

STATE OF MARYLAND ANNUAL REPORT FFY 2007

Maryland Highway Safety Office

Phone: 410.787.4050

Toll Free: 888.963.0307

www.marylandroads.com

December 21, 2007

Elizabeth A. Baker, Ph.D.
Regional Administrator
National Highway Traffic Safety Administration, Mid-Atlantic Region
10 South Howard Street, Suite 4000
Baltimore, MD 21201

Dr. Baker:

On behalf of The Honorable Martin O'Malley, Governor of Maryland and Neil J. Pedersen, Governor's Highway Safety Representative, I am pleased to present the Maryland Highway Safety Office Annual Report for Federal Fiscal Year 2007. Once again, Maryland's report has been prepared utilizing the template provided by the Governors Highway Safety Association. However, this year the MHSO has decided to take a new approach to the report, condensing and adjusting its content. The attached report includes a summary of crash data and trends, a report on program progress, an incorporation of Maryland's Strategic Highway Safety Plan strategies, a fiscal summary, as well as Program Contact Information.

Throughout this report, we have attempted to provide ample and accurate information regarding highway safety activities in Maryland; however, if you have any questions or if more information is needed, please do not hesitate to contact me at 410.787.5824. Thank you for your strong support and continued partnership with the Maryland Highway Safety Office.

Sincerely,



Vernon F. Betkey, Jr., Chief
Maryland Highway Safety Office
& Maryland Highway Safety Coordinator

cc: Mr. Neil J. Pedersen, Administrator, SHA
& Governor's Highway Safety Representative
Mr. Thomas L. Hicks, Director, Office of Traffic and Safety, SHA

bcc: Mr. Thomas J. Gianni, chief, Program Advisory Section, MHSO, SHA
Ms. Joy Marowski, Deputy Chief, MHSO, SHA
Mr. Peter C. Moe, Chief, Safety Programs Section, MHSO, SHA
Mr. Joseph R. Tubman, Chief, Financial Management Section, MHSO, SHA

Maryland Highway Safety Office
2007 Annual Report

Submitted to:

Dr. Elizabeth A. Baker
NHTSA Region III
10 South Howard Street, Suite 6700
Baltimore, MD 21201

On behalf of:

Neil J. Pedersen
*Administrator, State Highway Administration and
Governor's Highway Safety Representative*

Vernon F. Betkey, Jr.
*Chief, Maryland Highway Safety Office
and Maryland Highway Safety Coordinator*

December 21, 2007



TABLE OF CONTENTS

Introduction	1
Maryland's Strategic Highway Safety Plan Summary	2
Strategic Highway Safety Plan Strategies.....	2
State Demographic Profile	4
Crash Data & Trends.....	5
Graph A – Fatality Trends	5
Graph B – Fatality Rate per 100MVMT	6
Graph C – Injury Trend	6
Graph D - Fatality & Serious Injury Rate per 100 Million Vehicle Miles Traveled	7
Graph E - Fatality Rate per 100,000 Population	7
Graph F - Fatal and Injury Rate per 100,000 Population	8
Graph G - Alcohol Related Fatalities.....	8
Graph H - Alcohol Related Fatalities as a Proportion of All Fatalities.....	9
Graph I - Alcohol Related Fatality Rate.....	9
Graph J - Percent of Population Using Safety Belts	10
Program Reports	12
Aggressive Driving Prevention.....	13
Bicycle & Pedestrian Safety	14
Data Analysis & Traffic Records.....	16
Diversity Outreach	17
Drowsy & Distracted Driving Prevention	18
Employer Awareness	19
Police Traffic Services	20
Impaired Driving Prevention	21
Media Communications	23
Motorcycle Safety.....	24
Occupant Protection	25
Older Driver Safety	26
Young Driver Safety	27
Fiscal Summary	28
Traffic Safety Outlook	29
Program Contact Information.....	30
List of Acronyms	31

Introduction

Motor vehicle crashes are the leading cause of death in the United States for those between 4 and 34 years of age. Because these deaths disproportionately strike the young, motor vehicle crashes are also the leading cause for lost years of productive life. In 2005, NHTSA estimates 43,200 people died and 2.68 million were injured in motor vehicle related crashes on the nation's roadways. Over the past few years the number of fatalities has remained essentially unchanged. The human and economic consequences of these crashes are unacceptable and unaffordable. In the absence of substantial progress, more than 400,000 people will die on our nation's roadways during this current decade at a cost of nearly two trillion dollars. The majority of these motor vehicle crashes are predictable and preventable; in short, we can do better.

Maryland has made hard earned progress towards reducing motor vehicle fatalities and injuries despite increases in population and vehicle miles of travel. Maryland's progress has also afforded the opportunity to utilize federal incentive grant monies, including Section 405, 2010, 406, and 408 monies. There are, however, reasons for concern. In Maryland there are more cars on the road than ever before. By 2006, the annual vehicle miles of travel (VMT) had increased to 56.6 billion from the 1996 estimate of 45.9 billion VMT, a twenty-three percent increase with no signs of decreasing in the near future. The positive trends evident in many of Maryland's safety measures have encountered a plateau over the past five years and have, in some cases, shown increases.

In 2006, there was a total of 101,888 police-reported motor vehicle crashes, or one every five minutes, occurring on Maryland's roadways and resulting in 53,615 injuries and 651 lives lost. The bigger picture shows that from 1996 to 2006 more than 6,900 people died on Maryland roads, and roughly 658,000 were injured at a cost of more than \$45 billion.

Maryland's goal is to significantly reduce and, if possible, eliminate all motor vehicle fatalities, serious injuries and property damage on all Maryland roads and highways. To address these goals Maryland has increased its emphasis on implementing a well-coordinated plan and approach to highway safety that combines the "Four Es" of Education, Enforcement, Engineering, and Emergency Medical Services (EMS). No other recent endeavor has been as monumental to Maryland's traffic safety initiatives as the mandate by Congress for states to implement a comprehensive State Strategic Highway Safety Plan (SHSP) as a requirement by the *Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users* (SAFETEA-LU) officially passed during Federal Fiscal Year (FFY) 2006. Rather than merely being implemented as a step toward securing highway safety funding, Maryland's leadership has utilized the SHSP implementation process as an opportunity to galvanize the State's traffic safety efforts by securing commitments from a multitude of partners, many of which were not previously engaged in such programs. Maryland's SHSP provides a comprehensive framework for further reductions in highway safety fatalities and injuries on **all** public roads through the establishment of a statewide goal, objectives, key emphasis areas, and strategies. As a point of reference, a summary of Maryland's SHSP is included in this report.

The Maryland Highway Safety Office, a division within the Maryland State Highway Administration's (SHA) Office of Traffic and Safety (OOTs), serves as Maryland's designated State Highway Safety Office (SHSO). The SHA Administrator serves as the Governor's Highway Safety Representative and the Chief of the MHSO serves as Maryland's Highway Safety Coordinator. Maryland's highway safety program and SHSP are facilitated by the MHSO's staff and supported by a combination of federal highway safety incentive and innovative program funds, as well as state and local funds.

The MHSO, recognized by the U.S. Department of Transportation Secretary and created per the U.S. Highway Safety Act of 1966, conducts the State's highway safety program, one that is designed to reduce traffic crashes and deaths, injuries and property damage. The mission of the MHSO is to save lives and preventing injuries within Maryland by reducing the number and severity of motor-vehicle crashes through the administration of a comprehensive and effective network of traffic safety programs.

The FFY 2007 Annual Report is meant to provide a barometric reading of how well Maryland has done in reducing auto crashes and fatalities over the past year. Furthermore, this report provides an opportunity to examine how closely the MHSO met the objectives outlined within the FFY 2007 Highway Safety Plan. Each programmatic section within this report attempts to provide a clear picture of activities that support those objectives. The State of Maryland FFY 2007 Highway Safety Plan (HSP) outlined the key objectives and goals of the MHSO for FFY2007. These goals and objectives or benchmarks are the "ideals" toward which we continue to strive. During FFY 2007 Highway safety countermeasures were designed and implemented to enhance existing state, local and non-government efforts to modify unsafe driving behaviors by promoting safe, responsible driving. While these benchmarks presented earlier in the year are quantifiable for evaluation and accountability purposes, it should be noted that they are heavily influenced by external factors such as legislation and the public's safe driving actions. Within the following pages the outcomes of the implemented strategies, financial investments, upcoming challenges and noteworthy achievements are detailed to brief our customers on the status of our progress made in FFY2007.

Maryland's Strategic Highway Safety Plan Summary

Maryland is on a journey to "Destination – Saving Lives," and the vehicle is the Strategic Highway Safety Plan (SHSP). The purpose for taking this journey is clear. Motor vehicle crashes are already costing Marylanders entirely too much...the toll includes not only dollars, but lives as well.

The goal of the SHSP is to reduce these crashes and the resulting fatalities and injuries by sharing resources and targeting efforts to the areas of greatest need. The SHSP is a statewide comprehensive safety plan that provides a coordinated framework for reducing fatalities and serious injuries on all public roads. The SHSP strategically establishes statewide goals, objectives, and key emphasis areas developed in consultation with federal, state, local, and private sector safety stakeholders.

Strategic Highway Safety Plan Strategies

The primary goal within the SHSP is:

- To eliminate motor vehicle fatalities and serious injuries on Maryland roads and highways.

The overall strategies for the plan are as follows:

- To reduce annual motor vehicle fatalities to fewer than 550 by 2010.
- To reduce annual motor vehicle injuries to fewer than 50,000 by 2010.

The measurable objectives and strategies for each MHSO program area are designed to accomplish these overall strategies:

Aggressive Driving Prevention

- Conduct public education and outreach activities that elevate awareness of aggressive driving.
- Educate judiciary and legislatures on aggressive driving risks.
- Communicate aggressive driving factors to transportation engineering and planning communities.
- Increase aggressive driving enforcement.

Bicycle & Pedestrian Safety

- Conduct road safety audits targeting high-risk pedestrian and intersection locations.
- Develop and implement projects to reduce or eliminate safety hazards or enhance safety for road users.
- Conduct assessments of traffic and pedestrian volumes and conduct road safety audits.
- Implement effective countermeasures for areas as determined by safety assessments and road safety audits.

Community Traffic Safety

- Reduce the number of intersection conflict points and provide better guidance for motorists.
- Encourage more multidisciplinary collaboration at the state and local level on intersection safety.

- Create intersection safety checklists for existing conditions and new design.
- Improve state and local collaboration and communication on work zone safety.
- Conduct public education and outreach activities to increase understanding of the "No Zone".
- Conduct a public information and education campaign on aspects of hazardous locations.

Data Analysis & Traffic Records

- Develop a tracking system to evaluate countermeasure effectiveness at high-crash intersections.
- Develop infrastructure and policies that increase appropriate access to data.
- Develop an impaired driving tracking system through citation, disposition, and treatment.
- Revise the policy and crash analysis system to identify hazardous locations.
- Develop a standardized crash reporting threshold requirement.
- Develop systems to identify, assess, and evaluate roadway risk factors.
- Improve data collection and analysis for fatal and injury run-off-the road crashes
- Improve data collection and analysis to more accurately determine the factors involved in high-risk driving and to better identify high-risk drivers and operators.

