
- 2 *OPTF* Sub-Committee (*Young Driver Occupant Protection, Older Driver Occupant Protection, and Pickup Truck*) Meetings were held. One new ad hoc sub-committee, *Keeping Kids in the Back Seat*, was created, and members met twice.
- 5 Regional *Chiefs' Challenge* training workshops were held throughout the State.

Noteworthy Programs

This year the MHSO continued its very active role as the lead agency in all occupant protection initiatives in the State. During FFY 2005, Maryland attained a seat belt use rate of 91.1%, a 1.1 percentage point increase over the 2004 rate, which corresponds to a 19% conversion rate of non-users to users. An extensive paid media campaign and strong enforcement of Maryland's occupant protection laws were the catalysts for this increase in belt use, which kept Maryland's rate as one of the highest in the country. One highly visible feature in FFY 2005 was the use of overhead VMS signs, which extensively broadcast occupant protection messages across the State. With the *CIOT* messaging. Additional efforts were made in Prince George's County, Maryland's most populous county, which typically has had a very low belt use. These extra efforts paid off, as the County's use rate increased from 76% to 89%, a 54% conversion rate. Maryland's *OPTF*, supported by the MHSO, consists of a diverse membership from more than 75 organizations including State agencies, local CTSP Coordinators and Safe Communities Directors, advocacy groups, businesses, and private organizations. Special education and technical assistance are provided by agencies and groups such as the MCFSBU, the Maryland Kids In Safety Seats (KISS) program, the Safe Kids Maryland Coalition, the Maryland Child Passenger Safety Association, the Maryland Chiefs of Police Association (MCPA), and the MIEMSS. The *OPTF* met quarterly, following the *SAFE KIDS Coalition* Meeting. Task Force Sub-Committees included the following: *Pickup Trucks, the Child Passenger Safety (CPS) Advisory Board, Young Driver Occupant Protection, Older Driver Occupant Protection*, and a new ad hoc subcommittee focused on *Keeping Kids in the Back Seat*. An additional subcommittee is comprised of Maryland's Regional Occupant Protection Law Enforcement Liaisons, who are funded through the 157 Innovative grant and serve as an advisory board for many law enforcement initiatives. For all of these subcommittees, the number one priority is working on public information and education—in particular, high visibility outreach about enforcement efforts—as it relates to their particular topic area.

Major initiatives for FFY 2005 included the *Maryland Chiefs' Challenge* campaign, *Pacesetter Seat Belt Awards Program*, participation in the November 2004 and May 2005 *Click It or Ticket Mobilizations*, completing the data analysis on a statewide child CPS Observational Survey that was conducted in FFY 2004, Maryland's CPS Hospital Project and *Business for Boosters* recruitment campaign, three large regional *Click It or Ticket* media campaigns, a special focus on Prince George's County (including a County-specific press event and *Chiefs' Challenge* recruitment workshop), and numerous trainings—including 32-hour NHTSA CPS trainings and *TOPS*. The *2005 Maryland Chiefs' Challenge* maintained the momentum gained in FFY 2004, with 119 law enforcement entities (representing federal, State, county, local, university, and private security agencies) participating in this two-month enforcement and education campaign, and 98 of them "completing the Challenge" by submitting a final entry report—all without the benefit of overtime enforcement funding. Press events were held to kick off the *Business for Boosters* campaign in November 2004 and for the *Maryland Chiefs' Challenge/Click It or Ticket (May) Mobilization*, and news releases were provided during the *November Click It or Ticket Mobilization, National Child Passenger Safety Awareness Week* in February, and *National*

Safe Kids Week in May. Booster seats (and other types of child safety seats) were distributed to families in need as part of the SAFE KIDS Maryland Coalition's partnership with the CRSC's *Business for Boosters*. Maryland's First Lady Kendel Ehrlich, in her role as Honorary Chairwoman of the SAFE KIDS Maryland Coalition, led a 20th Anniversary Celebration of Maryland's CPS Law, at which this partnership was highlighted.

Awards ceremonies were held in appreciation of more than 230 *Pacesetter Award* recipients and supporters, and for more than 500 participants in the *Maryland Chiefs' Challenge*. In addition, *Meritorious Service Awards* were presented to 14 law enforcement agencies during their city or county council meetings.

This year, Maryland unveiled its newest occupant protection campaign, *Traveling Safely With the Grandkids*. This brochure was used extensively during the *Chiefs' Challenge* and beyond, by law enforcement and community advocates in programming with senior centers, libraries, AARP trainings, and *Seniors on the M.O.V.E.* presentations. With a growing senior population—many of whom transport their grandchildren on a regular basis, and some of whom do not use their own seat belts properly or on every ride—it was important to cover the basics of occupant protection for all age groups. The Occupant Protection Program Coordinator made 23 presentations to law enforcement and other traffic safety professionals, team-taught portions of five *32-Hour National Standardized CPS Courses*, provided interactive educational displays at six events (including the *Maryland Auto Show*, with in excess of 60,000 attendees, and *Maryland SAFE KIDS Day*, with nearly 700 children participating), participated in a *National (State) CPS Task Force* (comprised of SHSO representatives from across the country), coordinated an SHA-specific occupant protection awareness and motivation program, conducted 15 NHTSA seat belt surveys, responded to more than 460 citizen e-mail and phone inquiries, and coordinated several radio and television interviews about occupant protection.

A special media campaign targeting young male pickup truck drivers and passengers in the Baltimore Metropolitan region was undertaken using 157 Innovative funding. This program, a repeat from last year which will be discussed further in the Paid Media section, succeeded once again in increasing the pickup truck use rate in Baltimore County, this year by nearly 5 percentage points—which also helped to increase their overall belt use rate by 3 percentage points. Because this program had been so successful in FFY 2004, a similar program was undertaken in Prince George's County through a partnership with WPGC, an urban station with a high number of young African American male listeners. Additionally, a third, short-term radio campaign was conducted through a partnership with CTSP Coordinators in the DC Metro/Southern Regions, DC 101, and HOT 99.5, two popular radio stations in the DC area. This campaign encompassed seat belt promotions at the DC 101 Chili Cook-off (more than 20,000 in attendance); 30-second PSAs; live on-air promotions (including one with the Seat Belt Convincer); web page inclusion; and interviews with law enforcement.

In FFY 2005, the MHSO granted occupant protection funds to the following agencies:

Maryland Committee For Safety Belt Use, Inc. – Occupant Protection Outreach

- Non-profit
- Target audience – general public
- Target area – State of Maryland

The primary grant-funded programs of this project included the *Maryland Chiefs' Challenge*, a 2-month, intensified enforcement & education campaign about the lifesaving benefits of child safety seats, booster seats, & safety belt use, and the statewide *Click It or Ticket* and *Buckle Up Religiously* campaigns. Additionally in FFY 2005, the MCFBSU Executive Director served as one of the team leaders for a group that worked together to increase safety belt use from 76% to 89% in Prince George's County, Maryland's most populous county. This year, despite having fewer materials to offer participating agencies, the MCFBSU maintained a high level of participation in the *Chiefs' Challenge* with 119 federal, State, county, local, university, and private security departments represented. This

continued level of enthusiasm for the *Challenge*, along with this year's strong paid media campaign and a tremendous amount of earned media, provided the boost needed to increase Maryland's seat belt use rate to 91%. Much of the earned media came about as the result of a new category in the *Chiefs' Challenge* criteria, Nighttime Enforcement, which required participating agencies to participate in some type of seat belt enforcement effort during the hours of darkness. In addition, the MCFBSU partnered with the MHSO on the *Pacesetters* Program, media outreach (including the FFY 2005 modification of previously-recorded PSAs used for this year's media buy), and other occupant protection initiatives, particularly as related to law enforcement. One special media outreach coordinated by the MCFBSU was a second year of the "*Buckle Up Tough Guy*" promotion, which took place in partnership with Infinity Broadcasting—utilizing the #1 rated radio station among the male 18-34 demographic in the Baltimore area, Live 105.7. This program garnered a five percentage point increase in pickup truck seat belt use in Baltimore County, and smaller increases elsewhere in the Baltimore region—leading ultimately to 3.9 percentage point increase in pickup truck use statewide (even greater than last year's 2.3 percentage point increase). A similar campaign—*Buckle Up Prince George's County*—was undertaken with WPGC in the D.C. Metro area, contributing greatly to the tremendous increase (54% conversion rate) in belt use in that region. This campaign was especially unique and helpful because one of the station's most popular disc jockeys, Shack, took on the cause and made it personal, even going so far as to put the *Click It or Ticket* message on his personally-owned vehicle. The MCFBSU also serves as the parent organization for the *SAFE KIDS Maryland Coalition (SKMC)*, which provides technical support and other resources for member agencies to conduct childhood unintentional injury prevention programs throughout the State. The *MSKC* provides outstanding assistance to Maryland's child passenger safety program, and has helped to expand the network of agencies, businesses, and community volunteers who participate actively in all highway safety programs. This year, the *SKMC* joined the CRSC, which challenged Maryland businesses to partner with them and distribute safety seats and booster seats for families in need. This initiative, called *Business for Boosters*, garnered tremendous community support, providing more than 200 safety seats (including 72 donated by the Safety Council itself) for Maryland children. As Honorary Chairperson for the *MSKC*, First Lady Kendel Ehrlich has shown tremendous support for this group's unintentional injury prevention efforts, including kicking off the *Business for Boosters* program, and issuing regular injury prevention news releases.

Maryland Department of Health & Mental Hygiene –*Kids In Safety Seats (KISS)*

- State agency
- Target audience – children, low income families, parents and caregivers
- Target area – State of Maryland

The main grant-funded programs of this project include distributing information to the public about child passenger safety, coordinating CPS trainings for professionals and families, providing child restraint installation instruction to parents and caregivers at permanent and mobile fitting stations/events, and coordinating child safety loaner programs throughout the State. KISS also provided a unique perspective to senior citizens by participating in the *Seniors on the M.O.V.E.* presentation series, giving participants information on both child passenger safety and adult occupant protection issues. With KISS oversight, data from the follow-up CPS observational surveys, conducted during FFY 2004, was analyzed and prepared for release during FFY 2006. KISS staff also worked to ensure that every segment of Maryland's population continued to receive child passenger safety and family occupant protection information by providing trainings for groups of parents (including Spanish-speaking teen mothers), medical professionals, child care providers, Departments of Social Services, and Head Start programs throughout the State. KISS staff responded to 2,120 phone and 125 e-mail inquiries about Child Passenger Safety, and distributed nearly 11,000 brochures, posters, and flyers about the topic. A total of 1,630 child safety restraints were checked for proper installation at safety seat checkup events attended by KISS staff, and 1,393 safety seats were loaned to Maryland families in need through KISS loaner programs. KISS staff began the process of surveying loaner programs to determine what resources are needed and what challenges are currently faced.

Maryland Institute for Emergency Medical Services Systems —CPS Hospital Assessment

- State agency
- Target audience—hospital personnel and other health care providers, CPS technicians and instructors, parents and caregivers of children with special health care and transportation needs
- Target area – State of Maryland

The primary grant-funded initiatives of this project included assisting MHSO & KISS with assessment of current hospital policies in all hospitals in Maryland, and with implementing model hospital policies in at least 10 hospitals throughout the State of Maryland; contributing to an overall 10% increase in the number of persons receiving child passenger safety training at any level (hospital employees and the general public); assisting MHSO and KISS with obtaining CPS technician buy-in for this project; and obtaining CPS technicians' assistance with training and other projects at participating hospitals. During this year of the project, 47 hospitals received model CPS practice, policy, and training information that included: American Academy of Pediatrics (AAP) policies, Maryland-specific resources, posters, articles, CPS brochures, and the *Proper Occupant Protection* DVD and VHS educational video. Each hospital also was re-surveyed to confirm their CPS lead contact information, to determine how they have been using the resources provided, and to verify the most current information for their CPS Technician Liaison. Project staff also provided more than 7,000 educational materials to health care providers upon request; utilized the CPS project interactive display at 11 provider-focused conferences, where nearly 1000 adults and 150 children received information; loaned more than 40 resources (such as the grey training seat, special needs car seats, and other restraint systems) for training purposes; planned, coordinated, and hosted a CPS/booster seat-focused conference call for members of the American Academy of Pediatrics Maryland chapter in February; and maintained their user-friendly CPS website. In addition, the *Prescription for Your Child's Safety* was updated to include more information about the AAP's latest rear-facing infant recommendations, and to include the booster seat *5-Step Test* on the reverse side. In sum, during FFY 2005, the MIEMSS CPS project staff continued to monitor and provide educational resources for both hospital CPS-related activities and CPS liaison volunteers, who ensured that health care providers keep this important issue at the forefront.

Maryland Regional Law Enforcement Liaisons – Charles County Sheriff's Office, Department of General Services Police, Prince George's County Police Department, Riggely Police Department, and State Highway Administration District 7

- State, county, and local agencies
- Target audience – law enforcement and the general public in their respective geographical regions (LELs also serve as advisors to Maryland's overall Occupant Protection program)
- Target area – State of Maryland

Maryland's Regional Occupant Protection Law Enforcement Liaisons (LEL) continue to be a vital component of Maryland's overall occupant protection program, serving as the Occupant Protection Program Coordinator's "extra eyes and ears" around the State, and providing invaluable technical assistance on real-world enforcement methodology and judicial issues. The main grant-funded programs of these projects included attempting to gain further endorsement and enforcement of Maryland's occupant protection laws in each region; obtaining more agency participation in such initiatives as the *Maryland Chiefs' Challenge*, *National Child Passenger Safety Awareness* and *Buckle Up America Weeks*, and *ABC/Click It or Ticket Mobilizations*; assisting MHSO & MCFSBU with implementation of the *Pacesetter Awards* program, media kick-off events for special emphasis weeks, the law enforcement Sub-Committee of the Maryland *OPTF*, and in marketing programs to regional law enforcement agencies; and assisting with the implementation of *Click It or Ticket* throughout Maryland. Other duties include helping to coordinate statewide seat belt observational surveys, identifying unique mechanisms by which to distribute occupant

protection materials, and providing technical support for the implementation of the *Enrollment Centered Approach to Media Marketing* statewide media plan. This year, the LELs also provided specific assistance on two regional billboard campaigns, and on the aforementioned regional radio campaigns. Through their efforts, the State once again obtained a substantial amount of free billboard advertising space (nearly \$100,000 worth). It was also through the recruitment efforts of these five individuals that participation in the *Maryland Chiefs' Challenge* remained so strong at 119 agencies and barracks (with a record 98 actually reporting on their efforts), ultimately resulting in the State's higher seat belt use rate. In particular, Prince George's County municipal agencies increased their participation in the Challenge exponentially, in part due to the excellent recruitment and follow-up efforts of their Regional LEL. In addition to their many other duties, this year the LELs made nearly 115 site visits to the law enforcement agencies in their respective regions; provided 4 *TOPS* courses (one in every region but Southern), training nearly 100 police officers; coordinated or assisted with 3 law enforcement cooperative seat belt enforcement zones/checkpoints; provided technical assistance to their colleagues on the proper methods of nighttime seat belt enforcement; and conducted one "border to border" seat belt enforcement zone/checkpoint operation with the Commonwealth of Virginia.

Maryland State Police – *Family Occupant Protection*

- State agency
- Target audience – general public
- Target area – State of Maryland

The focus of this program was to address seat belt use and CPS through training and education. Through this grant, the MSP maintained the mobile fitting stations across the State and manned each site with certified CPS technicians. Funds were put toward materials as well as training.

