Maryland Highway Safety Office

FFY 2011 Highway Safety Plan

Submitted to:

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On behalf of:

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Executive Summary

The Maryland Department of Transportation (MDOT) and the Maryland State Highway Administration's (SHA) Highway Safety Office (MHSO) are pleased to present this FFY 2011 Highway Safety Plan (Benchmark Report). MDOT and MHSO continue to place traffic safety as the first and foremost concern in the State of Maryland. Through Maryland's Strategic Highway Safety Plan (SHSP), elected officials, heads of agencies and partners in both the public and private sectors will carry out efforts to save lives and prevent injuries on Maryland's roads by reducing the number and severity of motor vehicle crashes through the administration of a comprehensive and effective network of traffic safety programs.

While past successes have been encouraging, the ultimate goal remains for Maryland to experience zero fatalities from traffic-related incidents. Multiple organizations comprise a tightly-knit core for spreading the traffic safety message and emphasizing the seriousness of traffic crashes. Building and continuing partnerships is vital to the long-term reduction in crashes and the MHSO remains committed in FFY 2010 to finding pro-active partners in traffic safety.

Fatalities continued a two-year decline in 2008, resulting in 592 fatalities. Additionally, alcohol-related fatalities, as reported through the National Highway Traffic Safety Administration's (NHTSA) Fatality Analysis Reporting System (FARS), dropped significantly in 2008, from 221 in 2007 to 164 in 2008.

Injuries continued a sharp decline in 2008 and, as measured by observational safety belt use surveys, Maryland's use rate grew. In June 2010, the observed statewide seat belt use in Maryland was 94.72%. Maryland currently has a fatality rate which still hovers close to the national goal of 1.0 or less. Although there have been significant statewide successes in regard to highway safety, leadership throughout the State realizes that there is still much work to be done. This HSP identifies many of the major contributors to those successes and also addresses the roles of the MHSO's partners in meeting the State's future traffic safety needs.

Maryland Highway Safety Office

In accord with the Highway Safety Act of 1966, Maryland established what is known today as the Maryland Highway Safety Office (MHSO) to assist in the reduction of crashes throughout the State. The MHSO is a division within the Maryland SHA's Office of Traffic and Safety (OOTS), and serves as Maryland's designated State Highway Safety Office (SHSO). The State Highway 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 is 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 primary functions of the Maryland Highway Safety Office include:

- **Administration:** Includes the management of federal highway safety funds (402, 405, 406, 408, 410, 2010 and 2011 funds), state highway safety funds (148), distribution of these funds to sub-grantee agencies and the preparation of the Annual Highway Safety Plan and Annual Evaluation Report.
- **Problem Identification:** Includes identification of actual and potential traffic hazards and the development of effective countermeasures.

- **Monitoring and Evaluation:** Includes monitoring initiatives that impact highway safety and evaluating the effectiveness of approved highway safety projects.
- **Public Information & Education:** Includes development and coordination of numerous media events and public awareness activities with emphasis on the identified priority areas.

The MHSO staff is divided into sections – a Safety Programs Section (SPS), a Finance and Information Systems Section (FISS), and the Program Advisory Section (PAS). The MHSO's Chief, Mr. Vernon F. Betkey, Jr., oversees the operation of the entire office. Assistance in overall operations is provided by the MHSO's Deputy Chief, Mr. Tom Gianni. Three Section Chiefs function as leads for their individual areas and in coordinating efforts of those sections. A full listing of the MHSO's staff and sections is provided in Appendix B of this document.

Strategic Highway Safety Plan (SHSP)

Continuing the dramatic achievements that were made in regard to the SHSP during FFY 2009 will be integral to continuing a sustained reduction in motor vehicle crashes. Maryland has consistently emphasized an approach to highway safety that combines the "Four Es" of Education, Enforcement, Engineering, and Emergency Medical Services (EMS) to work toward its ultimate goal of saving lives and preventing injuries on its roadways.

The Maryland SHA is designated as the lead agency in the development of the SHSP. Through a lengthy process of coordination between the SHSP's Executive Committee and Steering Committee, a list of Emphasis Areas (EA) was created. These EAs incorporate many recommendations from other transportation agencies, including the Federal Highway Administration (FHWA) and the American Association of State Highway Transportation Officials. This diverse group of organizations was brought together specifically for the task of improving highway safety in Maryland and the State has sought Memorandums of Understanding among all of its SHSP Executive Committee members, thereby placing traffic safety as a top priority in the business plans of more than 30 federal, state, and local agencies.

Maryland is currently undergoing a revision to its Strategic Highway Safety Plan, during which, a new set of long-range goals will be developed. The goal statements that will be developed will incorporate a *Toward Zero Deaths* methodology with a 50% reduction in injuries and fatalities by year 2030. Progress toward this goal will be measured annually. The goals reflected in this Highway Safety Plan reflect a 2015 projected achievement.

The SHSP planning process commenced at a highway safety summit during July of FFY 2006 where more than 320 highway safety stakeholders participated in Emphasis Area work teams. Attendees represented diverse backgrounds such as engineering, enforcement, EMS, education, transportation operations, and planning. A successful follow-up Summit was held in FFY 2008. The focus of this Summit was leadership and the implementation of the SHSP at the regional, county, city, and municipal levels. The top-down support and attendance at this event helped galvanize additional partnerships with non-traditional stakeholders.

The structure of the SHSP process allows for a framework of Emphasis Area Teams (EAT) to work on specific aspects of highway safety (ie. Young Driver Safety, Impaired Driving Prevention) and complements MHSO initiatives well. All EATs have reported progress in working toward the SHSP's short and long-term goals in 2009. The SHSP is a "living" document and represents the future of highway safety in Maryland. As such, Maryland will continue to emphasize the comprehensive effort and commitment from all stakeholders.

The SHSP implementation process was initially viewed 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. As the process of developing the plan evolved and continues to advance, Maryland's SHSP has provided 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.

Maryland's Benchmark Report – FFY 2011

It should be noted that the SHSP is just one piece of the puzzle in addressing highway safety in Maryland. This FFY 2011 HSP Report (Benchmark Report) will hopefully shed light on another important piece of the puzzle, more specific to the duties and functions of the MHSO. In conjunction with efforts to provide uniformity in HSP reporting among all 50 states and additional territories, the MHSO has chosen to continue utilizing the template provided by the Governors Highway Safety Association (GHSA). In brief summary, the template provides the following:

- **The Performance Plan,** including an explanation of the MHSO's SHSP, the State's overall problem identification process, an outline of target areas, as well as a summary of goals;

- **The Highway Safety Plan (HSP),** containing information on the MHSO's Program Areas;

- **The Certifications and Assurances,** containing all relevant legal information pertaining to the MHSO's projects, signed by Mr. Vernon F. Betkey Jr., the designee for the Governor's Representative for Highway Safety, Mr. Neil J. Pedersen, also the Administrator of the Maryland SHA;

- **The Program Cost Summary,** including a detailed description of the MHSO's funding source categories and funds allocated for projects; and

- **Appendices:** For the convenience of readers, a list of commonly used terms and acronyms has been provided in *Appendix A: NHTSA Standardized Goal Statements*, *Appendix B: List of Acronyms*, and a list of MHSO staff has been provided in *Appendix C.*

Performance Plan

Problem Identification Process & Data Sources

To determine traffic fatality and injury trends, as well as Maryland's overall highway safety status, crash data for the preceding years are collected and analyzed. Until somewhat recently, the MHSO had limited its analysis to the traditional sources of crash data – namely, the Maryland SHA's FISS of the MHSO (formerly Traffic Safety Analysis Division, or TSAD), which manages the Maryland Automated Accident Records System (MAARS).

The MHSO uses the Maryland Statewide Accident Profiles, the Maryland Fatal Crash Trends Report, the Maryland Traffic Safety Facts, and the Maryland Research Note; all developed by the FISS to better guide its efforts. Crash data is obtained from MAARS, a system that compiles data from crash reports submitted by Maryland's 144 law enforcement agencies. The MSP is responsible for maintaining the data contained within this system and shares information with FISS for a wide range of analyses. The data used in this report utilizes ranges of crash data through 2008. As of this date, 2009 crash data has not been completed. Outputs include:

- number of police-reported crashes (fatal crashes, injury crashes & property damage only crashes)
- number of people affected (fatalities & injuries)
- number of vehicles involved
- fatality rate
- number injured rate

Ranking of program areas by their average annual number of crashes and determining over-representation of person, time and location related factors further focuses both educational and enforcement efforts. Specifically, age and gender are used to focus educational efforts and most of the remaining categories listed below are utilized to focus enforcement efforts. Factors analyzed include:

- age
- gender
- illumination
- time of day
- day of week
- location

- weather
- vehicle body type
- crash type
- route type
- contributing circumstance

The MHSO continues to work with the University Of Maryland's National Study Center for Trauma and EMS (NSC) to improve the problem identification process used by the MHSO and its grantees. Data sources include the Comprehensive Crash Outcome Data Evaluation System (CCODES), the Health Services Cost Review Commission (HSRC), the Maryland

Ambulance Information System, and the Maryland Trauma Registry. Supplemental data factors included:

- statewide demographics
- exposure data (vehicle miles traveled, population, number of registered vehicles, number of licensed drivers)
- traffic citations & convictions
- driver & vehicle records
- offender & post-mortem alcohol test results
- statewide observational seat belt use rates (provided in conjunction with the local Community Traffic Safety Program (RTSP)

The NSC annually provides the following data to statewide partners, and a localized version to each Community Traffic Safety Program (RTSP), in an effort to better focus programming efforts:

- **Data Summaries per program area** – shows areas of over-representation, and therefore target audiences, according to age, gender, month, day of week, time of day & road type
- **Impact Objectives per program area** – objectives are calculated using the same method that is used for statewide objectives
- **Ranking of program areas** – ranks program areas according to total crashes, injuries & fatalities
- **Density maps per program area** – shows general locations with a certain number or more crashes per square mile
- **Driver residence & overall crashes** – links driver residence data with license files
- **Citations per program area** – shows number of persons issued citations, as well as number of citations issued
- **Citations vs. Crashes ratio per impaired driving** – shows ratio of impaired driving citations to crashes
- **Crime-Crash Clock** – compares number of murders, assaults & associated crimes with number of fatalities, injuries & associated crashes
- **Adjudication per program area** – shows disposition of citations
- **Hospital data per program area** – shows number of inpatients, hospital days & hospital charges, as well as principal source of payment by person type
- **Top 10 Causes of Death** – shows where motor vehicle fatalities ranks as a cause of death

This data is analyzed for trends and substantial deviations from these trends. Inter-jurisdictional comparisons and comparisons with regional and national data are also used in the identification process. Ultimately, the data is used to determine target areas for action in each jurisdiction, countermeasures for which are enumerated in the RTSP Project Agreements (PA) for FFY 2011.

In the meantime, the MHSO is making strides in developing its problem identification even further, through enhanced partnerships with a number of long-time and new grantees:

- MSP
- MVA
- Office of the Chief Medical Examiner (OCME)
- Administrative Office of the Courts, Judicial Information Systems
- Maryland Institute for Emergency Medical Services Systems (MIEMSS)
- University of Maryland at College Park
- Towson University

In addition, Maryland will continue to use data available on the internet to assist in problem identification. Present sources of data being used by both the MHSO and its grantees include the Maryland Department of Planning, the US Census Bureau, the Centers for Disease Control and Prevention, and the FHWA.

Summary of Goals

An overall goal has been established for Maryland's highway safety program for FFY 2011 and several objectives have also been identified as being critical to the program's success. Individual program and general area objectives have also been set for the priority program areas established by NHTSA in the Standardized Goal Statements. Objectives have been broken down into two categories: Impact Objectives, which focus on the crash data, and Administrative Objectives, which focus on the countermeasures used to address the problems and issues identified by data. The general areas, such as Police Traffic Services, use a general set of overall Impact Objectives, but have their own set of Administrative Objectives. The overall Impact Objectives are listed below.

Combining variables that the MHSO's governing agencies desire the State to follow allowed the development of Maryland's highway safety program Impact Objectives. These agencies include NHTSA, the GHSA, and the Maryland SHA. The objectives are written in such a way that they are specific, measurable, action-oriented, realistic and time-bound (S.M.A.R.T.).

OVERALL PROGRAM GOAL
• To substantially reduce motor vehicle-related crashes, thereby reducing the fatalities, injuries, and resulting property damage.

OVERALL IMPACT OBJECTIVES: *Standardized Goal Statements*

- To decrease traffic fatalities 19.1 percent from the 2008 calendar base year average of 591 to 478 by December 31, 2015.

- To decrease serious traffic injuries 19.2 percent from the 2008 calendar base year average of 4,544 to 3,671 by December 31, 2015.

- To decrease fatalities/VMT 19.6 percent from the 2008 calendar base year average of 1.07 to 0.86 by December 31, 2015.

- To decrease rural fatalities/VMT 19.5 percent from the 2008 calendar base year average of 1.59 to 1.28 by December 31, 2015.

- To decrease urban fatalities/VMT 18.9 percent from the 2008 calendar base year average of 0.90 to 0.73 by December 31, 2015.

- To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 19.0 percent from the 2008 calendar base year average of 142 to 115 by December 31, 2015.

- To decrease alcohol impaired driving fatalities 19.1 percent from the 2008 calendar base year average of 152 to 123 by December 31, 2015.

  -Note: Alcohol-Impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

- To decrease speeding-related fatalities 19.4 percent from the 2008 calendar base year average of 191 to 154 by December 31, 2015.

- To decrease motorcyclist fatalities 18.7 percent from the 2008 calendar base year average of 91 to 74 by December 31, 2015.

- To decrease un-helmeted motorcyclist fatalities 20.0 percent from the 2008 calendar base year average of 10 to 8 by December 31, 2015.

- To decrease drivers age 20 or younger involved in fatal crashes 19.2 percent from the 2008 calendar base year average of 94 to 76 by December 31, 2015.

- To reduce pedestrian fatalities 19.0 percent from the 2008 calendar base year average of 116 to 94 by December 31, 2015.

- To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 0.4 percentage point(s) from the 2010 calendar base year average usage rate of 94.7 percent to 96.7 percent by December 31, 2015.

Objectives are set using a 5-year period of FARS data (except for serious injuries (MAARS data used) and observed seat belt use):

The MHSO is projected to meet its stated objectives by the end of 2015. This date was chosen in order for the MHSO's goal and objectives to fall more closely in line with those addressed in Maryland's Strategic Highway Safety Plan (SHSP) as well as the *Toward Zero Death* methodology.

Data & Demographics

Statewide Demographics

As of March 2008, the Maryland Department of Planning provided an estimate stating that slightly more than 5.6 million people live in the State of Maryland, as shown below in Table 1, representing a 5.4% increase from the 2000 estimate. In contrast to its relatively small geographic size, Maryland ranks as the 19th most populated state, according to US Census Bureau statistics. The Maryland Motor Vehicle Administration (MVA) estimates that there are approximately 3.8 million licensed drivers throughout the State with more than 3.7 million vehicle registrations on record.

Table 1 – Total Population for Maryland Jurisdictions, 2008-2009

	2008	2009
MARYLAND	5,658,655	5,699,478
Anne Arundel County	515,328	521,209
Baltimore County	788,454	789,814
Carroll County	169,794	170,089
Harford County	241,393	242,514
Howard County	277,187	281,884
Baltimore City	638,091	637,418
Frederick County	226,525	227,980
Montgomery County	953,685	971,600
Prince George's County	830,514	834,560
Calvert County	88,560	89,212
Charles County	141,444	142,226
St. Mary's County	101,664	102,999
Allegany County	72,658	72,532
Garrett County	29,658	29,555
Washington County	145,450	145,910
Caroline County	33,279	33,367
Cecil County	99,949	100,796
Kent County	20,269	20,247
Queen Anne's County	47,465	47,958
Talbot County	36,112	36,262
Dorchester County	32,017	32,043
Somerset County	26,131	25,959
Wicomico County	93,859	94,222
Worcester County	49,169	49,122

Data extracts prepared by the Maryland Department of Planning, Planning Data Services, from U.S. Census Bureau and U.S. BEA, March 2010

Table 2, below, provides a brief summary of overall Maryland population growth by county. The table is listed in descending order, beginning with Montgomery County, which has experienced the most population growth. The MHSO will continue to take population data into consideration when planning for future programmatic activities.

Table 2 – Population Change For Maryland's Jurisdictions, 2008-2009

Jurisdiction	Population Change
Montgomery	17,915
Anne Arundel	5,881
Howard	4,697
Prince George's	4,046
Frederick	1,455
Baltimore Co	1,360
St. Mary's	1,335
Harford	1,121
Cecil	847
Charles	782
Calvert	652
Queen Anne's	493
Washington	460
Wicomico	363
Carroll	295
Talbot	150
Caroline	88
Dorchester	26
Kent	-22
Worcester	-47
Garrett	-103
Allegany	-126
Somerset	-172
Baltimore City	-673
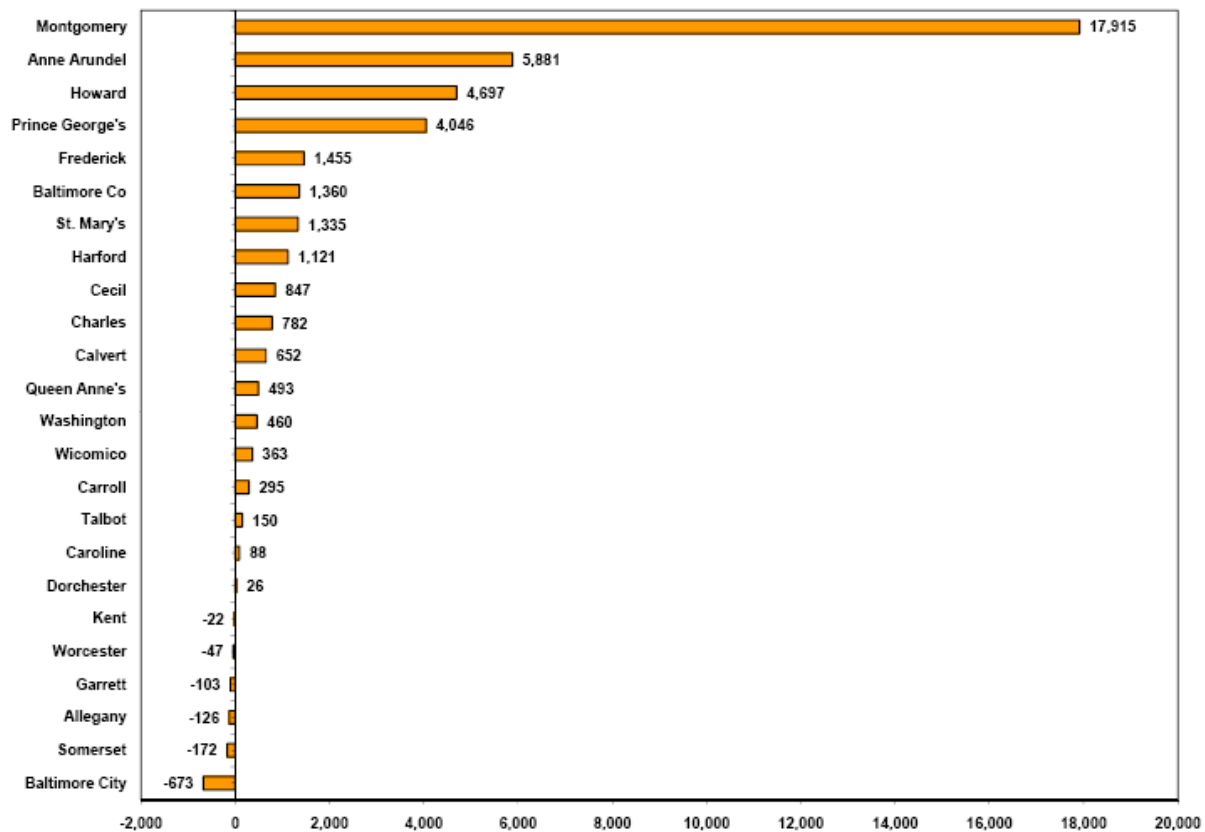
Source: Population Division, U.S. Census Bureau
Prepared by the Maryland Department of Planning, Planning Data Services, March 2010.

The MHSO continues to look toward age-based demographic information as a key component to effective traffic safety messaging. Analysis of such data, including projections of future population estimates, allows the MHSO to generate programming specifically focused on delivering messages to various at-risk populations, most notably younger and older drivers. Table 3 is presented on the following page as a means to highlight projections in Maryland's population until the year 2020.

Table 3 - Maryland Population Estimates by Age

	Historical				Projected					
	1970	1980	1990	2000	2005	2010	2015	2020	2025	2030
Population Characteristics:										
Total Population	3,922,399	4,216,975	4,780,753	5,296,486	5,577,470	5,779,380	6,086,840	6,339,290	6,533,900	6,684,260
Male	1,916,030	2,042,810	2,318,291	2,557,794	2,693,780	2,793,660	2,944,240	3,068,880	3,165,110	3,239,800
Female	2,006,369	2,174,165	2,462,462	2,738,692	2,883,700	2,985,710	3,142,600	3,270,420	3,368,790	3,444,470
White **	3,193,021	3,158,838	3,430,055	3,493,504	3,583,580	3,642,090	3,776,520	3,873,180	3,928,850	3,958,020
Nonwhite **	729,378	1,058,137	1,350,698	1,802,982	1,993,900	2,137,280	2,310,320	2,466,120	2,605,050	2,726,250
Selected Age Groups:										
0-4	344,573	272,274	364,988	353,393	370,180	387,410	406,830	421,770	422,000	419,950
5-19	1,170,508	1,054,505	940,288	1,139,572	1,197,000	1,187,380	1,204,340	1,252,630	1,297,930	1,320,730
20-44	1,321,781	1,645,037	2,046,144	1,978,806	1,930,470	1,878,310	1,948,460	2,015,150	2,109,900	2,170,780
45-64	785,840	849,550	914,989	1,225,408	1,433,590	1,600,200	1,656,860	1,623,030	1,513,000	1,436,840
65+	299,697	395,609	514,344	599,307	646,230	726,070	870,360	1,026,720	1,191,060	1,335,960
Total	3,922,399	4,216,975	4,780,753	5,296,486	5,577,470	5,779,380	6,086,840	6,339,290	6,533,900	6,684,260

Source: Maryland Department of Planning, Planning Data Services, Population Division

In conjunction with an analysis of age-based information, the MHSO also analyzes population estimates by race and gender. Analysis of ethnicity information allows the MHSO to recognize gaps in traffic safety messaging and adjust outreach efforts to meet the needs of diverse communities. The MHSO has utilized such information to place media, to create new messaging that is appealing to diverse audiences, and to aid the conduct of enforcement activities, namely enabling enforcement officers and traffic safety partners to more effectively communicate with Maryland's diverse communities. Table 4, provides an ethnic breakdown of Maryland's total population:

Table 4 - Maryland Population Estimates by Race

Estimated Annual Share of the Population by Race, and Hispanic Origin for Maryland: 2001 to 2008								
Race, and Hispanic Origin	**Population Estimates**							
	July 2008	**July 2007**	**July 2006**	**July 2005**	**July 2004**	**July 2003**	**July 2002**	**July 2001**
Total Population	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
One race	98.4%	98.4%	98.5%	98.5%	98.6%	98.6%	98.6%	98.7%
White	63.4%	63.6%	63.8%	64.2%	64.5%	64.9%	65.2%	65.6%
Black	29.4%	29.5%	29.4%	29.2%	29.0%	28.8%	28.7%	28.5%
American Indian and Alaska Native	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Asian	5.1%	5.0%	4.9%	4.8%	4.6%	4.5%	4.4%	4.2%
Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Two or more races	1.6%	1.6%	1.5%	1.5%	1.4%	1.4%	1.4%	1.3%

Source: Maryland Department of Planning, Planning Data Services, Population Division

Per 2008 statistics from the Maryland Department of Business and Economic Development, on average 96.2 percent of the 2.9 million people eligible for employment are employed in a given month. The mobility of these 2.9 million employees is a motivating factor when considering the State's highway safety efforts and the implementation of highway safety efforts. Drive times in both the morning and the afternoon represent some of the busiest on Maryland's roadways. As in the past, commuters will also continue to be one of the primary targets for the MHSO's messaging during FFY 2011.