Diversity Outreach

- Encourage more civic groups to get involved in the struggle to address traffic safety diversity.
- To consistently provide the most successful outreach efforts in non-traditional ways to meet the needs of diverse communities statewide.

Drowsy & Distracted Driving Prevention

- Educate Legislators on implementing stricter laws and increasing fines for violations that result in run-off-the road crashes.
- Develop a definition of distracted driving which results in a more accurate reporting of such behavior.
- Reduce roadside distractions.
- Educate legislators and enforce legislation that specifically penalizes distracted driving.
- Increase education on the use of techniques that limit the frequency and severity of distracted driving crashes.
- Address distracted driving through the drivers' education curriculum and the license exam.
- Develop and implement a public awareness and education campaign aimed at distracted driving, older drivers, young drivers, and motorcyclists.

Employer Awareness

- Develop, implement, and evaluate improved work zone planning.
- Heighten the visibility of workers, vehicles, equipment, and traffic control devices.
- Ensure work zone messaging devices display information that is accurate and timely.
- Use Intelligent Transportation Systems (ITS) for advanced communication of work zones.
- Increase speed enforcement in work zones.
- Reduce the need for trucks to park on high-speed highways.
- Increase in-terminal truck enforcement and increase enforcement in high-crash locations.
- Establish virtual weigh stations.
- Educate the judiciary and the legislature on the safety risks associated with trucks and buses.
- Educate legislators on implementing innovative enforcement tools.

Enforcement & Justice Services

- Educate the judiciary on the importance of penalties for violation of pedestrian laws.
- Develop effective law enforcement and judicial procedures to address the lawful operation of motorcycles.
- Develop an incentive/recognition program for law enforcement efforts.

- Identify best practices and innovative enforcement techniques for high-crash pedestrian locations and work zones.

Impaired Driving Prevention

- Increase the number and effectiveness of sobriety checkpoints and saturation patrols.
- Strengthen, expand and enhance Driving Under the Influence (DUI) courts.
- Educate legislators for stronger and more effective DUI legislation.
- Develop educational programs targeting specific high risk audiences.

Media Communications

- Create effective paid media campaigns and generate more earned media.

Motorcycle Safety

- Create and administer a comprehensive training program for new, existing, and returning motorcycle drivers.
- Implement motorcycle licensing procedures that effectively evaluate motorcycle operator entry level knowledge and skills.

Young Driver Safety

- Review, evaluate, and improve the driver preparation program.
- Develop a program to increase enforcement, prosecution, and adjudication of young driver traffic law violations.
- Identify engineering solutions to prevent young driver crashes through road safety audits and other measures.

Occupant Protection & Child Passenger Safety

- Conduct an enforcement program that targets pickup truck drivers and passengers.
- Conduct sustained high-visibility enforcement initiatives.
- Enhance current enforcement and education programs.
- Provide more paid media in highly populated metropolitan areas.
- Conduct outreach to teens.

Older Driver Safety

- Develop effective methods to identify at risk older drivers.
- Incorporate the FHWA Older Driver and Pedestrian Guidelines into the Maryland design guidelines.

State Demographic Profile

According to the U.S. Census Bureau, as of August 2007, Maryland is now the wealthiest state in the United States, with a median household income of \$65,144. Maryland is also a life sciences hub with over 350 biotechnology firms, making it the third-largest such cluster in the nation.

As of 2006, Maryland has an estimated population of 5,615,727, which is an increase of 319,241, or 6.0%, since the year 2000. This includes a natural increase since the last census of 189,158 people (464,251 births minus 275,093 deaths). In 2006, 645,744 were counted as foreign born, which represents mainly people from Latin America and Asia. About 4.0% are undocumented (illegal) immigrants.

The majority of Maryland's population is concentrated in the areas surrounding Washington, D.C. and Baltimore, the most populous city in the State. The center of population for Maryland is located on the county line between Anne Arundel and Howard Counties, in the unincorporated town of Jessup. Other major population centers include the following: Columbia in Howard County, Silver Spring, Rockville and Gaithersburg in Montgomery County, Frederick in Frederick County and Hagerstown in Washington County. The eastern, southern, and western portions of the state tend to be more rural, with cities of regional importance such as Salisbury and Ocean City on the eastern shore, Waldorf and La Plata in Southern Maryland, and Cumberland in Western Maryland.

Profile Elements	2000	2006*	Change
Population	5,296,486	5,615,727	▲ 319,241
Under Age 5	353,393	368,501	▲ 15,108
Age 18 and Over	3,940,314	4,253,595	▲ 313,281
Age 65 and Older	599,307	647,332	▲ 48,025
Female	2,738,692	2,899,855	▲ 161,163
Male	2,557,794	2,715,872	▲ 158,078
Caucasian	3,391,308	3,441,497	▲ 50,189
African-American	1,477,411	1,624,858	▲ 147,447
American Indian & Alaska Native	15,423	12,603	▼ (2,820)
Asian	210,929	276,362	▲ 65,433
Native Hawaiian & Other Pacific Islander	2,303	3,511	▲ 1,208
Reporting Multiple Race	103,587	106,194	▲ 2,607
Hispanic or Latino Origin	227,916	336,390	▲ 108,474
Foreign Born	518,315	683,157	▲ 164,842
Language Other Than English at Home	622,714	780,199	▲ 157,485
Persons Per Square Mile	542	579	▲ 37
Licensed Drivers	3,382,451	3,912,390	▲ 529,939
Registered Vehicles	3,847,538	4,693,005	▲ 845,467
Mean Work Travel Time (Minutes)	31.2	30.6	▼ (0.6)
Land Area (Square Miles)	9,774	9,774	0
Total Road Mileage	29,893	30,475	▲ 582
State / US Roads	5,231	5,234	▲ 3
County Roads	20,222	20,680	▲ 458
City Roads	4,440	4,561	▲ 121

Sources: U.S. Geological Survey, U.S. Census Bureau, University of Maryland Capitol News Service, Maryland Department of Business & Economic Development

*2007 data unavailable

Crash Data & Trends

The following tables represent various traffic safety-related rates and trends in the State of Maryland, and were generated in conjunction with guidelines supplied by the Governors Highway Safety Association (GHSA). The tables were also designed to allow a comparison of statistics* from state to state and to provide a measure of consistency and benchmarking. In the following pages, graphs on the nationally measured issues will be presented and will detail:

- Fatality Trends,
- Fatality Rate per 100M VMT,
- Injury Trends,
- Fatal and Serious Injury Rate per 100M 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.

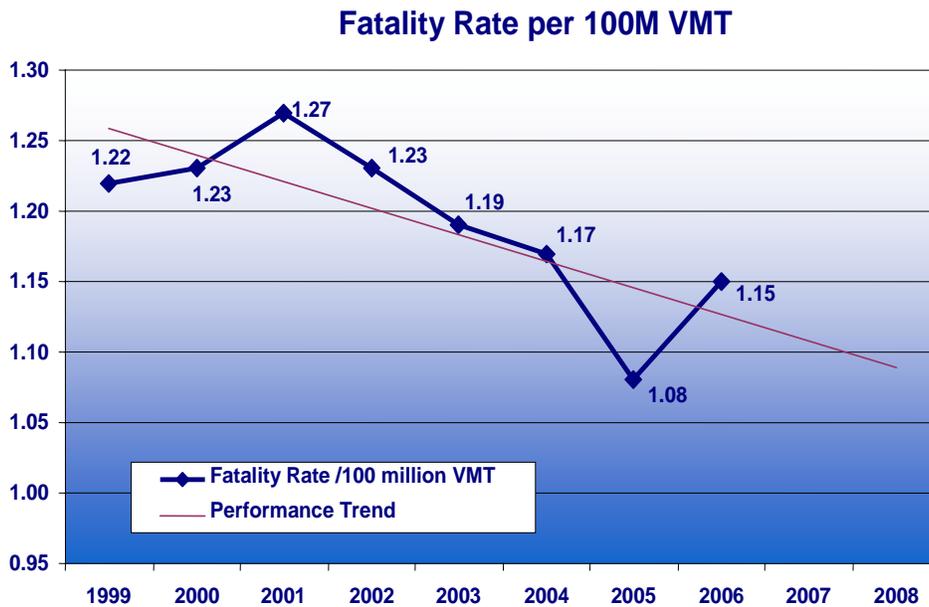
*Unless otherwise noted, data sources for graphs derived from Maryland Automated Accident Reporting System (MAARS)

Graph A – Fatality Trends

Fatality Trends

Fatalities on roads in Maryland were on a steadily decline of 7% over 4 years until 2006. In 2006 a reversal occurred within the fatality trending. This reversal can be attributed to crashes involving aggressive driving, older drivers and impaired driving. The target of fewer than 550 fatalities by 2010 still remains the State's focus.

Graph B – Fatality Rate per 100MVT



Fatality Rate

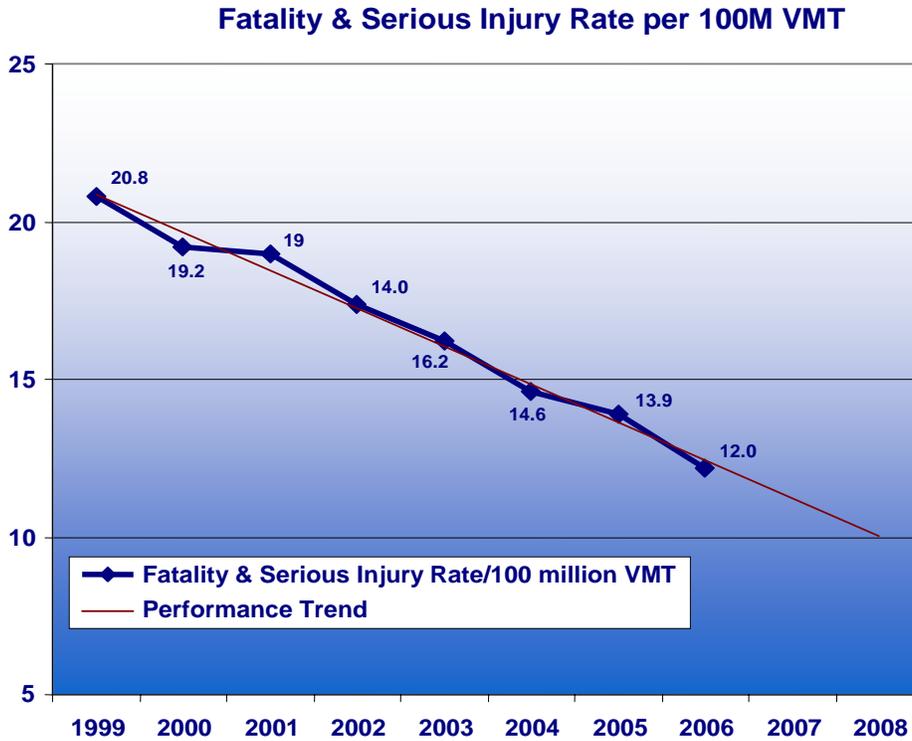
Based on the 2006 reversal impacting the fatality trends, the fatality rate for roads in Maryland was similarly impacted. The fatality rate for the last complete reporting period reflects an increase of 6.9% to 1.15 per 100 million vehicle miles traveled.