Future Strategies

- The MHSO will continue successful initiatives such as the *Maryland Chiefs' Challenge* campaign, *Pacesetter Seat Belt Awards Program*, *Buckle Up Baltimore*, *Buckle Up Prince George's County*, *ABC/CIOT Mobilizations*, and *Buckle Up Religiously*.
- The MHSO will focus on areas with low seat belt use rates, in which seat belt use rates have been declining, or in which high rates of unbuckled fatalities have occurred over the last several years—with special emphasis on Prince George's, Harford, Frederick, and Charles Counties, and Baltimore City.
- Maryland will maintain a focus on males 18-34 and pickup truck drivers, both of whom continue to show lower rates of seat belt use than the general population.
- The MHSO will create a pickup truck seat belt use campaign, using updated data and focusing on males who drive trucks at home and at work (i.e., contractors, etc.).
- If funding is available, the MHSO will repeat the Prince George's County radio promotion, with a focus on young male drivers.
- Maryland will continue to use PSAs featuring local, county, and State law enforcement personnel for paid and donated *Click It or Ticket* ad campaigns. If funding is available, a new campaign for use during the FFY 2006 *CIOT* mobilization will be created.
- Maryland will work with the Maryland KISS staff to help them maintain their local loaner seat programs, continue their advisory role with current CPS Technicians and Instructors, and create an Executive Summary of the results of the 2004 child safety seat misuse observational surveys.
- Based on the CPS and seat belt observational surveys, the MHSO will create a campaign to educate Maryland parents and caregivers about the dangers of transporting children in the front seats of vehicles.
- Maryland will hold press events to launch *National Child Passenger Safety Awareness Week* (where data obtained from CPS observational surveys will be released) and the

Older Driver Safety

Objective

- 1) To decrease the total number of crashes from 14,182 in 2000 to 13,473 in 2006.
- 2) To decrease the total number of fatal crashes from 124 in 2000 to 118 in 2006.
- 3) To decrease the total number of injury crashes from 2,647 in 2000 to 2,342 in 2006.
- 4) To decrease the total number of fatalities from 100 in 2000 to 81 in 2006.
- 5) To decrease the total number of injuries from 2,946 in 2000 to 2,583 in 2006.
- 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 6.2 to 5.1 in 2006.
- 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate of .19 to .14 in 2006.
- 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 5.3 to 4.3 in 2006.
- 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of .20 to .15 in 2006.
- 10) To reduce the injuries rate per 100M VMT from the 2000 rate of 5.9 to 4.7 in 2006.
- 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 58.7 to 51.3 in 2006.
- 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of 1.81 to 1.41 in 2006.
- 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 49.9 to 42.7 in 2006.
- 14) To reduce the fatalities rate per 100K Population from the 2000 rate of 1.89 to 1.47 in 2006.
- 15) To reduce the injuries rate per 100K Population from the 2000 rate of 55.6 to 47.1 in 2006.

Results

- 5,000 pieces of Older Driver Safety educational material were distributed.
- 4 presentations of the *Seniors on the M.O.V.E.* program, including 16 individual seminars, were made.
- Maryland developed and delivered 2 new *GrandDriver* PSAs.
- The MHSO participated in 4 *Older Driver Safety & Mobility Research & Development Consortium (MRC)* Meetings.

Noteworthy Programs

This year, the MHSO reestablished its comprehensive effort for mature driver safety, incorporating problem identification, driver training and public outreach efforts.

One major initiative in FFY 2005 was the delivery of the pilot program *Seniors on the M.O.V.E.*, established during FFY 2004 by the Central Maryland Safe Communities Program. The four-part workshop series includes components addressing mature driver skill assessment, driver skill training, passenger safety, and medication management and medication-impaired driving. *Seniors on the M.O.V.E.* was piloted in April 2005 in Baltimore County. The curriculum was subsequently refined and additional programs were delivered in Anne Arundel and Harford Counties and Baltimore City.

In addition, mature driver crash data were analyzed to better define the mature driver issue, including assessments of driver age, situational elements, at-fault ratios, and other factors. The results of the analysis will be incorporated into future education, training, and awareness activities for mature driver safety, and other strategic highway safety

planning. A special team, including members from the fields of highway design, highway safety and communications has convened to focus on incorporating consideration of mature drivers into routine highway design features.

In FFY 2005, the MHSO maintained its role in coordinating older driver programming by participating in the statewide *MRC*. The *MRC*, created through a partnership between the MVA and the MHSO, continues to develop and assess ways of detecting high-risk older drivers, explore how to keep them safely mobile, examine mobility options, and determine how to effectively communicate with this population.

In FFY 2005, the MHSO granted mature driver safety funds to the following agency:

Maryland Motor Vehicle Administration – *GrandDriver Outreach*

- State agency
- Target audience – mature drivers and their caregivers
- Target area – Baltimore-Washington Metropolitan areas

The grant-funded portion of this project included the development and delivery of two new PSAs focused on mature driver safety, as a part of the *GrandDriver* campaign. One hundred-thousand dollars were dedicated to paid placement of these announcements on radio stations in the Baltimore-Washington Metropolitan areas. In addition to these paid placements, radio stations donated gratis placements equivalent to an additional 44% of airtime for the *GrandDriver* announcements.

Future Strategies

- Maryland will expand involvement in *MRC* to promote MHSO grantee activity.
- The MHSO will develop detailed mature driver crash profile for use by safety program specialists and others to target and address specific mature driver safety issues.
- The MHSO will deliver a refined *Seniors on the M.O.V.E.* program in twelve locations during FFY 2006.
- Maryland will recruit and train new presenters for the *Seniors on the M.O.V.E.* program.
- *GrandDriver* spots will be distributed through the Maryland Broadcasters Association.
- The MHSO will evaluate FFY 2006 campaigns for effectiveness.

Pedalcyclist Safety

Objectives

- 1) To decrease the total number of crashes from 1,067 in 2000 to 962 in 2006.
- 2) To decrease the total number of fatal crashes from 5 in 2000 to 3 in 2006.
- 3) To decrease the total number of injury crashes from 856 in 2000 to 739 in 2006.
- 4) To decrease the total number of fatalities from 5 in 2000 to 3 in 2006.
- 5) To decrease the total number of injuries from 890 in 2000 to 755 in 2006.
- 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 2.1 to 1.7 in 2006.
- 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate of .010 to .006 in 2006.
- 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 1.7 to 1.3 in 2006.
- 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of .010 to .006 in 2006.
- 10) To reduce the injuries rate per 100M VMT from the 2000 rate of 1.8 to 1.4 in 2006.
- 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 20.1 to 17.5 in 2006.

- 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of .09 to .06 in 2006.
- 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 16.2 to 13.5 in 2006.
- 14) To reduce the fatalities rate per 100K Population from the 2000 rate of .09 to .06 in 2006.
- 15) To reduce the injuries rate per 100K Population from the 2000 rate of 16.8 to 13.8 in 2006.

Results

- 9 counties held 41 Bicycle Skills Rodeos or skill fairs.
- Statewide CTSP Coordinators distributed 2,686 helmets to children in Maryland.
- 28,000 *From A to Z By Bike* educational brochures for children were distributed.
- 15,000 bicycle safety incentive items were distributed as part of *Walk to School Day*.
- 1,820 bicycle helmets were distributed throughout the State.

Noteworthy Programs

New efforts were implemented across Maryland to increase bicycle helmet use and to promote safe bicycling practices during FFY 2005. At the local level, most Maryland counties were active in bicycle safety and conducted a variety of bicycle safety activities that reached thousands of Maryland youngsters. Through the National SAFE KIDS Campaign and Bell Sports, Inc., the SKMC continued to offer a low-cost helmet program to organizations and more than 600 helmets were distributed through this program. The CTSP Coordinators distributed a substantial number of helmets to children in Maryland as well. Statewide, the MHSO disseminated thousands of educational and incentive items to schools, organizations, and the general public, including a new bicycle helmet safety educational cutout for children. The MHSO was again represented at the Annual Maryland Bicycle and Pedestrian Symposium held in Annapolis, MD. The Pedestrian and Special Programs Coordinator also participated in a bicycle safety demonstration as part of a public awareness event at an elementary school in Prince George's County.

In FFY 2005, the MHSO granted funds for pedalcyclist safety to a number of agencies. Grantees that conducted combined pedalcyclist-pedestrian safety initiatives in FFY 2005 are included in the Pedestrian Safety section of this report.

Future Strategies

- The MHSO will advise the WABA as it expands the Maryland Pedestrian and Bicycle Safety Education Program for elementary students in the Baltimore and Washington regions. The successful expansion of the MD Pedestrian and Bicycle Safety Education Program will be dependent upon developing a partnership between OOTS and the SHA District offices, resulting in a plan to transport the program's trailer to participating schools.
- The MHSO will advise the Metropolitan WASHCOG on improvements to the effectiveness of bicycle safety messages in the *Street Smart* campaign for 2005.
- The MHSO will translate a children's bicycle helmet safety educational material piece into Spanish.

Pedestrian Safety

Objective

- 1) To decrease the total number of crashes from 3,110 in 2000 to 2,816 in 2006.
- 2) To decrease the total number of fatal crashes from 96 in 2000 to 77 in 2006.
- 3) To decrease the total number of injury crashes from 2,647 in 2000 to 2,342 in 2006.

- 4) To decrease the total number of fatalities from 100 in 2000 to 81 in 2006.
- 5) To decrease the total number of injuries from 2,946 in 2000 to 2,583 in 2006.
- 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 6.2 to 5.1 in 2006.
- 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate of .19 to .14 in 2006.
- 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 5.3 to 4.3 in 2006.
- 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of .20 to .15 in 2006.
- 10) To reduce the injuries rate per 100M VMT from the 2000 rate of 5.9 to 4.7 in 2006.
- 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 58.7 to 51.3 in 2006.
- 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of 1.81 to 1.41 in 2006.
- 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 49.9 to 42.7 in 2006.
- 14) To reduce the fatalities rate per 100K Population from the 2000 rate of 1.89 to 1.47 in 2006.
- 15) To reduce the injuries rate per 100K Population from the 2000 rate of 55.6 to 47.1 in 2006.

Results

- 3 *Pedestrian Task Force* Meetings were held.
- 20,915,000 impressions were made through outdoor paid media.
- Approximately 39,000 educational incentive items were distributed for *Walk Your Child To School Day*.
- 3 train-the-trainer classes were conducted for pedestrian and bicycle education.
- Partnerships were formed with 10 new schools in which the pedestrian and bicycle safety education classes were taught.
- 22 Maryland communities hosted Walkability workshops.
- 81,877 pieces of educational material and incentive items were distributed.
- 94 pedestrian and bicycle safety events were held, 10 of which had media coverage.
- 90 pedestrian safety law enforcement events were held.
- 7,943 citations were issued related to pedestrian safety.
- 3,030 warnings were issued related to pedestrian safety.
- 22 arrests were made in concert with pedestrian law enforcement safety events.

Noteworthy Programs

During FFY 2005, the MHSO continued its proactive and highly visible approach to pedestrian safety. The *Pedestrian Task Force (PTF)*, coordinated by the MHSO's Pedestrian, Bicycle, & School Zone Program Coordinator to address pedestrian and bicycle safety issues, held three meetings during the year. Its membership consists of 170+ partners from agencies such as the SHA, the MHSO, CTSP Coordinators, law enforcement officers, state and local traffic engineers, health and injury prevention specialists, pedestrian safety advocates, and elected officials. Sub-Committees of the *PTF* include the Education Sub-Committee, the Enforcement Sub-Committee, the Engineering Sub-Committee, and the Legislative Sub-Committee. Throughout the year, several issues were addressed by the *PTF*, one of which was the creation of the Pedestrian Law Card, designed to be handed out by law enforcement officers to either drivers or pedestrians who are in violation of any one of a series of traffic violations related to pedestrian safety. A new *SAFE KIDS* survey was also distributed to all members of the *PTF*.

One major initiative in FFY 2005 was the 2nd Annual Maryland Pedestrian Safety Law Enforcement Recognition and Awards Luncheon, held in April 2005, at which the MHSO honored several law enforcement agencies for creative and productive law enforcement campaigns designed to reduce pedestrian injuries and deaths. In particular, the University Park Police Department was honored for issuing the highest number of pedestrian citations in the state. The MHSO also played a significant role in *Walk Your Child To School Day* by participating in several community events, organizing the distribution of thousands of incentive items and educational materials. The various events were quite successful in raising awareness of school safety and enforcing the laws relating to school zone and pedestrian safety. This year, frequent pedestrian safety enforcement stings were conducted, and CTSPs and their law enforcement partners sent out media releases to make the public aware of the events and to reinforce to the public their commitment to pedestrian safety. Several new educational materials were developed this year, including the Pedestrian Law Card (distributed by law enforcement officers to pedestrians and drivers) and the Walkability Checklist, which was made available to those communities interested in participating in the National Center for Bicycling and Walking's *Walkable Communities* program.

In FFY 2005, the MHSO granted funds for pedestrian safety to the following agencies, which achieved the subsequent results:

Baltimore Bicycling Club, Inc. - *Bicycle Outreach*

- Non-profit
- Target audience – K-5 school children, teachers and parents
- Target area – State of Maryland

This program was geared to elementary and middle aged school children. Classes were conducted on how to properly and safely ride a bicycle in urban and rural environments, and proper helmet fit is also addressed. The administrator of the program attended health and safety fairs and distributed bicycle safety materials to the children. The program coordinator also attended bicycle safety meetings and gathered statistical data related to bicycle crashes. Through this project, bicycle crash reports were distributed to increase awareness, several hundred children and their parents were exposed to the program, and helmets were distributed free of charge to a limited number of participants.

Metropolitan Washington Council of Governments – *Street Smart Outreach*

- Municipal planning organization
- Target audience – younger male drivers and all pedestrians and cyclists
- Target area – Metropolitan Washington, DC region

The *Washington Regional Pedestrian, Bicycle, and Traffic Safety Media* campaign was a regional (Maryland, the District of Columbia, and Northern Virginia) media campaign aimed at drivers, pedestrians, and cyclists. The campaign promoted safe driving, pedestrian, and cycling behaviors through radio and print PSAs, bus and transit system posters, and promotional brochures. The campaign message featured an emphasis on pedestrian safety enforcement coinciding with and promoting local law enforcement efforts made possible by the *Maryland Pedestrian Enforcement Initiative*. The 2005 campaign consisted of a one-month, \$219,750 blitz of local media outlets and together, all outdoor media produced 20,915,000 impressions. Sixteen spots ran in the *Washington Post* producing 2,800,000 impressions and another eight spots ran in the *Washington Hispanic*, producing another 273,696 impressions.

National Center for Bicycling and Walking – *Walkable Communities Workshops*

- Non-profit
- Target audience – local community stakeholders and officials
- Target area – populated urban and suburban areas of the state

The focus of this program was to provide a new tool for communities to improve conditions for walking and bicycling and enhance pedestrian and bicycle safety. The workshops brought together community stakeholders, such as planners, engineers, advocates and political officials, in focused sessions designed to increase awareness and understanding of the problems and opportunities for improving pedestrian and bicycle safety and access. Participants consider how other communities are responding to similar challenges and local stakeholders take an expert-guided walking tour of the community to assess conditions and create an action plan to begin interventions. The approach is to adopt a flexible notion of the term “walkability,” that allows the instructors to respond to specific interests or concerns of participants, including bicycling, trails, safe routes to school, traffic safety problems, economic development, and context-sensitive design issues among others. Twenty-two workshops were held in 14 communities, averaging 20 participants in each. These workshops generated a considerable amount of publicity on the issue of pedestrian and bicycle safety among a cross-section of communities. The workshops also introduced new concepts designed to spark interest in creating environments that are more accommodating to pedestrians and bicyclists and provided expertise to those communities in need of pedestrian accommodation to encourage specific action steps.