State of the State

In 2008, for which the latest annual crash data is available, 592 people were killed in the 95,349 police-reported traffic crashes in Maryland, while 48,143 people were injured and 62,041 crashes involved property damage only. In total, 358 drivers (282 vehicle drivers and 76 motorcycle operators), 123 pedestrians and bicyclists, and 111 passengers were killed on Maryland highways. On average, one person was killed every 15 hours, 132 people were injured each day (6 injuries every hour), and 261 police-reported traffic crashes occurred every day.

Table 5 – VMT, Fatality and Injury Information, 2004-2008

Year	VMT (billion miles)	Fatalities*	Fatality Rate*	Number Injured*	Alcohol-related Fatalities**	Safety Belt Use Rate
2004	55.1	643	1.166	57,409	211	89.0 %
2005	56.6	614	1.103	55,303	165	91.1 %
2006	56.6	652	1.149	53,615	189	91.1 %
2007	56.8	615	1.083	51,729	179	93.1%
2008	56.1	592	1.055	48,143	152	93.4%

* Source: Maryland State Highway Administration, MHSO/F&ISS
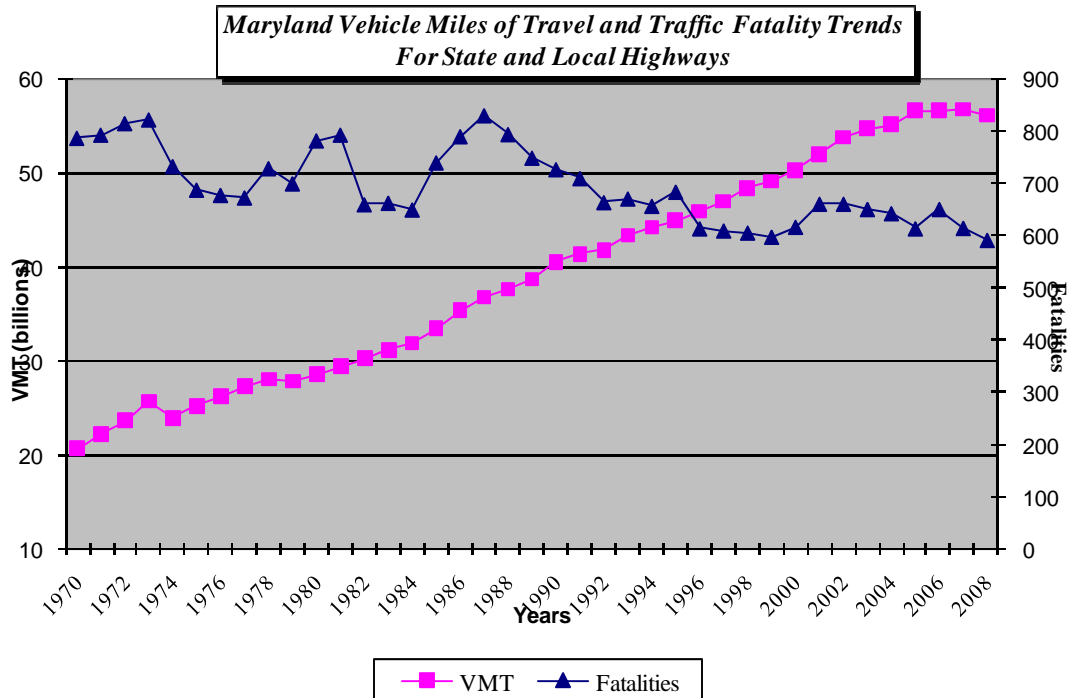** Source: NHTSA, FARS (BAC 0.08+)

Table 6 – Statewide Total Crashes, Injury Crashes, Fatal Crashes, Injuries & Fatalities

| Statewide Crashes							
	2004	2005	2006	2007	2008	% Change	2010 Goal
Fatal Crashes	576	577	593	558	539	-6.4	523
Injury Crashes	37,422	36,543	35,865	34,866	32,769	-12.4	32,304
Property Damage Only	66,105	65,488	65,430	65,519	62,041	-6.1	62,905
Total Crashes	104,103	102,608	101,888	100,943	95,349	-8.4	98,326
Total of All Fatalities	643	614	651	615	592	-7.9	530
Total Number Injured	57,409	55,287	53,615	51,729	48,143	-16.1	47,749

Source: Maryland State Highway Administration, FISS

There were decreases in every sub-category of crashes. Over the past year, total crashes decreased by 5,594 and injury crashes and total injuries decreased by 2,097 and 3,586, respectively. The largest decrease was seen in total injuries, which decreased by 6.9 percent. Additionally, the twelve-year fatality rate trend for Maryland decreased from a high of over 1.59 in 1992 to a low of 1.06 in 2008. Maryland's overall fatality rate has also consistently been lower than the national fatality rate for every year since 1992, and 2008 was no exception. Total VMT decreased by slightly more than 1% to 56.1 billion in 2008. The overall marked improvement in crash trends is clear, as noted in the graph on the following page, which illustrates the downward trend in the fatality rate and the upward trend of VMT.

Graph 1 – Maryland Vehicle Miles of Travel & Traffic Fatality Trends for State & Local Highways

Maryland Vehicle Miles of Travel and Traffic Fatality Rate Trends
For State and Local Highways
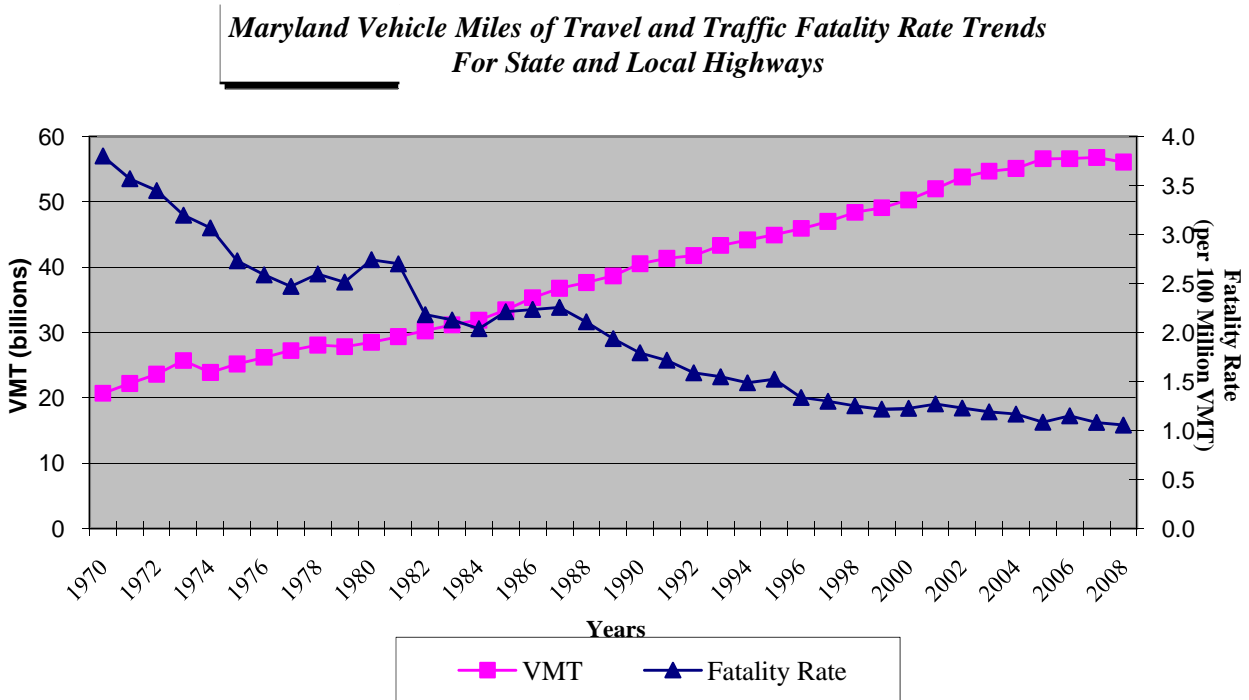
5-YEAR CRASH TRENDS

Table 7, below, illustrates Maryland's highway safety crash trends over the past 5 years. Individual program areas are ranked by total crashes, injuries and fatalities. The rankings are computed using 5-year averages – 2004 through 2008. The chart reveals that on average, the highest number of total crashes and injuries involve inattentive, young, older and alcohol / drug impaired drivers; however, a different pattern emerges among fatalities. Persons involved in inattentive, young and older driver crashes suffered more injuries.   Improved coding of the Contributing Circumstances field on the police crash report between 2004 and 2005 led to a significant reduction in the use of the "07-Failure to Give Full Time and Attention" code in favor of other, more accurate determination of the crash circumstances. This resulted in a large decrease in the number of crashes that were attributed to Inattentive Driving (albeit still an inflated figure) and a subsequent increase in the number of crashes attributed to Aggressive Driving.

Table 7 – Statewide Crashes, Injuries & Fatalities by Program Area

	2004	2005	2006	2007	2008	5 Yr Avg
TOTAL CRASHES*						
Inattentive Driving	44,972	32,229	27,830	26,032	23,707	30,954
Young Driver (age 16-20)	20,882	20,316	19,857	18,993	17,344	19,478
Older Driver (65 & above)	10,226	10,167	10,364	10,166	9,884	10,161

Alcohol/Drug Impaired Driving	8,556	8,475	8,712	8,610	8,137	8,498
Aggressive Driving	3,909	5,651	6,252	6,205	6,111	5,626
Pedestrian	2,843	2,955	2,960	2,928	2,822	2,902
Motorcycle Involved	1,570	1,749	1,804	1,841	1,803	1,753
Pedalcycle	875	775	794	809	799	810
INJURIES*						
Inattentive Driving	26,523	17,405	14,177	12,994	11,636	16,547
Young Driver (age 16-20)	13,927	13,281	12,565	11,666	10,309	12,350
Older Driver (65 & above)	7,202	6,909	7,125	6,822	6,545	6,921
Alcohol/Drug Impaired Driving	4,886	4,851	5,068	4,820	4,291	4,783
Aggressive Driving	2,861	4,060	4,505	4,242	4,183	3,970
Pedestrian	2,631	2,755	2,765	2,667	2,618	2,687
Motorcycle Involved	1,416	1,599	1,701	1,661	1,568	1,589
Pedalcycle	705	655	671	662	652	669
FATALITIES*						
Alcohol/Drug Impaired Driving	215	201	241	221	164	208
Pedestrian	96	103	97	112	118	105
Young Driver (age 16-20)	122	113	111	112	106	113
Older Driver (65 & above)	104	96	112	79	85	95
Motorcycle Involved	68	88	87	96	83	84
Aggressive Driving	58	62	88	76	62	69
Inattentive Driving	187	73	51	40	35	77
Pedalcycle	12	7	7	7	7	8

Source: Maryland State Highway Administration, FISS

Note: Figures do not take into account exposure data such as VMT, population, registered vehicles and licensed drivers. Categories may also overlap (i.e. 16 year old alcohol/drug impaired driver). For this table, alcohol/drug impaired refers to crashes in which the operator of the motor vehicle was reported to be under the influence of alcohol or drugs.

VARIABLE DATA

The breakdown below summarizes where over-representation occurs in the various categories listed on crash reports for all of Maryland's traffic crashes. In FFY 2011, the MHSO will use this data to target educational efforts by age and gender, while focusing enforcement efforts by month, day of week, time of day, road type, and county.

Over-Represented Crash Factors – General		
Factor	*Variable*	*Percentage*
Age (drivers)	16-29	30.6% of involved; 36.5% of injured; 31.8% of killed
Gender (drivers)	Men	50.3% of involved; 49.7% of injured; 79.0% of killed
Month	October -December – total crashes; April- May – injury crashes; August-September – fatal crashes	Total – 26.4%; injury – 17.8%; fatal – 19.1%
Day Of Week	Friday and Saturday – total and injury crashes; Saturday – Sunday – fatal crashes	Total – 31.9%; injury – 31.1%; fatal – 36.9%
Time Of Day	2pm-6pm – total and injury crashes; 6pm-10pm – fatal crashes	Total – 27.0%; injury – 29.2%; fatal – 24.5%
Road Type	State and county roads	Total – 54.0%; injury – 59.3%; fatal – 70.1%
County	Baltimore City and Baltimore and Prince George's Counties	Total – 49.9%; injury – 44.7%; fatal – 42.1%

Programmatic and fiscal proposals for FFY 2011 were developed utilizing the aforementioned information. The MHSO used all available data to determine levels of funding for the various program areas, a process which remains especially vital in times of limited financial resources.

ALTERNATE SOURCES OF DATA

The MHSO continues to collaborate with the NSC to improve the problem identification process for FFY 2011. The following tables and graphs were compiled by the NSC to allow for an alternative look at the progress and/or continuing issues of those areas addressed by the Maryland highway safety program.

HOSPITAL DISCHARGES

The Health Services Cost Review Commission (HSCRC) collects data on patients discharged from Maryland hospitals. The following three representations contain data on patients discharged from Maryland hospitals in 2008, after involvement in a motor vehicle crash. During the past year, victims of motor vehicle crashes accumulated over $133 million in hospital charges.

Table 8 – 2008 Distribution of Total Hospital Charges, Percents & Percentiles

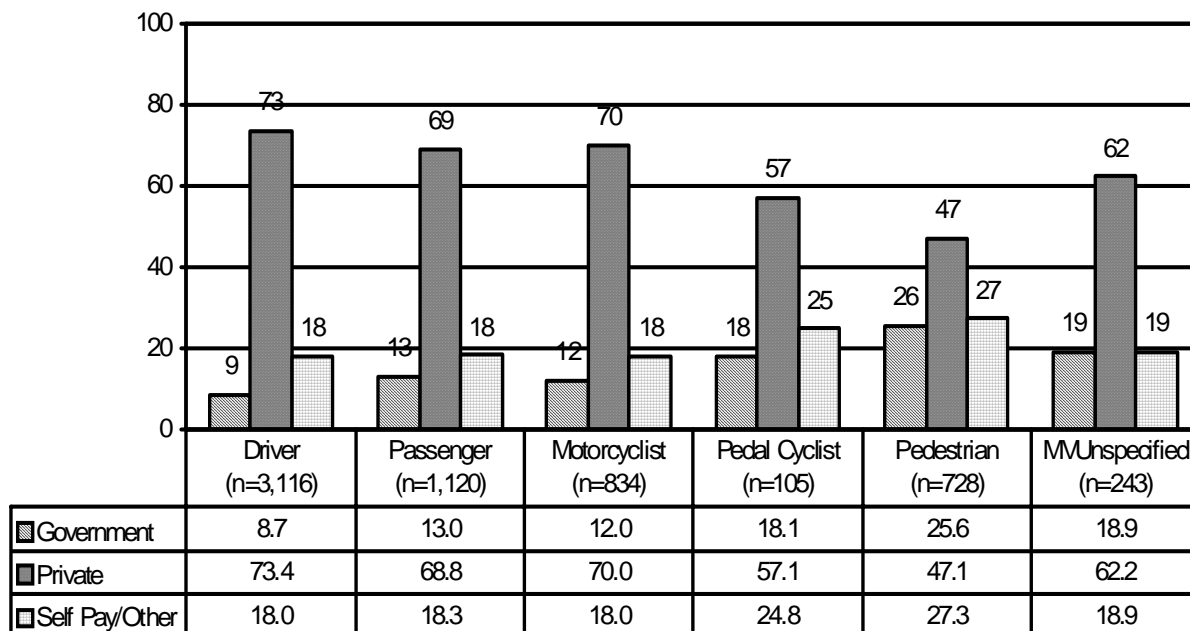| Mechanism	Number	Charge ($ in 1,000s)	Percent (%)	Percentile ($)		
				25th	Median	75th
Driver	3,132	60,945	45.7	3,923	5,650	14,996
Passenger	1,125	19,363	14.5	4,075	6,110	15,403
Motorcyclist	835	27,455	20.6	4,835	9,999	27,207
Pedalcyclist	105	2,225	1.7	4,062	7,526	22,240
Pedestrian	736	18,171	13.6	4,588	9,083	25,455
Unspecified	247	5,110	3.8	4,281	7,066	18,201
Total	**6,180**	**133,269**	**100.0**	**4,104**	**6,396**	**17,713**

Source: NSC – HSCRC data

When combined across all hospital visits in Maryland, drivers and passengers accounted for close to two-thirds of all motor vehicle related hospital charges (45.7% and 14.5%, respectively). Yet motorcyclists and pedestrians accumulated the highest median hospital charges per hospital visit ($9,999 and $9,083, respectively).

Graph 3 – 2008 Principal Source of Payment of Hospital Charges
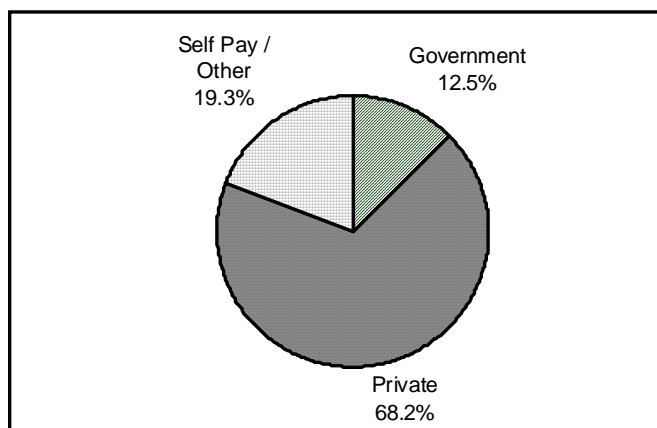
Source: NSC – HSCRC data

Graph 4 – 2008 Principal Source of Payment of Hospital Charges by Person Type

	Driver (n=3,116)	Passenger (n=1,120)	Motorcyclist (n=834)	Pedal Cyclist (n=105)	Pedestrian (n=728)	MV-Unspecified (n=243)
Government	8.7	13.0	12.0	18.1	25.6	18.9
Private	73.4	68.8	70.0	57.1	47.1	62.2
Self Pay/Other	18.0	18.3	18.0	24.8	27.3	18.9

* Data may vary due to the missing data

Source: NSC – HSCRC data

More than two-thirds of all payments were attributed to private insurance carriers. Pedestrians were highest in terms of payment by government sources (25.6%), and they also had the highest percentage of self-payers (27.3%).

AMBULATORY CARE

The HSCRC also collects data on each outpatient hospital encounter, i.e. Emergency Department (ED) visit, in Maryland hospitals. However, the file does not contain information on patients treated by private physicians. The following three representations contain data on 63,435 outpatient ambulatory care visits in 2008, after involvement in a motor vehicle crash.

Table 9 – 2008 Distribution of Total ED Charges, Percents & Percentiles

Mechanism	Number	Charge ($ in 1,000s)	Percent (%)	Percentile ($)		
				25th	Median	75th
Driver	37,489	18,517	57.8	205	341	575
Passenger	17,416	7,994	25.0	182	319	539
Motorcyclist	2,082	1,672	5.2	317	530	992
Pedalcyclist	439	350	1.1	299	557	1,081

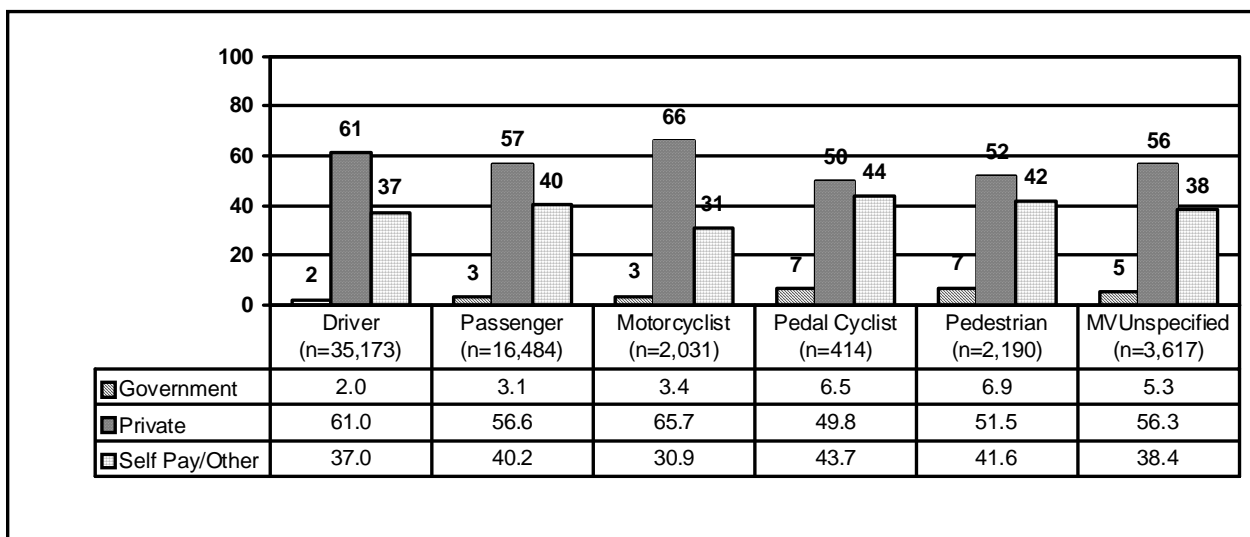| Mechanism	Number	Charge ($ in 1,000s)	Percent (%)	Percentile ($)		
				25th	Median	75th
Pedestrian	2,282	1,771	5.5	312	518	1,009
Unspecified	3,727	1,726	5.4	196	322	532
Total	**63,435**	**32,031**	**100.0**	**205**	**343**	**588**

Source: NSC – HSCRC data

The distribution of ED charges (not including professional fees) among persons injured in a motor vehicle crash is displayed in the chart above. Motor vehicle crashes accounted for over $32 million in ED charges in 2008. This, when combined with in-patient charges, brings the total in excess of $165 million. Here, drivers and passengers accounted for nearly 83% of the total (57.8% and 25.0%, respectively). Once again, pedalcyclists and motorcyclists had the highest median charges per visit ($557 and $530, respectively).