Graph C – Injury Trend

Injury Trends

Injuries due to crashes on all roads in Maryland have declined by 10.7% between 2001 and 2006. The challenging areas for injury can be attributed to crashes involving aggressive driving, motorcycles and impaired driving. The target remains revised to further reduce injuries to less than 50,000 by the year 2010.

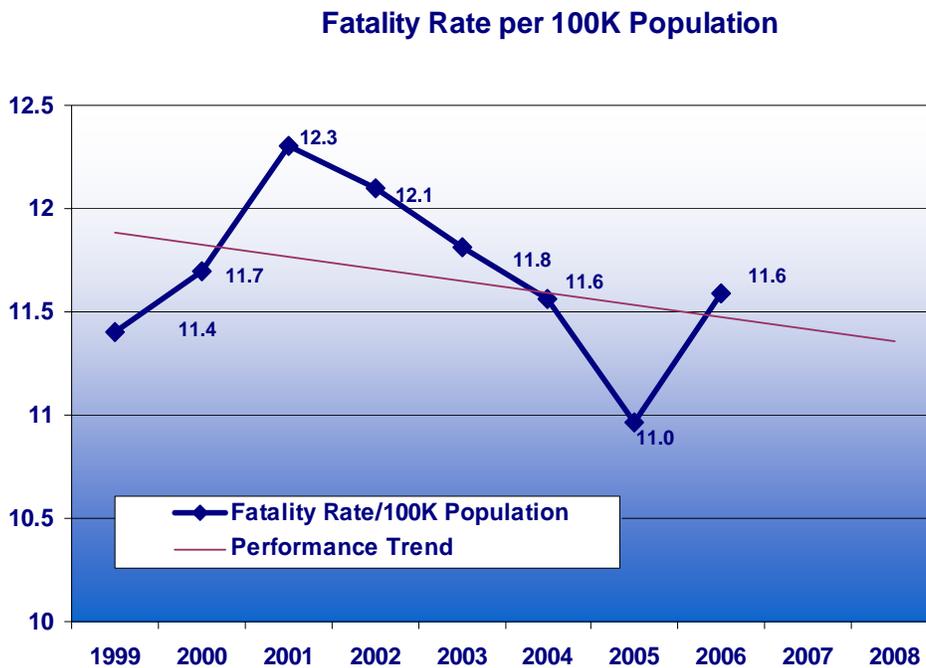
Graph D - Fatality & Serious Injury Rate per 100 Million Vehicle Miles Traveled



Fatality & Serious Injury Rate per 100 Million Vehicle Miles Traveled

The rate of fatality and serious injury related to vehicle miles traveled continued to demonstrate a decrease mainly attributed to the decrease in reported injuries during 2006.

Graph E - Fatality Rate per 100,000 Population



Fatality Rate per 100,000 Population

The fatality rate in relation to population increased to 11.6 for 2006 reflecting the physical increase in fatalities. This is a 5.2% increase over 2005.

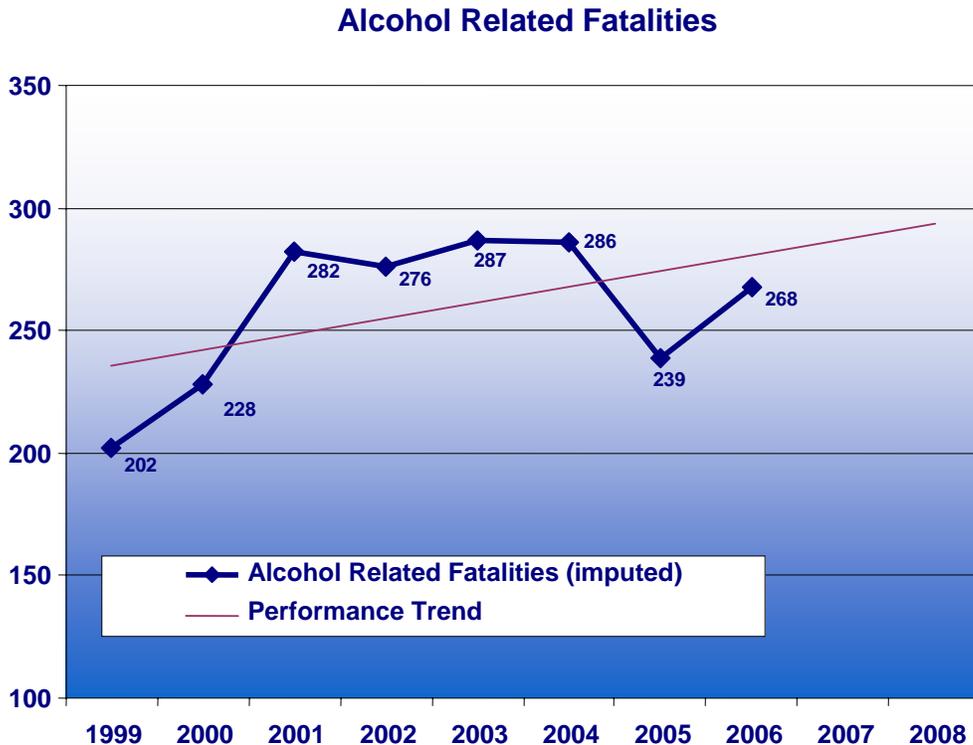
Graph F - Fatal and Injury Rate per 100,000 Population



Fatal and Injury Rate per 100,000 Population

The fatality and injury rate in relation to population decreased to 122.8 for 2006 reflecting the physical decrease in injuries counteracting the increase in fatalities. This is a 13% decrease from 2005.

Graph G - Alcohol Related Fatalities



Alcohol Related Fatalities

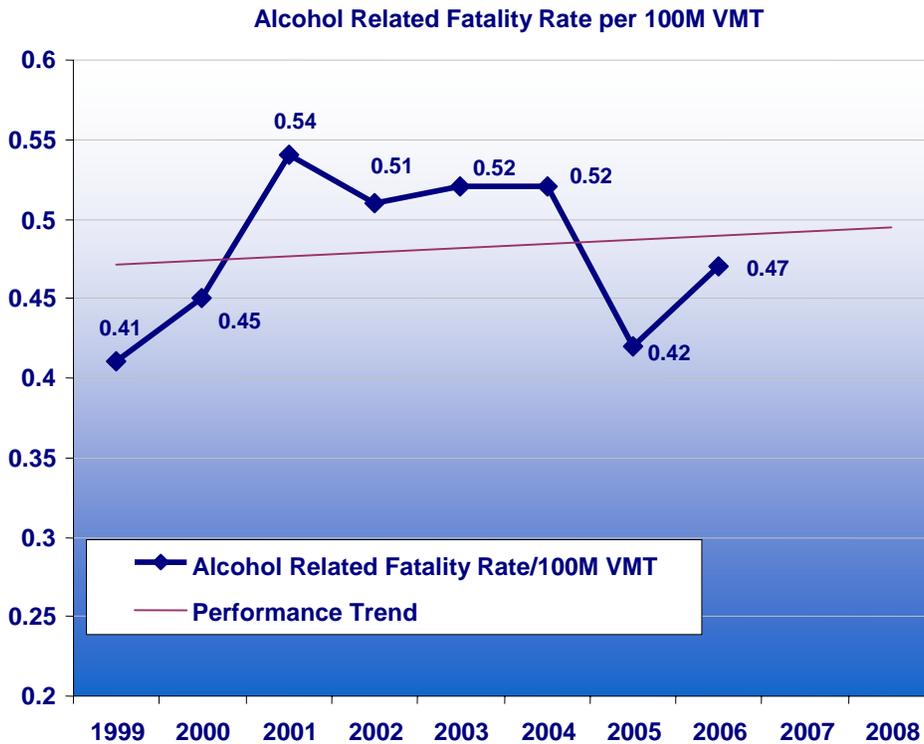
For 2006 fatalities in general experienced a major increase. As mentioned earlier impaired driving is one of the major areas demonstrating a negative increase. The reported numbers in the chart to the left reflect the U.S. Department of Transportation's Fatal Analysis Reporting System (FARS) statistics for Maryland. FARS reported data makes use of formula based methodology.

Graph H - Alcohol Related Fatalities as a Proportion of All Fatalities

Alcohol Related Fatalities as a Proportion of All Fatalities

Impaired driving represented nearly half (41%) of the 651 fatalities reported during 2006. During the 2007 Legislative Session a DUI Task force was established to determine countermeasures to this deadly trend.

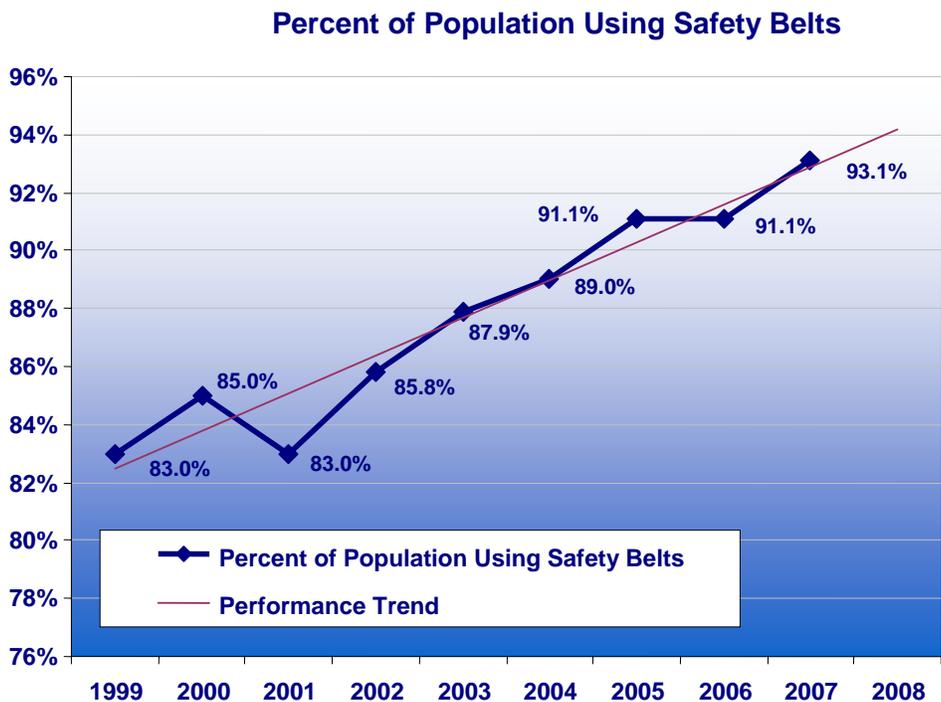
Graph I - Alcohol Related Fatality Rate



Alcohol Related Fatality Rate

The impaired driving fatality rate in relation to vehicle miles traveled increased to .47 for 2006 reflecting the physical increase in fatalities. This is a 10.6% increase over 2005.