Washington Area Bicyclist Association –*Statewide Pedestrian & Bicycle Safety Education Program Expansion*

- Non-profit
- Target audience – K-5 school children, teachers and parents
- Target area – Montgomery and Prince George’s Counties; Central Region

This program represented the third phase of expansion of the *Rockville Pedestrian and Bicycle Safety Education* program outside of Rockville where it was first piloted. The program is an elementary-age curriculum that consists of traffic safety lessons for kindergarten through fifth grade students, aimed at reducing bicycle and pedestrian injuries and fatalities. A key component of the FFY 2005 expansion was the acquisition of two new trailers containing bicycles, equipment and supplies for use in the education program. After expanding into eastern Montgomery and northern Prince George’s Counties in FFY 2004, the program aimed to conduct three new train-the-trainer workshops and deliver the program to at least eight new schools in Baltimore City and the Baltimore region. The MHSO partnered with the Baltimore City Department of Transportation, the SHA, the Central Maryland Safe Communities Center, the CTSP Coordinators in the Central region, and the WABA to develop strategies to expand the implementation of the *Maryland Pedestrian and Bicycle Education* program in schools in the Baltimore metropolitan area. Through this program, two more trailers were purchased for use in the region and 38 additional people were trained in the use of the equipment and involvement in the program. Additionally, the MHSO formed new relationships with the physical education supervisors in Prince George’s, Harford, and Anne Arundel Counties. This will promote attendance at the workshops, advance the cause of the program, and facilitate distribution of flyers announcing workshops. A website was created for the program which is used by trainees in their day-to-day teaching as well as for planning for program use. It includes downloadable copies of the program curriculum, a program calendar listing all trainings, a resources section containing helpful files, and a set of instructions for self-teaching safe bicycle riding.

Future Strategies

- The MHSO will continue its active role in pedestrian, pedalcycle, and school zone safety.
- The MHSO will continue to expand the Maryland Pedestrian Enforcement Initiative, which provides training, resources and funding for overtime pedestrian enforcement activities in ten of the State’s most populated and affected jurisdictions – Anne Arundel, Baltimore, Charles, Howard, Harford, Montgomery, Prince George’s, Washington and Worcester Counties, as well as Baltimore City. Using overtime grant funds, training, educational and enforcement resources from the MHSO, police departments will target high-risk motorist and pedestrian behaviors and locations.
- The MHSO will coordinate the Annual Pedestrian Enforcement Recognition Luncheon

for officers and their departments around the State that excel in pedestrian safety enforcement. This event will serve to reward front-line officers for valuable pedestrian safety efforts and to create an incentive for increased enforcement activity.

- Special emphasis will be placed on gaining greater levels of earned media attention of enforcement activities during FFY 2006.
- The MHSO will evaluate FFY 2005 campaigns for effectiveness.

Young Driver Safety

- Objectives**
- 1) To decrease the total number of crashes from 20,138 in 2000 to 19,131 in 2006.
 - 2) To decrease the total number of fatal crashes from 124 in 2000 to 118 in 2006.
 - 3) To decrease the total number of injury crashes from 8,765 in 2000 to 8,101 in 2006.
 - 4) To decrease the total number of fatalities from 134 in 2000 to 127 in 2006.
 - 5) To decrease the total number of injuries from 15,061 in 2000 to 13,431 in 2006.
 - 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 40.0 to 38.6 in 2006.
 - 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate of .25 to .24 in 2006.
 - 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 17.4 to 14.7 in 2006.
 - 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of .27 to .26 in 2006.
 - 10) To reduce the injuries rate per 100M VMT from the 2000 rate of 29.9 to 24.4 in 2006.
 - 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 380.0 to 373.9 in 2006.
 - 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of 2.34 to 2.30 in 2006.
 - 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 165.4 to 147.6 in 2006.
 - 14) To reduce the fatalities rate per 100K Population from the 2000 rate of 2.53 to 2.52 in 2006.
 - 15) To reduce the injuries rate per 100K Population from the 2000 rate of 284.2 to 244.7 in 2006.

- Results**
- 50,000 pieces of *Zero Tolerance* and other educational materials were distributed.
 - The MHSO developed and distributed summaries of new laws and related data.
 - 15 presentations on young driver laws and their implications were delivered.
 - The MHSO's Young Driver & Special Programs Coordinator participated in 5 meetings of the Governor's Working Group on Young Drivers.
 - 4 meetings of the *Young Driver Task Force* were convened.
 - 2 meetings of the *Drivers Education Advisory Committee* were held.

Noteworthy Programs

The MHSO continued its proactive approach to young driver safety throughout FFY 2005. The *Young Driver Task Force (YDTF)*, coordinated by the MHSO's Young Driver & Special Programs Coordinator to address young driver safety research, programs and enforcement, held four quarterly meetings. Its membership consists of 90 partners from a wide range of state and local agencies and organizations, including departments of health, law enforcement, community traffic safety, education, research and public programs.

Throughout the year, several key issues were addressed by the *YDTF*, including young driver training and related programs, implementation of the new young driver laws, parent involvement, impaired driving and law enforcement.

A major initiative in FFY 2005 was the rollout of the new young driver laws. The Young driver & Special Programs Coordinator delivered a number of briefings to the *YDTF*, community traffic safety programs and others outlining the provisions and implications of the new young driver laws. In addition, the MHSO provided summaries of recent research, program activities and crash data to safety program coordinators, policy makers and others to better inform their work. The Young Driver & Special Programs Coordinator participated in five meetings of the Governor's Working Group on Young Drivers, which focused on statewide improvements in programs and policies for young drivers.

The MHSO, in partnership with the GOCCP, convened three meetings of the Coalition to Prevent Underage Drinking. This coalition, comprised of senior program coordinators from a variety of state agencies and organizations, including health, education, enforcement, transportation and traffic safety and public safety, produced a draft of a comprehensive, statewide plan to prevent underage drinking, incorporating abuse prevention and impaired driving prevention.

The *Docs, Cops and Shops* program, which focuses on both on preventing access to alcohol and preventing underage impaired driving, expanded in the Central Maryland Region. This program combines the efforts of law enforcement officers, traffic safety professionals, and the medical community to reach young adults with messages about the risks and consequences of attempting to access and use alcohol and of impaired driving.

In FFY 2005, the MHSO granted funds for young driver safety to the following agencies, which achieved the subsequent results:

Maryland Motor Vehicle Administration – *Driver's Ed Parent Orientation*

- State agency
- Target audience – parents of learning drivers
- Target area – State of Maryland

The main grant-funded programs of this project included the revision of the parent orientation video produced in FFY 2004. The video provides parents with insights into the driver education process and was completed in October 2004. Copies were distributed to driver education schools across the state. Subsequent revisions to the young driver laws necessitated a substantive revision of the video, which was carried out by the MVA in coordination with the MHSO. The revised video will be used by driver education schools, high schools, CTSPs and others in outreach to the parents of new drivers.

National Institute of Vehicle Dynamics – *Drive 2 Survive*

- Non-profit
- Target audience – drivers 16 to 20 years old
- Target area – Baltimore City, as well as Anne Arundel, Carroll, Cecil, Charles, Harford, Montgomery, Prince George's, St. Mary's and Wicomico Counties

In FFY 2005, the National Institute of Vehicle Dynamics began implementing a program aimed at reinforcing safe handling of vehicles and minimizing driver error in potential crash situations. Topics included braking and steering, maintaining vehicle stability, emergency stopping, skid management and recovery, and management of low traction surfaces. The program operates as a one-day session that includes one hour of classroom instruction, followed by seven hours of behind-the-wheel training, and is taught by certified law enforcement Emergency Vehicle Operation Course instructors.

**Future
Strategies**

- Maryland will continue expansion and reorganization of the *YDTF*.
- The *DEAC* will be revitalized in coordination with the MVA.
- The MHSO will distribute a revised Parent Orientation Video and collateral materials.
- A law card for law enforcement officers to assist in implementing new laws will be developed.
- Maryland will develop a five-year strategic plan for preventing underage impaired driving.
- The MHSO will evaluate FFY 2005 campaigns for effectiveness.

General Area Summaries

Several MHSO programs encompass and function in support of multiple Program Areas. Consequently, the efforts listed in this section contribute to the overall decrease of crashes throughout the State. These General Areas shared many similar attributes, including a set of universal Impact Objectives for FFY 2005 which is listed below:

GENERAL AREA IMPACT OBJECTIVES

- 1) To decrease the total number of crashes from 99,302 in 2000 to 99,252 in 2006.
- 2) To decrease the total number of fatal crashes from 574 in 2000 to 543 in 2006.
- 3) To decrease the total number of injury crashes from 37,743 in 2000 to 33,448 in 2006.
- 4) To decrease the total number of fatalities from 617 in 2000 to 586 in 2006.
- 5) To decrease the total number of injuries from 58,885 in 2000 to 50,217 in 2006.
- 6) To reduce the overall crash rate per 100M VMT from the 2000 rate of 197.4 to 180.3 in 2006.
- 7) To reduce the fatal crash rate per 100M VMT from the 2000 rate of 1.14 to 1.06 in 2006.
- 8) To reduce the injury crash rate per 100M VMT from the 2000 rate of 75.0 to 60.7 in 2006.
- 9) To reduce the fatalities rate per 100M VMT from the 2000 rate of 1.23 to 1.13 in 2006.
- 10) To reduce the injuries rate per 100M VMT from the 2000 rate of 117.1 to 91.2 in 2006.
- 11) To reduce the overall crash rate per 100K Population from the 2000 rate of 1,873.6 to 1,807.9 in 2006.
- 12) To reduce the fatal crash rate per 100K Population from the 2000 rate of 10.83 to 10.66 in 2006.
- 13) To reduce the injury crash rate per 100K Population from the 2000 rate of 712.1 to 609.3 in 2006.
- 14) To reduce the fatalities rate per 100K Population from the 2000 rate of 11.64 to 11.29 in 2006.
- 15) To reduce the injuries rate per 100K Population from the 2000 rate of 1,111 to 914.7 in 2006.

Business & Community Outreach

Results

- Maryland sponsored the second annual *DSSW* Symposium in Baltimore and attracted 130 participants.
- T-SAFE membership grew to more than 525 members.
- 4,000 new T-SAFE toolkits and *Drive Safe or Pay the Price* campaign employer kits were distributed.
- 18,000 T-SAFE brochures were distributed in a mailing sponsored by *Smooth Operator*.
- 3 T-SAFE PSAs were updated for the *Drive Safe or Pay the Price* campaign and ran in the Baltimore and Washington markets.
- More than 150 presentaitons were made to employees, reaching in excess of 15,000 participants.
- 4 T-SAFE events were held during *DSSW*.
- 3 T-SAFE *Executive Council* meetings were held.

Noteworthy

FFY 2005 was year of transition for the Maryland Traffic-Safety Awareness For Employers (T-SAFE) Project. The Coordinator responsible for T-SAFE's launch in 1999

Programs

moved to another MHSO Program Area and a new coordinator was hired in April 2005. Throughout FFY 2005, T-SAFE continued to serve as Maryland's lead employer traffic safety program. The T-SAFE *Executive Council (EC)*, made up of a diverse group of top Maryland employers, met twice a year in the spring and fall. *EC* members continued to serve out their second term based on the fact that each member agreed to serve for an additional two years.

T-SAFE continued to develop employer programs in coordination with each of the MHSO Program Area Coordinators. In an effort to promote all program areas, T-SAFE worked to promote and distribute the recently developed *Drive Safe or Pay the Price* campaign employer toolkits in conjunction with the following program areas: aggressive driving prevention, inattentive driving prevention, and impaired driving prevention. More than 4,000 toolkits were distributed to T-SAFE members, program area *TF* members, CTSP Coordinators, and employers at public venues.

In addition, T-SAFE updated PSAs developed in FFY 2004 for *Drive Safe or Pay the Price* and purchased airtime to promote the campaign. Each PSA was aired for two weeks at a time and the PSAs focused on aggressive driving prevention, inattentive driving prevention, and impaired driving prevention. *EC* members CareFirst BlueCross BlueShield, Pepsi Bottling Group, and General Motors all contributed funds directly to the project for PSA production and airtime.

The T-SAFE website continued to be managed and expanded to include additional links to related websites. As a recruitment tool and an employer-friendly educational vehicle, the website has been notably successful. T-SAFE membership continued to grow to more than 525 members.

Along with its national counterpart the Network of Employers for Traffic Safety (NETS), T-SAFE sponsored the Second Annual *DSWW* Symposium. The *DSWW* campaign was organized in conjunction with the national campaign and included three days of activities in Baltimore with speakers from across the country.

For the third straight year, T-SAFE exhibited at the Maryland Association of Counties Annual Conference, as well as other statewide conferences relevant to the expansion of the project. T-SAFE continued to provide ongoing information to members and make contact with them at least once per quarter, or more often as required depending on projects or events, via e-mail and the T-SAFE e-newsletter.

Finally, T-SAFE continued to recognize *EC* Members for their exemplary commitment, support and promotion of the T-SAFE Project, recruitment efforts and overall workplace traffic-safety campaigns through an annual award program, as well as distribute certificates of recognition to new members.

In FFY 2005, the MHSO granted funds for business and community outreach initiatives to the following agencies:

Chesapeake Region Safety Council, Inc. – Corporate Highway Safety Training

- Non-profit
- Target audience – employers
- Target area – State of Maryland

The main grant-funded programs of this project included training professional drivers through corporate fleets or general employers, encouraging employers to conduct regular traffic-safety training/education programs, and encouraging employers to establish and enforce corporate policies regarding traffic-safety. The program was extremely successful and a total of 128 presentations/trainings were made to employers, associations and high schools across Maryland from November 2004 through July 2005. More than 5,400 people attended the classes, an increase of 2,165 attendees over last year's total audience of 3,235 participants. While the program focuses its efforts on the Trilogy

presentation, which provides information on speed, impaired driving, and occupant protection, the Council also developed additional programs such as aggressive driving, backing and parking, high school health, and aggressive driving for school bus drivers.

Network of Employers for Traffic Safety – Drive Safely Work Week Employer Symposium

- Not-for-profit
- Target audience – employers and highway safety professionals
- Target area – State of Maryland and National

The focus of this grant-funded project was to develop the Second Annual *DSWW* Employer Symposium. Three thousand symposium brochures were distributed to publicize the event and nearly 130 participants attended the three-day conference. One hundred and fifty participant packets, filled with fact sheets, brochures, and contact information related to inattentive driving, impaired driving, and employer costs associated with motor vehicle crashes were distributed.

Positive Alternatives Against Dangerous and Destructive Decisions – Positive Alternatives to Destructive Decisions

- Non-profit
- Target audience – employers, judicial system
- Target area – State of Maryland

The main focus of this grant-funded project was to present, teach, or exhibit for court systems, public and private statewide employers, and schools throughout Maryland. PADD is now available in 11 counties and Baltimore City, as opposed to the two in which it started in FFY 2003, and is expanding. The PADD presentation is a multi-tiered message that includes information about speeding, impaired driving prevention, inattentive driving prevention, and seat belt usage. Participants increased from 5,194 people in FFY 2004 to 10,226 during the FFY 2005 grant period.

Future Strategies

- The MHSO will develop a campaign to increase T-SAFE membership by 25 percent.
- The MHSO will implement a program to increase recruitment among small businesses throughout the State.
- The MHSO will continue to distribute T-SAFE toolkits to new members.
- Maryland will conduct the Third Annual *DSWW* Symposium for employers.
- Maryland will develop materials and presentations in coordination with all MHSO program area Coordinators that appeal to and meet the needs of employers.
- The MHSO will continue to foster and increase the participation of the T-SAFE *EC*.
- The MHSO will evaluate the FFY 2005 campaign for effectiveness.