Graph 5 – 2008 Principal Source of Payment of Ambulatory Care
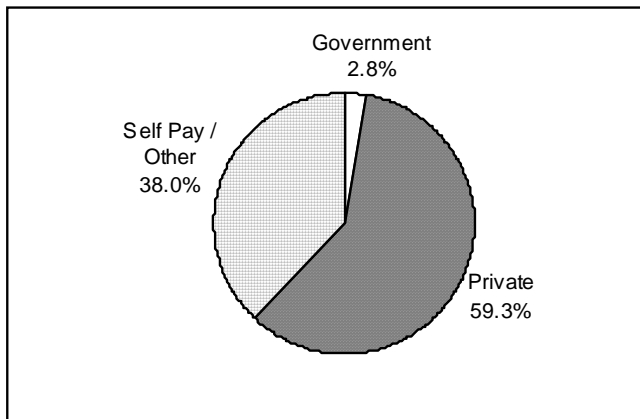
Source: NSC – HSCRC data

Graph 6 – 2008 Principal Source of Payment of Ambulatory Care by Person Type

	Driver (n=35,173)	Passenger (n=16,484)	Motorcyclist (n=2,031)	Pedal Cyclist (n=414)	Pedestrian (n=2,190)	MV Unspecified (n=3,617)
Government	2.0	3.1	3.4	6.5	6.9	5.3
Private	61.0	56.6	65.7	49.8	51.5	56.3
Self Pay/Other	37.0	40.2	30.9	43.7	41.6	38.4

Source: NSC – HSCRC data

More than one-half of all ED visit payments were attributed to private insurance carriers. As found in the hospital discharge data, pedestrians were highest in terms of payment by government sources (6.9%), although the proportion of the total bill paid by the government was much smaller. Pedalcyclists were highest in terms of those who self-paid or used other insurance means (approximately 44%), and motorcyclists were most likely to be covered by private insurance.

EMERGENCY MEDICAL SERVICES SYSTEMS

Regarding EMS response time, a total of 30,057 transported cases injured in a motor vehicle crash (including motorcyclists and pedestrians) were identified in the 2008 Maryland Ambulance Information System. EMS response time was calculated as the number of minutes between the time the call was received by the EMS system to the time the ambulance arrived at the scene location. The median EMS response time was 7 minutes and the mean response time was 7.9 minutes, with a standard deviation of 5 minutes.

TRAUMA REGISTRY

Table 10 – Number of Patients Involved in Traffic Incidents That Were Treated in Maryland Trauma CentersCalendar Year 2008

Mechanism	Number	Percent (%)
Driver	5,343	53.4
Passenger	2,056	20.5
Motorcyclist	1,092	10.9
Pedalcyclist	199	2.0
Pedestrian	1,183	11.8
Unspecified	144	1.4
Total	10,017	100.0

Source: NSC – Maryland State Trauma Registry data

The Maryland State Trauma Registry contains a record pertaining to each person treated at the nine trauma centers located throughout the state. According to the 2008 Maryland State Trauma Registry, a total of 10,017 persons were treated at a trauma center for injuries sustained in a motor vehicle crash. The majority of these patients were drivers (53.4%) and passengers (20.5%). Pedestrians accounted for approximately 12% of all motor vehicle related primary admissions.

CITATIONS / COURT

Table 11 contains data on the ten most commonly issued citations in Maryland in 2008. Each citation identifies a violation of the state transportation article. Close to 1.2 million citations had been issued throughout the state. Approximately one-quarter were issued to motorists as a speeding violation, and another 8% were issued for improper seatbelt use. The violator was found guilty (either through payment of the fine or through the court system) in a majority of the improper belt use cases (89%) and for two-thirds of those cited for speeding violations.

Table 11 **–** Top Ten Types of Traffic Citations, 2008

Rank	Type	Number	% Guilty
1	Speeding	289,514	66
2	Improper belt use	95,952	89
3	Expired registration	71,102	65
4	Driving Under the Influence (DUI) or Driving While Intoxicated (DWI)	67,545	12
5	Failure to carry registration card	42,266	66
6	Suspended / revoked license	69,558	13
7	Registration violation (with canceled registration)	65,958	47
8	Failure to obey traffic control device	33,971	60
9	Failure to carry license	33,510	57
10	Driving without required license and authorization	30,831	16
Total		800,207	55

Source: NSC – Maryland District Court data

Judiciary outcomes for three of the top four cited traffic violations are listed in the table below. The pattern of outcomes for DWI/DUI cases was slightly different than that for speeding and improper belt use violations. Since multiple citations may be issued for a single DWI/DUI arrest, frequently only the most relevant citation is prosecuted while others are Nol Prossed or otherwise disposed.

Table 12 **–** Citation Type by Court Disposition, 2008

Type	Guilty	Not Guilty	Probation Before Judgment	Dismissed	Nol Pross	Jury Trial	Merge with Other Citation	Fail to Appear	Inactive Docket
Speeding	191,438	14,595	54,825	6,527	8,437	157	324	9,745	3,158
Belt Use	85,215	1,225	1,014	717	2,805	65	173	4,299	415
DWI/DUI	7,808	1,308	11,589	187	35,580	1,137	1,535	2,731	5,158

Source: NSC – Maryland District Court data

All data in the above Performance Plan section, as well as a number of newly developed variables, is available on the NSC website for use by the MHSO's grantees and partners. This is being done in an effort to continually improve upon Maryland's problem identification process and its subsequent effect on highway safety countermeasures. (http://medschool.umaryland.edu/NSCforTrauma//traffic.asp)

Highway Safety Plan

Program Delivery – An Overview

The Maryland Highway Safety Office is dedicated to implementing an expansive highway safety plan to reduce the number and severity of crashes and injuries on Maryland's roadways. The MHSO will continue to utilize a comprehensive approach to addressing its top identified priority traffic safety areas during FFY 2011. While many projects are developed and implemented in-house, many more are carried out with the assistance of statewide partners. This section will briefly introduce the four primary instruments utilized by the MHSO to deliver its program.

1. Grant Development and Monitoring

In FFY 2011, the MHSO hopes to distribute nearly $11 million in matching (state and federal) grant seed monies. Approximately $6 million additional funds will be from state and local matching funds. These funds will help aid in the implementation of numerous projects identified in each of the twelve Priority Program Areas (see page 12). These projects range from outreach and media campaigns, law enforcement campaigns, judicial education, Community Traffic Safety Programs, and assessment and evaluation components, to name a few. In the following pages, each program area will be highlighted, as well as a description of each anticipated grant and grantee that falls within that Priority Program Area.

The MHSO is charged with determining the appropriate allocation of federal funds to impact highway safety and reach as many motorists as possible. With the goals of accountability and efficiency, over the years, the MHSO has put a considerable amount of effort into developing comprehensive and transparent grant solicitation and selection processes. Below is a brief overview of the processes used to identify those projects that will have the largest impact in achieving MHSO's stated goals. These processes and timelines cover more than one calendar year, in the sense that preparation for the FFY begins well in advance of its formal starting date (October 1), and closeout extends beyond its formal ending date (September 30). A more detailed description of these processes can be obtained by contacting the MHSO.

A. Establish Program Direction (October-December)
Select members of the MHSO staff meet to review programmatic activities and refine problem identification based on available data sources.
B. Information Dissemination (November-February)
MHSO continues to utilize a comprehensive approach to solicit grantees. Each year, the MHSO solicits for applications through an online grants

management system. Interested applicants are invited to an annual seminar to learn about MHSO programmatic activities.

C. Applications for Funding (April-May)

Organizations and agencies are allowed to review the available data, prepare descriptions of projects that address MHSO strategies, and submit a formal Application for Funding to the MHSO. Formal applications contain identification of problem(s), proposed project description, project objectives, project activities with timelines, a description of how the project will be evaluated, and project costs.

D. Grant Review (mid-June)

Select members of the MHSO staff and partner agencies meet to review the formal applications submitted. Utilizing a comprehensive weighted category system, applications are evaluated based on how well they address the MHSO strategies. Funding recommendations are made by the grant review team and presented to the GR/SHA Administrator for final approval before being proposed back to the submitting agency.

E. Project Agreements (June-September)

Applicants are allowed to submit revisions, if necessary, or withdraw the application. Once the grant review team and the grantee resolve any issues with the grant proposal, the project agreement is executed, on the condition of availability of funds and compliance with the terms of the agreement. During this time, the MHSO submits the Annual Application for Federal Highway Safety Funds that outlines proposed projects and grants.

F. Approval from NHTSA (October)

On or after October 1, the MHSO Chief is notified by letter of the federal funds available for the new fiscal year. If necessary, proposed budgets and grants are modified.

G. Monitoring and Reporting (October-December-FY2011)

MHSO staff monitor grantees to ensure compliance with standards and project agreements. Throughout the fiscal year, grantees are required to submit progress reports, reimbursement claims, reimbursement itemization reports and supporting documentation, and equipment accountability report (if necessary). At the conclusion of the fiscal year, grantees are also required to submit a final narrative evaluation report. Each December 31, MHSO also submits an annual overall evaluation report to NHTSA for the previous fiscal year.

2. Regional Traffic Safety Programs

Maryland will continue to utilize a network of local traffic safety personnel to address various community issues. These local programs, known as the Regional Traffic Safety Programs, cover each or regions of Maryland's 23 counties and Baltimore City[*]. The RTSP 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 Priority Program

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[*] The Mid-Atlantic Region is comprised of Carroll and Frederick Counties. The Upper Chesapeake Region is comprised of Kent and Queen Anne's Counties. The Washington Metro Region is comprised of Montgomery and Prince George's Counties. All other counties/jurisdictions are managed individually, although other regional formations are expected in FFY10.

Areas as well as implementation of SHSP Emphasis Areas. The RTSP program is another tool for the MHSO to help ensure that annual performance measures laid out in this HSP are met.

Each year, local RTSP Coordinators work with their respective county-level Task Forces to gather data, identify local 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. Local RTSP Coordinators develop and implement numerous activities including:

Coordinate Task Force Activities/Meetings	Conduct seat belt use observational surveys
Manage RTSP budgets	Conduct outreach to new and existing partners
Supplement MHSO campaigns and functions	Coordinate law enforcement activities

While RTSPs are given autonomy to decide how best to address identified traffic safety issues in their locality, much work is done at the MHSO to monitor the progress of each RTSP and ensure that the activities will help achieve the stated Impact Objectives for the year. Several tools allow both RTSP Coordinators and the MHSO to better evaluate local RTSP program implementation. Developed collaboratively with funds by the MHSO and the Johns Hopkins University School of Public Health, Center for Injury Research and Policy and the University of Maryland, National Study Center for Trauma and EMS, several new tools continue to be utilized to support MHSO's integrated evaluation system of RTSP:

1. **RTSP Community Coalition Survey Tool**
   This survey allows members to evaluate and rate the effectiveness of their respective county-level Task Force. This gives RTSP Coordinators an opportunity to better understand what their coalition is doing well, at what stage in development the coalition is functioning and ways to continue to advance the coalition towards optimal performance.

2. **Action Measure Tools (paper and pencil survey)**
   Maryland has a unique survey measurement for traffic safety-related topics called an Action Measure Tool (AMT). This survey allows general population participants and attendees at highway safety-related events to weigh in on the effectiveness of MHSO programs. AMTs are distributed in paper format by the MHSO's RTSPs at various public presentations. The survey tools are designed to gauge a person's knowledge, attitudes, and behaviors of traffic safety topics and to help the MHSO pinpoint the effectiveness of its activities.

   In addition, the AMTs gather information on the age, sex, race, and zip code of the respondents, and also segment the survey takers according to the type of vehicle driven. Data gathered through the AMTs has been utilized to help identify demographic groups that are deficient in a particular knowledge, attitude or behavior, allowing for the utilization of one of a variety of countermeasures. Countermeasures may include targeting media to a certain geographic location,

devising a new campaign for a specific audience, or focusing enforcement efforts.

In FFY2010, MHSO began utilizing online versions of the AMTs to supplement paper and pencil version utilized by the RTSPs, resulting in a significant increase in number of completed AMTS and further enriching the data environment. MHSO will continue to do so in FFY2011.

3. **Strategic Plan and Status Reporting Document**
Perhaps the most ambitious grant evaluation tool to-date at MHSO, this comprehensive document, developed through an Access database, will help RTSP Coordinators conceptually develop, implement and track their program's progress. The Strategic Planning Document is developed at the onset of the grant process with the MHSO as a portion of the Expression of Interest/Project Agreement and carries on electronically as a Status Reporting Tool that is submitted quarterly to the MHSO to track program activities.

The combination of these evaluation tools will better equip MHSO with the ability to track progress in meeting SHSP goals, HSP Impact Objectives, as well as tap into the public's knowledge, perception, and approval of MHSO activities. The MHSO will continue to review the progress of the RTSPs and evaluate the effectiveness of each program, as well as monitor the effectiveness of these new evaluation tools

COMMUNITY TRAFFIC SAFETY PROGRAMS: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
Local	Local RTSP Base & Special Funds	$1,835,000	Section 402 / 406
Local	Local RTSP Enforcement	$1,141,000	Sections 402 / 406 / 410
Total All Funds		**$2,976,000**	

3. **Law Enforcement**

In addressing the Priority Program Areas, the MHSO administers numerous highway safety programs and projects. A major portion of almost every program includes a law enforcement component. Inherent in highway safety is the use of behavior modification to achieve multiple objectives, including, but not limited to, reductions in vehicle fatalities, reductions in impaired driving, and increasing seat belt usage. Enforcement of traffic laws is a large contributor to modifying driver behavior. Maryland has over 140 law enforcement agencies throughout the state, most of which have the authority and resources to enforce traffic laws. The MHSO will continue to utilize a comprehensive approach to coordinating and

supporting the traffic safety activities of law enforcement agencies across the state. This will be accomplished in a variety of fashions including, but not limited to:

- o **Programmatic Initiatives** – The programs that most directly address behavioral modification are supplemented with enforcement support funding. These programs that include targeted enforcement are Aggressive Driving, Impaired Driving, Occupant Protection, Motorcycle Safety, and Pedestrian Safety. A more detailed description of how these enforcement funds will be utilized is included in each Program Area description.

- o **Police Traffic Services** – Law enforcement agencies are expected to address a multitude of public safety concerns, including rising crime rates, drug use, and traffic fatalities and injuries, especially in a post-9/11 environment. However, law enforcement agencies, in most cases, are expected to do this with current or static resources and budgets. Therefore, MHSO staff will continue to work closely with law enforcement agencies to seek unique and innovative approaches that can combine and achieve multiple law enforcement objectives. Activities include training courses for law enforcement officers in Crash Reconstruction, Crash Investigation, Advanced Training for the Impaired Driving Program (DUI Institute), and coordination and participation in the annual Chiefs' Challenge activities. A more detailed description of this program can be found in the Priority Program Area.

- o **Maryland Chiefs of Police Association and Maryland Sheriffs Association** – Multiple MHSO staff are involved in the promotion and development of this association's activities, as they relate to highway safety. These associations help serve as a vehicle for communicating and providing top-level encouragement in participating in MHSO's initiatives and campaigns, as well as providing endorsed outlets for law enforcement trainings in highway safety.

- o **RTSP** - In addition to the RTSP base budget, each RTSP will receive additional funding to support local traffic enforcement, including special events enforcement such as motorcycle safety enforcement at BikeFest at Maryland International Raceway, and DUI checkpoints and saturation patrols at the Tiki Bar opening on Solomon's Island, to name a few. RTSP Coordinators are also expected to coordinate enforcement activities in relation to NHTSA national crackdown periods and MHSO initiatives, including *Click It Or Ticket* seat belt enforcement, *Checkpoint Strikeforce* impaired driving enforcement, and *Smooth Operator* aggressive driving enforcement, to name a few. A total of $1,141,000 will be allocated in FY 2011 for RTSP enforcement coordination. Much of this funding is considered as supplemental funding and requires detailed plans for allocation. Due to the nature of this funding strategy, individual budget allocations cannot be determined for this report, but are determined on a case-by-case basis.

4. **Public Information & Education (PI&E)**

Another equally important component to behavior modification is the dissemination of public information and the use of educational mediums (PI&E) to encourage drivers to use good

judgment and obey traffic laws. The MHSO will initiate and fund numerous public information campaigns throughout FFY 2011, as well as produce educational materials for distribution throughout the State at various events. Following the techniques employed by other areas of public health promotion, the MHSO will utilize both social norming and risk awareness messages to convey to drivers the need for good judgment and adherence to traffic laws. In addition to highlighting the personal health risks associated with poor driving behavior, another caveat widely utilized by the MHSO is to highlight the potential financial and legal risks also associated with poor driving behavior (ie, tickets, fines, points levied against one's driving record, arrest and incarceration). The male 18-34 year old demographic is the MHSO's primary audience for a wide variety of messaging, and in many instances, educational programming is formulated with this group in mind.

In addition to participation in NHTSA national crackdown initiatives and PI&E campaigns (ie, *Click It Or Ticket,* and *Over The Limit Under Arrest*), MHSO employs numerous well-branded statewide and regional campaigns such as *Smooth Operator*. The MHSO adheres to a strict calendar to roll out these campaigns and ensure that messages do not get overlapped. The particular mediums utilized by the MHSO for its PI&E campaigns are wide and varied. Far too many examples to list here, a few are provided below to exemplify the breadth and scope of MHSO's mediums in FFY 2011:

Radio Public Service Announcements (PSAs)	Television PSAs	Event Promotion/Partnerships
Busbacks and Buswraps	New Booster Seat Law Card Brochure	Target-based Activity Incentive Give-Aways
Press Conferences	Earned Media	Email Newsletters
Employer Outreach	Interactive web-based messaging	Roadside signage/VMS
Media Interviews	Billboards	Guerilla Marketing

Program Area Details

Throughout FFY 2011, the MHSO will fund a variety of programs, projects and activities, with federal transportation dollars, which are intended to advance the traffic safety goals set forth by the State of Maryland. Each section of the priority areas will contain crash data and a listing of Impact Objectives and Administrative Objectives. Roughly half of the Program Areas identified utilize a general set of Impact Objectives, namely Data Enhancement, the RTSP, General Driver Safety, Police Traffic Services, Diversity in Traffic Safety, EMS, Engineering, and

Planning and Administration. Only the Administrative Objectives will be provided for each of these sections.

The use of federal Section 402, 405, 406, 408, 410, and 2010 funds (in accordance with fund use limitations) is planned and the activities for which these funds will be used are included in the appropriate program area descriptions. Section 406 Incentive funds will be used in a variety of program areas to supplement activities that may also be utilizing other funds for a comprehensive approach to meeting highway safety goals. Specific uses of Section 406 Incentive funds include Aggressive Driving and Speed Enforcement by the Maryland State Police; Curriculum enhancement of motorcycle safety training programs; an assessment of Young Driver Education programs through the Maryland Motor Vehicle Administration (MVA); the placement of unused media inventory of safety messages; and the implementation of an E-Grants system that will streamline the Grants Management process allowing for better monitoring and program management by MHSO staff as well as more accurate and comprehensive reporting by grantees. The program area descriptions do not include state matching funds, however, those financial indicators can be found in the Program Cost Summary at the end of the document. The Program Cost Summary section identifies the specific planned uses of the various grant funds in FFY 2011. Additionally, basic program cost summaries are provided at the end of each individual Program Area section and a breakdown of funds to be spent on Maryland's SHSP activities is also provided in each section.

As in past years, not all of the national traffic safety priority program areas are addressed in this application. For example, the OOTS has a significant number of divisions, such as its Motor Carrier Division, that are assigned the primary responsibility for overseeing a variety of issues such as truck safety. The MHSO continues to provide maximum cooperation to these divisions to ensure the most complete highway safety program possible.

NOTE: * Unless otherwise noted, all tables and graphs included in each of the Program Areas are provided by the SHA's MHSO/FISS and the MAARS database.

Impaired Driving Prevention

As in years past, the MHSO Impaired Driving Program will continue to prioritize and dedicate resources toward enforcement, education and public relation efforts. The goals and objectives are driven by the Maryland's Strategic Highway Safety Plan, Impaired Driving Emphasis Area, the findings and recommendations adopted by the Governor via the Task Force to Combat Driving Under the Influence of Drugs and Alcohol and finally the recommendations of the 2007 Impaired Driving Assessment orchestrated by the National Highway Traffic Safety Administration, which are all closely paralleled. These findings and recommendations include strengths and weaknesses of the Maryland system, statistical trends, and prescribed and tested countermeasures to enhance Maryland's Impaired Driving System and ultimately, reduce impaired driving crashes and their associated injuries and fatalities.

IMPACT OBJECTIVE: Standardized Goal Statement – IMPAIRED DRIVING PREVENTION
• To decrease alcohol impaired driving fatalities 19.1 percent from the 2008 calendar base year average of 152 to 123 by December 31, 2015.

IMPACT OBJECTIVES – IMPAIRED DRIVING PREVENTION
• To decrease the total number of crashes from 8,137 in 2008 to 6,575 in 2015. • To decrease the total number of fatal crashes from 147 in 2008 to 119 in 2015. • To decrease the total number of injury crashes from 2,834 in 2008 to 2,290 in 2015. • To decrease the total number of fatalities from 152 in 2008 to 123 in 2015. • To decrease the total number of injuries from 4,291 in 2008 to 3,467 in 2015.