Graph J - Percent of Population Using Safety Belts



Percent of Population Using Safety Belts

Maryland's usage of seat belts continues to trend in a positive direction with a compliance percentage of 93.1% being reported for 2007. This is a 10 percentage point increase between 2001 and 2007. The 2 percentage point increase over 2006 can be attributed to a 4.7% increase in pick-up truck belt usage. Pick-up truck safety belt compliance in Maryland is now a reported 88.6%.



Regional Smooth Operator Kickoff Event, June 5, 2007, Washington, D.C.

Crash Profiles By Involvement Type

Occupant Protection (Belt Usage)	% Change	2004 Base	2007 Data	2010 Goal
Statewide Belt Usage (Combined)	▲ 4.6%	89%	93.1%	94.5%
Statewide Belt Usage (Automobiles)	▲ 3.6%	90.8%	94.1%	94.4%
Statewide Belt Usage (Pick-Ups)	▲ 11.0%	79.8%	88.6%	92.3%

Fatalities by Program Area	% Change	2004 Base	2006 Data	2010 Goal
Statewide	▲ 1.4%	643	652	608
Aggressive Driving**	▲ 51.7%	58	88	52
Bicycles	▲ 41.7%	12	7	10
Drowsy & Distracted Driving**	▲ 72.7%	187	51	139
Impaired Driving *	▲ 6.3%	286	268	206
Motorcycles	▲ 22.1%	68	83	62
New Drivers	▲ 9.0%	122	111	100
Occupant Protection (Unbelted)	▲ 6.1%	229	215	168
Older Drivers	▲ 7.7%	104	112	85
Pedestrians	▲ 1.0%	96	97	85

Injuries by Program Area	% Change	2004 Base	2006 Data	2010 Goal
Statewide	▲ 6.6%	57,409	53,615	52,469
Aggressive Driving**	▲ 57.5%	2,861	4,505	2,552
Bicycles	▲ 4.8%	705	671	552
Drowsy & Distracted Driving**	▲ 46.5%	26,523	14,177	21,655
Impaired Driving	▲ 3.7%	4,886	5,068	3,069
Motorcycles	▲ 20.1%	1,416	1,701	1,333
New Drivers	▲ 9.8%	13,927	12,565	9,643
Occupant Protection (Unbelted)	▲ 55.1%	8,242	3,702	2,959
Older Drivers	▲ 1.1%	7,202	7,125	5,066
Pedestrians	▲ 5.1%	2,631	2,765	2,237

Fatal Crashes by Program Area	% Change	2004 Base	2006 Data	2010 Goal
Statewide	▲ 3.0%	576	593	527
Aggressive Driving**	▲ 51.9%	52	79	46
Bicycles	▲ 41.7%	12	7	10
Drowsy & Distracted Driving**	▲ 72.7%	161	44	112
Impaired Driving*	▲ 32.8%	183	243	176
Motorcycles	▲ 27.7%	65	83	62
New Drivers	▲ 6.4%	109	102	88
Older Drivers	▲ 12.2%	90	101	70
Pedestrians	▲ 0.0%	95	95	86

Injury Crashes by Program Area	% Change	2004 Base	2006 Data	2010 Goal
Statewide	▲ 4.2%	37,422	35,864	33,067
Aggressive Driving**	▲ 60.4%	1,660	2,663	1,559
Bicycles	▲ 3.5%	665	642	517
Drowsy & Distracted Driving**	▲ 43.7%	16,906	9,523	16,154
Impaired Driving*	▲ 3.0%	3,142	3,236	2,364
Motorcycles	▲ 15.1%	1,222	1,406	1,164
New Drivers	▲ 8.4%	8,524	7,808	7,597
Older Drivers	▲ 1.0%	4,447	4,490	3,361
Pedestrians	▲ 2.8%	2,405	2,473	2,131

* Fatality Analysis Reporting System data

** A 2004 Maryland State Police change in policy redefined usage and attribution of the inattentive contributing circumstance in crash reports resulting in a lowering of crashes reported as inattentive driving related crashes.

Program Reports

Throughout FFY 2007, the MHSO funded a variety of programs, projects and activities, with federal transportation dollars, which were intended to advance the traffic safety goals set forth by the State of Maryland. For FFY 2007, these Program Areas have been arranged to coincide with their position in the MHSO's overall set of priority Program Areas, as defined in Maryland's FFY 2007 Highway Safety Plan. Those priorities are as follows:

- Aggressive Driving Prevention
- Bicycle and Pedestrian Safety
- Community Traffic Safety
- Data Analysis and Traffic Records
- Diversity Outreach
- Drowsy and Distracted Driving Prevention
- Employer Awareness
- Police Traffic Services
- Impaired Driving Prevention
- Injury Surveillance
- Media Communications
- Motorcycle Safety
- Young Driver Safety
- Occupant Protection
- Older Driver Safety

Each section will provide a narrative description of the problem, a listing of objectives proposed in the Highway Safety Plan, strategies implemented throughout FFY 2007, challenges encountered throughout the year, and notable accomplishments achieved in FFY 2007.

As in past years, all of the program areas identified by the NHTSA as being of national priority are significant components of Maryland's traffic safety program. However, not all of the national priority program areas are addressed in this report. [MHSO's program is based on Maryland's data and problem identification, and is specifically tailored to best meet Maryland's needs.]

Measure	2006	2007
Total number of grants awarded	62	57
Total number of grant applications	79	63
Total Number Press events	7	8
Total Number of Educational Materials Distributed	393,869	254,119
Total Number of Message Based Incentive Items Distributed	34,329	87,300
Total Number of Free Media Runs	16,424	5,179
Total Number of Training Events	19	65
Total Training participants/students	473	1,161
Total Number of Educational Presentations & Taskforce Meetings	240	84
Total Number of Educational Presentation Attendees	6,562	6,125
Total Number of Outreach Events	239	42
Total Audience Exposure of Outreach Events	4,158,561	4,203,491
Total Number of Reported Arrests	1,214	651
Total Number of Reported Citations and Warnings Aggressive	365,009	385,604
Total Number of Enforcement Campaigns	4	4
Total Number of Participating Police Departments	126	361
Total Number of Checkpoint Events	160	119
Total Number of Saturation Patrols	4	377
Total Checkpoint Audience Exposure Alcohol	81,788	57,000

Aggressive Driving Prevention

Polling and research conducted by AAA Mid-Atlantic through the years reveal a continued growing concern with the problem of aggressive driving (i.e., traffic signal violation, improper passing, failure to drive in a single or proper lane, following too closely, failure to stop/yield right of way, or exceeding the speed limit). In an effort to combat aggressive driving, the MHSO's largest effort in 2007 was to fund and partner with the Motor Vehicle Administration, law enforcement, government officials, trauma experts, and others to conduct the Smooth Operator Program. Developed over 10 years ago, the Smooth Operator Program is a public safety initiative to provide education, information and solutions for the problem of aggressive driving.

The number of aggressive driving crashes increased dramatically in 2006, increasing from 5,651 in 2005 to 6,252 in 2006. Better data collection by police officers has resulted in a dramatic decrease in the use of a somewhat "non-specific" code on the Maryland crash report, namely "Failure to give full time and attention." A decrease in the use of this code has increased the use of other, more specific codes directly related to aggressive driving behaviors. All aggressive driving categories showed an increase from 2005 to 2006. This area should further normalize in 2007 and the data will give a clearer picture of the problem.

Objective

- Decrease the total number of aggressive driver related crashes from 3,909 in 2004 to 3,754 or lower in 2010.
- Decrease the total number of aggressive driver related fatalities from 58 in 2004 to 52 in 2010.
- Decrease the total number of aggressive driver related injuries to 2,552 in 2010.

Strategy

- The *Smooth Operator* Program continued to respond to the problem of aggressive driving through news media efforts, a public education and awareness campaign, and increased law enforcement and engineering activities.

Accomplishments

- More than 300 law enforcement agencies across the region, 33 in Maryland, coordinated their efforts to target aggressive drivers, conducting enforcement "waves" over a four month period. In 2007, they issued more than 385,604 citations and warnings for aggressive driving behaviors.
- In 2007, awareness of the *Smooth Operator* message increased from 54% to 67%, among drivers in the region.
- Two major public relations events were held for the 2007 campaign, including one in DC at the Jefferson Memorial, and one at Baltimore's Shock Trauma Medical Center, and included representatives of all the participating law enforcement agencies and other transportation industry partners. The events added to the campaign's earned media value.
- The public relations activities for the Smooth Operator message conservatively reached more than 4.2 million people through TV broadcasts, extensive radio coverage, print articles, Spanish language coverage, outdoor billboards, podcasts, video downloads, geo-targeting, and busback media advertising.
- The Smooth Operator program continues to be a successful multi-jurisdictional partnership including FHWA, FMCSA, NHTSA, MDOT, and numerous federal, state, and private highway safety organizations
- The *Smooth Operator* Program will expand into Delaware and New Jersey in FFY2008
- The *Smooth Operator* Program has been recognized regionally, nationally, and internationally for its creativity and as a model traffic safety program by the following organizations
 - Governors Highway Safety Association, The Peter K. O'Rourke Special Achievement Award
 - Virginia Association of Chiefs of Police, Outstanding Program
 - International Association of Chiefs of Police, Outstanding Program
 - American Association of Motor Vehicle Administrators, Public Affairs and Consumer Award

Bicycle & Pedestrian Safety

Over the past five years 14,835 pedestrian and 4,195 pedalcyclist crashes have occurred on Maryland's roadways. On average, 103 pedestrians and 8 pedalcyclists have lost their lives each year, representing nearly 17.2% of Maryland's traffic fatalities. In addition, an average of 2,763 pedestrians and 693 pedalcyclists has been injured annually, representing 6.1% of all Maryland's traffic injuries.

The Maryland highway safety program includes a comprehensive pedestrian and bicycle safety program that promotes safe pedestrian and bicycle practices, educates drivers to share the road safely with other road users, and encourages safe facilities for pedestrians and bicyclists through a combination of policy, enforcement, communication, education, incentive, and engineering strategies.

The number of pedalcyclist crashes increased slightly from 775 in 2005 to 794 in 2006. 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 733 crashes in 2010. After 2005's increase, 2006 remained steady in the number of pedestrian crashes at 2,960. 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.

Objectives

- Decrease the total number of pedalcyclist related crashes from 875 in 2004 to 733 in 2010.
- Decrease the total number of pedalcyclist related fatalities from 12 in 2004 to 10 in 2010.
- Decrease the total number of pedalcyclist related injuries from 702 in 2004 to 552 in 2010.
- Decrease the total number of pedestrian related crashes from 2,843 in 2004 to 2,528 in 2010.
- Decrease the total number of pedestrian fatalities from 96 in 2004 to 85 in 2010.
- Decrease the total number of pedestrian injuries from 2,626 in 2004 to 2,237 in 2010.

Strategies

- The *StreetSmart Campaign* continues to address pedestrian safety issues through coordinated education and enforcement activities.
- The Statewide Bicycle and Pedestrian Safety Campaign continues to partner with elementary schools and bike and pedestrian organizations to promote programmatic goals.