Diversity Outreach

Results

- 4 safety/health community day events were attended.
- 2 presentations were made.
- 25,000 Spanish message bracelets were distributed statewide.
- 23 elementary school programs were attended and public information was distributed.
- Press releases were sent to support the *Trauma is no Accident* campaign.

- More than 6,000 educational items were distributed throughout Maryland.
- 300 bike helmets were distributed by the ATS.

Noteworthy Programs

This year, the MHSO continued its proactive approach to serve Maryland's diverse communities. The *Diversity in Traffic Safety Task Force (DTF)*, coordinated by the MHSO's Diversity in Traffic Safety Program Coordinator, addresses educational programs for diverse audiences and held four quarterly meetings throughout the year. Its membership consists of 40 representatives from federal, local and state partner agencies. The task force initially focused program discussions on four topic areas, including ethnicity, education level, physical disability, and age. While Sub-Committees were actively in place in previous years, the *TF* found it necessary to address county/region specific problem areas in FFY 2005. Throughout FFY 2005, several key issues were addressed by the *DTF*, most notably providing materials in languages other than English, reaching out to community groups and associations, and enlisting key partners to aid with initiating community events and programs. As Maryland's demographics continue to change, the *DTF* will continue to make certain that successful state and community programs are implemented and reach target audiences with appropriate messages.

Several new initiatives included the MHSO providing educational materials to several Baltimore County Public School English for Speakers of Other Language groups. The MHSO also provided information to groups associated with the Governor's Commission on Hispanic and Asian Affairs, and attended several diversity-related community programs. Representatives from the Governor's Commission are now new members of the *DTF*. In addition, approximately \$12,000 was spent on Spanish traffic safety message bracelets as well as the reproduction of a bilingual brochure for statewide distribution.

The demographic makeup of Maryland continues to rapidly become more diverse and recognizing the different needs within each community is important. Ongoing dissemination of information is essential to the success of the *DTF*. Educational programs and activities organized by the local CTSPs are based on the county demographics. In Montgomery County, the *Cops 'n' Shops* activity was implemented and material was distributed in Spanish, Chinese and Korean. In Prince George's County, the CTSPs purchased and distributed child safety seats to the Hispanic community. In addition, the program supported the VIVA 900 Hispanic Radio program to help disseminate effective traffic safety messaging. In Queen Anne's County, the CTSPs conducted enforcement and distributed educational materials to the migrant camp areas and in Wicomico County, the CTSP purchased child safety seats to support the Hispanic Occupant Protection Program.

In FFY 2005, the MHSO granted funds for community and public outreach to the following agency:

Maryland Association of Women Highway Safety Leaders – *Highway Safety Outreach*

- Non-Profit
- Target audience – older drivers, inattentive drivers, new drivers, young drivers
- Target area – State of Maryland

The main grant-funded programs of this project included promoting awareness of the above mentioned safety program areas. Specifically, this grant distributed a wide range of materials, supported the MHSO statewide task force groups and worked diligently with the older driver community. The "Serving Safety" newsletter was also a way to keep the community involved in traffic safety initiatives and outreach efforts.

Future Strategies

- The MHSO will continue to develop the *DTF* and enlist new members.
- The MHSO will finalize the Maryland Diversity in Traffic Safety Resource Binder.
- The MHSO will partner with community associations to ensure programs are designed with proper cultural differences in mind.

- The MHSO will evaluate FFY 2005 campaigns for effectiveness.

Emergency Medical Services

Results

- ATS displayed/presented at 60 events, reaching nearly 1,500 participants.
- 29 local fire and rescue companies were provided equipment.
- 4 employers were contacted regarding the Bystander Care Program.

Noteworthy Programs

Partnerships with the EMS community played an important role in the statewide highway safety program. Representatives from the MIEMSS, local fire and rescue services, and the University of Maryland Medical System's R. Adams Cowley Shock Trauma Center assisted in planning and implementing traffic safety efforts at the community level. Funding support was provided to those EMS-related projects given highest priority by the regional EMS councils and the Statewide EMS Advisory Council.

In FFY 2005, the MHSO granted funds for EMS to the following agencies, which achieved the subsequent results:

American Trauma Society – Troo the TraumaRoo Safety Program

- Non-Profit
- Target audience – school age children
- Target area – State of Maryland

The main grant-funded program and primary focus of this project was to build upon existing programs, enhance safety initiatives and increase public awareness. Programs coordinated through emergency medical services allowed the ATS to reach thousands of children and adults. In addition to adults, the media and the EMS community, the ATS target population covers elementary and middle school age children ages 5-14. Troo the TraumaRoo continues to both educate and demonstrate to children and adults alike the importance of traffic safety with programs containing messages such as never drink and drive, do not run red lights, pedestrian safety and bike safety, crosswalk safety and obeying traffic signs and signals.

Maryland Institute for Emergency Medical Services Systems – Highway Safety Grant

- State agency
- Target audience – local fire & rescue companies
- Target area – State of Maryland

The main objective of this grant-funded program was to enhance the EMS component of traffic safety through the purchase of equipment, and to provide training for Fire, Ambulance and Rescue companies in local jurisdictions and municipalities. Local funding to meet the needs of rescue efforts involving motor vehicle crashes on Maryland's roadways is limited or non-existent. Swift, adequate and well-equipped EMS response is critical in the reduction of motor vehicle-related injuries and fatalities. Overall, 29 of Maryland's local fire and rescue companies were provided with pieces of equipment, including extrication equipment, scene safety equipment, vehicle intercom systems, gasoline simultaneous power units, high and low pressure air bags, and rapid sequence intubation equipment.

Maryland Institute for Emergency Medical Services Systems Region I – Bystander Care

- Non-profit organization
- Target audience – Fire & Rescue Companies statewide
- Target area – Western Maryland

The main objective of this grant-funded program is to provide individuals with the knowledge, skills and confidence to act in roadside emergency situations. The program was jointly conducted by MIEMSS Region I, MHSO and the Western Maryland Regional Safe Communities Center, and was designed to serve Allegany, Carroll, Frederick, Garrett and Washington Counties. A Program Coordinator was hired by MIEMSS Region I and FFY 2005 spent preparing the program for an eventual regional kick off. The Curriculum (Instructor and Student Manuals) were both updated, as were the program's complimenting training, educational and promotional materials. Training Kits were ordered as well. A Bystander Care presentation was made to the Maryland T-SAFE Executive Council, to show top Maryland employers the significance of the program, while allowing them to provide valuable input on the program's future and how Maryland's employer community might best be targeted by it. Although the Program Coordinator position is presently vacant, MIEMSS is in the process of searching for a new Coordinator, hoping to fill the position by early 2006.

Future Strategy

- The MHSO will continue to be more involved in the initial selection of equipment purchased by the MIEMSS.
- The MHSO will use its T-SAFE Program to enhance the future implementation of the Bystander Care Program.
- The MHSO will evaluate the possibility of developing a PSA with the EMS community.

Highway & Traffic Engineering

Results

- 5 training courses were offered to the engineering community.
- 37 attendees received scholarships for the training.
- 60 Flagger instructors were trained throughout the year.
- 807 Traffic Managers successfully completed the training course.
- 764 Work Zone Inspections were completed.
- 12 different training courses were sponsored by the Maryland T² Center.
- 79 highway safety scholarships were granted to local agency personnel.
- The 2005 Traffic Safety Conference was co-sponsored by the MHSO and the Maryland T² Center.

Noteworthy Programs

Partnerships with the engineering community continue to play an important role in the statewide highway safety program. State and local representatives from this community sit on a number of the statewide task forces, most actively on the *Pedestrian Safety Task Force* and its Engineering Sub-Committee. In addition, the MHSO has worked to increase communication between its office and the SHA's Assistant District Engineers for Traffic (ADE-Ts). In the Spring of 2005, a panel of three ADE-Ts spoke at the mandatory Semi-Annual Meeting for CTSPs, which gave both groups an opportunity to learn about each other and devise ways to become more active. In particular, the CTSPs and ADE-Ts have become more involved on cross-teams, such as CTSP Task Forces and ADE-T Tri-Agency Meetings, and have worked to keep each other apprised of important activities and projects, including special enforcement events such as pedestrian safety enforcement stings.

In FFY 2005, the MHSO granted funds for highway and traffic engineering to the following agencies, which achieved the subsequent results:

Maryland State Highway Administration – *Work Zone Training*

- State agency
- Target audience – State and local government employees, utility and contractor personnel
- Target area – State of Maryland

The main grant-funded programs of this project included providing a wide range of training programs geared toward management level employees. The individual were trained in the areas of Traffic Manager's Responsibilities, Work Site Background Information, Temporary Traffic Control Devices and Maintenance of Traffic. Throughout the training and testing procedures, the participants became more familiar with policies which could lead to a reduction in the number of work zone crashes, injuries and deaths.

University of Maryland Transportation Technology Transfer Center – *Safety Training for Locals*

- State agency
- Target audience – Traffic Engineers, Highway Designers, Public Works personnel, state and local agencies staff
- Target area – State of Maryland

The main grant-funded programs of this project included providing training in safety-related subjects to county and municipal personnel with highway traffic safety responsibilities. Specifically, a total of 79 training courses/programs were administered over the year of the grant project. The training programs and courses offered are reviewed by local agencies to ensure the information is relevant to the needs of Maryland. Additionally, the grantee co-hosted the 2005 Traffic Safety Conference in February.

Future Strategy

- The MHSO will continue to work in partnership with the T² Center to publicize future trainings.

Local Community Traffic Safety Programs

Results

County Totals

- 362,341 pieces of educational materials distributed
- 332,369 incentives distributed
- 417 presentations given, 70,640 people at presentations
- 986 events held or attended
- 177,296 people attended events
- 77,318 citations issued
- 74,150 warnings issued

Allegany County

- 3,751 pieces of educational materials distributed
- 1,430 incentives distributed
- 42 presentations given, 1,493 people at presentations
- 30 events held or attended
- 844 people attended events
- 351 citations issued
- 279 warnings issued

Anne Arundel County

- 5,617 pieces of educational materials distributed
- 4,746 incentives distributed
- 6 presentations given, 292 people at presentations
- 21 events held or attended
- 150 people attended events
- 1,531 citations issued
- 1,304 warnings issued

Baltimore City

- 23,000 pieces of educational materials distributed
- 31,000 incentives distributed
- 2 presentations given, 400 people at presentations
- 34 events held or attended
- 2,300 people attended events

Baltimore County

- 40,000 pieces of educational materials distributed
- 6,200 incentives distributed
- 1 presentation given, 60 people at presentation
- 29 events held or attended
- 9,075 people attended events
- 3,054 citations issued
- 1,067 warnings issued

Calvert County

- 16,508 pieces of educational materials distributed
- 3,550 incentives distributed
- 87 presentations given, 4,910 people at presentations
- 10 events held or attended
- 19,100 people attended events

Caroline County

- 1,400 pieces of educational materials distributed
- 1,000 incentives distributed
- 12 presentations given, 194 people at presentations
- 20 events held or attended
- 114 people attended events
- 1,540 citations issued
- 4,782 warnings issued

Carroll County

- 10,400 pieces of educational materials distributed
- 4,675 incentives distributed
- 44 presentations given, 1,110 people at presentations
- 103 events held or attended
- 24,900 people attended events
- 1,960 citations issued
- 417 warnings issued

Cecil County

- 47,250 pieces of educational materials distributed
- 936 incentives distributed
- 14 events held or attended
- 115 people attended events
- 2,821 citations issued
- 1,503 warnings issued

Charles County

- 6,500 pieces of educational materials distributed
- 3,000 incentives distributed
- 21 presentations given, 1,100 people at presentations
- 38 events held or attended
- 30,400 people attended events
- 6,492 citations issued

Dorchester County

- 4,729 pieces of educational materials distributed
- 7,416 incentives distributed
- 20 presentations given, 798 people at presentations
- 83 events held or attended
- 2,791 people attended events
- 1,908 citations issued
- 1,639 warnings issued

Frederick County

- 7,007 pieces of educational materials distributed
- 3,150 incentives distributed
- 10 presentations given, 211 people at presentations
- 51 events held or attended
- 2,780 people attended events
- 1,052 citations issued
- 513 warnings issued

Garrett County

- 1,700 pieces of educational materials distributed
- 1,325 incentives distributed
- 13 presentations given, 850 people at presentations
- 63 events held or attended
- 6,429 people attended events

Harford County

- 15,388 pieces of educational materials distributed
- 179,323 incentives distributed
- 14 presentations given, 764 people at presentations
- 15 events held or attended
- 1,649 people attended events
- 3,368 citations issued
- 2,612 warnings issued

Howard County

- 3,700 pieces of educational materials distributed
- 3,750 incentives distributed
- 6 presentations given, 1,015 people at presentations
- 15 events held or attended
- 2,260 people attended events
- 6,853 citations issued
- 1,584 warnings issued

Kent County

- 4,220 pieces of educational materials distributed
- 2,200 incentives distributed
- 13 presentations given, 80 people at presentations
- 2 events held or attended
- 400 people attended events

- 592 citations issued
- 1,143 warnings issued

Montgomery County

- 10,400 pieces of educational materials distributed
- 31 events held or attended
- 3,095 people attended events
- 11,908 citations issued
- 3,500 warnings issued

Prince George's County

- 49,935 pieces of educational materials distributed
- 37,453 incentives distributed
- 57 presentations given, 16,373 people at presentations
- 108 events held or attended
- 35,500 people attended events
- 24,182 citations issued
- 45,711 warnings issued

Queen Anne's County

- 2,150 pieces of educational materials distributed
- 2,400 incentives distributed
- 13 presentations given, 260 people at presentations
- 16 events held or attended
- 3,350 people attended events
- 1,707 citations issued
- 2,047 warnings issued

St. Mary's County

- 4,005 pieces of educational materials distributed
- 545 incentives distributed
- 6 presentations given, 38,788 people at presentations (includes DC 101 event)
- 44 events held or attended
- 12,175 people attended events

Somerset County

- 4,000 pieces of educational materials distributed
- 3,750 incentives distributed
- 7 presentations given, 730 people at presentations
- 14 events held or attended
- 2,233 people attended events
- 123 citations issued
- 215 warnings issued

Talbot County

- 6,935 pieces of educational materials distributed
- 6,720 incentives distributed
- 3 presentations given, 66 people at presentations
- 44 events held or attended
- 1,074 people attended events
- 1,461 citations issued
- 1,320 warnings issued

Washington County

- 5,100 pieces of educational materials distributed
- 4,200 incentives distributed
- 12 presentations given, 295 people at presentations

- 35 events held or attended
- 2,125 people attended events

Wicomico County

- 2,100 pieces of educational materials distributed
- 9,800 incentives distributed
- 6 presentations given, 290 people at presentations
- 12 events held or attended
- 500 people attended events
- 1,122 citations issued
- 942 warnings issued

Worcester County

- 86,348 pieces of educational materials distributed
- 13,800 incentives distributed
- 20 presentations given, 486 people at presentations
- 151 events held or attended
- 13,929 people attended events
- 829 citations issued
- 757 warnings issued

Noteworthy Programs

Maryland continues to utilize a network of local traffic safety programs to address various community issues. These local programs, known as CTSPs, are located in all 23 counties and Baltimore City. The CTSP program allows the MHSO to incorporate local efforts to address problems unique to a certain community and to allow for more effective local implementation of the MHSO's program area priorities.