Data

Crash Data

Table 13 – Crash Summary: Driver Involved Alcohol or Drug Impaired *

	2004	2005	2006	2007	2008	5-year % Change	2010 Goal
Fatal Crashes	183	184	214	192	147	-19.7	180
Injury Crashes	3,142	3,124	3,236	3,151	2,834	-9.8	2,442
Property Damage Only	5,231	5,167	5,262	5,267	5,156	-1.4	4,962
Total Crashes	8,556	8,475	8,712	8,610	8,137	-4.9	7,918
Total of All Fatalities	215	201	241	221	164	-23.7	196
Total Number Injured	4,886	4,851	5,068	4,820	4,291	-12.2	3,707

Over the past five years, an average of 8,498 impaired driving crashes has occurred annually on Maryland's roadways. Maryland's 2010 goal was 7,918 impaired driving crashes, as noted in the above table. The goal for 2011 is 7,426 impaired driving crashes. On average, 184 people lose their life each year in impaired driving crashes. In 2008, 94 percent of the impaired drivers killed and 79 percent of all impaired drivers involved in crashes were alcohol impaired. In addition, an average of 4,783 people have been injured annually, accounting for nearly 10% of all of Maryland's traffic injuries. Fatal impaired driving crashes occurred most frequently on MD numbered highways and total impaired driving crashes occurred most frequently on county named roads, 44 percent and 31 percent respectively as shown in the table below. On average, over 25,700 DUI arrests are made each year in Maryland.

Over-Represented Crash Factors – Impaired Driving		
Factor	*Variable*	*Percentage*
Age (drivers)	21-29	32.4% of involved; 36.2% of Injured; 27.1% of killed
Gender (drivers)	Men	71.1% of involved; 73.9% of Injured; 87.8% of killed
Month	August and December – total and injury crashes; June and April – fatal crashes	Total – 18.6%; injury – 19.5%; fatal – 26.5%
Day Of Week	Saturday and Sunday	Total – 42.0%; injury – 40.6%; fatal – 46.2%
Time Of Day	12am-4am	Total – 31.0%; injury – 29.8%; fatal – 34.7%
Road Type	State and county roads	Total – 60.9%; injury – 66.4%; fatal – 74.8%
County	Prince George's and Baltimore Counties	Total – 30.7%; injury – 29.7%; fatal – 30.6%
	Prince George's, Anne Arundel, and Baltimore Counties lead the state in fatal crashes respectively	Total – 44.2%
	Prince George's, Baltimore and Montgomery Counties and the City of Baltimore lead the state in crashes	Total – 54.4%

According to a recent statewide survey, 78 percent of Maryland respondents think there should be extra penalties for drivers who are arrested with very high blood alcohol concentration, those with a BAC .15 or higher. In the same survey, respondents believe a motor vehicle can be safety operated after having consumed one or fewer alcoholic drinks.

National Data and Trends

Repeat offenders —• A driver involved in a fatal crash who had a BAC of .08 or higher was 8 times more likely to have a prior conviction for driving impaired than a driver involved in fatal crash who had consumed no alcohol.

Impaired drivers and vehicles —• The percentage of drivers with BACs of .08 or higher involved in fatal crashes was highest for motorcycle riders (29%), compared with drivers of light trucks (23%) and passenger cars (23%).

Impaired drivers and age —• The highest percentage of drivers in fatal crashes who had BACs of .08 or higher was for drivers 21 to 24 years old (34%), followed by drivers 25 to 34 (31%) and 35 to 44 (25%).

High-risk periods —• Alcohol impairment among drivers involved in fatal crashes was 4 times higher at night than during the day (36% versus 9%); and 32 percent of drivers involved in fatal crashes on weekends were alcohol-impaired, compared to 15 percent during the week.

A serious crime —• Alcohol-impaired (.08 BAC or higher) crash fatalities accounted for 32 percent of all motor vehicle crash fatalities during 2008 — or an average of one fatality every 45 minutes.

Proposed Grants

1. **American Automobile Association (AAA) Mid-Atlantic Region – *Tipsy? Taxi!***

   - Non-profit
   - Target audience – 21-year-olds & older
   - Target area – Baltimore Area (originating at establishments within Baltimore City limits)

   The *Tipsy?Taxi!* Program, which is modeled after the Washington Regional Alcohol Program's SoberRide Campaign, will provide free taxi rides to drivers who have been drinking and need a safe ride home. The program was piloted during the 2006 July 4th holiday and more than 1,524 free cab rides have been provided to potentially impaired drivers during the pilot, 541 of those were during the FFY 2009 project period. This program has since been expanded to provide rides during Halloween, Thanksgiving, New Year's, St. Patrick Day, and July 4th. Free taxi rides will continue to be made available to those 21 years old and older who have been drinking at an establishment (restaurant or bar) within Baltimore City limits. Those wishing to utilize the service will be directed via an intense earned media campaign prior to each "ride program" to call 1-877-963-TAXI for a SAFE & FREE RIDE HOME within the Baltimore metropolitan area. Riders may only request a ride home and not to another bar, party, or public location. A ride provided by *Tipsy?Taxi!* may not exceed $50. The program is committed to reducing drunk driving and recognizes that holidays can be deadly due to drunk driving fatalities. Partners of this program include AAA Mid-Atlantic, Yellow Cab of Baltimore, and the MHSO. This project was started out of a need to remove drunk drivers from City streets. A majority of the population in the City live in neighboring jurisdictions, traveling in and out of the City for sporting events, concerts, a night on the town. Annual statistics indicate Baltimore City is the fourth worse jurisdictions in the state for incidence of impaired driving fatalities, and the fourth highest in total impaired driving crashes. However, additional data indicate that drivers involved in these crashes do not live in the City but in neighboring counties. Further program data also indicates that the majority of the rides for this project are for patrons who live in Baltimore, Howard Counties, and as far as Anne Arundel County.

   The program was piloted during the 2006 July 4th holiday and more than 1,524 free cab rides have been provided to potentially impaired drivers during the pilot, 541 of those were during the FFY 2009 project period. The challenge with this project has been not being able to expand partnerships and additional funding for future self-sufficiency. To expand the project funding partners and area of service to neighboring counties of Howard, Anne Arundel. This project has removed on average 381 would be drunk

drivers, saving the State between $53,000,000 - $1.6 Billion in injury and fatal impaired driving crashes according to the economic cost factors found in the 1991 FHWA study **"The Cost of Highway Crashes**". This estimated savings as compared to having funded the program for only $46,500.

2. **Anne Arundel, Harford & Howard County District Courts – *DUI/Drug Courts***

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

The *DUI/Drug Court* is designed 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 highly intensive monitoring and rehabilitative treatment program. Eligible individuals will have a prior history of DUI or DWI convictions, no pending sentences or warrants, and will not currently be on parole or probation. The program will divert offenders from long periods of incarceration. However, they must serve any minimum mandatory sentence prior to entering the treatment program. This program is intended as a post-conviction, voluntary program that utilizes a multi-faceted approach to rehabilitation. The program proposes to reduce recidivism for the repeat offenders participating in each county court program, and increase abstinence from alcohol by 50 percent. Offenders will be monitored by frequent alcohol and drug tests, and will meet frequently with their team, consisting of a judge, probation monitor, treatment personnel, and their supervising officer. Participants will be tracked for one year following discharge to assess recidivism, drug use, and social functioning. The three DUI Courts in Maryland have shown tremendous success, averaging 25 active participants each year, graduating on average 12 participants and through monitoring, have demonstrated over the years a low range of recidivism between 9 - 13 percent among graduates tracked for 12 - 18 months after graduation. A recent independent study of the Anne Arundel County Court indicated a cost benefit to the County, saving the County Judicial System thousands per offender as a result of the comprehensive approach administered by the DUI Court.

3. **Local Law Enforcement / Statewide – *Impaired Driving Enforcement***

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

The main goal of this program is to increase traffic patrols and sobriety checkpoints in areas and at specific times where impaired driving has been identified as a problem in local communities and roadways. Increased enforcement will be conducted during heavily advertised enforcement waves, building the public perception of coordinated enforcement across the State. Almost all law enforcement agencies in the State devote some portion of their traffic enforcement efforts to reducing impaired driving, and many

are supported at the local level through their RTSP. Additionally, the MHSO Law Enforcement Program Coordinator will work closely with checkpoint task forces across the State, providing them technical support as well as facilitating instruction in the form of Checkpoint Manager's training to police supervisors. MHSO, in conjunction with MSP, will help fund a coordinated statewide Drug Recognition Expert (DRE) effort, including maintaining certification of 110 DREs, and recruiting and training of new candidates. Best practices of previous pilot projects and innovative operations will be shared across the State, including a greater utilization of the low-manpower sobriety checkpoints. Additionally, training for patrol officers will continue to be offered to police agencies across the State in the form of *Catch 'em If You Can* seminars, which assist officers in identifying strategies for dealing with circumstances that might otherwise discourage the arrest of an impaired driver. Additional trainings include the *Managing Traffic Enforcement Programs* (as detailed in the subsequent Police Traffic Services section) which assist police supervisors in better managing their highway safety programs.

4. **Mother's Against Drunk Driving, Chesapeake Region – Court Monitoring Program**
   - Non-profit
   - Target audience – District Court
   - Target area – Prince George's and Howard Counties; Statewide

   MADD National has a long held tradition of volunteers sitting in on court proceedings to monitor the outcomes of drunk driving cases, in the interest of the victims, for the management of victim impact panels, and to encourage the judicial system to hold offenders accountable for their actions. Over the years the organization developed a database tracking system that tracks case outcomes, recidivism and more. In an effort to capture judicial outcomes and help improve adjudication of DUI cases, the Chesapeake Region MADD will monitor district courts in Anne Arundel, Baltimore, Montgomery and Prince George's Counties and Baltimore City, utilizing trained volunteers. The program has a paid coordinator to train volunteers and serve as a liaison to the courts. MADD's Court Monitoring program successfully completed its first full year of monitoring, analyzing the data recorded in the participating jurisdictions. The trends identified in these courts were: Excessive Use of Probation Before Judgment (PBJ); Inadequate or no use of Ignition Interlocks; Plea bargains to lesser convictions; and police officer failure to appear. MADD has agreed to share the results with the Chief Judge of the District Court of Maryland and use the data to help heighten awareness among judges, prosecutors and law enforcement in an effort to increase conviction rates, reduce the use of PBJ and increase the use of ignition interlocks in these jurisdictions. This final year of the project will be used to compare baseline data and determine if the monitoring and communication with the courts is beneficial to case outcomes.

5. **Washington Regional Alcohol Program –** *Impaired Driving Outreach*

   - Non-profit

- Target audience – 21-44 year olds
- Target area – Montgomery & Prince George's Counties; Statewide

Serving the residents of Montgomery and Prince George's counties, as well as having statewide impact through the *CPSF* Campaign, the focus of this program is multi-faceted, addressing the problem of impaired driving in the Washington Metro region through public education and innovative health education. Through partnering with numerous public and private partners such as AT&T Wireless, GEICO Direct, Washington Area New Automobile Dealers Association and ExxonMobil, the Washington Regional Alcohol Program (WRAP) will present programs on the effects of impaired driving to high school age youth and adults 21 – 44 years of age. The support of these businesses provides an avenue to the target population that data shows is over-represented in crashes, fatalities and injuries. Programs such as *Safe and Vital Employees*, the distribution of 5,000 Corporate Guides to Safe Driving and Safe Celebrating, and WRAP's *SoberRide,* providing free taxi cab rides to would be drunk drivers during major holidays, will create an extensive public awareness program. Through the combination of efforts by Maryland, Virginia, and DC, WRAP will coordinate a media campaign and press event for the NHTSA *CPSF* advertising buy as well as ancillary media material. WRAP will provide support for the DUI Law Enforcement Awards and *Maryland Remembers* event in December.

The Washington Regional Alcohol Program (WRAP) has successfully implemented outreach programs in the Montgomery and Prince George's Counties high schools for many years. WRAP's coordinator has been able to open new doors and bring new schools on board in both counties, now reaching 42 percent of the Montgomery County's high schools, and 16 percent of Prince George's County high schools. During the 2009 FFY the program reached approximately 4,500 students, an increase of 110 percent over the previous year. In addition, WRAP's SoberRide campaign provided over 3,000 free cab rides, 620 of them were specific to Montgomery and Prince George's Counties during the same period.   Furthermore, WRAP continues to manage the regional Checkpoint Strikeforce campaign, successfully raising the regions awareness of the impaired driving issue year after year. A media launch for Maryland's *Checkpoint Strikeforce* campaign achieved more than 1,249,720 media impressions utilizing broadcast and print coverage across the state. Overall the combined effort of all campaign media outreach efforts, press events, radio sponsored wet demonstrations, print and television coverage has leveraged over 3.5 million media impressions conservatively during the 2009 campaign.

The 2009 Checkpoint Strikeforce campaign also developed a new social marketing component, reaching out the target audience of males 21 -35 via on-line medium, including You Tube with the production of three videos, Maryland's focuses on the relationship between a victim's father and the drunk driver who killed the victim. These successes will continue to serve as lessons in the development and implementation of future projects.

MHSO Internally Launched Initiatives

1. **Impaired Driving Coalition**
   A key element of the MHSO impaired driving program is its statewide Impaired Driving coalition, a network of public and private stakeholders that serve as the conduit for analysis, campaign and project development, and implementation of projects, campaigns and future grants. Maryland's *Impaired Driving Coalition* (*IDC*) facilitated and supported by the MHSO, will continue to serve as the lead governing body of the statewide impaired driving prevention efforts. The *IDC* keeps a pulse on the development and advancement of projects and campaigns, as well as monitors and serves as the SHSP, ID Emphasis Area Team and will continue to represent a diverse membership, including state agencies, local agencies, law enforcement representation and private businesses. Speakers will be invited to present cutting-edge information, new initiatives, and data research to maintain better insight into the problems and solutions in impaired driving area such as: Public Awareness, Law Enforcement, Improved Practice of Law, Creating Effective Legislation, Data Collection, and Education to Prevent Impaired Driving.

   The impaired driving program has made tremendous strides in developing and implementing new projects as per the recommendations of 2008 DUI Task Force and as established by the SHSP Impaired Driving Emphasis Team. The advances will continue to be implemented which includes a recognition program for police agencies and rewards individual officers from across the State who make the highest numbers of DUI arrests for their respective agencies. In addition, the Impaired Driving Coalition has implemented and will continue to seek active participation in the "Towards Zero Deaths" enforcement initiative in the month of August. This project will provide local law enforcement an opportunity to develop a comprehensive education, public outreach and enforcement strategy to compliment the efforts of the National Impaired Driving crackdown and the regional Checkpoint Strikeforce campaign. These efforts are intended to increase high-visibility enforcement statewide during a time when data trends indicate an increase in traffic fatalities. Additional efforts include continued pursuit of stronger penalties and standards for impaired driving convictions, overall strengthening of the post-arrest scenario, as well as exploring more effective and better coordinated enforcement and media campaigns to increase the public's awareness of impaired driving, its consequences and alternatives to this crime. The Impaired Driving EAT will continue to seek participation from the following key partner agencies: MVA, SHA, MIEMSS, Department of Corrections, Departments of Health, statewide law enforcement, the University of Maryland, County Governments among others. One of the crucial programs supported by the IDC includes Checkpoint Strikeforce.

2. **Checkpoint Strikeforce**
   The Checkpoint Strikeforce (CPSF) Campaign is a six-month, sustained and highly visible enforcement and public information campaign coordinated by the National Highway Traffic Safety Administration's Region III Office. Maryland, in close coordination with Virginia and the District of Columbia (DC) lead this effort as a means to curb impaired driving through the use of education, enforcement and accompanying

outreach efforts in highly targeted jurisdictions throughout the State. The targeted Maryland areas are based on impaired driving crash, fatality, injury, arrest and judicial outcome data and include the Central Maryland/Baltimore area, the Washington DC metropolitan area, the Southern market and Maryland's Eastern Shore.   Continued coordination of the Campaign message and materials will carry on throughout FFY 2011 in order to maintain a decrease in impaired driving crashes and their associated injuries and fatalities. The year-long campaign will be complemented by the August "Towards Zero Deaths" enforcement initiative, and will conduct highly-visible enforcement and outreach efforts during designated waves, in compliance with the provisions of the NHTSA Region III Office and its regional highway safety offices. The waves are concentrated in the latter part of the year beginning with the launch of the national impaired driving mobilization in August 2011 through Labor Day. The program has indentified the following wave periods:

1. August - September, Labor Day
2. October, Halloween
3. November, Thanksgiving
4. Early December, Holiday Period
5. Late December - January, New Year's Eve

In FFY 2011 the MHSO will purchase $400,000 of paid media for the statewide CPSF Campaign. Additional funds will be used to implement impaired driving prevention and awareness advertising using web-based programs, television and high profile events. These campaigns will be designed to support the objectives of NHTSA's Regional impaired driving prevention campaign and will target Maryland-specific issues such as Court monitoring, DUI Courts, server training and alternative transportation services for impaired drivers. Media spots will be placed during the high visibility enforcement periods, as identified by the NHTSA Region III Office. The types of media used in conjunction with enforcements periods include TV, radio, outdoor advertising and sporting events.

Law enforcement from all 23 Counties and Baltimore City participated in *Checkpoint Strikeforce* during FFY 2009. Over 40,390 motorists passed through sobriety checkpoints, and nearly 51,682 motorists were stopped during sobriety checkpoints and saturation patrols yielding approximately 792 DUI/DWI arrests in FFY 2009. The goal for FFY 2009 was 192 *Checkpoint Strikeforce* activities, and the actual results were as follows: 657 saturation patrols and 89 checkpoints, for a total of 746 enforcement activities with an average of 31 activities per Checkpoint team.

3. **Sobriety Checkpoints/Saturation Patrols**
   The MHSO will continue its plan to maintain and/or increase sobriety checkpoints and/or saturation patrols in concert with its paid and earned media campaign during FFY 2011. The plan identifies joint enforcement teams in each county throughout Maryland. These teams, called "projects", are required to carry out at least one sobriety checkpoint and/or saturation patrol per quarter, as well as at least four operations during the two-week national impaired driving mobilization. This does not, however, prohibit or discourage

departments who can manage to carry out operations independently from doing so. The MHSO hopes this plan will help maintain the numbers of sobriety checkpoints conducted and increase the total number of operations carried out statewide during FFY 2010 and in turn provide more opportunities to reach our target audience through direct contact with the law and increase the perception of the risk of arrest.

4. *DUI Is For Losers* **Social Norming Campaign**

In the addition to the annual enforcement plan, the MHSO will implement its newest campaign called DUI is For Losers for the second year. This local social-norming outreach and awareness campaign will provide members of the IDC with a consistent message that will be heard statewide. The message will be strategically delivered during the Super Bowl festivities, St. Patrick's Day, Alcohol Awareness month, Cinco de Mayo and July 4th. This campaign has been quite edgy in its presentation, creating a buzz on the streets. The total creative and implementation budget has totaled $200,000. All 23 Counties and the Baltimore City have participated in the campaign, distributing coasters, posters and participating in a new strategy, bathroom advertising using life size decals to send a powerful and effective Drive Sober message. In addition, the campaign implemented the use of projection advertising and other gorilla marketing tactics creating local recognition of the message to drive sober. The areas receiving this highly targeted exposure were based on Impaired Driving crash and arrest data. The target audiences are males 21-35 years of age.

5. **Maryland Remembers**

Maryland Remembers is an annual tribute to Maryland's impaired driving victims and their families. This ceremony **-** Provide keynote remarks during a moving ceremony, which was originally held at the State House during the first week of December due to past State House renovations, the event was moved and has since been hosted at the Miller Senate Building for the past two years. Honoring those lost in impaired driving crashes, the event features a processional in which photographs of victims are displayed. The event draws more than 100 family members of impaired driving victims, the presence of advocates and key Impaired Driving Coalition members, as well as extensive media coverage. The event highlights statewide efforts to empower drivers to report drunk drivers to 911 as part of the arsenal to fight drunk driving, as well as any accomplishments or upcoming initiatives. The event has garnered the support of the Governor and Lt. Governor every year. The messaging of this event is sobering in itself, reminding Marylanders to driver sober during the holidays and puts a face to this tragic crime. The cost of conducting this event is between $15,000 - $20,000.

6. **Task Force Support**

During Maryland's 2007 Legislative Session, the Task Force to Combat Driving Under the Influence of Drugs and Alcohol was statutorily established from July 2007 through December 2008. The Task Force, commonly referred to as the DUI Task Force, submitted a comprehensive report with findings and proposed solutions for Maryland's DUI education, enforcement, engineering, and public outreach programs, as well as all

of the components of the judicial and licensing proceedings, screening, intervention and treatment programs and more. While the DUI Task Force is formally defunct, The State Highway Administrator, who was appointed by the Secretary of Transportation as Chair of the Task Force and supported by his lead staff, the Impaired Driving Prevention Coordinator, is dedicated to the implementation of the recommendations. The State Highway Administration and the Maryland Highway Safety Office will continue to provide staff and logistical support, oversight and management of the three-phase implementation plan of the Task Force recommendations.

In addition, the Task Force recommended as one of its signature recommendations a comprehensive monitoring, rehabilitation, education, and enforcement program to help address the needs of a first time, repeat, or high risk offender, as well as increase accountability of and services provided to impaired drivers and help reduce recidivism. The Special Multi-Agency Initiative is being titled Maryland Alcohol Safety Action Program (MASAP). This recommendation is modeled after the successful VASAP model operating in Virginia since 1972. In early December 2009 Governor O'Malley signed an Executive Order convening an Executive Committee to study the feasibility of the MASAP, and to develop and propose a business model for this comprehensive program. This committee has begun its assignment and a full report will be submitted to the Governor and General Assembly during the first quarter of the 2011 FFY. This report and set of recommendations is being touted as another driving force for change in the Maryland Impaired Driving system.

Total Investment

IMPAIRED DRIVING PREVENTION: PROJECT BUDGET SUMMARY

| Project Number	Project Title	Budget	Budget Source
TBD	Impaired Driving Outreach	$314,620	Sections 410 / 148
TBD	Impaired Driving Enforcement	TBD*	Sections 410 / 148
TBD	MADD – Court Monitoring	$75,360	Section 410
TBD	Maryland DUI Court - Harford County	$63,500	Section 410
TBD	Maryland DUI Court - Howard County	$61,578	Section 410
TBD	Maryland DUI Court – Anne Arundel County	$77,270	Section 410
TBD	Tipsy? Taxi!	$48,051	Section 410
Total All Funds		**$640,379**	

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 94 percent in 2010, 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.

IMPACT OBJECTIVE: Standardized Goal Statement – OCCUPANT PROTECTION
• To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 0.4 percentage point(s) from the 2010 calendar base year average usage rate of 94.7 percent to 96.7 percent by December 31, 2015.