Accomplishments

- The *StreetSmart Campaign*, developed in partnership with the Washington Council of Governments, reached millions of people in the Washington, D.C. metropolitan area with pedestrian safety messages directed at both motorists and pedestrians.
 - The launch event was very successful in gaining media attention and informing the public about stepped-up law enforcement activities throughout Virginia, Maryland and the DC Metropolitan area. Coverage for this event garnered more than 10.3 million media impressions – doubling the results of the highly successful 2006 campaign.
 - Transit advertising was used to reach users of the transit system about walking safely and radio advertisements emphasizing the responsibilities of motorists toward pedestrians. *StreetSmart*-branded educational materials were distributed to reinforce the key campaign messages.
- The Statewide Bicycle and Pedestrian Safety Campaign operated with the Washington Area Bicyclists Association (WABA), continued to promote the Maryland Pedestrian and Bicycle Safety Education Program. In FFY2007 the program:
 - Increased the number of schools and other venues using the program from 12 in 2006 to 34 in 2007.
 - Increased the number of Maryland children served directly by the program from 3,380 in 2006 to 7,232 in 2007.
 - Developed 25 new Safety Education Program trainers during two trainer development workshops
- The MDOT completed a new adult bicycle education video titled, *Competence and Confidence: A Bicycling Guide for Adults*. The video is intended to reach bicyclists most likely to be involved in traffic crashes – adult males in the Baltimore Metropolitan Area and in Ocean City.
- In an effort to reach diverse audiences, numerous materials for the Statewide Bicycle and Pedestrian Safety Campaign have been printed in multiple languages.

Community Traffic Safety

Maryland continues to utilize a network of local traffic safety personnel to address various community issues. These local programs, known as the Community Traffic Safety Programs (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 areas.

Each year, local CTSP Coordinators work with their respective Task Forces 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 initiatives. The MHSO will continue to review the progress of the CTSPs and evaluate the effectiveness of each program.

Objectives

- Reduce the number of crashes from 104,103 in 2004 to 99,981 in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 43,069 in 2010.
- Facilitate the development and effectiveness of CTSPs through training and support.

Strategy

- Local CTSP Coordinators continue to work with local Task Forces to identify traffic safety issues and problems, develop appropriate countermeasures, and implement or advocate solutions.

Accomplishments

- Completion of Phase I of Johns Hopkins University/National Study Center Evaluation Program pilot. Phase I involved four CTSP coordinators conducting practical use of the developed tools. Phase II will involve seven additional projects.
- Johns Hopkins University developed a mentor program where four experienced coordinators have been partnered with coordinators with less than 1 year experience. Still in pilot phase.



Data Analysis & Traffic Records

Section 2006 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy For Users (SAFETEA-LU) provides that Maryland may qualify for multi-year grant funds by demonstrating that it has: (a) Established a highway safety data and traffic records coordinating committee (a "TRCC"); and (b) developed a multiyear highway safety data and traffic records system strategic plan (a "Multiyear Plan" or "Strategic Plan").

Objectives

- Implement a 100% 2nd edition compliant Model Minimum Uniform Crash Criteria crash report by 2010.
- Increase the total number of crash form Model Minimum Uniform Crash Criteria elements from 61 to 77 of 77 by 2010.
- Increase the total number of crash form Model Minimum Uniform Crash Criteria attributes from 333 to 622 of 622 by 2010.

Strategies

- Continue to implement recommendations from the 2005 Traffic Records Assessment.
- Develop new and improved automated field reporting systems for data collection.
- Develop, coordinate and educate state data users on effective use of data analysis resources.
- Increase the interoperability of safety data and develop uniform communication policies for better understanding of the transmitted content.
- Utilize existing systems and resources in a non-traditional manner to develop situation awareness alerting and forecasting systems.
- Modernize and develop responsive security protocols based on uniform safety data access certification levels.
- Maintain advances in systems improvements through training, audits and best practice quality assurance monitoring.

Accomplishments

- The Maryland Traffic Records Coordinating Committee (TRCC) completed a new strategic plan with emphasis on access and data quality through provider and user distance learning.
- The TRCC educated the legislature on technical capabilities and safety benefits of electronic citations. Legislation was passed enabling automated citations. The first e-citation was issued in November of 2007 by New Carrollton Police Department and the Maryland State Police are anticipating early 2008 as the start date for the Electronic Traffic Information Exchange (E-TIX) to go online which will enable multiple agencies to see citations in a real-time environment.
- The Towson University Center for Geospatial Information Services developed and is piloting an incident location tool that will minimize the need for location reference manuals for crashes and will allow officers to view interagency incidents within the same area prior to report aggregation at Central Records. This will allow for real-time redeployment of personnel prior to statewide data analysis.
- The Maryland State Police developed Electronic Traffic Information Exchange (E-TIX) a database driven interagency tool which will allow officers to track the number of traffic stops an individual has had in state up to the current day. If a person was stopped by an officer using this system 15 minutes earlier the officer of the current stop will have the details related to the previous stop.
- The Maryland TRCC developed a two tier committee format with the executives meeting quarterly and the technical committee meeting on a monthly basis. Communication between organizations has increased significantly because of these forums and access to executives.



Diversity Outreach

In 2006, 11.5% of Maryland's residents were counted as foreign born, which represents mainly people from Latin America and Asia. About 4.0% are undocumented (illegal) immigrants and Maryland has the largest African-American population of any state outside of the Deep South and has the second largest Korean American population, trailing only Texas. This level of diversity in population requires a variety of outreach efforts as a one size fits all messaging program is not effective in the vast variety of cultural groups of Maryland. The Diversity in Traffic Safety Program was developed to address the needs of educating diverse audiences through traffic safety programs, initiatives, outreach projects and specific messaging.

Objectives

- Reduce the number of crashes from 104,103 in 2004 to 99,981 in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 52,469 in 2010.

Strategy

- To consistently provide outreach efforts in non-traditional ways to meet the needs of diverse communities statewide.

Accomplishments

- In 2007, the MHSO hosted the 2nd Annual Diversity Summit where approximately 130 participants from across the state participated.
- MHSO's Diversity Resource Guide was developed and distributed statewide.
- The first diverse community leadership Certificate of Appreciation was awarded to the Multi-Jurisdictional Pedestrian Safety Committee for invaluable contribution to traffic safety.
- A driver survey was developed in three different languages and disseminated throughout the Maryland Motor Vehicle Administration Offices. The surveys focused on knowledge, attitude and behavior.
- The MHSO's Diversity in Traffic Safety Program teamed up with the Prince George's County Highway Safety Office, the Prince George's County Public School System and to launch the *Make It Go Click Campaign*. This program was very successful, getting over 1,500 students together in one location at one time to receive traffic safety education and awareness. The program was designed to reach a diverse population of students who are at risk in many of the state's priority areas. This first initiative was considered a pilot program and plans are to implement this set up in other counties across the State.
- The *Make It Go Click Campaign* will implement the second educational program for Prince George's County and the goal is to reach more than 2,500 before Spring 2008. The partnership will continue and venture out to work with other Community Traffic Safety Program Coordinators across the State.

Drowsy & Distracted Driving Prevention

Driver inattention represents 26% of all of Maryland's traffic fatalities. In March 2004, the MHSO kicked off the *JUST DRIVE* Campaign to provide awareness and education about the potential dangers of distracted and drowsy driving. Specifically, this program was designed to decrease the number of inattentive driving-related crashes across the State. Today, the MHSO continues to use the program slogan, logo and program materials to promote driver awareness. The educational initiatives continue to expand and many of our partners disseminate materials and publicize our campaign safety messages.

The number of inattentive driving crashes decreased between 2005 and 2006 by 4,401. The decreasing use of the "Failure to give full time and attention" code on the crash report is the principal underlying cause of this change. Based on the change in codes the inattentive driving crash tally presented a 4,399 decrease from a high of 32,229 in 2005 to 27,380 in 2006.

Objectives

- Decrease the total number of inattentive driving related crashes from 44,972 in 2004 to 43,191 in 2010.
- Decrease the total number of inattentive driving related fatalities from 187 in 2004 to 139 in 2010.
- Decrease the total number of inattentive driving related injuries from 24,860 in 2004 to 21,665 in 2010.

Strategy

- The *JUST DRIVE* Campaign continues to promote traffic safety education to address distracted and drowsy driving-related crashes.

Accomplishments

- Promoted 100 traffic safety training programs where over 2,400 people participated in the Traffic Safety Trilogy Educational Program.
- Conducted a total of four instructor courses and trained approximately 30 people to conduct The Chesapeake Regional Safety Council's Traffic Safety Trilogy at their organizations.
- Throughout 2007, two different 30 and 60 second Public Service Announcements were aired to educate Maryland drivers about the dangers of driving distracted or drowsy. The Maryland Broadcast Association coordinated the placements of the PSAs which were aired statewide.
- Outreach aimed at reducing the number distracted driving total crashes and fatalities were implemented across Maryland. Based upon the comparison statewide data and the Candidate Safety Improvement Location Manual, numerous locations were identified. Over 500 driver safety surveys were conducted, 5 billboards were placed, 100,000 mail fliers were distributed and transit shelter posters were displayed reaching a population of nearly 396,000 people.



Employer Awareness

The Maryland Traffic Safety For Employers (T-SAFE) Project officially launched in March 2002, with the first meeting of the T-SAFE Executive Council. The T-SAFE Project was designed to be an employer-specific traffic safety investment program that increases traffic safety awareness among Maryland employers and their employees. The objective of this program is to provide employers with the tools and resources needed to protect their most important asset, their employees, while they drive both on and off the job. The benefits of implementing a workplace traffic-safety program include the reduction of traffic-related injuries and deaths, and the economic losses associated with traffic crashes to the employer, the employee and the overall community.

The main focus of the project is to share traffic safety information not only with employees but with their customers and to focus on reducing traffic related deaths and injuries. While this is an investment program to help employers reduce crashes and costs, the program looks at the startling financial losses being suffered statewide. In less than two years, the T-SAFE Executive Council grew from 21 members to 35 members. Currently, the MHSO has approximately 30 members on the Executive Council and over 400 companies holding a general membership.

Objectives

- Reduce the number of crashes from 104,103 in 2004 to 99,981 in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 43,069 in 2010.

Strategy

- To stress the importance of workplace traffic safety programs, provide safe driving tips for employers and employees who may be driving on and off the job, and provide resource materials, program presentations, and training resources.

Accomplishments

- The T-SAFE Project was re-energized in 2007 and hosted an Executive Council Meeting to discuss the direction of the program.
- T-SAFE was invited to participate at the State Employees Risk Management Conference. Numerous partnerships were formed and over 1,500 pieces of literature were disseminated.
- T-SAFE was invited to participate at the National Institute of Technology and Standards Safety Day. More than 3,000 employees report to the Gaithersburg, Maryland complex and the MHSO staff distributed over 2,200 pieces of literature.



Police Traffic Services

The MHSO administers a variety of federally funded highway safety programs and projects and almost every program includes a law enforcement component. Many of these programs cross over into multiple enforcement agencies across Maryland on the state, county and local levels, and successful deployment of these programs require skillful coordination of efforts.

The MHSO has developed many unique activities and programs that are specifically targeted towards aiding in the coordination and successful deployment of law enforcement activities that support MHSO objectives. The most notable 2007 programs that support these objectives include MHSO's co-sponsorship of the University of Maryland Advanced Law Enforcement Institute (a.k.a. DUI Institute), and sponsorship of the Crash Reconstruction Schools.