The local CTSP Coordinators continued to work with their respective Task Forces in 2005 to identify traffic safety issues and problems, develop appropriate countermeasures, and implement or advocate solutions. The Task Forces are the focal point for communication and cooperation among government agencies and the private sector on traffic safety matters, and serve as community facilitators for local traffic safety programs. The diversity of the Task Force membership helps these programs adopt comprehensive approaches to their traffic safety issues and problems. The CTSP Coordinators and Task Force again determined the distribution of State and federal funds (provided by the MHSO to each CTSP on a formula basis) to priority projects, and the MHSO guidelines and use limitations. Each local Highway Safety Task Force met at least quarterly to facilitate highway safety program planning, implementation, and coordination within the jurisdiction.

Each jurisdiction submitted a Project Agreement (PA) which outlined its specific traffic safety problems and measures to alleviate them within the context of the overall State program. Each PA included a description of its priority program areas, and statements of its program objectives and strategies. Overall objectives included the reduction in crashes, injuries, and fatalities, as well as increased seat belt usage (each CTSP must conduct periodic observational seat belt use surveys). This provided a more accurate plan of action as the PAs used the most recent data in their assessments.

The fiscal year began with the Annual CTSP meeting, during which various programmatic and administrative issues were discussed. Regional Roundtable meetings, facilitated by the Regional Safe Communities Center Directors, provided the opportunity for information sharing and coordinating program plans, initiatives, and accomplishments. Some of the highlights were presentations from Dr. Beth Baker, the NHTSA's Mid-Atlantic Regional Administrator, Mr. Neil Pedersen, the GR and SHA's Administrator, and a panel on developing partnerships.

During the past year, the MHSO continued to track the progress of the CTSPs and evaluate the respective successes of each program. The MHSO tracks the number of CTSP meetings that the MHSO staff attends and the number of statewide coalition

meetings that the CTSP Coordinators attend. Evaluations are required from the CTSPs upon completion of each activity conducted. The MHSO tracks these and other required forms (Reimbursement Claims, Status Reports, etc.) when they are submitted and sends a notice to the CTSPs advising them if the forms are late. In past years, the MHSO had established an Evaluation based on a point system that includes ratings for submission of reports, attendance at various statewide meetings, task force involvement, and a review of grant activities. The MHSO has seen substantial improvement in its administrative evaluation of the CTSPs.

Score	FFY 2001	FFY 2002	FFY 2003	FFY 2004
At least 80%	2	13	18	19
Below 70%	18	4	3	1

The MHSO reviewed and evaluated the Final Reports submitted by the CTSP Coordinators, based upon guidelines developed and distributed by the MHSO. The MHSO also established an Advisory Committee composed of representatives from the MHSO, CTSP Coordinators, and Safe Communities Program Directors to meet and review common concerns and issues twice a year.

In FFY 2005, the MHSO granted funds to the following CTSPs which achieved the subsequent results:

Allegany County – *Allegany County Health Department*

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, inattentive driving, motorcycle safety, occupant protection, older driver safety, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator campaign*, distributing educational materials to soon-to-be released inmates who will begin driving again, bicycle helmet purchase and distribution, producing and distributing bicycle safety incentive items, increasing saturation patrols, purchasing a DUI trailer and equipment and conducting sobriety checkpoints, distributing impaired driving incentive items, placing motorcycle safety ad on local buses purchasing stuffed animals and child safety seats for distribution, offering educational materials for older drivers who participated in the AARP 55 Alive Course, and placing a young driver advertisement and underage drinking messages at local high school.

Anne Arundel County – *Anne Arundel County Police Department*

- The CTSP focused on activities for aggressive driving, impaired driving, inattentive driving, occupant protection, older driver safety, pedestrian safety, speeding, and young driver safety.
- Activities included participating in the statewide *Smooth Operator campaign*, conducting 17 sobriety checkpoints, continuing a pilot program using PAS equipment, conducting 102 saturation patrols, assisting with the broadcast of impaired driving PSAs, giving 12 presentations to local businesses, conducting pedestrian enforcement along Ritchie Highway corridor and in the City of Annapolis, increasing speed enforcement in the City of Annapolis, increasing enforcement in areas near schools during first 2 weeks of school (Operation H.A.S.T.E. – Helping Arriving Students Through Enforcement), and assisting with creating and distributing materials for After-Prom events.

Baltimore County – *Baltimore County Police Department*

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator campaign*, hosting a WABA bicycle train the trainer workshop, increasing saturation

patrols, increasing DUI patrols during peak holiday times, hosting a *Catch 'Em If You Can* training, purchasing incentive items and DRE supplies, participating in 3D Month, partnering with local media to conduct an impaired driving media campaign targeting 21-34 year olds, providing educational material and incentive items on occupant protection, conducting an older driver seminar at the Cockeysville Senior Center, increasing enforcement for pedestrian safety related violations, and providing training for drivers of limousines and buses regarding underage drinking laws for the prom season.

Baltimore City – Baltimore City Health Department

- The CTSP focused on activities for aggressive driving, diversity, impaired driving, motorcycle safety, occupant protection, pedestrian safety, and speeding.
- Activities included participating in the statewide *Smooth Operator campaign*, increasing DUI patrols and sobriety checkpoints, purchasing DUI Checkpoint Trailer and equipment, increasing DUI patrols on Memorial and Labor Day holidays during *Operation Red, White and Blue*, co-hosting a motorcycle safety rally, sponsoring the annual *Walk Your Child To School Day*, distributing child safety seats in low-income areas, and increasing enforcement for pedestrian and safety related violations.

Calvert County – Maryland State Police – Prince Frederick Barrack

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, older driver safety, occupant protection, pedestrian safety, and speeding.
- Activities included participating in the statewide *Smooth Operator campaign*, purchasing and distributing bicycle helmets and educational materials, increasing saturation patrols, conducting 18 sobriety checkpoints, conducting enforcement activities during the Tiki Bar opening, increasing enforcement for underage drinking, hosting DUI Safety Bug events at local schools, providing PADD speakers at local high schools, conducting an open house at the MSP Barracks in Prince Frederick, holding a child safety seat check, distributing occupant protection educational materials, purchasing stuffed animals and child safety seats and supplies, increasing saturation patrols for speeding, targeting high crash locations involving young drivers, and distributing incentive items with traffic safety statistics.

Caroline County – Town of Ridgely

- The CTSP focused on activities for aggressive driving, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, purchasing a DUI Sobriety Checkpoint Trailer for the upper Eastern Shore Region, partnering with other Eastern Shore Counties and Safe Communities Center for the “Shorebirds Program” which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), purchasing and distributing child safety seats, purchasing and distributing Halloween incentive items with pedestrian a safety message, and increasing speed enforcement throughout the county.

Carroll County – Carroll County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, motorcycle safety, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, purchasing incentive items with an aggressive driving safety message, distributing bicycle helmets and educational materials throughout the County,

purchasing a DUI Sobriety Checkpoint Trailer and equipment, distributing “mocktails” cups with an impaired driving safety message at Local Heroes Day, promoting an impaired driving billboard contest in local high schools, providing incentive items to City of Westminster for its summer movie program, participating in the Pacesetters Program, conducting coordinated speed enforcement patrols throughout the county, and sponsoring the Traffic Safety Bug at local high schools.

Cecil County – Cecil County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, underage drinking, and young driver safety.
- Activities included participating the statewide *Smooth Operator* campaign, purchasing and distributing bicycle helmets, increasing DUI saturation patrols, increasing MSP saturation patrols, purchasing and distributing Buckle Up Animals, participating in Cops in Shops, and sponsoring ride-a-longs and visits to the Shock Trauma center by young DUI offenders with MSP.

Charles County – Charles County Sheriff’s Office

- The CTSP focused on activities for aggressive driving, impaired driving, motorcycle safety, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, increasing overtime aggressive driving enforcement, purchasing and distributing bicycle helmets, increasing DUI patrols, providing SFST Notebooks to law enforcement officers, purchasing and distributing impaired driving incentive items, hosting a Buckle Up with Austin Cody concert featuring buckle up messages, and developing a *Parents Who Host* brochure.

Dorchester County – Dorchester County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, older driver, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, providing overtime enforcement funds for targeting aggressive driving, distributing bicycle helmets and educational materials, increasing DUI patrols, purchasing child safety seats, conducting inspections at the health department, partnering with other Eastern Shore Counties and Safe Communities Center for the “Shorebirds Program” which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), participating in the Dorchester County Senior Celebration, purchasing a School Bus Safety Audio Trainer, providing incentives and support for post-prom parties, and providing PSAs on local radio to encourage teen drivers not to drink and drive and to buckle up.

Frederick County – Maryland State Highway Administration, District # 7

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, older driver safety, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, increasing aggressive driving enforcement patrols, increasing DUI patrols, displaying DUI messages at local movie theaters, displaying impaired driving messages on an outfield billboard for a local minor league baseball team (Frederick Keys) and near the main entrance to the stadium, purchasing a DUI Sobriety Checkpoint Trailer, co-sponsoring joint DUI saturation patrols between Frederick and Washington Counties, hosting a checkpoint manager’s training, purchasing and distributing Buckle Up stuffed animals, conducting pedestrian

enforcement along the Route 40 corridor, providing four presentations from a national speaker regarding impaired driving issues, and participating in the *Paint-A-Wreck* Program.

Garrett County – *Garrett County Health Department*

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, purchasing and distributing bicycle helmets, participating in the County's *Operation Jumpstart* program for employers, increasing DUI patrols, purchasing child safety seats for distribution and additional child safety seat supplies, conducting crosswalk enforcement, and developing an interactive display for alcohol-free after-prom parties using 'Drunk & Dangerous Glasses'.

Harford County – *Harford County Risk Management*

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, inattentive driving, occupant protection, older driver safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, distributing bicycle helmets in Havre de Grace, increasing DUI patrols and sobriety checkpoints, purchasing a Sobriety Checkpoint Trailer and equipment, distributing Drowsy Driver Tray liner to local establishments, purchasing and distributing Buckle Up stuffed animals, providing overtime enforcement to Rocks & Susquehanna State Park to address speeding near or around the parks, sponsoring an older driver seminar, conducting pedestrian safety enforcement, and conducting underage alcohol compliance checks.

Howard County – *Howard County Police Department*

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, motorcycle safety, occupant protection, older driver safety, pedestrian safety, speeding, underage drinking, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, distributing bicycle helmets and educational materials, increasing DUI patrols and sobriety checkpoints, purchasing a sobriety checkpoint trailer, purchasing and distributing Buckle Up stuffed animals, purchasing and distributing traffic safety coloring books focusing on occupant protection issues, increasing enforcement targeting pedestrian safety violations, increasing enforcement on high speed roadways by purchasing several radar units, increasing patrols targeting underage drinking at concerts at Merriweather Post Pavilion, and participating in a MADD Poster Contest with local schools.

Kent County – *Kent County Prevention Office*

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, and occupant protection.
- Activities included participating in the statewide *Smooth Operator* campaign, purchasing and distributing bicycle helmets, conducting bicycle safety clinics, increasing DUI saturation patrols, partnering with other Eastern Shore Counties and Safe Communities Center for the "Shorebirds Program" which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), purchasing child safety seats for distribution, partnering with AAA to present 'Otto the Auto' in local schools, and increasing speed enforcement saturation patrols.

Montgomery County – *Montgomery County Department of Health and Human Safety*

- The CTSP focused on activities for aggressive driving, bicycle safety, diversity in traffic safety, impaired driving, occupant protection, pedestrian safety, and

young driver safety.

- Activities included participating in the statewide *Smooth Operator* campaign, increasing aggressive driving enforcement patrols, initiating a *Safe Truck, Safe Driver* Program, conducting five sobriety checkpoints, displaying impaired driving messages on an outfield billboard for a local minor league baseball team (Frederick Keys) and near the main entrance to the stadium, partnering with SAFE KIDS and Fire & Rescue in providing bicycle helmets and educational pamphlets, recognizing officers who excel during the Maryland Chiefs' Challenge, participating in Southern Metro Area Buckle Up media campaign, increasing enforcement targeting pedestrian safety violations, and providing support to the local schools to host alcohol-free after-prom parties.

Prince George's County – Prince George's County Police Department

- The CTSP focused on activities for aggressive driving, diversity in traffic safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, targeting aggressive driving violations around the University of Maryland at College Park and Bowie State University campuses, conducting enforcement in high aggressive driving areas such as the cities of Laurel, Greenbelt, Landover Hills, and University Park, purchasing child safety seats for distribution in the Hispanic community, distributing Spanish educational materials to the Hispanic community, airing PSAs on impaired driving on the local Hispanic radio, conducting 22 sobriety checkpoints, co-sponsoring a Buckle Up media campaign with radio stations, county hospital, and a local automotive dealership, partnering with local gas stations in promoting seat belt usage, conducting pedestrian safety enforcement, partnering with Andrews Air Force Base on traffic related issues, purchasing educational materials and incentive items related to the Keep Kids Alive program, participating in the Driver's Edge Program & the 'Driving Skills for Life' Program, and distributing more than 65 copies of a DVD entitled 'Real Teen Driving'.

Queen Anne's County – Queen Anne's County Sheriff's Office

- The CTSP focused on activities for aggressive driving, impaired driving, occupant protection, pedestrian safety, and underage drinking.
- Activities included participating in the statewide *Smooth Operator* campaign, increasing DUI saturation patrols, purchasing and distributing Buckle Up stuffed animals, purchasing and distributing child safety seats, partnering with other Eastern Shore Counties and Safe Communities Center for the "Shorebirds Program" which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), targeting crosswalk areas for pedestrian safety enforcement, hosting a regional media skills class, and partnering with the local liquor board in targeting underage drinking and driving.

St. Mary's County – St. Mary's County Department of Recreation, Parks & Community Services

- The CTSP focused on activities for aggressive driving, impaired driving, motorcycle safety, occupant protection, pedestrian safety, and underage drinking.
- Activities included participating in the statewide *Smooth Operator* campaign, conducting DUI saturation patrols and compliance checks, partnering with local cab companies in the Topsy Taxi safe ride program, using newspaper ads and flyers to promote impaired driving education at the Freedom Fest event, purchasing and distributing educational materials on motorcycle safety, distributing reflective bags to promote pedestrian safety during Halloween, providing magnetic signs for county buses with various traffic related messages,

and sponsoring the Traffic Safety Bug at a local high school.

Somerset County – Somerset County Sheriff's Office

- The CTSP focused on activities for aggressive driving, impaired driving, occupant protection, pedestrian safety, speeding, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, participating with Wicomico County in *Operation Red Zone* promoting impaired driving prevention messages during Super Bowl Weekend, co-sponsoring a regional checkpoint manager training, purchasing 2 DUI Sobriety Checkpoint trailers and equipment, purchasing a child safety stuffed animals and child safety seats, partnering with other Eastern Shore Counties and Safe Communities Center for the "Shorebirds Program" which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), distributing reflective bags and glow sticks for Halloween, and conducting the *Every 15 Minutes* Program to the high schools.

Talbot County – Talbot County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, underage drinking, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, providing bicycle helmets and safety materials, conducting DUI patrols, sobriety checkpoints and compliance checks, hosting a *Catch 'Em If You Can* training, conducting a multi-agency enforcement called *Boats and Booze* near boat ramps and marinas, partnering with other Eastern Shore Counties for the "Shorebirds Program" which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), collaborating with the Dorchester CTSP to assist in 'Mom and Me' classes, participated in the *Keep Kids Alive/Drive 25* Program, providing support for post-prom parties, and conducting an awareness campaign for teens to drive responsibly.

Washington County – Washington County Health Department

- The CTSP focused on activities for aggressive driving, impaired driving, occupant protection, pedestrian safety, and speeding.
- Activities included participating in the statewide *Smooth Operator* campaign, participating in a speed enforcement campaign on the July 4th weekend, purchasing a sobriety checkpoint trailer and equipment, conducting saturation patrols and sobriety checkpoints, conducting a joint DUI saturation patrol with Frederick County, participating in *Walk You Child to School Day*, and distributing Buckle Up stuffed animals.