Data

In June 2010, the observed statewide seat belt use in Maryland was 94.72%, an increase from 94.01% as observed in 2009. Maryland currently has 78 NHTSA seat belt survey sites throughout the State and belt use among front-seat occupants is observed at all sites. The following graph represents the trend in statewide seat belt use since 2000:

Statewide Seat Belt Use Rate
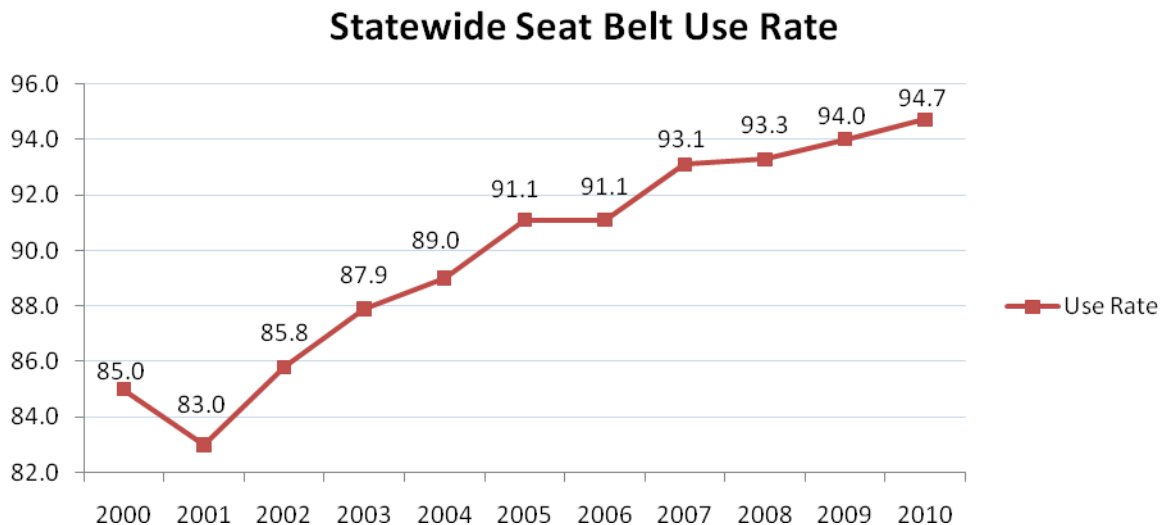
Over the past five years, more than 620 fatalities have occurred on average on Maryland's roadways. Despite the significant increase in seat belt use since the inception of the State's primary seat belt use law, Maryland has a relatively high percentage of traffic fatalities that were not properly restrained.

In 2008, the last official year of complete crash data, Maryland's seat belt use rate was 93.3 percent, yet only 55 percent of driver and passenger fatalities were restrained at the time of the crash. It is estimated that on average, proper use of a seat belt with airbags increases the chances of surviving a serious motor vehicle crash by as much as 50 percent in automobiles, and as much as 80 percent in crashes that result in the rollover of pickup trucks or SUVs.

Preliminary data for 2009 indicates a slight improvement in the percentage of restraints used in fatal crashes but the percentage of non-use is disproportionately high in relation to the increase in seat belt use observed in that same year.

Over-Representation Factors for Seat Belt Use

The following table outlines those factors and counties in which seat belt non-use is over-represented:

Over-Represented Crash Factors: Unrestrained Motor Vehicle Occupants (drivers and passengers)		
Factor	**Variable**	**Percentage**
Age	9-15 involved; 16-20 injured; 21-24 killed	23.5% of involved; 8.6% of injured; 14.1% of killed
Gender	Men	59.0% of involved; 60.6% of Injured; 81.6% of killed
Time Of Day	2pm – 6pm total and injury crashes; 12am – 4am fatal crashes	27.5% total; 26.2% injury; 24.0% fatal
County	Baltimore City and Prince George's and Baltimore Counties	55.5% total; 47.2% injury; 45.5% fatal

Based upon this data, it is clear that men are the primary demographic for seat belt enforcement, particularly as more than 81% of those killed while unrestrained are men. Additionally, the time between 12 am – 4 am is a key target to seeing reductions in unrestrained fatalities. Finally, data shows that Baltimore City, Baltimore County, and Prince George's County are severely over-represented in terms of crashes, injuries and fatalities.

Observational Seat Belt Use Data

In terms of county-specific data, only observed belt use among Maryland's NHTSA sites is officially taken into consideration. The following chart represents the change in use rate among those 10 counties and Baltimore City:

Seat Belt Use Rate by County 2006-2010
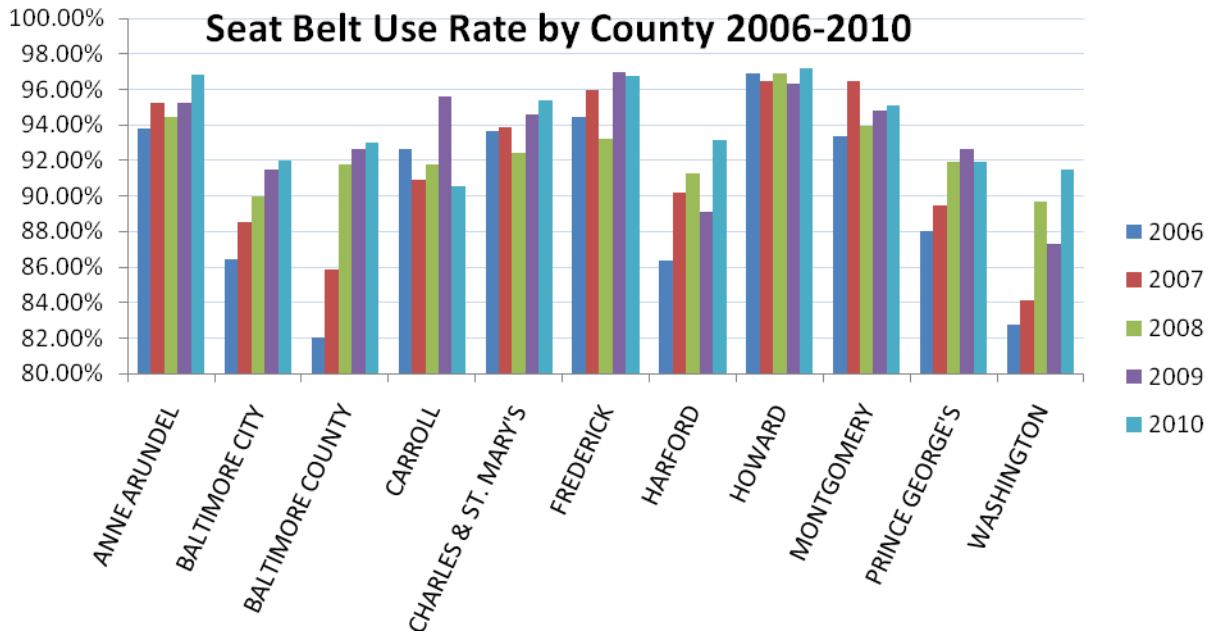
Citation Data

Maryland has three main seat belt and child passenger safety laws; 1) TR 22.412.2D, which deals with child passenger safety, 2) TR 22.412.3B, which covers the mandatory use of seat belts by drivers and all passengers under the age of 16, and 3) TR 22.412.3C, which mandates that every passenger over the age of 16 must wear a seat belt while riding in a front, outboard seating position. As demonstrated in the table below, a vast majority of $25 offenses are prepaid, meaning that violators do not contest the citations in court:

Maryland Seat Belt Citation Adjudication Data

2007	Open	Prepaid (convicted)	Trial	Totals	Prepaid Conviction Percentage *
TR 22.412.2D	638	2916	992	4546	74.62%
TR 22.412.3B.	7450	99028	8218	114696	92.34%
TR 22.412.3C	1420	8251	625	10296	92.96%
Total	**9508**	**110195**	**9835**	**129538**	**91.81%**

2008	Open	Prepaid (convicted)	Trial	Totals	Prepaid Conviction Percentage *
TR 22.412.2D	461	2470	880	3811	73.73%
TR 22.412.3B.	5168	75959	6874	88001	91.70%
TR 22.412.3C	1203	6518	594	8315	91.65%
Total	**6832**	**84947**	**8348**	**100127**	**91.05%**

2009	Open	Prepaid (convicted)	Trial	Totals	Prepaid Conviction Percentage *
TR 22.412.2D	1410	2826	1129	5365	71.45%
TR 22.412.3B.	11695	74068	6263	92026	92.20%
TR 22.412.3C	1910	6915	571	9396	92.37%
Total	**15015**	**83809**	**7963**	**106787**	**91.32%**

* **Note**: Conviction Percentage is only inclusive of those citations that were prepaid and excludes convictions resulting from trials. Additionally, the figure does not take into account the number of open citations.

In FFY 2011, the MHSO will continue to promote the issuance of citations rather than warnings for all seat belt-related offenses. Citations only are requested during periods of *Click it or Ticket* enforcement and although Maryland does not allocate funds to police agencies for seat belt enforcement, the MHSO has taken steps to address under-performing agencies, including limiting other funding types to those agencies when appropriate.

Calendar year 2009 saw an increase in the number of citations written but the overall number is well short of the same volume written in 2007 and previous years. Many law enforcement agencies have reported that officers and deputies are finding that fewer violations are observed, and this is consistent with Maryland's increase in the observed seat belt use rate. Regardless, throughout FFY 2011, agencies will be encouraged to continue being vigilant with regard to seat belt enforcement and emphasis will be placed on night time enforcement between the hours of 9:00 pm and 3:00 am.

Action Measure Tool Data

In FFY 2010, the MHSO received more than 1,600 responses to the Occupant Protection AMT survey. MHSO received responses from people of diverse ages, and a significant number of people between the age of sixteen years and forty-four (78.2%)

The Occupant Protection AMT measures:

- how often a respondent claims to wear a seat belt;
- knowledge of Maryland's primary seat belt law;
- attitudes regarding seat belt enforcement;
- whether a person has been ticketed;
- behaviors related to the safe transportation of child passengers;
- seat belt use among back seat passengers; and
- questions intended to help track where a person saw or heard seat belt-related media messaging.

In FFY 2010, the MHSO has received roughly 1600 responses to the Occupant Protection AMT. A sampling of most relevant results is as follows:

- Approximately 78.2 percent of respondents are between the ages of 16 and 44;
- Roughly 46 percent were male;
- Just over 62 percent declared their race to be white, 23 percent declared their race as black, 6 percent declared race to be Hispanic, and the remaining 9 percent responded with another race;

- 55 percent listed their primary vehicle as a passenger car, 26 percent listed their vehicle as an SUV or van, and just over 7 percent listed their vehicle as a pickup truck;
- 77 percent of respondents stated that they wear a seat belt "all of the time" and 20 percent stated that they wear the seat belt "Most of the time" or "Some of the time." Less than 1 percent listed their seat belt use as "Never";
- More than 90 percent responded that they knew Maryland has a primary seat belt law and cross tabulation of data showed that of the 10 percent that responded incorrectly or did not know the answer, the largest number of incorrect responses came from respondents that declared their race as Asian;
- Only 60 percent of respondents felt that they were likely to get a ticket if they did not wear their seat belt but the overwhelming majority of respondents felt that if they did receive a ticket for non-use, that it would be justified;
- Child passenger safety-related questions yielded positive knowledge, attitudes and behaviors in regard to the safe transportation of children and in regard to Maryland CPS laws; and
- More than 94 percent of respondents indicated that they had seen or heard *Click it or Ticket* messaging throughout radio, television, outdoor, or print media outlets.

In FFY 2011, the Occupant Protection AMT will be altered to allow for behavioral data to be collected regarding seat belt misuse. Additionally, data will be collected to evaluate the public's support for increased fines for seat belt use violations and the possible implementation of a graduated penalty system for repeat offenders. The data gathered will continue to be cross-tabulated to allow for effective use of the data and to segment media, educational, and enforcement efforts where necessary.

National Data and Trends

In 2009, according to NHTSA, the national safety belt use rate rose to 84 percent. Maryland currently (as of summer 2010) sits at 94.72 percent, well ahead of the national average. As one of only 15 states that achieved a use rate of 90 percent or more in 2009, Maryland continues to be at the forefront of states with exceptionally high seat belt use.

According to NHTSA, seat belt use continues to be lower among those aged 16-24, lower among males, and lower among the black and Hispanic populations. Additionally, seat belt use has been found to be lower among people driving alone and, in particular, during nighttime hours. Vehicle type is also a dividing line with pickup truck drivers being less likely to buckle up than those driving passenger cars.

Observations in Maryland generally tend to support these conclusions. In addition to the national problem areas, misuse of a seat belt, i.e. placing the shoulder strap under the arm or behind the back, is more prevalent in Maryland among women than males.

Proposed Grants

In FFY 2011, Maryland will fund two main Occupant Protection grants in the area of Child Passenger Safety.

1. **Maryland Department of Health and Mental Hygiene**
   ***Kids in Safety Seats* - $184,640**
   Awarded to the Maryland Department of Health and Mental Hygiene's *Kids in Safety Seats* program, this grant project is primarily intended to allow for the successful execution of Maryland network of CPS technicians, as well as a child safety seat loaner program. For

Federal Fiscal Year 2011 (October 1, 2010-September 30, 2011), Kids In Safety Seats (KISS) will:

- promote child passenger safety (best practice and Maryland law) to care providers of children Birth-8 years old
- utilize media campaigns, an 800 Helpline, a web site and dedicated e-mail address to provide direct public education as well as provide technical assistance
- conduct child passenger safety technician certifications, technical trainings, presentations
- provide resources to any Maryland resident charged with the responsibility of transporting infants and children.

The target audience for this grant includes parents/care givers, childcare providers, fire, emergency medical and health professionals, law enforcement officials, safety advocates/coalitions and others involved with young children. *KISS* will also oversee a network of traditional and special needs car seat loaner programs which are located throughout Maryland.

At least 16 new CPS technician trainings will be conducted throughout the State in FY 2011. In addition, KISS operates an 800-number and an email response system to answer CPS questions from the general public and has a targeted goal of 2,500 public contacts through these resources. The organization will also be tasked with making more than 30 public presentations and/or appearing at child safety-related events.

Data and other information provided through this grant will include:

- the number of loaner seats provided to low-income families
- the number and percentage of seats checked which were being used improperly
- the available number of CPS technicians, as well as statistics regarding new technicians trained throughout the year
- public contacts made at presentations and events
- number of educational items distributed

As a statewide resource, the grant with *KISS* is an extremely effective use of Maryland's available CPS funds. The organization maintains a high level of expertise which is then imparted on Maryland's CPS technicians and the general public, thereby increasing the awareness of CPS laws and best practices. The grant also allows for opportunities to provide adult seat belt education to people of all ages, races, and backgrounds at a time when those people are already in a safety-conscious mindset and willing to set a good example for their child passengers. The MHSO simply cannot accomplish the same degree of CPS activities in-house, nor can it match the level of expertise provided in the field by *KISS* staff or the trained CPS technicians.

2. **Maryland Institute for Emergency Medical Services Systems**
   ***Child Passenger Safety & Occupant Protection Healthcare Project* - $49,322**

Grant funds were awarded to the MIEMMS for this project which has a goal of increasing occupant protection in the state of MD by improving seatbelt use in adults, child restraint use in children, and occupant protection measures taken by EMS personnel. The primary strategy is dissemination of up-to-date OP and CPS information through:

- interactive educational displays at state & local conferences for emergency and pediatric department staff, school and pediatric nurses, and EMS and fire personnel

- the education of primary and acute care providers via conference calls and continuing education workshops
- maintaining a comprehensive database of hospital/community liaisons in 24 jurisdictions for educational updates, material distribution
- providing outreach to primary care providers (RN, NP, & MD/DO) across the state with resources on occupant protection-related best practices

The project activities augment all statewide efforts to increase adult seat belt use and child passenger safety. As the dedicated statewide organization with extensive jurisdiction among Maryland's hospitals and trauma centers, MIEMSS is uniquely suited to educate nurses and other hospital staff in proper CPS practices. This information is then passed on to parents and caregivers and MIEMSS also focuses education to and through fire and ambulance personnel.

The target audience for this grant includes hospital staff, fire and EMS professionals, child passenger safety advocates, and parents and caregivers to children. MIEMMS staff members also function as the statewide leads for Maryland's SAFE KIDS program. Although this function is not funded through the grant with the MHSO, it is nevertheless a vital link to national CPS activities and best practices and an important part of MIEMSS' CPS-related responsibilities in the State.

Data and other information provided through this grant will include:
- the number of contacts made with hospital personnel
- the number of presentations and/or events held in conjunction with hospital personnel
- the number of EMS facilities in which educational material was placed
- the number of educational items distributed to those facilities
- the number of training sessions held to educate hospital staff and EMS personnel
- the number of contacts made with the general public.

As previously mentioned, MIEMSS holds a unique role in the State of Maryland and serves as the only outlet that is able to coordinate activities in a centralized fashion to Maryland's trauma centers, hospitals, and EMS and fire personnel. No other organization has the ability to distribute information to these resources as efficiently as MIEMSS, and the organization has also demonstrated the initiative and ability to institute highly visible *Click it or Ticket* messaging through its contacts. As a grantee of CPS-related funds, MIEMSS is able to serve niche markets that the MHSO would otherwise have difficulty in accessing or serving.

Statewide Campaigns

Maryland participates in or sponsors numerous campaigns related to seat belt safety throughout the year. *Click it or Ticket, Buckle Up Tough Guy, National Child Passenger Safety Week, and Buckle Up for a Buck* are major campaigns in which the State participates and there are numerous activities throughout the year to augment participation in these programs.

In FY 2011, the MHSO will spend roughly $500,000 in *Click it or Ticket* media, or an amount consistent with FFY 2010 spending. This dollar amount allows for significant airtime to be purchased in the DC and Baltimore television and radio markets, with additional expenditures through internet sites and unconventional sources such as gas pump tops.

In FFY 2010, media messaging was placed with the following partners, and at the corresponding amounts:

Medium	Partner	Amount Invested
Outdoor – Gas Pump Tops	All Over Media	$ 26,125
Radio	Baltimore & DC (Various)	$ 338,065
Television	Mid-Atlantic Sports Network & Comcast Cable	$ 102,315
	Total	$ 466,505

In FFY 2010, the MHSO's media purchases related to adult seat belt safety messages earned more than 25 million impressions. Prior to the FFY 2011 *Click it or Ticket* campaigns, the MHSO will evaluate all current seat belt media outlets and will re-examine the use of various types of outdoor advertising. Although the gas pump top advertisements placed through All Over Media were innovative, the MHSO strives to balance innovation with overall effectiveness of these types of advertisements compared to traditional outdoor advertising. The MHSO's media contractor, Integrated Designs, assists the MHSO in maintaining a highly focused and efficient media buying strategy, and incorporates seat belt messages into creative concepts for other program areas such as impaired driving and aggressive driving prevention.

In FFY 2011, the MHSO will seek to achieve 30 million impressions through media advertising. The following is a brief timeline as to the activities to be conducted, the data necessary to fulfill these activities, and the partners which will be called upon to help the MHSO achieve this goal:

Objective	To generate more than 30 million statewide impressions regarding adult seat belt use (*Click it or Ticket*) by September 30, 2011.	
Interim Progress	- More than 25 million impressions were generated during the 2010 Click it or Ticket campaign. - Radio programming will begin in November 2010.	
Target Population	Statewide	Statewide radio and television markets with concentration on Baltimore and Washington DC metro regions; outdoor advertising locations as data directs
Actions	1. Identify target counties a. Radio i. High crash locations, over-represented for unrestrained fatalities/injuries b. Television i. Using violator information, use television to broadcast messaging where offenders are	Data from crash reports, provided by NSC Data from citation information

	more likely to live	(zip codes of offenders)
	c. Outdoor i. Unbelted crash locations	Data from SHA GIS Team; crash reports

Data Needed	1. Crash Data
	   a. Segment by time of day and county
	   b. Segment unrestrained fatality crashes from all crash data
	2. Citation Data
	   a. Offender zip code to help target television programming	

Output	1. Change in seat belt use percentage
	2. Change in the overall number of unrestrained fatalities / injuries
	   a. Change in number of unrestrained fatalities / injuries by county
	   b. Change in number of unrestrained fatalities / injuries by vehicle type
	   c. Change in number of unrestrained driver fatalities / injuries
	   d. Change in number of unrestrained occupant fatalities / injuries
		SHA and NSC own data

Timeframe	1. Implement supplemental FFY 2011 *Click it or Ticket* campaign 2. Include seat belt-related messaging in other safety campaigns, i.e. *Checkpoint Strikeforce* 3. Develop media messaging regarding night time seat belt use and enforcement efforts 4. Implement main FFY 2011 *Click it or Ticket* media buys (television and radio) 1. Evaluate effectiveness of FFY 2011 CIOT campaign	November 15-30, 2010 Year-round, as available March 31, 2011 May 1, 2011 June 30, 2011

Consistent with national trends, the MHSO targets its main bulk of media buying to the 18-44 year old male demographic, but also adapts its messaging for outlets that predominantly serve black and Hispanic audiences. In addition, the MHSO purchases media specifically targeting females, both as a way to reduce instances of misuse and to have those females influence the male drivers with whom they may associate. Messaging in all aspects of *Click it or Ticket* is consistent with common elements being "Seat

belts save lives," "Buckle up every trip, every time," and a consistent emphasis on both the main "Click it or Ticket" campaign theme as well as messaging to buckle up at night.

Pickup truck drivers in the Baltimore Designated Market Area (DMA) are targeted though a specialized campaign called *Buckle Up Tough Guy.* Since this campaign's implementation, the use rate among pick up truck drivers and passengers has increased statewide by approximately five percentage points and that increase is actually much higher in the Baltimore DMA. In FFY 2011, the MHSO will explore modifications to this campaign to maximize cost effectiveness and will seek to draw in additional partners for sponsorships.

Child passenger safety messages are provided by way of PSAs in conjunction with various CPS partners. Messaging typically includes general awareness of Maryland's CPS law, recommendations for the proper use of different seats, and publicizing recommended ages for each seat.

RTSP Campaigns

The MHSO's network of RTSPs incorporate seat belt-related activities into all aspects of programming and events. In particular, school based programs involving young drivers contain a consistent seat belt use message, and RTSPs sponsor high school activities and competitions with a seat belt specific focus. One such program, which has been created by the MHSO for FFY 2011, it called *Making it Click.* This program is a revision of a former MHSO program called *Pacesetters. Making it Click* combines the entire school population (faculty, staff, parents and student) with law enforcement personnel to increase seat belt use at a particular high school through enforcement and education activity.