Objectives

- Reduce the number of crashes from 104,103 in 2004 to 99,981 in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 43,069 in 2010.
- Ensure MHSO's programmatic efforts are successfully complemented by efficient and advanced law enforcement involvement through education, incentives and recognition.
- Improve data collection and causal analysis relating to fatal and near fatal crashes.

Strategies

- Limit the adverse effects associated with the reduction of officers trained in traffic crash reconstruction methods through Advanced Crash Reconstruction training.
- Recognize the importance of law enforcement efforts towards alcohol impaired driving through incentive-based advanced training curriculum at the University of Maryland Institute for Advanced Law Enforcement Studies.

Accomplishments

- The Maryland Crash Reconstruction Committee (MCRC) conducted two Advanced Crash Investigation Schools for Maryland police officers with 17 and 25 respective graduates.
- The MCRC conducted two Crash Reconstruction Schools for Maryland police officers with 19 and 24 respective graduates.
- The MCRC conducted two Photography for the Crash Investigator Schools for Maryland police officers with 13 graduates each.
- MHSO provided funding for a vendor, Accident Analysis and Reconstruction (AAR), to conduct one course on Energy and Crush Analysis, with 25 Maryland police officer graduates.
- MHSO provided funding for a vendor, Institute of Police Technology and Management (IPTM), to conduct one course on Commercial Vehicle Reconstruction, with 28 Maryland police officer graduates.
- MHSO provided funding for a vendor, Accident Analysis and Reconstruction (AAR), to conduct one course on Pedestrian/Bicycle Crash Reconstruction, with 24 Maryland police officer graduates.
- For the fourth year, MHSO cosponsored the University of Maryland Institute for Advanced Law Enforcement Studies. The Institute's five-day curriculum provided participants with a more thorough understanding of alcohol as well as valuable tools to strengthen Maryland's already vigorous impaired driving enforcement efforts. In addition to instruction on the physiology and psychology of alcohol, professors provided classes related to prevention and intervention. Five prosecutors from Maryland, North Carolina, Florida, and West Virginia provided intense training related to Maryland's DUI laws, DUI report writing, case preparation, case research, and courtroom presentation techniques.

Impaired Driving Prevention

According to the NHTSA, "impaired driving can be defined as a reduction in the performance of critical driving tasks due to the effects of alcohol or other drugs. It is a serious crime that kills every 30 minutes." On average, 271 people die as a result of impaired-driving related crashes each year on Maryland roads. This equates to 22 deaths a month or a death every 32 hours. Over 24,000 people are arrested annually for driving under the influence of alcohol in Maryland. The number of alcohol / drug-related crashes increased, from 8,479 in 2005 to 8,697 in 2006. The MHSO's efforts to combat impaired driving have primarily been focused on enforcement and public information programs, including mass media campaigns. The MHSO continues to partner with local and state law enforcement agencies, AAA Mid-Atlantic, the Washington Regional Alcohol Program, DUI/Drug Courts, the Maryland Institute for Emergency Medical Services Systems, and Pacific Institute for Research and Evaluation among others.

The MHSO's Impaired Driving Program is highly supported and influenced by a statewide coalition made up of over 280 members, consisting of representatives from federal, state and county agencies; non-profits, not-for profits and associations; law enforcement agencies; hospitals and institutions for higher education; advocate agencies; employers; and related agencies with an involvement in highway safety, the coalition is dedicated to education and awareness through enforcement initiatives, local and statewide media campaigns ranging from paid and earned media activities, and countless prevention efforts. The legislative subcommittee of the Impaired Driving Coalition was recently successful during the legislative session in having the Task Force to Combat Driving Under the Influence of Drugs and Alcohol law passed during the 2007 Maryland Legislative Session and convened in October 2007. This 18 month Task Force is charged with conducting a comprehensive evaluation of the State's Impaired Driving program including impaired driving laws, the judiciary, and MVA process among others and responsible for submitting a set of recommendations to the Governor no later than October 2008.

Objective

- Decrease the total number impaired driving related crashes from 8,556 in 2004 to 8,173 in 2010*.
- Decrease the total number of impaired driving related fatalities from 215 in 2004 to 206 in 2010*.
- Decrease the total number impaired driving related injuries from 4,572 in 2004 to 3,069 in 2010*.

Strategy

- The Impaired Driving Campaign continued to combat impaired driving from a multi-faceted approach which included sustained enforcement efforts, increased media efforts specifically in high-risk jurisdictions of the state based on impaired driving crash data, the development of a pilot project to increase the public awareness of impaired driving saturation patrols, sustaining its DUI Court programs, increased partnerships and training for the judiciary, and the implementation of the Task Force to Combat Driving Under the Influence of Drugs and Alcohol.

Accomplishments

- Law enforcement from all 24 major jurisdictions participated in *Checkpoint Strikeforce* during FFY 2007.
- Over 57,000 motorists passed through sobriety checkpoints during FFY 2007.
- Nearly 7,000 motorists were stopped by *Checkpoint Strikeforce* checkpoints and saturation patrols yielding approximately 651 DUI/DWI arrests in FFY 2007.
- The goal for FFY 2007 was 192 *Checkpoint Strikeforce* activities, and the actual results are as follows: 377 saturation patrols and 119 checkpoints, for a total of 496 enforcement activities with an average of 21 activities per team.
- The Impaired Driving Coalition's legislative subcommittee's educational efforts resulted in the establishment of the Task Force to Combat Driving Under the Influence of Drugs and Alcohol.
- Maryland's Lt. Governor Anthony Brown volunteered as the Honorary Chairman of the *Impaired Driving Coalition* and also served as the featured speaker for the Maryland Remembers ceremony .
- The MIEMSS launched the first ever impaired driving prevention television campaign.
- The Washington Regional Alcohol Program (WRAP) is conducting the first of its kind evaluation of Maryland's impaired driving laws, the judiciary, and performing a comparison of laws to other States and model laws.

* The reported numbers for impaired driving are based on the national Fatal Analysis Reporting system (FARS) imputed numbers for consistency and for regional performance measure normalization.

Injury Surveillance

Maryland's Crash Outcome Data Evaluation System (CODES) was established in 1997 with funding from the NHTSA in an effort to improve highway safety through the use of linked motor vehicle crash data collected from police, emergency medical services (EMS), hospitals, and other sources. Such linked data have been used by the University of Maryland National Study Center for Trauma and Emergency Medical Systems (NSC) for a variety of projects, abstracts, and papers, including a statewide study of injured motorcyclists, a study of older drivers, an analysis of mismatch crashes, a geographic analysis of pedestrian injuries, a study of the patterns of injury in frontal crashes, and a comparative analysis of costs among motor vehicle crashes. Since the development of the CODES Data Network, the NSC has continued investigations into these and other areas of traffic safety, in addition to responding to data requests from the NHTSA and other state and local agencies on topics such as motorcycle crashes, child safety seats, red light running etc.

Objective

- Reduce the number of crashes from 104,103 in 2004 to 99,981 in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 43,069 in 2010.
- Continue to develop the CODES Data Network as a point of contact for requests for highway safety information from legislative groups, the public, and state and local agencies.

Strategies

- Maryland is uniquely positioned to provide detailed data and analysis for a wide range of highway safety topics, as this project has the support and cooperation of other agencies that is almost unmatched in other states. Through CODES, strong relationships have been established with a number of state agencies, allowing the program to serve as a 'repository' for numerous data sets related to highway and motor vehicle safety. As a program within the University of Maryland we are afforded the opportunity to gain access to multiple data sets and, under the umbrella of the University's Institutional Review Board, assure the confidentiality and integrity of the data that are used and disseminated.
- Using this established network, CODES will continue to work toward the development of a warehouse for traffic safety data in the State. The goal of this project is to respond to data requests and provide analysis of highway safety data for multiple program areas and to ultimately offer online accessibility of data and canned reports.

Accomplishments

- During 2007, the CODES program has responded to dozens of requests for data and reports and has been used as the basis for more than 25 local and national presentations.
- CODES staff have also participated in the Traffic Records Coordinating Committee and the Impaired Driving Assessment among other activities with the MHSO.
- Recently, Maryland CODES has been identified as a Program Resource Center for the nineteen current CODES states throughout the United States. In this capacity we will assist with the coordination and response to data requests from the NHTSA.
- Finally, several journal articles have been submitted using Maryland data on such topics as teen and aggressive driving and motorcycle safety.
 - B. Kirley, A. Feller, E. Braver, P. Langenberg. Does the Maryland graduated driver licensing law affect both teenage drivers and those who share the road with them? Manuscript in preparation for Journal of Safety Research.
 - S. Lawpoolsri, J. Li, and E. Braver. Do speeding tickets reduce the likelihood of receiving subsequent speeding tickets? A longitudinal study of speeding violators in Maryland. Traffic Injury Prevention (in press).
 - P. Dischinger, G. Ryb, S. Ho, C. Burch. The Association Between Age, Injury, And Survival To Hospital Among A Cohort Of Injured Motorcyclists. Accepted for presentation at the AAAM annual meeting.

Media Communications

Programmatic use of media purchases continued to be one of the largest vehicles in delivering particular highway safety messages throughout the State. Complementing other coordinated education and law enforcement activities during targeted campaigns, media buys continued to payoff large dividends. Coupled with in-kind contributions with the MHSO's media partners, the investments made within each programmatic media budget created tangible value. The following table lists only the paid media purchased during FFY 2007 for each of the specified program areas.

Program Area	2005	2006	2007
Aggressive Driving Prevention	360,445	503,000	415,800
Drowsy & Inattentive Driving Prevention	32,000	5,000	0
Employer Awareness	69,200	-	0
Impaired Driving Prevention	300,000	400,000	489,000
Motorcycle Safety	-	24,000	22,500
Occupant Protection & Child Passenger Safety	420,000	441,000	507,600
Older Driver Safety	100,000	-	-
Pedestrian & Bicycle Safety	39,000	34,500	77,000
Total	1,314,345	1,407,500	1,511,900

Objective

- Reduce the number of crashes from 104,103 in 2004 to 99,981 in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 43,069 in 2010.
- Develop and implement methods to disseminate messages about the MHSO's products, services, and overall image to its customers, employees, partners, and general public.

Strategies

- Continue to interface with programmatic areas within the MHSO, internal and external partners, and the general public to effectively and efficiently convey its messages.