Wicomico County – Wicomico County Sheriff's Office

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, and speeding.
- Activities included participating in the statewide *Smooth Operator* campaign, participating with Somerset County in *Operation Red Zone* promoting impaired driving prevention messages on Super Bowl Weekend, purchasing a sobriety checkpoint trailer and equipment, partnering with Anheuser Busch in a Designated Driver Specialty Drink Program, conducting DUI patrols and sobriety checkpoints, purchasing a variety of child safety seats for Hispanic communities, partnering with other Eastern Shore Counties for the "Shorebirds Program" which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), conducting a mock crash at a local high school, and conducting a *Battle of the Belts* at local high schools.

Worcester County – Worcester County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator* campaign, distributing bicycle helmets, conducting DUI patrols, sobriety checkpoints, and compliance checks, distributing coasters with impaired driving message to local bars, purchasing Buckle Up stuffed animals, providing support for a SAFE KIDS event, purchasing child safety seats, partnering with other Eastern Shore Counties for the “Shorebirds Program” which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), increasing enforcement for pedestrian safety violations, and providing support for alcohol-free after-prom parties.

Police Traffic Services

Results

- 9 Regional training seminars across the state were conducted for state, county and local police officers. Over 225 law enforcement and highway safety personnel were provided information regarding the MHSO’s grants management process, as well as a detailed overview of the upcoming year’s highway safety initiatives in Impaired Driving enforcement, Aggressive Driving enforcement, Occupant Protection and Pedestrian Safety.
- 15 sobriety checkpoint equipment trailers were purchased and deployed regionally across the state.
- 60 troopers, deputies and police officers from across Maryland were trained in *Advanced Collision Investigation*.
- 60 troopers, deputies and police officers from across the state of Maryland were trained in *Crash Reconstruction*.
- 28 troopers, deputies and police officers from across the state of Maryland were trained in *Advanced Motorcycle Crash Reconstruction*.
- 27 troopers, deputies and police officers from across the state of Maryland were trained in *Advanced Pedestrian Crash Reconstruction*.
- 26 troopers, deputies and police officers from across the state of Maryland were trained in *Photography Techniques in Crash Reconstruction*.
- 2 Sessions of the University of Maryland’s Institute for Advanced Law Enforcement Studies were conducted, resulting in 37 law enforcement personnel receiving this accelerated training.
- 35 Police Instructors were trained in *Catch ‘Em If You Can* training techniques.
- 6 *Catch ‘Em If You Can* training / enforcement events were conducted over the year, resulting in 87 law enforcement personnel attending this innovative training seminar.

Noteworthy Programs

Law enforcement remains a significant component of almost every highway safety program funded by the MHSO and many police activities are described in other sections of this report. Given the critical nature of Police Traffic Services to the success of some of these programs, the MHSO’s Law Enforcement Program Coordinator continues to serve as a Police Liaison by assisting in the coordination of law enforcement activities. Needs assessments, training and coordination efforts are required for the most efficient deployment of enforcement resources across Maryland on the state, county, and local levels. Additionally, the MHSO’s Law Enforcement Program Coordinator served on the Executive Board of the MCPA as the co-chairman of the Traffic Safety Committee.

Law enforcement continued to focus on reducing the number of impaired driving related crashes, increasing the use of occupant protection devices, encouraging compliance with the rules of the road, and reducing unsafe and aggressive driving practices. The principal support for local highway safety programs was provided by the local CTSPs in the 23 counties and Baltimore City. A substantial portion of these resources were dedicated to traffic law enforcement activities both as part of coordinated statewide campaigns, most notably the enforcement of laws against impaired and aggressive driving, and for activities associated with specific/unique local traffic safety problems/issues. Law enforcement agencies throughout the state remain active participants in the local CTSP task forces, providing technical assistance and serving as networking partners.

To assist with the implementation and expansion of sobriety checkpoint enforcement efforts across the state, funding was provided through various CTSPs for the purchase of fully equipped DUI trailers. These vehicles were purchased and distributed to provide trailers regionally, and to provide availability of the equipment to all law enforcement agencies within that region. Additionally, collapsible highway warning signs, 'Sobriety Checkpoint Ahead' were purchased separately and distributed across the State.

Funding support was also provided to augment the training given in the standard traffic law enforcement curriculum. In addition to continuing to expand and refine existing innovative programs such as "Catch 'Em If You Can", new accelerated training conducted in conjunction with the University of Maryland was also offered this year. Other training support included a range of training courses and materials addressing subjects such as SFST, DRE, Crash Reconstruction, Instructor/Facilitator and CPS. Additionally, 40 police officers from state, county and local agencies represented Maryland in attendance at the NHTSA sponsored DUI Summit, and 55 police officers attended the NHTSA sponsored Occupant Protection Summit.

In FFY 2005, the MHSO granted police training funds to the following agency:

Maryland State Police –*Crash Reconstruction Training*

- State agency
- Target audience – state and local police
- Target area – State of Maryland

The main objective of this program was to increase the number of police officers across the state with the capability of conducting advanced, complex crash investigations and reconstruction activities. Increased numbers of officers trained in these advanced skills will result in more precise data collection and causal analysis relating to fatal and near-fatal collisions. Likewise, items of concern such as reporting deficiencies in alcohol-related fatal crashes were immediately addressed by adding information regarding FARS in the training curriculum. In addition to training new specialists, this program was also intended to enhance the skills of officers already trained in Crash Reconstruction, by offering advanced training in specialized fields, such as Pedestrian and Motorcycle Crash Reconstruction, and Photo Techniques at Crash Scenes. This training was accomplished through the formation of the Maryland Crash Reconstruction Committee (MCRC), a unique partnership of state, county and local police officers. This committee meets several times a year to develop training agendas and curriculums. The committee is responsible for the formulation of all advanced collision investigation training for officers from all across the state. As a result of its successful implementation, the MCRC was responsible for training 201 state and allied police officers in various phases of advanced collision investigation. This number represents a 20 percent increase in officers trained from the previous year.

Future Strategy

- Maryland will continue to expand the working relationship with the Maryland Chiefs of Police Association to ensure continued top-down support for highway safety initiatives, and to identify gaps in training across the state.
- The grants management process will be improved to allow more comprehensive and valid reports to be produced, submitted, and analyzed.

- Maryland will continue to provide law enforcement agencies with training on issues such as SFST, DRE, Crash Reconstruction and CPS.
- The 'Catch 'Em If You Can' training program will be expanded by offering it in additional counties across the state.
- The MHSO's Law Enforcement Coordinator will serve as liaison with the University of Maryland to ensure continued development of the accelerated Impaired Driving Enforcement School, known as the Institute of Advanced Law Enforcement Studies.
- Other areas of training and implement programs will be identified and implemented as necessary.
- The MHSO will assist agencies in formulating DUI Task Forces.
- The MHSO will evaluate the FFY 2005 program for effectiveness.

Public Awareness

Results

- Nine Maryland/DC/Delaware Broadcasters Association-run PSAs received a better-than 15:1 return, receiving airtime valued at roughly \$1.5 million for a cost of \$100,000.
- Six major events were coordinated as part of the *Crashes Are No Accident* campaign.

Noteworthy Programs

The MHSO continued to increase public awareness efforts throughout FFY 2005 and achieved substantial results from a number of unique programs, most notably the partnership with the Maryland/DC/Delaware Broadcasters Association and the MHSO's various campaigns, including *Buckle Up, Tough Guy*, *Buckle Up, Prince George's County*, and *Maryland Remembers*. It is worth noting that these three campaigns focused on increasing the awareness of the safety belt use and impaired driving prevention issues in non-traditional manners.

The two *Buckle Up* campaigns utilized radio media and local partnerships to produce results that allowed Maryland to surpass the 90% safety belt use plateau by targeting key segments of Maryland's population – namely pick-up truck drivers and African-Americans. These two segments have traditionally poor safety belt use rates and in the case of the *Buckle Up, Prince George's County* campaign, the MHSO and the Prince George's County CTSP were able to create a campaign that helped lead to a 13% jump in county-wide safety belt use. This feat was accomplished by utilizing the area's largest urban radio station in a county with a better than 60% African-American population. By capitalizing on the station's expertise, the message and venues utilized to reach the population were able to be tailored to fit the target audience. This approach produced impressive results and will continue to be a major key in Maryland's future PR efforts.

Maryland Remembers, a campaign begun in December 2004, was expanded during CPSF and strives to bring a community-based approach to gaining increases in impaired driving prevention public awareness. By dedicating sobriety checkpoints to impaired driving victims from the communities in which the checkpoints are being held, the MHSO has actively engaged local impaired driving prevention groups such as MADD, Students Against Destructive Decisions, WRAP, and others. The increased local participation has brought about a significant number of stories in local newspapers and has sparked an interest in the program statewide. In addition, an impaired driving prevention holiday PSA was scripted and will be utilized during December 2005.

In general, the MHSO continued to produce educational materials, create PSAs, and to distribute incentive items as necessary. Continuing limitations on funding throughout FFY 2005 meant further reductions in the number of incentive items produced. The majority of public awareness efforts were relegated to media purchases and the production of purely educational items such as posters or brochures.

As in the past, the MHSO continued to provide support for various public relations initiatives, including *Smooth Operator*, *CPSF*, and *CLOT*. The MHSO has purchased media in support of these campaigns and provided statewide campaign oversight, survey collection efforts, and other activities relating to these campaigns.

The MHSO's approach to public awareness materials continued to model NHTSA's four-season approach and, as a general FFY 2005 goal, the MHSO focused public awareness efforts on increasing the public's knowledge of traffic safety problems, laws, programs and practices. In addition to purchasing media as funding allowed, materials were distributed to enhance all of the MHSO's traffic safety programs, posters and press releases were generated for the CTSPs, PSAs were created for local radio outlets, and various other projects were undertaken to support the MHSO's priority Program Areas.

In FFY 2005, the MHSO granted funds for public awareness to the following agencies:

Maryland/DC/Delaware Broadcasters Association – Media Outreach

- Association
- Target audience – general public
- Target area – State of Maryland

The MD/DC/DE Broadcasters Association utilized funds to purchase high quantities of airtime in different media markets throughout the State of Maryland. This airtime purchased is the unused inventory of local radio stations and the grant provided the MHSO with the exceptional ability to receive a return of over 15:1 by purchasing airtime valued at 1.5 million dollars. The strength of the program continues to be the ratio of airtime versus cost and provides excellent value in terms of broadcasting and radio airtime.

Future Strategies

- The MHSO will identify, evaluate, and implement new techniques for reaching target audiences, whether by new programs or innovative methods for conducting public awareness.
- The MHSO will evaluate the PSAs utilized by the MD/DC/DE Broadcaster's Association and modify them as required to create more effective messaging.
- The MHSO will continue to explore local media options, specifically television and radio.
- PR efforts will be utilized to support the MHSO's Program Areas as necessary and where media options are deemed both effective and efficient.

Regional Safe Communities Programs

Results

Safe Communities Totals

- 51,434 pieces of educational materials distributed
- 13,687 incentives distributed
- 41 presentations given, 2,012 people at presentations
- 237 events held or attended
- 970 people attended events

Central Maryland

- 6,010 pieces of educational materials distributed
- 15 presentations given, 1,392 people at presentations
- 128 events held or attended
- 3,998 people attended events

Eastern Shore

- 1,174 pieces of educational materials distributed
- 2,085 incentives distributed
- 13 presentations given, 309 people at presentations
- 6 events held or attended
- 107 people attended events

Southern Maryland

- 38,500 pieces of educational materials distributed
- 8,502 incentives distributed
- 7 presentations given, 190 people at presentations
- 81 events held or attended
- 5,850 people attended events

Western Maryland

- 5,750 pieces of educational materials distributed
- 3,100 incentives distributed
- 6 presentations given, 121 people at presentations
- 22 events held or attended
- 4,015 people attended events

Noteworthy Programs

Maryland Regional Safe Communities: Partnerships for Traffic Safety operated this year from four locations: in the Central Maryland region at Johns Hopkins University, on the Eastern Shore at Dorchester County Health Department, in the Southern Metro Maryland region at the College of Southern Maryland, and in the western Maryland region at Frostburg State University.

The Safe Communities Programs (SCP) continued to enhance local CTSP efforts by providing regional training opportunities and roundtables for discussing regional traffic safety issues and sharing program ideas and resources. The SCP Directors met in bi-monthly planning meetings at the MHSO throughout the year. The MHSO/SCP/CTSP Advisory Committee met biannually to provide needed input and guidance for program planning and evaluation.

Regional SCP Directors facilitated discussion on college campus-related traffic safety issues and concerns among participating colleges. The college representatives brainstormed potential solutions to similar issues, and learned from others in their region as to what has and has not worked in efforts to stop alcohol-impaired driving. The Maryland SCP was a major resource in this initiative. To that end, mini-grants were awarded to more than 20 Maryland colleges and universities during FFY 2005. These \$1,500 grants funded a variety of traffic-related activities on college campuses across the State.

Central Maryland Regional Safe Communities Program – Johns Hopkins University

- Institution of higher education
- Target audience – general public and college population
- Target area – Anne Arundel, Baltimore, Cecil, Harford, and Howard Counties and Baltimore City

Eastern Shore Regional Safe Communities Program – Dorchester County Health Department

- County agency
- Target audience – general public and college population
- Target area – Caroline, Dorchester, Kent, Queen Anne's, Somerset, Talbot, Wicomico, and Worcester Counties

Southern/Metro Regional Safe Communities Program – College of Southern Maryland, La Plata Campus

- Institution of higher education
- Target audience – general public and college population
- Target area – Calvert, Charles, Montgomery, Prince George's, and St. Mary's Counties

Western Maryland Regional Safe Communities Program – Frostburg State University

- Institution of higher education
- Target audience – general public and college population
- Target area – Allegany, Carroll, Frederick, Garrett, and Washington Counties

Future Strategies

- Due to funding limitations, the SCPs will not be allocated funding in FFY 2006. Program objectives will be covered by other segments of Maryland's overall highway safety program.

Traffic Records

Results

- The *Traffic Records Coordinating Committee (TRCC)* Core Projects Group met 7 times.
- The *TRCC Executive Council* held its inaugural meeting.
- The NSC gave 39 presentations, reaching more than 600 people.
- More than 200 electronic crash reports have been submitted through the Traffic and Criminal Software (TraCS).
- A pilot program for TraCS implementation was established in Howard County.
- 842 interviewees answered 43 questions from UMCP's Monitoring the Future survey.
- 850 interviewees answered 44 questions from UMCP's CPSF survey.

Noteworthy Programs

In May 2005 the MHSO facilitated a Traffic Records Assessment. The Assessment aided in refocusing the commitment of partner agencies in their traffic records role. The information and recommendations generated major catalysts for establishing the TRCC Executive Council and reorganizing the group's working structure. The Executive Council is comprised of 20 chief executives from 15 key agencies and this group has taken up the task of generating a major update of the Traffic Records Strategic Plan. The group is presently in the midst of signing a joint Memorandum of Agreement.

The MSP and the SHA established a partnership to develop the Maryland Safety Collection Analysis Network (MSCAN) which will incorporate several engineering and safety data systems. One major system will be a web-based crash report processing system to be fully functional by mid-2006. It is anticipated that this system will increase the timeliness of crash data to within 30 days of an incident and will enhance business processing accuracy.