In addition to *Making it Click*, Maryland's RTSPs are heavily involved with a program called *Buckle Up For a Buck.* This program is conducted in partnership with local area banks and credit unions and effectively positively reinforces drivers that are observed to be buckled. Utilizing donated funds from the financial partners, the RTSPs and enforcement partners have selected various locations throughout the State. At these sites, the RTSPs and officers distribute one dollar bills to drivers that are observed to be buckled. Locations are selected to allow for distribution in such a manner that does not cause congestion or other disturbances (i.e. at red lights) and the overwhelming reaction to these events have been extremely positive, even garnering coverage on national media outlets such as MSNBC. To date, four counties have participated but RTSPs and the MHSO will engage financial partners and law enforcement agencies throughout the State in an attempt to expand this program in FFY 2011.

Total Investment

Project Number	Project Title	Budget	Source
TBD	Kids In Safety Seats	$184,640	TBD
TBD	Child Passenger Safety & Occupant Protection Healthcare Project	$49,322	TBD
TBD	Click It Or Ticket Media Campaign	$500,000	TBD
TBD	**Totals**	**$733,962**	

Aggressive Driving Prevention

The MHSO's Aggressive Driving Program is a major component in the State's SHSP and one of only five Emphasis Areas. The MHSO continues to combat the problem of Aggressive Driving and excessive speed through the implementation of its Smooth Operator program as well as other highly visible enforcement strategies such as data Driven Approaches to Crime and Traffic Safety (DDACTS). Smooth Operator is a regional tri-state effort that is managed by a Steering Committee of officials from all three states. Utilizing a coordinated and concentrated enforcement and public outreach campaign over four summer waves, this program helps to raise awareness of the problem as well as the law enforcement in place to combat the problem. Speeding is seen as the foundation of aggressive driving and is heavily addressed in both the enforcement and educational components of the program. Although total crash and fatality and injury statistics for Aggressive Driving related crashes remain higher than numbers recorded five years ago, the number of fatalities has dropped significantly over the past two years and remains well within previously projected goals. Total aggressive driving crashes and injury aggressive driving crashes are about 55% higher than five years ago. Some of the increase in this statistic can be attributable to a change in the statistical categorization of causation factors on the Police Accident Report in 2005.

IMPACT OBJECTIVE: Standardized Goal Statement Speeding & Aggressive Driving Prevention
• To decrease speeding-related fatalities 19.4 percent from the 2008 calendar base year average of 191 to 154 by December 31, 2015.

IMPACT OBJECTIVES – AGGRESSIVE DRIVING*
• To decrease the total number of crashes from 6,111 in 2008 to 4,938 in 2015. • To decrease the total number of fatal crashes from 56 in 2008 to 45 in 2015. • To decrease the total number of injury crashes from 2,579 in 2008 to 2,084 in 2015. • To decrease the total number of fatalities from 62 in 2008 to 50 in 2015. • To decrease the total number of injuries from 4,183 in 2008 to 3,380 in 2015.

A change in definition and scope of "aggressive" driving resulted in a re-categorization of relevant statistics. For this reason, 2006 baseline statistics are utilized for aggressive driving Impact Objectives.

Data

Crash Summary: Aggressive Driver Involved

	2004	2005	2006	2007	2008	5-year % Change	2010 Goal*
Fatal Crashes	52	56	79	65	56	+7.69	70
Injury Crashes	1,660	2,415	2,663	2,582	2,579	+55.36	2,399

Property Damage Only	2,197	3,180	3,510	3,558	3,476	+58.22	3,375
Total Crashes	3,909	5,651	6,252	6,205	6,111	+56.33	6,033
Total of All Fatalities	58	62	88	76	62	+6.90	72
Total Number Injured	2,861	4,060	4,505	4,242	4,183	+46.21	4,012

Over the past five years, an average of 5,626 aggressive driving crashes have occurred annually on Maryland's roadways. On average, 69 people have lost their lives each year, representing slightly more than eleven percent of all of Maryland's traffic fatalities. In addition, 3,970 people, on average, have been injured annually, representing over seven percent of all of Maryland's traffic injuries.

Over-Represented Crash Factors – Aggressive Driving		
Factor	*Variable*	*Percentage*
Age (drivers)	21-29	23.9% of involved; 26.4% of Injured; 29.7% of killed
Gender (drivers)	Men	61.4% of involved; 59.1% of Injured; 88.5% of killed
Month	October – total and injury crashes; June – fatal crashes	Total – 9.7%; injury – 9.6%; fatal – 11.7%
Day Of Week	Friday – total and injury crashes; Saturday and Sunday – fatal crashes	Total – 17.7%; injury – 17.1%; fatal – 37%
Time Of Day	2pm-6pm 5pm-9pm - fatals	Total – 36.9%; injury – 37.1%; fatal – 28.5%
Road Type	State and county roads	Total – 57.4%; injury – 59.1%; fatal – 69.8%
County	Baltimore County – total and injury crashes; Prince George's County – fatal crashes	Total – 18.9%; injury – 17.1%; fatal – 19.5%

Past Accomplishments:

- In 2009, the MHSO oversaw the involvement of more than 80 law enforcement agencies across the region, including 55 in Maryland, and coordinated their efforts to target aggressive drivers by conducting enforcement "waves" over a four month period. This included the involvement of every barrack of the Maryland State Police across the entire state. In 2009, they issued more than 207,000 citations and warnings for aggressive driving behaviors.

- The MHSO coordinated the selection and placement of $90,000 of outdoor media including billboards and busbacks in targeted corridors.

- The MHSO has been able to team with the Maryland Chiefs of Police Association and the Maryland Sheriff's Association for past media events in Baltimore in an effort to offer more exposure to the program.

- Over the course of the 4 *Smooth Operator* media waves in 2009, more than 43 million impressions were acquired by the campaign's radio spots alone, averaging well over 180 Target Rating Points.

Proposed Grants

In FFY 2011, the MHSO will fund the following projects, to work toward accomplishing its aggressive driving prevention objectives:

1. **Maryland Motor Vehicle Administration – *Smooth Operator PR Campaign***

   - State agency
   - Target audience – General public
   - Target area – Baltimore and Washington, DC Metropolitan Areas

   The focus of this program is to conduct a massive education and awareness campaign through a collaborated effort between Maryland, Virginia and the District of Columbia highway safety offices and law enforcement, as well as Maryland's Motor Carrier Safety Division. This public education campaign focuses on four enforcement waves during the summer months intended to raise awareness not only of the aggressive driving problem, but also of the stepped-up enforcement activity targeting these unsafe behaviors. Professionally conducted focus groups of the targeted demographic indicate that young male drivers between the ages of 21-29 believe Aggressive Driving is a problem although they generally consider themselves 'assertive' and not 'aggressive.' They also believe that speeding is not generally a problem. New media has been developed that addresses those beliefs describing speed as a major component of the overall problem of aggressive driving. Included in the media portion of the program are Cable TV and radio spots, as well as web-based media including pod-casts, and radio streaming. Additional media includes distributed brochures and outdoor advertising such as Maryland Transit Authority bus backs and billboard placement. Electronic media outlets for the program include the heavily populated Baltimore and DC-metro markets, and

provide air coverage for the vast majority of the State's driving population, especially those statistically over-represented counties. The public awareness campaign for which these funds will be used begins in May, 2011 and continues through the summer months culminating with a Law Enforcement recognition program in October. Likewise, this program attempts to keep law enforcement heavily engaged in the campaigns by having semi-annual meetings, on-air police interviews as part of added value media, and the publishing of quarterly news letters in blast e-mail fashion exclusively to law enforcement. These methods of outreach to law enforcement are intended to maintain the momentum of the enforcement waves.

2. **Maryland State Police –** *Aggressive Driving Enforcement*

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

The focus of this program is to increase patrols in areas and at specific times where aggressive driving has been identified as a problem. MSP troopers will be deployed to areas prone to incidents of aggressive driving during those times that aggressive driving incidents are historically most likely to occur and based on a statewide strategic enforcement plan. Funding to barracks across the State will be disbursed based on Strategic Plans in each of the MSP's barracks. This new disbursement formula will aid MSP in targeting enforcement to areas / barracks where the data indicates a more extensive aggressive driving problem. Troopers will continue to utilize both conventional and non-conventional methods to identify and apprehend aggressive drivers, as well as explore new and innovative enforcement methods. Finally, this agency will continue to participate in the Smooth Operator program and provide stepped-up enforcement during the Smooth Operator media waves. MSP will also continue to provide an agency representative to sit on the *SOTF* Executive Advisory Committee.

3. **Maryland Transportation Authority Police –** *Aggressive Driving Enforcement*

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

The focus of this program is to increase patrols in areas and at specific times where aggressive driving has been identified as a problem on Maryland toll facilities and interstate highways. The Maryland Transportation Authority Police will be deployed to areas prone to incidents of aggressive driving during those times that aggressive driving incidents are historically most likely to occur. Officers will utilize both conventional and non-conventional methods to identify and apprehend aggressive drivers. These innovative enforcement methods will include the use of unconventional style police cars that will afford officers some degree of anonymity as well as the ability to better identify aggressive drivers and cite for the specific Aggressive Driving violation – three offenses during the same driving act. Finally, this agency will continue to participate in the Smooth Operator program and provide stepped-up enforcement during the Smooth

Operator media waves. MdTA will also continue to provide an agency representative to sit on the SOTF Executive Advisory Committee.

Statewide campaigns

1. **Smooth Operator Task Force**
   In FFY 2011, the MHSO expects to partner with Virginia and the District of Columbia (DC) in the regional *Smooth Operator Task Force (SOTF).* The *SOTF* mission is to curb aggressive driving through the use of intense, coordinated enforcement waves and accompanying public awareness efforts throughout the expanded DC-metro area, including the entire state of Maryland. Over 100 state and municipal law enforcement agencies from across the tri-state region participate in this program.   For the upcoming year the MHSO will continue to provide a Program Coordinator for the tri-jurisdictional *SOTF*. This coordinator will provide the administrative oversight of the program and facilitate the implementation of initiatives, as well as the fulfillment of directives agreed upon by the SOTF Executive Advisory Committee.

2. **Smooth Operator Media Campaign**
   Major initiatives for FFY 2011 will include an extensive media campaign in conjunction with enforcement mobilizations.   Week-long enforcement waves are preceded by at least one major press event in each of the DC-metro and Baltimore area to kick off the program. New brochures will be developed to target at-risk operators, specifically males in the 16-29 age categories, and distributed through the MHSO's Regional Traffic Safety Programs. The Public Information and Education (PI&E) plan will include outdoor media, web-based advertising, and media spots on radio and cable television outlets whose demographic audience includes those in our targeted categories. Two statewide law enforcement meetings will be conducted, pre & post campaign, to inform law enforcement about the program's upcoming media theme and new enforcement strategies.

   During the Smooth Operator enforcement waves of 2009, over 200,000 motorist contacts were made by Maryland law enforcement as indicated in the table below:

2009 Enforcement	Wave-1	Wave-2	Wave-3	Wave-4
MD State Police	13,215	18,327	15,843	30,372
Allied Agencies	33,800	35,718	26,032	34,198
TOTALS	47,015	54,045	41,875	64,570

Total Investment

Project Number	Project Title	Budget	Budget Source(s)
TBD	Aggressive Driving Enforcement - MdTA	$15,000	TBD

TBD	Aggressive Driving Enforcement - MSP	$310,000	TBD
TBD	Smooth Operator PR Campaign	$250,000	TBD
Total All Funds		**$575,000**	

Pedestrian-Pedalcycle Safety

IMPACT OBJECTIVE: Standardized Goal Statement – Pedestrian-Pedalcycle Safety
• To reduce pedestrian fatalities 19.0 percent from the 2008 calendar base year average of 116 to 94 by December 31, 2015.

Crash Data

Total pedestrian crashes and pedestrian injuries have trended slightly downward over the last ten years. However pedestrian fatalities have remained on a flat trend line; pedestrian fatalities represent 17% of all traffic fatalities statewide, on average. A crash involving a pedestrian is nearly six times as likely to produce a fatality as all crashes statewide. While just .57% of all traffic crashes produce a fatality, 3.49% of all pedestrian-involved crashes produce a fatality.
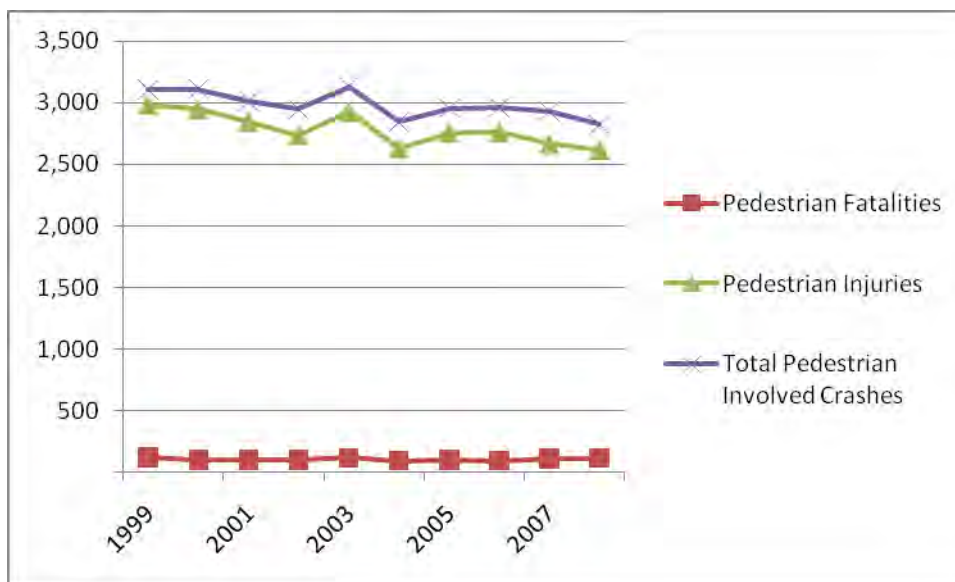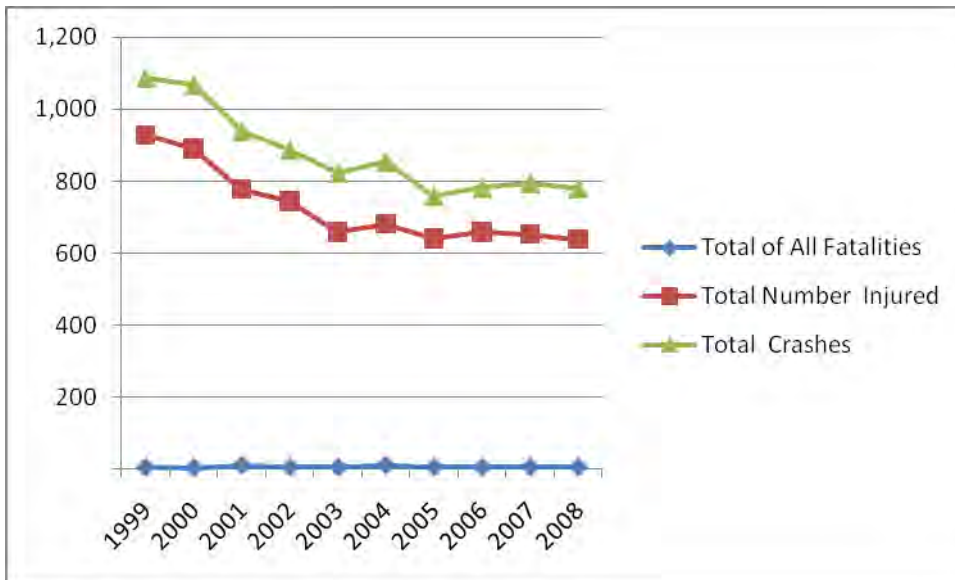

Figure 1 Pedestrian Crashes in Maryland 1999-2008

Figure 2 Bicyclist Crashes in Maryland 1999-2008

After trending downward from 1999 to 2004, bicyclist crashes and injuries have remained steady from 2004-2008. Over the period from 1999-2008, there have been eight bicyclist fatalities each year, on average. Nearly 80% of all bicycle-involved crashes produce an injury.

Overrepresentation Factors

Pedestrian and bicyclist crashes, injuries and fatalities are clustered in the urban areas of the State in the Washington metropolitan and Baltimore metropolitan areas. Nearly 84% of all pedestrian crashes and 74% of all pedestrian fatalities occur in these areas. Nearly 75% of all bicyclist crashes and more than half of all bicyclist fatalities occur in these areas. These are areas with diverse populations, including high concentrations of people who are minorities, and who are foreign-born and/or living in households where English is spoken less than well, according to Census data.

Pedestrian crashes are similar in distribution across the months of the year, compared to all crashes statewide. Slight increases in pedestrian crashes occur in the Spring and late Fall months. However, there is an increase in pedestrian fatalities in the months of October through December, compared to all crashes statewide. This is a time when there is less daylight, but weather is still moderate enough to accommodate most pedestrians.

Bicyclist crashes occur most frequently during warm weather months; more than 63% of all bicyclist crashes occur between the months of May to September. Bicyclist crashes overall are distributed fairly equally across the days of the week; however, Tuesday is the peak day for bicyclist fatalities, accounting for 30% of all riders killed.

Friday is the peak day for total pedestrian crashes, and Saturday is the peak day for crashes that result in a pedestrian fatality. Early evening hours of 3pm to 8pm are the peak hours for

total pedestrian crashes, and early morning hours are overrepresented in fatal pedestrian crashes.
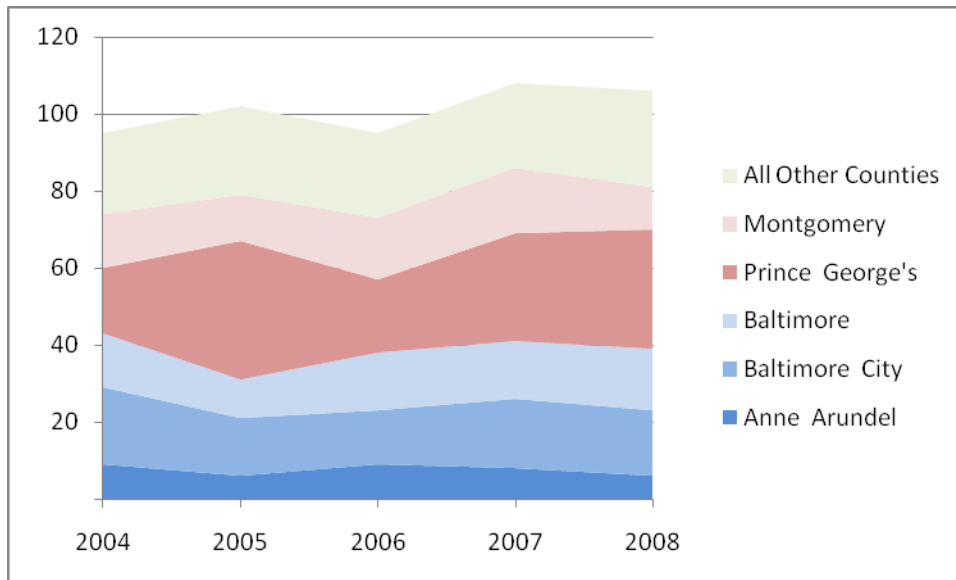
Figure 3 Pedestrian Fatality Distribution by Jurisdiction

The age distribution of drivers involved in pedestrian crashes is similar to that of drivers involved in crashes of all types statewide; no particular age group appears to be highly overrepresented in pedestrian-involved crashes overall; however drivers aged more than 60 years appear to be overrepresented in driver-at-fault pedestrian crashes. Male drivers are overrepresented in crashes involving a pedestrian injury or fatality, compared to all crashes statewide.

Pedestrians aged 10 to 15 are overrepresented in total pedestrian crashes and pedestrian injury crashes; older pedestrians aged 45-54 years are overrepresented in fatal pedestrian crashes. Male pedestrians are slightly more likely to be involved in less severe pedestrian crashes; however, males are much more likely to be killed as a pedestrian. More than 70% of all pedestrians killed are male.

Young bicyclists are the most likely to be involved in a bicycle crash; more than 40% of bicycle crashes involve a person under the age of 18. Approximately 84% of all bicyclists involved in a crash, injured or killed while riding are male.

More than 70% of pedestrian crashes occur on a roadway area outside a crosswalk, and more than half of pedestrians killed were struck crossing at a location other than an intersection.

Action Measure Tool Data

In FFY 2010, the MHSO received more than 1,300 responses to the Pedestrian AMT survey. MHSO received responses from people of diverse ages, and a significant number of young people under the age of sixteen years (16.3%). A significant proportion of respondents reported their ethnicity as African American/Black (38.6%) or Latino/Hispanic (34.4%). This is not inappropriate, as pedestrian activity is concentrated in areas that have large and diverse

minority populations. Twenty-nine percent of respondents reported that they did not drive a vehicle.

Nearly three-quarters of respondents reported knowing that they could be fined up to $500 for failing to stop for a pedestrian at a crosswalk. The vast majority of respondents reported knowing safe pedestrian behaviors (e.g. scanning, making eye contact with drivers); however, nearly 40% reported believing that crosswalks and traffic signals *guarantee* a safe crossing.

In FFY 2010, the MHSO received more 480 responses to the Bicycling AMT. Half of the surveys submitted were from young people aged 15 years or less. While this is not ideal, it does provide some useful insight into the knowledge, attitudes and behaviors of this age group related to bicycle safety.

When asked how often they wear a helmet while riding a bicycle, more than half responded that they never or rarely wore a helmet and more than half responded that they were not very likely or not very likely at all to be cited for not wearing a helmet. Almost one in four respondents were not aware that Maryland has a law requiring riders under the age of 16 to wear a helmet.

AMT data will be used to monitor and refine approaches to generating pedestrian, bicyclist and motorist awareness about pedestrian and bicyclist safety issues and safe behaviors.

Focus Areas for Bicycle & Pedestrian Safety Program

The StreetSmart program has been successful in raising awareness of the program itself, and of some basic pedestrian safety messages. However, more work is needed to focus intensive enforcement and educational efforts on high-crash locations and among high-risk populations. More local law enforcement partners are needed to reach a high level of saturation during campaign enforcement waves.

Past bicycle safety efforts have focused largely on the youngest riders, under the age of 14 and mature riders. However, crash data shows that older youth riders comprise a significant proportion of riders involved in crashes. This warrants increased attention toward this age group, and underscores the importance of using crash data to guide local safety program development.

Proposed Grants

In FFY 2011, Maryland will fund three grants in the area of bicycle and pedestrian safety.