Accomplishments

- For the FFY 2007 *Checkpoint Strikeforce* campaign, a conservative reach of more than 6.1 million media impressions from radio was generated. More than 2.1 million impressions from television were generated.
- Billboard advertising with Clear Channel Outdoor was utilized in FFY 2007 to raise the awareness of motorists of the need to look for motorcyclists in the traffic mix. Billboards were placed in counties with the highest numbers of motorcycle crashes and fatalities, and in areas known to have motorcycle safety issues. In addition to the \$22,500 of paid media during the motorcycle awareness campaign, an additional \$15,000 value was generated through additional run-time beyond the contract dates. An excess of 6 million impressions were generated during the paid campaign.
- Media coverage of the *Smooth Operator* Program included extensive radio coverage including interviews on WTOP and WAMU (NPR), WMAL and WBAL; mention of the program on 81 television broadcasts on almost all network affiliate stations in Washington, DC and Baltimore markets; print articles and mentions in *The Washington Post*, *The Baltimore Examiner*, *The Washington Examiner* and *The Baltimore Sun*
- Of the roughly \$415,000 paid on media advertising for the *Smooth Operator Program*, a total of \$142,700 was provided by radio stations, outdoor and Internet companies by airing spots and displaying bus backs, billboards and Internet ads in additional time slots for free.
- For the *Smooth Operator* Program, 44% more collateral materials were printed and distributed than in 2006.
- Overall, the *Smooth Operator* Program conservatively produced 4.2 million media impressions.
- Coverage for the 2007 *Street Smart* Pedestrian Safety Campaign, an education and enforcement initiative in the Virginia, Maryland and DC Metropolitan area, garnered more than 10.3 million media impressions – doubling the results of the highly successful 2006 campaign.
- The MHSO purchased \$350,000 of paid media (television) for the 2007 *Click it or Ticket* Campaign. In addition, an outdoor advertising buy consisting of billboards was made in the amount of approximately \$25,000. Finally, an outdoor advertising campaign was conducted in conjunction with the MHSO's *Smooth Operator* Program, including a \$9,450 buy which partnered *Smooth Operator* messaging with a buckle-up message.
- Maryland achieved substantial results yet again from its partnership with the Maryland/DC/Delaware Broadcasters Association, garnering substantial bleed-over from multiple markets.

Motorcycle Safety

Motorcycle safety is of increasing concern in Maryland. Ridership has increased dramatically over the last four years and the numbers of crashes, injuries and fatalities involving motorcyclists has increased as well. Excessive speed on the part of the motorcycle rider is a predominant factor in fatal motorcycle crashes. Extreme speed has been noted in a number of cases involving sport bikes. Aggressive driving by sport bikes continues to be a problem for state and local law enforcement agencies. Rider inexperience and impaired riding by motorcyclists of all classifications are also factors.

Motorcycle crashes increased from 1,749 in 2005 to 1,804 in 2006. Preliminary numbers indicate another increase in motorcycle crashes and fatalities will be seen in 2007, following a nationwide trend of increasing motorcycle crashes and fatalities.

Objectives

- Decrease the total number of motorcycle related crashes from 1,570 in 2004 to 1,508 in 2010.
- Decrease the total number of motorcycle related fatalities from 68 in 2004 to 65 in 2010.
- Decrease the total number of motorcycle related injuries from 1,388 in 2005 to 1,333 in 2010.

Strategies

- The motorcycle safety program focuses on two major areas: rider responsibility and driver awareness.
- Rider responsibility includes proper licensing and skill training, the use of protective equipment and responsible riding behavior. Riders are reached through outreach at public events and by involving leaders of the motorcycle community in the development of safety campaigns.
- Driver awareness includes recognition of motorcycles as part of the traffic mix and proper scanning for motorcycles before initiating traffic movements, notably left turns across oncoming traffic. Driver awareness is achieved through paid and earned media campaigns, including radio advertisements and billboard placements.

Accomplishments

- Maryland completed a comprehensive Motorcycle Safety Program Assessment in cooperation with the National Highway Traffic Safety Administration in December 2006. A series of recommendations were issued as a part of the final assessment report. These recommendations are being incorporated in the program plan for 2008.
- More than 100 leaders in the motorcycle community participated in the first Maryland Motorcycle Leadership Summit in May of 2006. Priority issues for the motorcycle community were identified and are being incorporated into the 2008 statewide safety campaign. This was the largest and most diverse group of leaders in the Maryland motorcycle community to be assembled, with representatives from Harley Davidson, BMW, Honda Goldwing rider organizations, sport bike organizations, motorcycle dealers and training center operators and rider rights organizations.
- A new radio PSA was developed and distributed in collaboration with the Maryland Broadcasters Association targeting driver awareness of motorcycles on the road.
- In coordination with the radio PSA, a billboard safety message campaign was implemented in high-risk counties (Prince George's, Baltimore and Anne Arundel, which account for more than a third of the motorcycle crashes in the State).

Occupant Protection

Maryland's Occupant Protection Program has been a highlight of traffic safety efforts throughout the State for many years. Boasting an overall safety belt use rate of more than 93 percent in 2007, Maryland continues its climb toward the ultimate goal of a 100 percent safety belt use. With particular emphasis on young drivers and pick up truck drivers, Maryland's statewide partners remain committed to educating the public on the benefits of properly using a safety belt and aggressively enforcing Maryland's primary safety belt law when necessary.

As in past years, Maryland continued to provide safety belt use messaging to numerous audiences and created specialized programs to address specific populations. The MHSO coordinates the *Occupant Protection Task Force (OPTF)* and partners closely with others in efforts to promote Child Passenger Safety (CPS). Partners represented within these two Task Forces include AAA Mid-Atlantic, the Maryland MVA, the MIEMSS, CTSPs throughout the State, the MSP and a host of local, County and municipal police agencies and Sheriff's offices.

While the recent departure of two long-standing partners of occupant protection represent significant losses for the organization in terms of experience, the MHSO will look to use this as an opportunity to cultivate new leaders in the realm of occupant protection. Plans are already underway to partner more closely with the MHSO's Impaired Driving Prevention Program, the Young Driver Safety Program, and other program areas as necessary. Additionally, plans have been set in motion to adjust Maryland's highly successful Chiefs' Challenge campaign to incorporate other aspects of traffic safety and to enhance the ongoing participation of law enforcement agencies throughout the State.

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 93.1% in 2007. The success achieved by Maryland's rising belt use rate has prompted an increase in the State's 2010 goal to 94.5%.

Objectives

- To increase safety belt use to 94.5 percent in 2010.
- To decrease the total number of fatalities of unrestrained occupants to 65 in 2010.
- To decrease the total number of injuries of unrestrained occupants to 866 in 2010.

Strategies

- Maryland's Occupant Protection Program has continued to make strides with the general public through the use of sustained enforcement efforts combined with paid media programs.
- As defined by county-wide safety belt observational data, specific population segments have been selected for media-related efforts, including Prince George's County and Baltimore City.

Accomplishments

- Maryland attained a 93.1 percent safety belt use rate during the 2007 observations, representing a 2 percentage point increase from the previous year.
- The use rate for pickup trucks, historically a major obstacle in Maryland, climbed from 85 to 89 percent during 2007.
- Approximately 90 agencies completed Maryland's two-month long Chiefs' Challenge campaign.
- Over 6.1 million impressions were made in 2007 with the annual *Click It or Ticket* campaign.

Older Driver Safety

The safety and security of drivers aged 65 years or more is of increasing concern in Maryland. The number of older Marylanders is increasing. Of the 5.3 million people in Maryland in 2000, 15% (801,036) were over the age of 60. The percentage is expected to increase to 25% of Maryland's projected population of 6.7 million by the year 2030. While in previous years, older driver crashes had declined somewhat, 2006 figures show an increase in older driver fatalities – underscoring the need to continue prevention and outreach efforts toward older drivers.

The number of older driver-involved crashes increased slightly from 2005 to 2006. Older drivers continue to be a challenging demographic in Maryland but in positive news, Maryland is close to achieving the stated 2010 goal for crashes involving this group of drivers.

Objectives

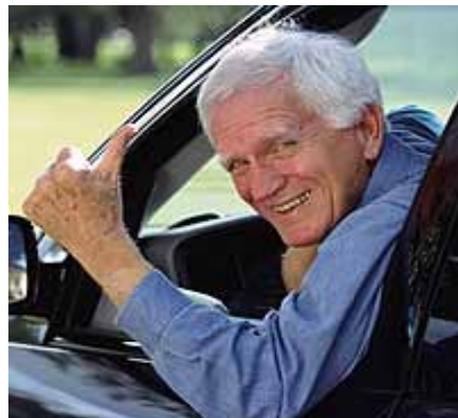
- Reduce annual crashes involving drivers 65 years or older from 10,226 in 2004 to 10,168 in 2010.
- Reduce annual fatalities involving drivers 65 years or older from 104 fatalities in 2004 to 85 in 2010.
- Reduce annual injuries involving drivers 65 years or older from 6,726 in 2004 to 5,066 in 2010.

Strategies

- Older driver programs include four major components: driver self awareness and assessment, driving skills and strategies, occupant protection, and alcohol and drug impairment.
- The *Seniors on the M.O.V.E* (Mature Operators Vehicular Education), a program developed in collaboration with Johns Hopkins University, includes four two-hour workshops addressing each of these four components.
- Awareness efforts are also targeted to the family and caregivers of older drivers.

Accomplishments

- The *Seniors on the M.O.V.E* program continued its success in reaching older drivers with a comprehensive traffic safety program tailored to their unique needs. The Seniors on the MOVE program is an active partnership between the MHSO and:
 - Community Traffic Safety Programs
 - The Johns Hopkins Bloomberg School of Public Health –Center for Injury Research and Policy
 - AAA Foundation for Safety and Education
 - Peter Lamy Center for Drug Therapy and Aging at the University of Maryland School of Pharmacy
 - Kids in Safety Seats
- Johns Hopkins University completed an evaluation of the *Seniors on the M.O.V.E* program, which showed increase levels of knowledge and shifts in attitudes toward safe driving behavior. Driver follow-up will be needed to assess impact on reported driving behavior.
- A new partnership was developed with the Erickson Foundation to evaluate the use of the *Seniors on the MOVE* program as an integral part of the Erickson's driver health and safety program.
- A *Seniors on the MOVE* program manual was produced to enable more CTSPs to adopt and implement the program and a driver self-assessment checklist was developed as an outreach tool for older drivers and their caregivers.



Young Driver Safety

Young driver crashes, injuries and fatalities are on a declining trend; however, young driver issues remain a concern in many communities across the state. The focus of traffic safety programs goes well beyond traditional driver education to involve young people and their parents, law enforcement and schools in addressing this persistent traffic safety issue.

Although the number of young driver-involved crashes decreased for a second straight year from 20,318 in 2005 to 19,857 in 2006, 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 programming.

Objectives

- Reduce annual crashes involving young drivers from 20,882 in 2004 to 20,283 in 2010
- Reduce annual fatalities involving young drivers by from 122 in 2004 to 100 in 2010.
- Reduce annual injuries involving young drivers from 13,927 in 2004 to 9,643 in 2010.

Strategies

- Young driver programs focus on four major areas: driving skill and decision-making, occupant protection, impaired driving, and the Maryland graduated driver licensing (GDL) system.
- More programs focusing on on-the-road decision making and situational awareness are needed.
- Maryland high schools participate in the Pacesetters program in partnership with local law enforcement to promote safety belt use in those schools. In addition, the *Road Rules* program materials are used to target young drivers with messages on safety belt use.
- A wide variety of high school-based programs have been implemented to address impaired driving, including mock crashes, impaired driving simulators, Fatal Vision goggles simulation exercises, and promotion of alcohol-free after-Prom parties.