The MHSO continues to facilitate improvements in the linkage of crash data with citation, conviction and other traffic safety data. As in past years, safety data was provided to State and local partners to aid them in their efforts, including law enforcement agencies. Program Area and County Data Summaries were provided to all grantees, to better focus their efforts. These included areas of over-representation in age, gender, time of day, day of week, month and county. The by-county summaries helped coordinators identify high-risk program areas, high-risk drivers, and high-risk temporal and spatial circumstances.

In FFY 2005, the MHSO granted funds to the following agencies:

Judicial Information Services – *E-Citation*

- State agency
- Target audience – general public
- Target area – State of Maryland

ACT SAFE establishes a similar system to MSCAN for judicial purposes. The system will allow for the agency level submission of electronic citation data and will enable the mobilized use of electronic citation systems. The District Court has created, and is in the early phases of implementing, an electronic citation collection system. The court has proven the ability to receive batch files of current citation information from a police department. The bigger challenges for this project in the near future are addressing legal usage rules, uniformity of documents, data and processes for the system.

Maryland State Police – *E-Crash*

- State agency
- Target audience – general public
- Target area – State of Maryland

The overall goal of this project was a “proof of concept” to electronically deliver crash reports from the field to MSP Central Records Division (CRD), the State’s crash data repository. The plan is to provide enhanced analysis functionality from a real-time, shared data set. To date, 200 electronic crash reports have been submitted through the TraCS software by the pilot group in Frederick County. The MSP is further exploring the possibility of moving the collection process to a web based environment to increase the efficiency of technical support for statewide use.

National Study Center for Trauma & EMS / UMBC – *Comprehensive Crash Outcome Data Evaluation System (CCODES)*

- Non-profit
- Target audience – general public
- Target area – State of Maryland

The main goal of this project was to produce data analysis and reports to be used by state and local highway safety professionals to develop, evaluate and enhance current and potential highway safety initiatives. The NSC partners with a number of state agencies who provide them with various data sets from which information can be extracted both individually and collectively, including MSP, MIEMSS, MVA, District Court, OCME, Shock Trauma, and DHMH. Maryland continues to be one of the most successful states in the CCODES data network, being a member since 1996, due in part to the availability of statewide data sources and the outstanding cooperation among the participating agencies. Using probabilistic linkage methodology, police-reported crashes have been joined with hospital discharge data, as well as data on licensing, citations, emergency department visits, toxicology and EMS. Once again, the Traffic Safety and Injury Fact Book was developed, containing a summary of state and local data, and presented to Maryland’s CTSPs at both their Annual and Semi-Annual Meetings, in October and April respectively. In addition, NSC conducted a “Summer Tour” in June. Also, 15 presentations were given to other agencies, reaching over 622 people.

Office of the Chief Medical Examiner – *Data Sharing*

- State agency
- Target audience – general public
- Target area – State of Maryland

The goal of this project was to provide traffic fatality morbidity data to end users. Through the data-sharing project, a public access web site was created for the data sharing community to express concerns, to share ideas, and to display research results and topics for the improvement of traffic safety data in the state of Maryland. The MSP FARS is now utilizing the system, and once final business processes are completed, the system will be rolled out to additional enforcement partners.

**University of Maryland, College Park / Department of Public & Community Health –
*Monitoring the Future of Maryland's Traffic Safety Programs***

- Institution of higher education
- Target audience – general public
- Target area – State of Maryland

The main goal of this project was to continue to provide the Monitoring the Future survey and website to traffic safety professionals, allowing for the examination of a three year period. The purpose of the 43-question survey was to identify public concerns and behaviors regarding a variety of highway safety issues. Overall, 842 interviews were conducted. An added component of this project was the *CPSF* survey. The purpose of the 44-question survey was to measure public awareness and attitudes surrounding the *CPSF* campaign. Overall, 850 interviews were conducted. Results of both surveys were evaluated and compared with previous surveys.

**Future
Strategies**

- The MHSO is following recommendations set forth from the NHTSA Traffic Records Assessment and will implement the recommendations as feasible.
- The TRCC will work toward a major update for Traffic Records Strategic Plan.
- The MHSO will finalize the TRCC Executive Council interagency MOA, which unites the participating agencies under the common cause.
- The MHSO will work with the MSP to complete the automation of the MSP's Central Records.
- The MHSO will continue bi-monthly meetings with both the newly established TRCC Work Group and Core Group. Additional plans include moving toward establishing a web-based training and resource portal for all traffic safety workers.

Paid Media Summary

The following table lists the paid media purchased during FFY 2005 for each of the specified program areas. This list does not include media purchased as a part of the Maryland Broadcasters Association grant since the value of such media far exceeds the purchase cost.

Program Area	Amount of Paid Media Dollars
Aggressive Driving Prevention	\$ 360,445
Impaired Driving Prevention	300,000
Inattentive Driving Prevention	32,000
Occupant Protection	420,000
Older Driver Safety	100,000
Pedestrian & Pedalcycle Safety	39,000
T-SAFE Project	62,900
Total	\$1,314,345

Aggressive Driving Prevention:

- During FFY 2005, the MHSO, in conjunction with its partners on the Smooth Operator Task Force purchased \$360,445 of paid media for the regional campaign. This campaign was geared to all drivers between the ages of 19-34 and addressed risky aggressive driving behaviors, as well as stepped up enforcement efforts in that regard. \$126,628 was spent on radio PSAs, and \$65,848 on outdoor advertising in the DC metro market. Likewise, in the Baltimore, Hagerstown and Salisbury markets, \$167,967 was spent on radio PSAs.
- Based upon the evaluation plan for this campaign, 750 radio spots were aired, and over 412,700 listeners were reached in the Washington, DC metro market; the net reach of this campaign resulted in 74% of the target audience hearing the message 9.9 times. In the Baltimore market, 942 spots were aired with a net reach of 186,500 – 65% of the target audience heard the message 18.6 times. In the Salisbury market, 599 spots were aired with a net reach of 25,800 – 70% of the target audience heard the message 20.2 times. And in the Hagerstown market, 1,104 spots aired with a net reach of 14,900 – 47% of the target audience heard the message 28.8 times.
- Free PSAs, literature distribution, interviews, etc., resulted in \$144,685 worth of earned media.
- Net awareness of the campaign message and aggressive driving behaviors among adult drivers was 58%. All drivers showed increased awareness about aggressive driving around trucks and buses.
- \$23,000 was spent on public relations and outreach, including a kick-off Press Release, the June DC press conference, and the July MD press conference. This outreach and expenditure resulted in approximately \$283,315 of earned media exposure.

Alcohol-Impaired Driving Prevention:

- Media in support of the NHSTA Mid-Atlantic Region's *CPSF* campaign was purchased in the Baltimore, DC, Salisbury and Hagerstown markets. A total of 1,212 spots was purchased, 65% of which were purchased in the Baltimore and DC markets. Approximately \$40,000 was provided in added-value PSAs by the radio stations.

- Based upon the evaluation plan for this campaign, the media achieved an average reach of more than 65% of the targeted audience (males, aged 21-34) and more than 13 million impressions were made.

Inattentive Driving Prevention:

- During FFY 2005, the MHSO purchased a total of \$32,000 of paid media for statewide Inattentive Driving Prevention, which was geared to target adults aged 25-54. Approximately \$12,000 was spent on cinema advertising, with the remaining \$20,000 spent on radio PSAs.

Occupant Protection:

- During FFY 2005, the MHSO purchased \$420,000 of paid media for the statewide *CLOT* Campaign - \$290,000 for *CLOT Mobilization* spots, \$50,000 for the *Buckle Up Tough Guy* radio campaign, \$50,000 for the *Buckle Up Prince George's County* campaign, and \$30,000 for billboards. These dollar amounts nearly doubled due to the number of in-kind TV spots (more than \$220,000 worth) and extended billboard coverage (more than \$100,000 worth) that were provided by Comcast Cable (and other local cable providers), broadcast television stations, and ClearChannel Outdoor Advertising. One of these bonuses included the use of the *CLOT* spot during the Maryland-based Preakness horse race, an upgrade which increased the worth of the spot from \$7,000 to nearly \$20,000.
- The primary focus for the television airtime buy was on the young male risk-taking driver, with PSAs being played on such channels as ESPN, BET, Spike TV/TNN, and MTV. Evaluation of this media outreach and enforcement campaign included a pre-May mobilization observational survey, and the annual statewide observational seat belt use survey during the month of June, to measure increases in seat belt use.
- A cinema ad campaign covering the issues of occupant protection, distracted driving, and impaired driving was created in partnership with two other MHSO Program Coordinators. Based on records provided by ClearChannel Outdoor Advertising, it is estimated that more than 1.4 million drivers were reached through Maryland's billboard ad campaign.

Older Driver Safety:

- During FFY 2005, the MHSO purchased \$100,000 of paid media, specifically radio PSA placements, for the statewide *GrandDriver* Campaign, which was geared to mature drivers and their caregivers. The radio placements addressed awareness of mature driver issues.
- The announcements were aired nearly 700 times during the three-week campaign, 483 as paid placements and 214 as in-kind, matching announcements donated by the stations.

Pedestrian & Pedalcycle Safety:

- During FFY 2005, the MHSO purchased \$39,000 of paid media for the *Street Smart* media campaign, which was primarily geared toward drivers aged 18-34, and was designed to make motorists, pedestrians, and cyclists more safety conscious. The entire three-jurisdiction campaign consisted of a one-month, \$219,750 blitz of local media outlets and transit services
- Based upon the evaluation plan for this campaign, 713 radio spots were run, producing a total of 3,308,000 impressions. All outdoor media produced 20,915,000 impressions. Self-reported behavioral changes, also noted in the *Street Smart* evaluation plan, included a reported 16% decrease in motorists failing to yield to pedestrians and a reduction by 15% of motorists who swerved to avoid a pedestrian.

Traffic-Safety Awareness For Employers:

- The T-SAFE program purchased \$62,000 in paid media and utilized these funds for radio placements. The PSAs were produced to cover specific areas and augment existing paid media campaigns for Aggressive Driving prevention, Impaired Driving prevention, and Inattentive Driving prevention. No money was spent on new creative for the T-SAFE media buys, as the MHSO was able to capitalize on existing scripts and PSAs.

- The media buys continued to support the target of the 18-34 year old male demographic and also bridged into markets targeting all drivers aged 25-54. A mixture of radio formats was utilized in order to achieve this objective, and media was placed during a.m. and p.m. drive times.

Program, Office & Financial Management Summaries

The Program, Office & Financial Management Areas are measured using the general set of goals and objectives found in the General Area narration.

Program Management

Results

- Created Project Agreement Templates for Core Grantees.
- Developed Expression of Interest and Final Narrative Evaluation Report score log to determine areas where grantee agencies are struggling, and therefore areas to be covered in Grant Applicant Seminar agenda.
- Created Pilot Project Tip Sheet to encourage understanding and submission of pilot projects, thereby saving program funds money by being able to test potential projects in smaller markets.
- The MHSO worked with the University of Maryland at College Park to rework CTSP base funds formula, which allocates according to data.

Noteworthy Programs

The MHSO entered the fifth year of implementation of its new Grants Process, which is detailed below. The timeline for the FFY 2005/2006 grants process was as follows:

- The MHSO reviewed Maryland's highway safety status in December 2004, as a result of the Annual Evaluation Report to NHTSA, and used this information to identify problem areas and prioritize program areas, resulting in a more focused approach for the FFY 2006 plan.
- The MHSO's Financial Parameters Team met in January 2005 to discuss Maryland's financial status, including a review of present and expected funds. This Team continued to meet and discuss alternate plans of action throughout the year, as SAFETEA-LU would have an uncertain affect on the FFY 2006 budget.
- Postcards were sent to existing and potential grantee agencies in early January 2005 to encourage them to attend the upcoming March Grant Applicant Seminar for Existing Grantees (GAS-E) or the Grant Applicant Seminar for Potential Grantees (GAS-P). Special focus was put on those Maryland agencies that could most greatly affect the statistics in the prioritized program areas.
- A follow up letter/e-mail was sent to the same group in early February 2005 to explain in more detail the highway safety grant process and to formally invite the agencies to the GAS.
- Both GAS-E and GAS-P took place in early March 2005, for existing and potential grantee agencies, followed by a Semi-Annual Project Directors' Meeting (SAM) in early April 2005 for the CTSP and SCP programs, both mandatory meetings for those agencies wishing to apply for funds. (The first GAS took place in March 2001.)
 - The seminars focused on the grant year process and requirements, as well as policies and procedures, but also included a session on problem identification, and MHSO program and priority area small group sessions. Participants left with a binder of pertinent grant information, along with a disk containing the forms needed throughout the grant year.
 - Special attention was given to the Expression of Interest (EOI) form,

which serves as the grant application and was due to the MHSO at the end of April 2005. The EOI forms elicit information on problem identification, proposed objectives, action plan for implementation, project evaluation plan, and projected budget.

- The MHSO Grants Review Team (GRT) met for an entire week in May 2005, reviewing and judging each EOI individually. Each team was made up of the NHTSA Regional Program Manager for Maryland and the MHSO's Chief, Chief of Safety Programs, Chief of Financial Management, Financial and Monitoring Management Specialist, as well as the MHSO Coordinator assigned to the particular grant. The EOIs were reviewed for the clarity and understanding of an identified traffic safety problem/program deficiency, likelihood of project success, appropriateness of funding, proposed budget, and conformity to state priorities. The EOI Review Form allowed team members to judge potential grantees based on a variety of programmatic and administrative criteria (total possible score of 100).
- Throughout June, July and August of 2005, the core group of the GRT met to finalize the proposed funding recommendations. These recommendations were then proposed to the Director and Deputy Director of the SHA's OOTS for semi-final review, and the GR for Highway Safety / SHA Administrator for final review. These meetings resulted in highway safety funding being granted, denied or granted in part.
 - The MHSO found it necessary to eliminate some proposed projects from the FFY 2006 program and reduce funding for a substantial number of projects that were selected for implementation. The GRT took these actions in an effort to maintain a comprehensive highway safety program and to optimize its safety benefits.
- Commitment letters went out to grantees in August and September of 2005. Agencies were required to make the noted budgetary changes, get the required high-level signatures on the Project Agreement and initials on the Project Conditions, and return the package to the MHSO. An extended due date was set to give agencies additional time to complete the required narrative changes, due to the delay in getting the Commitment Letters out. Executed Agreement Letters went out in October, November and December of 2005, making the Project Agreements binding contracts.
 - All non-core projects were executed at 100% of funding, but agencies were advised not to request for reimbursement over 75%, due to the uncertainty of final funding from SAFETEA-LU.
- Status Reports, Reimbursement Claims and Reimbursement Itemization Reports were due to the MHSO thirty days after the end of each quarter. Equipment Accountability Forms, Project Evaluation Forms, Educational Material Pre-Approval Forms and Incentive Pre-Approval Forms were due in when appropriate. A Final Report, financial and programmatic, was due forty-five days after the end of the federal fiscal year.

A number of state agencies proposed projects that support statewide and agency priorities. The MHSO worked closely with, and provided funding support to a number of non-profit and not-for-profit organizations, associations and other agencies dedicated to enhancing highway safety – all providing unique services which support highway safety goals. Education and information programs, community outreach, coalition building, training and enforcement were specialty areas in which these groups provided additional expertise and support.

It is important to note a number of grants management adjustments made over the past few years that have improved the operability, efficiency and success of the FFY 2005 grant year.