1. **Maryland Department of Transportation**
   Bicycle Law Enforcement Training Video **- $25,000**
   There is no current systematic training program for Maryland traffic law enforcement personnel regarding bicycle traffic safety procedures and enforcement techniques. As a result, police agency spokespersons at times make misstatements regarding bicycle/motor vehicle collisions they investigate. There are also periodic complaints by

the bicycling community that crash reports involving bike/motor vehicle collisions are biased against bicyclists and that officers sometimes erroneously order bicyclists off of roadways they are legally entitled to use.

The National Highway Traffic Administration has addressed the need for systematic training of law enforcement personnel by producing an interactive training video titled, Enhancing Bicycle Safety: Law Enforcement's Role. This is to propose creating a Maryland version of the NHTSA video, that would discuss Maryland specific traffic laws, particularly regarding sidewalk bicycling, mandatory bicycle lane usage and roads where bicyclists are allowed and not allowed to use. Maryland State Police training officials would participate in the development of this video along with Maryland DOT staff and volunteers, particularly from the Maryland Bicycle & Pedestrian Advisory Committee.

For Federal Fiscal Year 2011 (October 1, 2010-September 30, 2011), MDOT will:

Create an interactive bicycle traffic safety and enforcement training video for Maryland law enforcement personnel by the end of federal fiscal year 2011, publicize its availability and make copies available for law enforcement agencies who desire it.

The target audience for this grant includes law enforcement commanders and officers, particularly those in high crash jurisdictions. The video can also be used by education bicycle organization members and others on their rights and responsibilities to promote bicyclist safety.

> Data and other information provided through this grant will include:
> - Number of people involved in development meetings
> - Number of educational items distributed
> - Number of training sessions conducted
> - Number of officers attending training sessions

The grant funds supplied to MDOT will be matched with nearly $18,000 in matching resources netting a combined value of more than $43,000. MDOT is well positioned to coordinate the development of this resource, in cooperation with the members of the Maryland Bicycle Advisory Committee.

2. **One Less Car, Inc.**
   Baltimore Region Bicycle Awareness Program - $21,470
   The goal of the Bicycle Awareness Program (BAP) is to take a proactive role in bicycle safety and develop a strong capacity to deliver bicycle safety education to high risk area communities. One Less Car (OLC) will do this by developing and implementing an educational program implemented by volunteer Bicycle Ambassadors. OLC will recruit at least eight volunteer Bicycle Ambassadors to

conduct bicycle safety outreach activities throughout the year. Additionally, OLC will expand existing partnerships and build new relationships to promote bicycle safety.

A variety of partners will help to determine the curriculum necessary to increase public awareness on bicycle safety measures and to determine which communities are in need of bicycle safety education. Topics will incorporate the most common types of crashes and how to avoid crashes such as car door crashes, ride predictability and visibility. Two half day Ambassador training sessions will be developed and implemented. The final on-going task is to link Ambassadors with populations in need of safety education. This will be achieved through partnership building with organizations that can direct us to populations in need of safety education. OLC will teach high risk populations about high risk situations and appropriate countermeasures to prevent bicycle crashes.

For Federal Fiscal Year 2011 (October 1, 2010-September 30, 2011), OLC will:

- Perform outreach through OLC email campaign - 2 times / month to 15,000 contacts and conduct outreach to at least three bicycle clubs, and coordinate these activities with the Baltimore StreetSmart Steering Committee.
- Develop a Safety Ambassador curriculum based on review of crash data, incorporating the most common types of crashes and safe bicycling practices to avoid crashes (e.g. ride predictability, maintain visibility).
- Develop and assist in distributing five (5) graphical HTML emails that support bicycle safety, to be used in support of MHSO bicycle safety programs /events.
- Implement the Bicycle Awareness Program by identifying at least four high priority target populations/locations, developing 16 training/education opportunities for at risk populations and conduct a total of at least 20 Bicycle Safety Awareness workshops.

The goal is to target high risk bicyclists as identified by crash data within each priority areas: Baltimore City target bicyclists are aged 10-15 & 18-29; Baltimore County target bicyclists are aged 16-24 years. The demographic target includes parents of younger bicyclists in high risk groups.

Data and other information provided through this grant will include:
   o Number of outreach activities conducted
   o Number of participants recruited
   o Number of Ambassadors trained
   o Number of awareness workshops conducted
   o Number of people reached in workshops

The grant funds supplied to One Less Car, Inc. will be matched with nearly $14,000 in matching resources netting a combined value of more than $36,000. OLC is uniquely qualified to develop and manage the Bicycle Awareness Project, with existing partnerships with governmental, non-profit and corporate organizations that have

information, resources and the connections necessary to develop a successful Awareness Project. OLC also maintains active communication with more than 15,000 individuals through email and direct outreach.

3. **Washington Metropolitan Council of Governments (MWCOG)**
   StreetSmart Pedestrian Safety Program **- $100,000**

The main goal of this program is to reduce pedestrian and bicycle traffic fatalities and injuries in the Washington metropolitan area. MWCOG will coordinate a media press event to kick off the implementation of the Regional Pedestrian, Bicycle and Traffic Safety Education Campaign and will also conduct two focused waves of enforcement in October and April. The media portion of the program includes a three-week campaign consisting of radio spots, transit advertising, print ads and collateral materials. During FFY 2011 increased attention will be given to Spanish-language media to address pedestrians in this language group. The StreetSmart media plan will provide air coverage for the vast majority of Maryland's driving population, especially within the statistically over-represented counties of Prince George's and Montgomery. The public awareness campaign for which these funds will be used will be completed by May 2011.

For Federal Fiscal Year 2011 (October 1, 2010-September 30, 2011), MWCOG will:

- Carry out a mass media campaign to recommend actions to reduce pedestrian risk. With a consultant and advisory group, create a data-based media strategy, and new ads for the Spring 2011 campaign.
- Expand to include at least 3 new partnerships in the Street Smart campaign (e.g. faith-based organizations, community service organizations, etc.).
- In cooperation with the advisory committee, especially the law enforcement representatives on the advisory committee, MWCOG will revise that manual to reflect practices in jurisdictions other than the District of Columbia, as well as information on what is being done in other Metropolitan areas.
- MWCOG will hold at least one seminar on best practices in pedestrian enforcement. Participation of law enforcement will be encouraged by inviting all who have reported carrying out enforcement in the past to attend planning meetings, and by presenting to bodies such as the TPB, the Chief Administrative Officers, and the Police Chiefs Committee.
- Evaluate campaign success using pre-and post campaign surveys of 300 area motorists for both Fall and Spring campaign waves, and gather enforcement data from participating law enforcement agencies using a standardized form.

The target audience for this grant includes motorists, pedestrians and law enforcement commands and officers, particularly those in high crash jurisdictions. Special attention will be given to creating messages and using channels that reach the diverse Washington population.

Data and other information provided through this grant will include:

- o Number of media impressions achieved through paid media3
- o Number of media impressions achieved through earned media
- o Number of educational items distributed
- o Number of training sessions conducted
- o Number of officers attending training sessions
- o Number of agencies participating in StreetSmart enforcement waves
- o Number of citations issued during StreetSmart enforcement waves

The grant funds supplied to MWCOG will be matched with more than $40,000 in matching resources netting a combined value of more than $140,000. As the regional planning authority, MWCOG is uniquely positioned to coordinate this campaign, which includes activities in Maryland, the District of Columbia and Virginia.

4. **Baltimore Metropolitan Council (BMC)**
   StreetSmart Pedestrian Safety Program* - $175,000

The main goal of this program is to reduce pedestrian and bicycle traffic fatalities and injuries in the Baltimore metropolitan area. BMC will coordinate a media press event to kick off the implementation of the StreetSmart Baltimore Campaign and will also coordinate two focused waves of enforcement during the month of July. The media portion of the program includes a four-week campaign consisting of radio and television spots utilizing elected officials, web advertising, earned media, billboards, HTML email blasts, street banners, print ads and collateral materials. During FFY 2011 increased attention will be given to Spanish-language media to address pedestrians in this language group. Due to the regional management structure of BMC, the StreetSmart plan will focus on Baltimore City and one annually rotating county within BMC's jurisdictional counties. In FY2010, that rotating county was Baltimore County. In FY2011, the rotating county will be Howard County. Unlike many of MHSO's other grant-funded campaigns, BMC's StreetSmart campaign utilizes low-budget, high-impact guerilla marketing techniques, including powerwashed stencils on sidewalks in high priority corridors, and guerilla marketing street teams. In FY2010, street teams successfully contacted and distributed literature to over 2,000 pedestrians in downtown Baltimore, and over 1,200 houses in Essex (in Baltimore County).

*Conditional Funding ($125,000 base funding, up to $50,000 match for hard-money contributions from participating jurisdictions – Baltimore City and Howard County)

For Federal Fiscal Year 2011 (October 1, 2010-September 30, 2011), BMC will:

- Develop a Baltimore City-centric and Howard County-centric media-education-enforcement strategy.
- Develop and air at least 2 television PSAs utilizing local elected officials
- Develop and air at least 4 radio PSAs utilizing local elected officials

- Develop 5 HTML email blasts that offer tips, resources, and localized statistics regarding pedestrian and bicycle safety and distribute them during a one-week period in July 2011 to over 15,000 contacts
- Develop and place outdoor billboards in the Baltimore metropolitan area, specifically near identified high-priority crash locations
- Ghost write at least 2 editorials on behalf of local elected officials that discuss the problem of pedestrian and bicycle safety
- Develop and distribute a press release regarding the StreetSmart campaign
- Develop and deliver an outreach plan for Artscape, the largest free art festival on the East Coast
- Develop and distribute high priority bicycle and pedestrian crash corridor maps to local law enforcement agencies. BMC will also meet with the agencies and develop an enforcement strategy to be implemented during the month of July.
- Coordinate and implement a StreetTeam to conduct outreach to residents and commuters near high crash corridors (Baltimore City AND Howard County)
- Develop and conduct a web-panel Pre- and Post-campaign survey to ascertain knowledge, attitudes, and behaviors amongst pedestrians and bicyclists
- Develop and distribute to stakeholders a Post-campaign fact sheet and summary
- Develop and conduct a Post-campaign pitch to next year's target county

Statewide Campaigns

FFY10 Campaign Review
The FFY10 Bicycle and Pedestrian campaign focused on the expansion of the StreetSmart program in the Baltimore region, in partnership with the Baltimore Metropolitan Council. Additional small-scale support continued to be provided to local bicycle and pedestrian safety programs in the form of on-site event support, distribution of safety literature and law enforcement outreach.

Focus Areas for FFY11
New laws were passed during the 2010 Maryland legislative session which will have an impact on bicycle safety program planning in FFY2011. Awareness campaigns developed in FFY10 will be continued and expanded to promote awareness of these new laws on the part of riders, motorists and law enforcement personnel.

Increased coordination with the MHSO Safe Routes to School program are needed to ensure consistent support and program development in areas of common interest.

With limited resources available for education, enforcement and engineering countermeasures, the program focus will be on high crash locations/areas and in high-risk populations identified in those areas.

FFY11 Schedule

The FFY11 Bicycle and Pedestrian campaign will be conducted in concert with the Washington and Baltimore Metropolitan area StreetSmart programs – focusing on high crash times in those areas. Campaigns will be conducted in the Spring and Fall, with supplemental activities programmed during the summer months.

Preliminary Components

Media

In FY 2011, the MHSO will spend roughly $10,000 in supplemental awareness media outreach. This dollar amount allows only for limited and focused media outreach in the areas with highest crash concentrations. The investment in paid media will support the overall goals of the StreetSmart program while calling attention to Maryland-specific issues.

In FFY 2011, the projected investments in media for bicycle/pedestrian safety are:

Medium	Partner	Amount Invested
Transit Advertising	Metro, WMATA	$ 10,000
Radio	Baltimore & DC (Various)	$ 10,000
	Total	$ 20,000

Outdoor advertising will continue to be targeted in areas of high bicycle and pedestrian travel and crashes.

Outreach

The FFY2011 program will continue to act as a supplement to the larger StreetSmart programs, and extending support to locations outside the major metropolitan areas. This will include the development and distribution of printed safety materials and incentive items, as possible, to traffic partners, schools, community organizations and businesses.

Law Enforcement

Education and encouragement of law enforcement agencies and officers continues to be an issue in high priority program areas. In coordination with and in support of the StreetSmart campaigns, supplemental training for pedestrian enforcement operations will be promoted in areas of high pedestrian travel and crashes. Location data for high-crash corridors and areas will be developed for law enforcement targeting. MHSO will begin to investigate the overlays of spatial crash and crime data to determine the feasibility of a Data Driven Approaches to Crime and Traffic Safety (DDACTS) approach is appropriate for pedestrian safety.

RTSP Campaigns

RTSPs in the StreetSmart program areas will be intensely involved in the development and deployment of those programs in their jurisdictions. Their involvement will be focused on grassroots outreach and promoting increased law enforcement participation in StreetSmart enforcement waves, and tracking the use of enforcement funds for these operations.

Past successful efforts will be promoted to other areas of the State, including micro-targeting of outreach to specific high crash zones and to at risk populations. RTSPs will continue to conduct and support direct outreach to schools through the distribution of materials, the development of pedestrian and bicycle specific events, and promoting International Walk to School Day.

Total Investment

| Project Number	Project Title	Budget	Budget Source(s)
TBD	Bicycle Law Enforcement Training Video	$25,000	TBD
TBD	Baltimore Region Bicycle Awareness Program	$21,470	TBD
TBD	StreetSmart DC Pedestrian Safety Program	$100,000	TBD
TBD	StreetSmart Baltimore Pedestrian Safety Program	$175,000	TBD
TBD	Supplemental Media	$20,000	TBD
Total All Funds		**$341,470**	

Motorcycle Safety

| IMPACT OBJECTIVE: Standardized Goal Statement – Motorcycle Safety |
|---|
| To decrease motorcyclist fatalities 18.7 percent from the 2008 calendar base year average of 91 to 74 by December 31, 2015. To decrease un-helmeted motorcyclist fatalities 20.0 percent from the 2008 calendar base year average of 10 to 8 by December 31, 2015. |

Crash Data

After reaching a historic high of 96 riders killed in traffic crashes in 2007, motorcycle fatalities decreased to 83 in 2008. Total motorcycle-involved crashes and injuries also

declined in 2008 by 3% and 5% respectively. Motorcyclist fatalities comprised 14% of all traffic fatalities in 2008, down from 16% in 2007.

The reported motorcycle crash record indicates that a disproportionate number of these crashes are single-vehicle crashes when compared to all traffic crashes for all vehicle types. Also, 80% of all motorcycle crashes in Maryland involve injury or death.
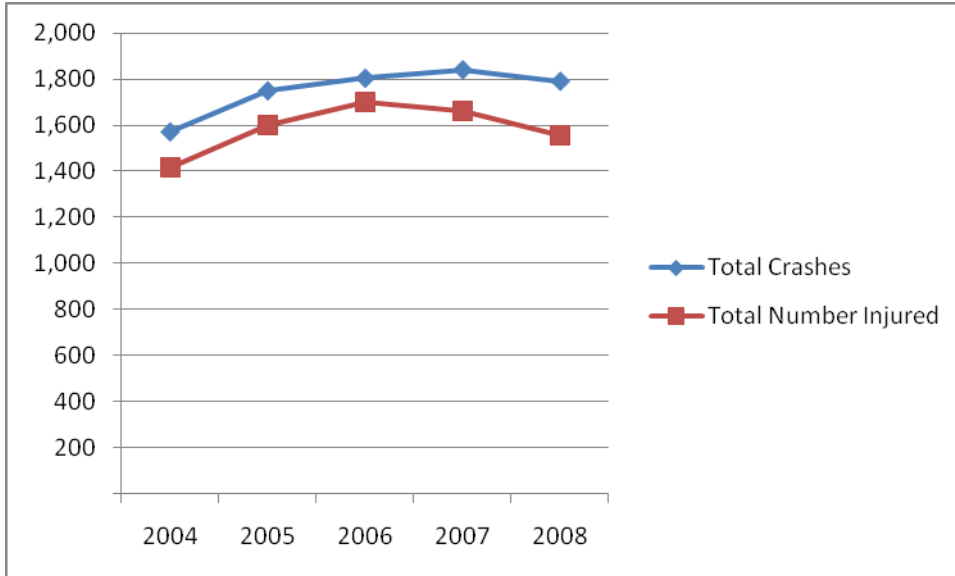
Figure 4: Motorcycle Crashes and Injuries in Maryland 2004-2008
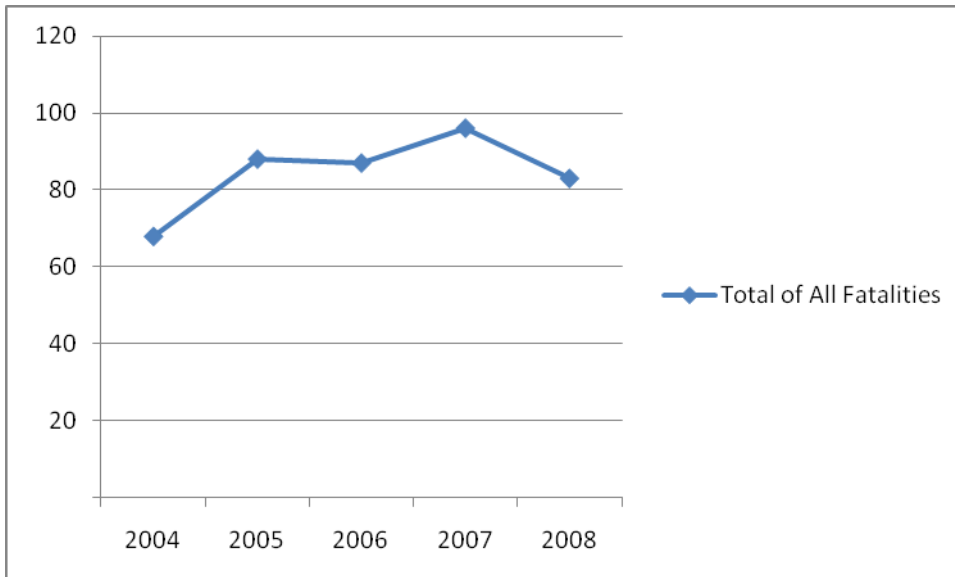
Figure 5: Motorcycle Fatalities in Maryland 2004-2008

Overrepresentation Factors

In 2008, 31% of all fatal motorcycle crashes occurred in Prince George's and Baltimore Counties alone. In 2008, Baltimore City doubled the number of riders killed over the previous year, from 6 in 2007 to 13 in 2008.

Anne Arundel, Charles and Cecil Counties are the most overrepresented in total motorcycle crashes, compared to crashes of all vehicle types.

Motorcycle crashes peak during the warm-weather riding season May through September, with the highest number of crashes occurring in June, July and August. Motorcycle crashes, injuries and fatalities occur most frequently on Saturday and Sunday. These are times of high motorcycle use and therefore high levels of exposure.

Motorcycle riders age 21-44 are overrepresented in crashes, compared to rates among all driver types statewide. There has been a decline in motorcycle crashes among motorcycle operators aged 30-39 years while crashes have increased among motorcycle operators aged 21-29 years and 50-59 years. Nine out of 10 motorcycle crashes and 96.6% of fatal motorcycle crashes involve a male operator. Three-quarters of motorcycles passengers involved in crashes are female.

A significant proportion of riders involved in serious motorcycle crashes did not possess a valid motorcycle license or endorsement at the time of the crash.
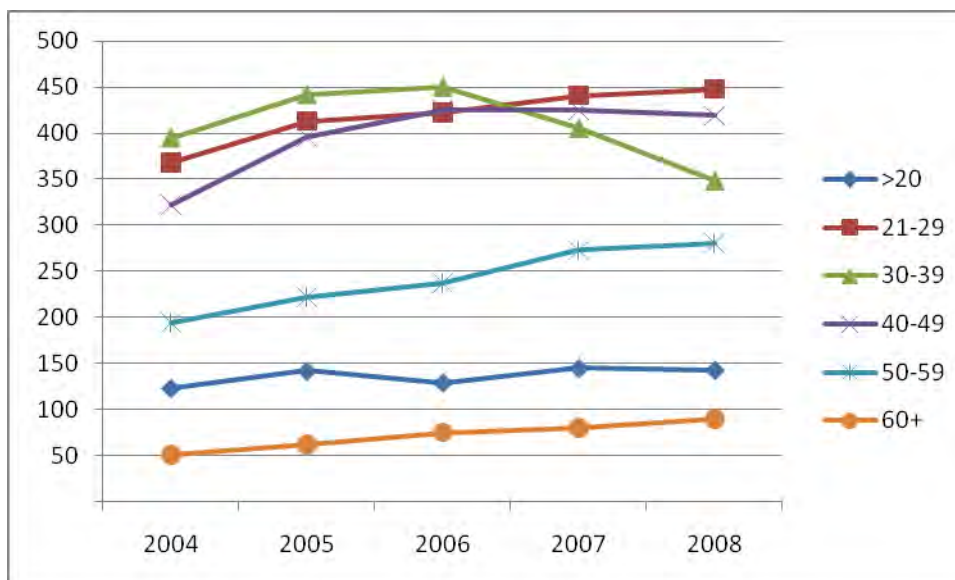

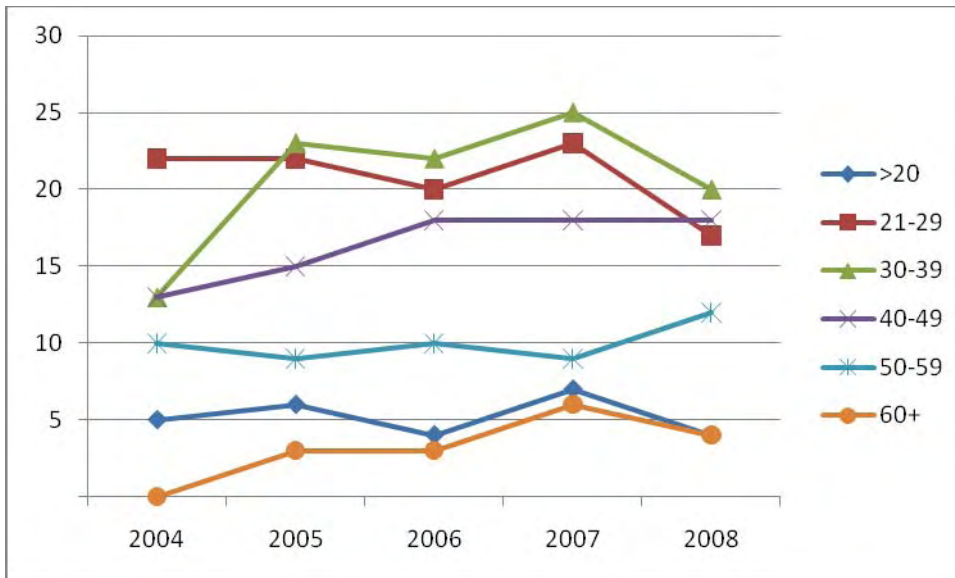**Figure 6: Motorcycle Crashes in Maryland by Operator Age 2004-2008**

Figure 7: Motorcyclist Fatalities in Maryland by Operator Age 2004-2008

Crash Types

Multiple-vehicle motorcycle-involved crashes exhibit slightly different characteristics overall from single-vehicle motorcycle-involved crashes. These data will impact how outreach efforts are targeted toward both motorists and motorcyclists.