Accomplishments

- A new partnership is being developed with the *Campaign for Courtesy on the Road* to expand this program, which was developed in Howard County, to communities across the State. The program includes presentations to participating high schools as part of the school orientation and parking permit process, and routine email communications with students and parents. Participants are identified by car magnets bearing the program logo and students "caught" driving responsibly are eligible to receive prizes donated by local businesses.
- A new comprehensive young driver program is being pilot tested at Owings Mills High School. The program includes an intensive kick-off week of driver safety programs and follow-up programs will be delivered to students and parents later in the year. Before and after surveys will be compared to a control high school which did not receive the program at the conclusion. Kickoff week programs included:
 - Covert Mock Crash
 - Class visits with spinal cord injury victims and young substance abuse program participants
 - Traffic crash dynamics workshops in science classes
 - Safety Fair with interactive sessions on impaired driving, driver skills, substance abuse, shock trauma and insurance issues.
- A new law card was developed to incorporate young driver issues and Graduated Driver Licensing laws to educate law enforcement officers and parents on these safety laws.

Fiscal Summary

Program	402	405A	405B	410A	410B	157	406	408	2010	163	Total	% of Total
Aggressive Driving	\$76,143	\$0	\$0	\$0	\$0	\$0	\$325,000	\$0	\$0	\$59,530	\$460,673	6.75%
Inattentive Driving	\$82,260	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$82,260	1.21%
Impaired Driving	\$103,496	\$0	\$0	\$104,604	\$595,855	\$0	\$0	\$0	\$0	\$0	\$803,955	11.78%
Motorcycles	\$32,530	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$26,672	\$0	\$59,202	0.87%
Occupant Protection	\$266,529	\$131,540	\$433,000	\$0	\$0	\$0	\$77,003	\$0	\$0	\$0	\$908,072	13.31%
Pedestrian & Bicycle	\$228,533	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$228,533	3.35%
Safety Programs	\$446,252	\$0	\$0	\$0	\$0	\$0	\$159,019	\$0	\$0	\$0	\$605,271	8.87%
Diversity	\$98,077	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$98,077	1.44%
Data Analysis	\$397,988	\$0	\$0	\$0	\$0	\$0	\$0	\$354,296	\$0	\$305,280	\$1,057,564	15.50%
Community Programs	\$862,044	\$0	\$0	\$0	\$167,121	\$81,359	\$728,046	\$0	\$0	\$89,197	\$1,927,767	28.26%
Enforcement	\$169,065	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$169,065	2.48%
Emergency Medicine	\$31,189	\$0	\$0	\$0	\$0	\$0	\$23,346	\$0	\$0	\$133,888	\$188,423	2.76%
Engineering	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Planning & Administration	\$233,646	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$233,646	3.42%
Total	\$3,027,752	\$131,540	\$433,000	\$104,604	\$762,976	\$81,359	\$1,312,414	\$354,296	\$26,672	\$587,895	\$6,822,508	100.00%

Traffic Safety Outlook

The MHSO, the State's leading voice for highway safety, has a treasured history of improving the lives of Maryland citizens and motorists. Engaged, proactive involvement with numerous agencies and partners has been critical to achieving this success. 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. In addition, recent programmatic efforts have afforded the State of Maryland the opportunity to foment partnerships with communities and organizations outside the state borders. One such example includes the addition in 2007 of new partner law enforcement agencies in New Jersey and Delaware into the highly successful regional *Smooth Operator* Program, designed to reduce the number of aggressive driving instances on our roadways. The *Smooth Operator* Program has received numerous accolades from regional, national, and international organizations for its creativity and as a model traffic safety program.

As stewards of federal grant monies, and ultimately of taxpayer dollars, the MHSO has always looked to achieve maximum efficiency and maximum benefits from the programs it funds. In order to continue and sustain this stewardship, the recent collaborative development of the SHSP was facilitated by the MHSO. Adopted in 2006, the extensive process of developing the SHSP included buy-in from traditional and unique partners, the identification of critical highway safety issues, the development of strategies to address those problems, and the culmination of long term goals that would benefit all Marylanders. 2007 marked the first year for which these lofty goals could be put to the test. While Maryland remains, in some areas, a distance from achieving those goals, many programmatic strategies are beginning to pay off. One such example is Maryland's 93.1% belt usage rate for 2007. While not exclusively an MHSO accomplishment, it does indicate that the "Click-It or Ticket" and other messages are being communicated by MHSO partners and received by residents of Maryland.

The MHSO is always looking for ways to fine-tune programmatic efforts to reduce fatalities on Maryland's roads. One such effort that was developed out of the SHSP process was the need for better data collection. Problem identification and programmatic development is best facilitated when data is easily accessible, precise in nature, and plentiful in volume. One such effort to address this issue is being developed by the Maryland TRCC. Following the completion of the TRCC Strategic Plan in FFY 2006, the development and implementation of new technologies to provide better access and data quality for traffic crash records is beginning to materialize. The first e-citation was issued in November of 2007 by New Carrollton Police Department and the Maryland State Police are anticipating early 2008 as the start date for the Electronic Traffic Information Exchange (E-TIX) to go online which will enable multiple agencies to see citations in a real-time environment. The MHSO will continue to support and monitor this exciting opportunity.

The MHSO continues to be heavily involved with the Governors Highway Safety Association (GHSA). The GHSA is a non-profit association representing the highway safety offices of states, territories, the District of Columbia and Puerto Rico. The GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy and enhance program management. The Maryland Highway Safety Coordinator and MHSO Chief is currently the elected GHSA Vice Chair, and continues to be the alternate regional coordinator among the Region III states for GHSA. While the volunteer positions create an extra workload, the benefits are immense. Access to federal highway safety activities and other highway safety coordinators in other states, and their corresponding policies and practices is an immeasurable benefit to the MHSO and to the State of Maryland.

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 the NHTSA. Maryland will continue to work to strengthen the State's traffic safety relationships with other states, particularly those in the Region III, to save lives throughout Maryland and beyond.

Program Contact Information

Maryland Highway Safety Office
 State Highway Administration
 7491 Connelley Drive
 Hanover, MD 21076

Phone: 410.787.4050
 Toll-Free: 888.963.0307
 Fax: 410.787.4020
 Email: mhso@sha.state.md.us

Program	Contact	Phone	Email
Aggressive Driving Prevention	Tom Gianni	410.787.4074	tgianni@sha.state.md.us
Bicycle Safety	Peter Moe	410.787.4096	pmoe@sha.state.md.us
Child Passenger Safety	Timothy Richards	410.787.4077	trichards@sha.state.md.us
Community Traffic Safety	Robert Deale	410.787.4075	rdeale@sha.state.md.us
Data Analysis & Traffic Records	Gregg Presbury	410.787.4068	gpresbury@sha.state.md.us
Diversity Outreach	Lolita Stewart	410.787.4078	lstewart@sha.state.md.us
Drowsy & Distracted Driving Prevention	Lolita Stewart	410.787.4078	lstewart@sha.state.md.us
Employer Awareness	Lolita Stewart	410.787.4078	lstewart@sha.state.md.us
Enforcement & Justice Services	Tom Gianni	410.787.4074	tgianni@sha.state.md.us
Impaired Driving Prevention	Liza Aguila-Lemaster	410.787.4076	laguilalemaster@sha.state.md.us
Media Communications	Jeremy Gunderson	410.787.4072	jgunderson@sha.state.md.us
Motorcycle Safety	Peter Moe	410.787.4096	pmoe@sha.state.md.us
Young Driver Safety	Peter Moe	410.787.4096	pmoe@sha.state.md.us
Occupant Protection	Timothy Richards	410.787.4077	trichards@sha.state.md.us
Older Driver Safety	Peter Moe	410.787.4096	pmoe@sha.state.md.us
Pedestrian Safety	Peter Moe	410.787.4096	pmoe@sha.state.md.us
Chief	Vernon Betkey	410.787.5824	vbetkey@sha.state.md.us
Deputy Chief	Joy Marowski	410.787.4014	jmarowski@sha.state.md.us
Finance & Information Chief	Joseph Tubman	410.787.4029	jtubman@sha.state.md.us
Financial & Monitoring Management Specialist	Miriam King	410.787.4049	Mking1@sha.state.md.us
Financial & Program Management Specialist	Stefanie Rye	410.787.4052	srye@sha.state.md.us
Data Processing Functional Analyst	R. Courtney Anderson	410.787.5836	canderson@sha.state.md.us
Transportation Engineer	Yeshitla Argaw	410.787.5846	yargaw@sha.state.md.us
Database Administrator Specialist	Kevin Brown	410.787.5845	kbrown@sha.state.md.us
Database Administrator Specialist	Gary Klein	410.787.5829	gklein@sha.state.md.us
Data Processing Quality Assurance Specialist	Susie Wellman	410.787.5848	swellman@sha.state.md.us
Office Manager	Joyce Kregelka	410.787.4069	jkregelka@sha.state.md.us
Administrative Assistant	Tish Galloway	410.787.4050	ngalloway@sha.state.md.us

List of Acronyms

AAA	American Automobile Association
CODES	Crash Outcome Data Evaluation System
CIOT	Click It or Ticket
CPS	Child Passenger Safety
CPSF	Checkpoint Strikeforce
CTSP	Community Traffic Safety Program
DA&TC	Data Analyst and TRCC Coordinator
DC	District of Columbia
DHMH	Department of Health and Mental Hygiene
DRE	Drug Recognition Expert
DSWW	Drive Safely Work Week
DTF	Diversity in Traffic Safety Task Force
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EC	Executive Council
ED	Emergency Department
EMS	Emergency Medical Services
F&PMS	Financial and Program Monitoring Specialist
FARS	Fatality Analysis Reporting System
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FISS	Finance and Information Systems Section
FMIS	Financial Management Information System
GAS	Grant Applicant Seminar
GHSA	Governors Highway Safety Association
GMS	Grants Management System
HSCRC	Health Services Cost Review Commission
HSP	Highway Safety Plan
IDC	Impaired Driving Coalition
MAARS	Maryland Automated Accident Reporting System
MCFSBU	Maryland Committee for Safety Belt Use
MCPA	Maryland Chiefs of Police Association
MDOT	Maryland Department of Transportation
MHSO	Maryland Highway Safety Office
MIEMSS	Maryland Institute for Emergency Medical Services Systems
MSP	Maryland State Police
MVA	Motor Vehicle Administration
NHTSA	National Highway Traffic Safety Administration
NSC	National Study Center for Trauma and EMS
OOTs	Office of Traffic and Safety
PD	Police Department
PSA	Public Service Announcement
SAFETEA-LU	Safe, Accountable, Flexible and Efficient Transportation Equity Act: A Legacy for Users
SHA	Maryland State Highway Administration
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
SOTF	Smooth Operator Task Force
SRTS	Safe Routes to School
TF	Task Force
TRCC	Traffic Records Coordinating Committee
TRTCC	Traffic Records Technical Coordinating Committee
T-SAFE	Traffic-Safety Awareness For Employers
UMCP	University of Maryland at College Park
US	United States
VMT	Vehicle Miles Traveled
WRAP	Washington Regional Alcohol Program
YDTF	Young Driver Task Force