- Sent letter from GR/Administrator to heads of state agencies to encourage participation in Grant Applicant Seminars and highway safety program in general.
- Developed EOI and FNER score log to determine areas where grantee agencies are struggling, and therefore areas to be covered in Grant Applicant Seminar agenda.
- Developed comprehensive binder and disk for use at Grant Applicant Seminars.
- Held interactive sessions at Grant Applicant Seminars for agencies to meet in small groups with their potential MHSO Project Manager.
- Created Project Agreement Templates for Core Grantees.
- Instituted use of both Impact and Administrative Objectives in Project Agreement.
- Developed the “How To Write Good Objectives” document, including examples of educational, public relations, enforcement and general Administrative Objective measures.
- Created standard Statewide Impact Objectives in general and for all program areas. Objectives include five each using N (actual number), rate per VMT and rate per population, and realistic measures determined by previous performance.
- Created standard County Impact Objectives, in general and for all program areas, for each County and Baltimore City.
- Created State of the State – General and Program Area Summaries, which outline over-represented factors amongst crash data – age, gender, time of day, day of week, month, type of roadway and location – and are used to target projects.
- Created State of the County – General and Program Area Summaries, for each County and Baltimore City.
- Created Pilot Project Tip Sheet to encourage understanding and submission of pilot projects, thereby saving program funds money by being able to test potential projects in smaller markets.
- Developed GRT Database to centralize administrative and financial information during grant review, approval/denial and execution process.
- Included information on past use of funds in GRT discussion, in an effort to reduce amount of unused funds by projects.
- Developed breakdown of funds by cost category, program area, agency type, and activity type (4 Es). In addition, developed breakdown of funds by percent requested vs. received, per grantee and overall. Information used during grant review and proposal to GR/Administrator.
- Worked with UMCP to rework CTSP base funds formula, which allocates according to data.
- Reworked CTSP enforcement funds formulas to consider past participation and commitment of agencies.
- Created comprehensive set of Forms, Templates, Instructions and Guidelines. Forms Training provided at FFY 2005 Grant Applicant Seminars and distributed to all new grantees.
- Developed Final Narrative Evaluation Report Review Sheet, used by MHSO Project Manager to evaluate their grantees’ report and performance.
- Created Grants Management Forms Log on the N-drive to record receipt date, approval date, and any grants management issues being handled in the interim.
- Gave N-drive (communal) read/write access to appropriate staff.
- Created Grants Management Training for MHSO Staff and accompanying internal procedures document.

- Created deadlines for SPS Project Managers to have information to FMS in a timely manner. Policy is for reports to be signed and forwarded within 3 days.
- Instituted process of Administrative Probation to more effectively deal with problem grantees.
- Worked with SHA Budget Office to alleviate problem of inadequate budget for highway safety program expenditures.
- Instituted weekly distribution of Project Fund Status to staff.
- Began providing Authorizing Official with copy of Budget Modification.
- Instituted annual review and update of Project Conditions to conform to funding and regulatory changes.
- Instituted annual review and update of Financial Management Rules to conform to funding and regulatory changes.
- Put location of federal website for Regulations and Restrictions in Project Conditions and Financial Management Rules.
- Added Project Condition that states that funds granted are reliant upon SHA's receipt of federal funds.
- Created Incentive Tip Sheet to explain and encourage most effective use of incentive items for behavioral change.
- Updated recently created HSP and Annual Report templates using GHSA model, for use by MSHO staff for their submissions.
- Created Final Narrative Evaluation Report Guidelines – one for Core Grantees, one for Non-Core Grantees.
- Developed SCP Assessment Survey (performed by MHSO Staff and CTSPs) and SCP Evaluation (performed by Statewide CTSP Coordinator, similar to CTSP Evaluation).
- Updated CTSP Evaluation to include Impact performance measures.

Future Strategy

- The MHSO, under the guidance of the MHSO Automation Team, will continue to improve its forms and processes, including internal employee and procurement-related processes, as well as external grants-related processes.
- The MHSO will set up regular monitoring and/or additional training for certain grantee agencies – for instance, state agencies or grantees over \$100,000.
- A self-assessment tool for annual use by all grantee agencies will be developed, in addition to the proposed once-a-year monitoring by the MHSO.
- The MHSO will follow recommendations set forth from the NHTSA Special Management Review.
- Priorities for FFY 2006 include:
 - Automating the MHSO's internal and external processes, including progression to a web-based grants management system.
 - Working with UMCP and JHU on the evaluation of the enforcement and CTSP programs, including the development of evaluation tools for grantees.
 - Reworking Non-Core EOI Form and Core Project Agreement Form (functionality issues).
 - Creating Non-Core EOI Template.
 - Finalizing and documenting an internal MHSO Policies and Procedures Manual.
 - Finalizing and documenting a grantee Policies and Procedures Manual.

- Finalizing a Grant Application Policy.
- Finalizing an Equipment Tracking Log.
- Incorporating training on all new policies, procedures, forms, logs, etc. into appropriate settings – MHSO Staff Meetings and Grant Applicant Seminars.
- Creating a Customer Service Survey – one for grantees, one for general public.
- Finalizing the MHSO Website.
- Creating a Quarterly MHSO E-Newsletter for grantees.

Office Management

- Results**
- The MHSO lent out Vince & Larry 9 times, Buckle Bear 6 times & the Fatal Vision Goggles 3 times.

Noteworthy Programs

In FFY 2005, improvements and updates were made to the ACT contact database system, the Grants Management Log database, and the Grants Review Team database, in an effort to streamline internal processes. Information within these databases can be viewed universally by all MHSO personnel and is used throughout the year to track information.

In addition, the MHSO's office management staff continued to tweak the physical inventory control component of the resource database of educational materials and resources. The inventory system stores facility location information, as well as tracking information, such as when the resource was last ordered, the number of each resource ordered, and the vendor used to reproduce the resource. Through the more advanced inventory tracking system, the MHSO's Coordinators are able to determine logistical information such as peak months for individual resource items, and plan accordingly.

Other projects tackled in FFY 2005 included the improvement of the general office filing system, the revamping of the grant filing system, as well as progress on the Internal MHSO Policies & Procedures Manual / Employee Handbook and UMCP Hiring Binder.

- Future Strategies**
- The MHSO will continue to improve its grants management systems, with the ultimate goal of making the process web-based.
 - The MHSO will continue to work toward universalizing and automating its internal processes, to maximize office efficiency and effectiveness.

Financial Management

Noteworthy Programs

During FFY 2005, the Financial Management Section (FMS) and the Grant Process Review Team continued developing recommendations for changes to MHSO's grant process. A number of recommendations relating to grant payment processing have already been implemented. The MHSO has formed a committee to begin work on an effort to reduce the number of redundant entries and inherent errors associated with keying in data to different systems. The system will give the MHSO a much-needed financial management tool to improve the ability to award, manage, and complete highway safety projects throughout Maryland and will hopefully be able to interface with NHTSA's Grant Tracking System (GTS) and the State's Financial Management Information System (FMIS). The FMS currently makes individual entries in to the two separate systems, plus the

MHSO's Grant Management System.

As in past years, the FMS again revised, updated, and reissued the *Rules for Highway Safety Project Financial Management* to clarify and simplify a number of the items and to make sure that they are consistent with the NHTSA Highway Safety Grants Management Manual. The document covers all of the guidelines associated with the management and operation of highway safety projects funded by the MHSO. Additional updates will continue to be made as needed. In addition to the *Rules*, a number of the Project Agreement Conditions of Approval were revised and updated to ensure consistency with federal and state guidelines.

During FFY 2005, some 75 different organizations, outside of the MHSO, participated in the program. In addition, there were some 210 individual sub-recipient agencies, receiving funding through the CTSPs and SCPs. The total of all claims processed during the fiscal year was \$8,452,082.

Future Strategies

- The FMS will continue to update the MHSO's Financial Management Rules.
- The FMS will continue to update the MHSO's Project Conditions.
- Interfaces between the Grants Management System, FMIS, and GTS will continue to be developed.

Fiscal Summary

Area	402	405	410	154	157	157 Inn	163	164	Total	% of Total
Aggressive Driving Safety	\$0	\$0	\$0	\$0	\$339,619	\$0	\$293,859	\$0	\$633,478	7.49%
Inattentive Driving Safety	\$0	\$0	\$0	\$0	\$122,843	\$0	\$0	\$0	\$122,843	1.45%
Impaired Driving Safety	\$0	\$0	\$627,222	\$163,338	\$121,307	\$0	\$238,294	\$163,337	\$1,313,498	15.54%
Motorcycle Safety	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Occupant Protection	\$0	\$703,140	\$0	\$0	\$0	\$148,828	\$0	\$0	\$851,968	10.08%
Pedestrian/Bicycle Safety	\$304,327	\$0	\$0	\$0	\$140,110	\$0	\$22,675	\$0	\$467,112	5.53%
Traffic Safety Programs	\$327,528	\$66,767	\$40,500	\$0	\$0	\$0	\$189,354	\$0	\$624,149	7.38%
Diversity Programs	\$0	\$0	\$0	\$0	\$0	\$0	\$101,913	\$0	\$101,913	1.21%
Data Enhancement	\$291,079	\$0	\$0	\$0	\$125,000	\$0	\$270,673	\$0	\$686,752	8.13%
Community Traffic Safety	\$1,302,727	\$0	\$500	\$0	\$427,599	\$0	\$955,886	\$0	\$2,686,712	31.79%
Safe Communities	\$325,000	\$0	\$36,623	\$0	\$0	\$0	\$0	\$0	\$361,623	4.28%
Police Traffic Services	\$126,059	\$0	\$0	\$0	\$0	\$0	\$55,490	\$0	\$181,549	2.15%
Emergency Medical Services	\$128,154	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$128,154	1.52%
Roadway Safety/Engineering	\$63,500	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$63,500	0.75%
Planning & Administration	\$228,831	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$228,831	2.71%
TOTAL	\$3,097,205	\$769,907	\$704,845	\$163,338	\$1,276,478	\$148,828	\$2,128,144	\$163,337	\$8,452,082	100.00%

Looking to the Future

The MHSO continues to cultivate partnerships and continuously strives to extract valuable information from activities conducted both internally and by the State's vast network of highway safety partners. This information is utilized to adapt existing highway safety programs and to refine Maryland's overall traffic safety strategies. Maryland has and will continue to emphasize activities to be carried out through the established network of local CTSPs, enforcement agencies, State and local governmental agencies, community-based groups, non-profit and not-for-profit organizations, associations, hospitals, institutions of higher education, and the private sector. Strong links with these agencies and organizations having a primary role in traffic safety will be maintained and new partnerships will be sought.

Emphasizing the MHSO's major Program Areas, new approaches were taken during FFY 2005 to hone the process of identifying and reaching target audiences that are highly relevant in achieving Maryland's ambitious traffic safety goals. Of particular note were projects such as the continuation of innovative partnership with a local broadcasting company for the "Hey Tough Guy, Buckle Up" campaign and a separate partnership with a local radio station for the "Buckle Up Prince George's" radio campaign. These two projects formed the backbone of another breakthrough in Maryland with regard to Occupant Protection programs, namely achieving a record safety belt use rate of 91.1 % and converting 19% of former non-users.

In addition, the MHSO continued its innovative *Maryland Remembers* campaign to honor victims of impaired driving crashes and expanded this year's effort with sobriety checkpoint dedications to those victims. High profile involvement by elected officials was achieved in FFY 2005 through Governor Ehrlich's presence at the press event and was continued at the start of FFY 2006 through the involvement by Maryland's First Lady, Mrs. Kendel Ehrlich.

Other achievements of relevance included the continued success of the *Smooth Operator* campaign partnership with Virginia and Washington, DC and the fact that Maryland continues to maintain a very high level of involvement with all of the NHTSA's major safety operations, including *CPSF*, *You Drink & Drive. You Lose.*, and *CIOT*.

Continuing its trend of attempting to improve also at the administrative levels, the MHSO participated in a NHTSA Management Review. The MHSO will continue to maintain efficiency in those areas receiving high marks, and will strive for improvement in those areas listed among review recommendations. Many of the recommendations have already begun to be implemented, and will undoubtedly lead to better organization and an improved grants process. Additionally, the MHSO hosted a Traffic Records Assessment in May 2005. This vital process brought together the leaders in Maryland's Traffic Records community and opened up the State's processes to a critical outside review by the NHTSA. A complete list of recommendations from this valuable process is currently under review for evaluation and implementation through Maryland's TRCC.

The MHSO will work throughout FFY 2006 to create new and improved performance measures in all areas – Program, Financial, and Administrative – to maximize the results of its operations. Although concrete and dramatic changes in the

number of crashes, injuries, and fatalities are often elusive, further enhancements to existing operations will ultimately lead to reductions in these statistical areas.

The MHSO's ultimate objective is to save lives and prevent crashes and subsequent injuries on Maryland's roads. The MHSO maintains a firm commitment to Maryland's traffic safety needs and remains staunchly dedicated to its partnership with NHTSA. Maryland will continue to work to strengthen the State's traffic safety relationships with other states, particularly those in the Mid-Atlantic Region, to save lives throughout Maryland and beyond.

Index of Acronyms

AAA	American Automobile Association
AAP	American Academy of Pediatrics
ATS	American Trauma Society
BAC	Blood Alcohol Content
CCODES	Comprehensive Crash Outcome Data Evaluation System
CIOT	Click It or Ticket
CPS	Child Passenger Safety
CPSF	Checkpoint Strikeforce
CTSP	Community Traffic Safety Program
DEAC	Driver Education Advisory Committee
DHMH	Department of Health and Mental Hygiene
DRE	Drug Recognition Expert
DSWW	Drive Safely Work Week
DTF	Diversity Task Force
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EOI	Expression of Interest
ER	Emergency Room
EMS	Emergency Medical Services
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FMIS	Financial Management Information System
FMS	Financial Management Section
GAS	Grant Applicant Seminar
GHSA	Governors Highway Safety Association
GOCCP	Governor's Office of Crime Control and Prevention

GR	Governor's Representative
GRT	Grants Review Team
IDC	Impaired Driving Coalition
KISS	Kids In Safety Seats
LEL	Law Enforcement Liaison
MADD	Mothers Against Drunk Driving
MAWHSL	Maryland Association of Women Highway Safety Leaders
MCFSBU	Maryland Committee for Safety Belt Use, Inc.
MCPA	Maryland Chiefs of Police Association
MCRC	Maryland Crash Reconstruction Committee
MCRD	Maryland Central Records Division
MDC	Mobile Data Computer
MdTA	Maryland Transportation Authority
MHSO	Maryland Highway Safety Office
MIEMSS	Maryland Institute for Emergency Medical Services Systems
MRC	Mobility Research and Development Consortium
MSP	Maryland State Police
MTA	Maryland Transit Administration
MTF	Motorcycle Task Force
MVA	Motor Vehicle Administration
NHTSA	National Highway Traffic Safety Administration
NSAW	National Sleep Awareness Week
NSC	National Study Center for Trauma and EMS
OCME	Office of the Chief Medical Examiner
OOTS	Office of Traffic and Safety
OPTF	Occupant Protection Task Force
PADDD	Positive Alternatives to Dangerous and Destructive Decisions

PAS	Passive Alcohol Sensor
PIRE	Pacific Institute for Research and Evaluation
PR	Public Relations
PSA	Public Service Announcement
SCP	Safe Communities Program
SFST	Standardized Field Sobriety Testing
SHA	State Highway Administration
SHSO	State Highway Safety Office
SKMC	SAFE KIDS Maryland Coalition
SOTF	Smooth Operator Task Force
SZTF	School Zone Safety Task Force
T²	Maryland Transportation Technology Transfer Center
TOPS	Traffic Occupant Protection Strategies
TraCS	Traffic and Criminal Software
TRCC	Traffic Records Coordinating Committee
VMT	Vehicle Miles Traveled
WABA	Washington Area Bicyclist Association
WASHCOG	Washington Council of Governments
WRAP	Washington Regional Alcohol Program
YDTF	Young Driver Task Force