Crash Characteristics	**Multiple-Vehicle Crashes (MVC)**	**Single-Vehicle Crashes (SVC)**
General	Comprised 58% of all motorcycle crashes in 2008 58% of all motorcyclist injuries were MVC. 62% of all motorcycle fatalities in 2008 were MVC.	Comprised 43% of all motorcycle crashes in 2008 42% of all motorcyclist injuries were MVC. 38% of all motorcycle fatalities in 2008 were SVC.
Road Type	MVC are most likely to occur on State highways (34.9%); half of MVC fatalities occur on State highways.	SVC are most likely to occur on County highways (38.2%); 40% of SVC fatalities occur on County highways.

Time of Day	Fatal MVC are most likely to occur in late afternoon/early evening hours, around 5 p.m.	Fatal MVC are most likely to occur in the late evening/early morning hours.
Rider Age	Riders aged 21-54 are the most likely to be killed in MVC.	Riders aged 25-44 are the most likely to be killed in SVC.
At Fault	Motorcycle riders were reported to be at fault in 43% of MVC crashes.	Motorcycle riders were reported to be at fault in 79% of SVC crashes.
Contributing Factors	Not Paying Attention (20.8%), Exceeding Speed Limit (4%), and Riding Too Fast for Conditions (3.8%) were the most-cited factors for motorcycles in MVC. Not Paying Attention (21.6%) and Fail to Yield Right of Way (14.6%) were the most-cited factors for vehicles in MVC.	Not Paying Attention (32.5%), Riding Too Fast for Conditions (11.3%), and Influence of Alcohol (7.1%) were the most-cited factors in SVC.

Action Measure Tool Data

In FFY 2010, the MHSO received roughly 300 responses to the Motorcycle AMT. Many of the surveys were completed adjunct to MVA-sponsored Basic Rider Course skill training classes. While this may skew the results somewhat, it does provide interesting results.

Including all respondents:

- Seventy percent of respondents were between the ages of 21 and 44. Seventy percent of respondents were male. Nearly seventy percent (67.8%) reported their racial background to be "White" and nearly seventy percent reported that they had been driving for ten years or more.
- Just 2.2% of respondents reported that a motorcycle was their primary mode of transportation.
- The vast majority of respondents (77.3%) said that they would be "very likely" to receive a citation if they were to ride without a helmet and 84% said that a DOT-compliant offered a significant safety advantage over other types of helmets.

Including only respondents who reported being licensed riders (81 respondents):

- Eighty percent were male. Reported licensed riders tended to be older than the overall sample, and were slightly more likely to have more than ten years of driving experience.
- Just 5% reported that their primary mode of transportation was a motorcycle.
- Nearly 96% of reported always wearing a DOT compliant helmet when riding.
- More than 77% of reported that they had completed a motorcycle safety course in Maryland (73.8%) or in another state (3.8%).
- Nearly 45% reported that a Sport Bike was the type of motorcycle they favor. Nearly 19% reported a Touring Bike was their favored type, and 32.4% reported favoring Cruising Bikes.
- Nearly 95% reported that they never consume alcohol before operating a motorcycle.
- More than 30% reported that they were likely or somewhat likely to exceed the posted speed limit by 20 miles per hour or more.

In FFY 2011, the Motorcycle AMT will be altered to better distinguish motorist awareness versus rider behavior information and track awareness of available safety programs. The data will be compared to crash and licensure data and summary analyses will be shared with traffic safety partners, MVA-licensed training centers and individual trainers.

Focus Areas for Motorcycle Safety Program

Motorcycle safety is not one monolithic problem; rather, it is a grouping of issues which involve motorists, and discrete segments of the motorcycling community. Messages and activities must be developed that are appropriate for each of these segments:

Motorists
Review of demographics of motorists involved in motorcycle crashes shows no significant differences from the broader population of motorists involved in all crashes. There is no sub-segment of drivers that warrants particular attention in outreach efforts. Rather, motorcycle messages should be incorporated in all routine driver outreach. Where targeted messaging is required, emphasis should be placed on those geographic areas that are overrepresented in motorist-involved motorcycle crashes, primarily counties in the Baltimore-Washington urban corridor.

Key Messages:
- Share the Road (leave room to operate)
- Look for Motorcyclists (especially turning left)
- Stop Aggressive Driving
- Don't Drink and Drive

Motorcyclists and Motorcycle Groups
The vast majority of motorcycle riders are males and males make up 96.6% of fatal motorcycle crashes. There is a minority of women that participate in the community as riders or passengers. The target of awareness and outreach campaigns should target men, with more specific targeting, where possible, to the specific demographics of the rider subgroup.

Cruiser Riders

Cruiser riders appear to me more overrepresented in multiple vehicle crashes, according to analysis by the National Study Center. Speed is still a factor in many crashes, where excessive speed affects both the handling dynamics of the bike and the reaction time available to both the rider and the motorist to avoid a collision. These riders tend to be older than other groups, in general.

Crash Characteristics
32.5% of motorcycles involved in crashes from 1998-2007
Trend remained steady over the 10 years (36.7% - 1998; 30.6% - 2002; 30.9% - 2007)
Of all cruiser motorcycles in crashes, 5% of the operators were fatally injured and were 77.7% injured

Crash Factors
14.5% involved speed
2.4% involved aggressive riding
13.5% of the operators were impaired (alcohol and/or drugs)

Key Messages:
- Get Licensed and Trained
- Obey Rules of the Road
- Wear Protective Gear
- Lifelong learning

Sport bike Riders

Not surprisingly, speed is the number one factor in sport bike crashes. Extreme speed, reckless driving and racing are issues in this community. Riders in this group often wear complete protective gear and wear full-face helmet, but a visible minority wear little or no protective gear at times. These riders tend to be younger than the rest of the riding population.

Crash Characteristics
36.6% of motorcycles involved in crashes from 1998-2007
Trend increased over the 10 years (30.0% - 1998; 36.2% - 2002; 39.7% - 2007)
Of all super sport motorcycles in crashes, 6.5% of the operators were fatally injured, and 74.6% injured

Crash Factors
34.7% involved speed
8.8% involved aggressive riding
5.1% of the operators were impaired (alcohol and/or drugs)

Key Messages:
- Proper Licensure

- Check your Speed
- Obey Rules of the Road
- Don't Drink and Ride
- Personal Protective Equipment (PPE)

Other Riders

There are other categories of rider, including sport-touring riders, vintage bike riders, and custom bike riders and so on. These subgroups are adequately addressed by broad safety campaigns.

Key Messages:
- Get Licensed and Trained
- Wear Protective Gear
- Don't Drink and Ride

Proposed Grants

In FFY 2011, Maryland will fund one main Motorcycle Safety grant:

1. **Maryland Motor Vehicle Administration – Motorcycle Safety Program**
   Motorcycle Safety Program **- $87,250**
   The Program would develop a comprehensive outreach program that includes: rider training, crash prevention strategies, new rider mentoring, initiatives to increase motorcycle safety, impaired riding prevention as well as motorist awareness. The rider training component would put emphasis on interactive training opportunities available for experienced riders in a platform that is mobile and able to be conveniently moved to various events and outreach efforts.

   The intent is to provide a detailed and diverse curriculum catalog covering a wide range of topic areas related to motorcycle safety that can be delivered as part of a public information & awareness campaign customized depending on the target audience. As mentioned above, this training is intended to be mobile and would include simulations, demonstrations and exercises presented to riders and citizens throughout the State of Maryland.

   For Federal Fiscal Year 2011 (October 1, 2010-September 30, 2011), MVA will:
   - Partner with motorcycle dealers, motorcycle clubs, government agencies, other related groups, schedule outreach activities geared toward reducing crashes in areas with the highest crash rates.
   - Create interactive, and innovated mobile display at events including dealer open houses, motorcycle shows, club & org meetings "safety days";
   - Develop a mentoring program for new riders that can be used in any existing mentoring effort as well as be used as a stand alone package;
   - Beginning in April, in conjunction with motorcycle safety & awareness month, issue two press releases on motorcycle safety aimed at the two jurisdictions with

the highest crash rates and conduct at least one public relations activity every six weeks across the state; and

- o Develop motorcycle safety campaign materials for New Year and prepare a standard package for distribution. Hold workshops to familiarize motorcycle groups and other stakeholders on the materials and how to use them.

The target audience for this grant includes both motorcyclists and motorists in high crash jurisdictions. Activities and materials will also be used statewide in cooperation with motorcycling organizations, law enforcement agencies, RTSPs and other stakeholders.

Data and other information provided through this grant will include:
- o the number of events attended, number of participants reached and number of surveys collected at events;
- o number of press releases issued and impressions garnered;
- o number of public relations activities conducted, number of contacts made and number of impressions garnered; and
- o the number of educational items distributed.

The grant funds supplied to the MVA will be matched with nearly $60,000 in matching resources netting a combined value of more than $146,000. The MVA Motorcycle Safety Program is uniquely positioned to deliver programs to the riding community using direct outreach and the outreach of their licensed training centers and individual trainers.

Statewide Campaigns

FFY10 Campaign Review

In FFY 2010, the MHSO's media purchases continued to expand on outreach efforts in the Washington metropolitan region, focusing on motorist awareness and rider outreach. Additional funding was used to support local motorcycle safety initiatives and significant events, including the *Bikes and Badges* motorist awareness program conducted jointly by the Washington County Sheriff's Office and ABATE of Washington County/ABATE of Maryland and the expanded DelMarVa Bike Week, which involves locations throughout Wicomico and Worcester Counties on the lower Eastern shore.

Enforcement efforts conducted in conjunction with the campaign have had mixed performance. Targeting motorcycle enforcement efforts using traditional targeting methods has proven inefficient; few motorcycle contacts are made during typical patrols. Outreach and enforcement at special motorcycle events has proven more productive. High visibility enforcement during DelMarVa bike week, for example, has kept motorcyclist incidents down during the very high motorcycle traffic times during the event.

Focus Areas for FFY11

High risk motorcycle riding by a few riders continues to be a visible and persistent issue across the State. Prior outreach and enforcement efforts have not been successful in adequately addressing this issue. In FFY11, an emphasis will be placed on rider-to-rider communication and mentoring of new riders to encourage high risk riders to consider the impact of their behavior on the motorcycle community and their own families. This will be combined with a law enforcement emphasis on proper vehicle equipment, particularly the proper display of registration tags, and on proper licensure. Motorist awareness media activities need to be promoted through and in conjunction with local motorcycle safety efforts and with the increased involvement of the motorcycling community.

FFY11 Schedule

The FFY11 Motorcycle Safety Program will continue to focus on warm-weather riding months, will paid media and other outreach and enforcement conducted in the period leading up to, and including the beginning of National Motorcycle Safety Month, in May. A press event will be conducted to highlight the beginning of motorcycle safety month. Small-investment activities will be conducted throughout the summer months in collaboration with Maryland MVA and RTSP Coordinator and their programs. A second wave of paid media will be used to promote motorist awareness in during the cooler fall months of September and October, depending on the availability of funds.

Preliminary Components

Media

In FY 2011, the MHSO will spend roughly $70,000 in motorist awareness media, or an amount consistent with FFY 2010 spending. This dollar amount allows only for limited and focused media outreach in the areas with highest crash concentrations. The investment in paid media toward motorist awareness will be leveraged to garner additional unpaid media support for rider outreach messaging beyond formal skill training.

In FFY 2011, the projections for investments in media for motorcycle safety are:

Medium	Partner	Amount Invested
Outdoor – Billboards	Clear Channel Outdoor	$ 10,000
Radio	Baltimore & DC (Various)	$ 65,000
Internet	Various	$ 10,000
	Total	**$ 85,000**

Outdoor advertising will continue to be targeted to specific locations that have demonstrated a history of motorcyclist-involved crashes.

<u>Outreach</u>
Efforts to reach motorcyclists, in particular high-risk motorcyclists will be significantly expanded, in support of and in conjunction with the MVA Motorcycle Safety Program. MHSO will continue to explore innovative ways of reaching this difficult target audience with increased involvement of motorcycle club representatives, motorcycle dealership staff and other motorcycle organizations.

The *Bikers and Badges* model motorist outreach program will be refined and promoted by and with ABATE of Maryland to other counties. MHSO will work with ABATE, RTSP Coordinators and local law enforcement to support the expansion of this program.

<u>Law Enforcement</u>
In FFY11 MHSO will continue to support local enforcement for motorcycle safety in jurisdictions with the highest levels of motorcycle crashes. Emphasis will be placed on proper equipment, including proper lighting and display of registration plates and on proper licensure. New materials will be developed to support this initiative, both for enforcement training and operations.

RTSP Campaigns

Select MHSO's RTSPs conduct motorcycle safety-specific activities and outreach, consistent with statewide goals. In FFY11, RTSPs in high crash jurisdictions will be encouraged to expand their motorcycle safety outreach efforts involving partners from the motorcycling community, including motorcycle clubs and organizations and motorcycle dealerships, and to include safety messaging in significant motorcycle events within their areas. RTSPs in the top five crash jurisdictions will be expected to issue at least one press release related to motorcycle safety and conduct at least one safety outreach event, and are encouraged to coordinate these activities with local motorcycle partners.

Special initiatives by RTSPs for motorcycle safety will be encouraged. In St. Mary's County, for example, the RTSP Coordinator convened a motorcyclist-only group to identify and address their safety concerns. The group identified priorities and planned activities to address those priorities. This is a model approach that will be promoted to other jurisdictions.

Total Investment

Project Number	Project Title	Budget	Budget Source(s)
TBD	MVA Motorcycle Safety Program	$87,250	TBD
TBD	Supplemental Media	$85,000	TBD
Total All Funds		**$172,250**	

Young Driver Safety

Crash rates are the highest during a teen's first few months behind the wheel. Sixteen year-olds have by far the highest crash risk of drivers of any age and making them ten times more likely to be involved in a crash than an adult *(Ford Motor Company/GHSA, Driving Skills for Life Best Practices Guide).*

It takes about 1,500 skills to drive behind the wheel – observation, perception, interpretation and anticipation – all occurring in the brain which American Medical Association studies show does not reach full maturity until mid-to-late 20's.

Young Drivers are often at risk for being involved in crashes due to driver inexperience and immaturity. Inattention, poor driving strategies and high-risk behaviors continue to be problem areas with young drivers. Parent involvement during the learner's permit and provisional licensing periods is a critical component of a comprehensive approach to young driver safety. In FFY2010, the MHSO explored two innovative approaches to increasing parental involvement. In FFY2011, MHSO will continue working through the final phases of these approaches through parent coaching and parental monitoring enhanced by an in-car video feedback system. The results of these two pilot programs will benefit not only the participants in the programs, but also parents statewide as the lessons learned from these pilots are shared across the State.

IMPACT OBJECTIVE: Standardized Goal Statement – Young Driver Safety
• To decrease drivers age 20 or younger involved in fatal crashes 19.2 percent from the 2008 calendar base year average of 94 to 76 by December 31, 2015.

IMPACT OBJECTIVES – YOUNG DRIVER SAFETY
• To decrease the total number of crashes from 17,344 in 2008 to 14,014 in 2015. • To decrease the total number of fatal crashes from 90 in 2008 to 73 in 2015. • To decrease the total number of injury crashes from 6,579 in 2008 to 5,316 in 2015. • To decrease the total number of fatalities from 106 in 2008 to 86 in 2015. • To decrease the total number of injuries from 10,309 in 2008 to 8,329 in 2015.

Maryland State Data

Sixteen and 17-year-old drivers represent only 1.6 of all licensed Maryland drivers, and 1.3 percent of all miles driven, but these drivers represent 11 percent of all driver fatalities, on average. Over the past five years, an average of 20,480 crashes involving young drivers has occurred on Maryland's roadways. On average, 121 people have lost their lives each year. This loss of life represents close to twenty percent of all of Maryland's traffic fatalities. In addition, an average of 13,162 people has been injured annually, accounting for one-quarter of all of Maryland's traffic injuries.

Crash Summary: Young Driver Involved

	2003	2004	2005	2006	2007	5-year % Change	2010 Goal
Fatal Crashes	125	109	100	102	98	-21.60	76
Injury Crashes	8,855	8,524	8,174	7,808	7,357	-16.92	6,223
Property Damage Only	13,374	12,249	12,042	11,947	11,538	-13.73	10,423
Total Crashes	22,354	20,882	20,316	19,857	18,993	-15.04	16,672
Total of All Fatalities	146	122	113	111	112	-23.29	79
Total Number Injured	14,373	13,927	13,281	12,565	11,666	-18.83	10,007

Over-Represented Crash Factors – Young Drivers		
Factor	*Variable*	*Percentage*
Gender (drivers)	Men	57% of involved; 51% of Injured; 77% of killed
Month	May and June – total and injury crashes; June and July – fatal crashes	Total – 18%; injury – 19%; fatal – 23%
Day Of Week	Friday – total and injury crashes; Saturday – fatal crashes	Total – 18%; injury – 17%; fatal – 20%
Time Of Day	2pm-7pm	Total – 37%; injury – 39%; fatal – 33%
Road Type	State and county roads	Total – 66%; injury – 68%; fatal – 78%
County	Baltimore County – total and injury crashes; Anne Arundel and Prince George's Counties – fatal crashes	Total – 17%; injury – 15%; fatal – 28%

The Maryland Highway Safety Office (MHSO) in partnership with National Highway Traffic Safety Administration (NHTSA) and the Motor Vehicle Administration (MVA) recently conducted a Driver Education Assessment. Upon successful completion of the assessment we obtained a comprehensive set of recommendations for enhancements and improvements to the current program. The Maryland Assessment has lead to many possible state and nationwide initiatives. This assessment may become the catalyst for improving driver education and integrating it with Graduated Driver License (GDL) programs within other states. On a more local statewide level recommendations from the assessment will help to strengthen MHSOs efforts in collaboration with other principle associations for future initiatives. Other priority recommendations, focused on increased mandatory parental involvement within the driver education process which will help to reinforce the Young Driver SHSP Impact Objective to implement and educate a program focused on parental involvement. As a result of this assessment other states have expressed interest in conducting a driver education assessment within their own states.

Action Measure Tool Data

In FFY 2010, the MHSO administered 827 Young Driver AMT surveys. MHSO received responses from people of diverse ages, and a significant number of young people between the ages of 16-18 (52%).
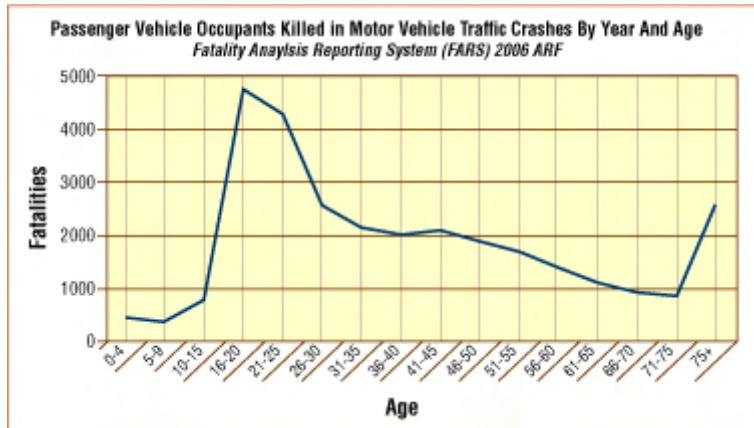
- *79% of population surveyed thinks a young driver's risk of being in a crash goes up when additional teen passengers are in the vehicle.*
- *52% of the respondents were between the ages of 16-18yrs and 56% indicated that they had in the past month while driving text messaged or used a cell phone.*

  Of the following three choices, which factor has the strongest influence on how you drive?

  - *Parents 37%*

  - *Law Enforcement 48%*

  - *Peers 15%*

National Data

- Nationally, the crash risk per mile driven by 16 year-olds is twice that for 18-19 year-olds and about 7 times the risk for drivers ages 30-59.
- Motor vehicle crashes are the leading cause of death for teens in the U.S.
- Each year, more than 5,000 teens (ages 16-20) are killed in passenger vehicle crashes.
- During 2006, a teen died in a traffic crash an average of once every hour on weekends and nearly once every two hours during the week.

Passenger Vehicle Occupants Killed in Motor Vehicle Traffic Crashes By Year And Age
Fatality Anaylsis Reporting System (FARS) 2006 ARF

- Nationally in 2006, 25 percent of the young drivers ages 15-20 who were killed in crashes had Blood alcohol concentration (BAC) levels of .08 or higher at the time of the crash.
- Nationally in 2006, 4,842 teen passenger vehicle occupants, ages 16 to 20, were killed in motor vehicle crashes, and 58 percent (2,813) were unrestrained at the time of the fatal crash.
- According to the National Highway Traffic Safety Administration (NHTSA), teenage drivers and passengers are among those least likely to wear their seat belts.
- While all teens are at a high-risk of experiencing a fatal crash, according to NHTSA, young males, pickup truck drivers and passengers, as well as people living in rural areas are also among those least likely to buckle up.

National and statewide data collection allows for more targeted data driven program development statewide as well as county level targeted.

Proposed Grants

1. **MVA-*Parent Education & Involvement in Teen Driving – Part III***

   - State Agency
   - Target audience – Teen Drivers & their Parents
   - Target area –State of Maryland

   This project will focus on the SHSP Impact Objective: 11.1 Develop and implement an education and awareness program that will include parental involvement in all 24 jurisdictions. The priority/process objectives that will be targeted includes: 11.1.2 Develop model tools for outreach (e.g., PowerPoint presentation and collateral materials, website content, sample articles, and press releases). 11.1.4 Distribute campaign materials through schools, parent organizations and community organizations.

   The Maryland Motor Vehicle Administration (MVA) developed a curriculum to be used for a parent orientation program at driver education schools. As of October 1, 2009, driver education schools are required to offer the program to parents. However, it is not mandatory for parents to attend and most are unaware that the program is available. Therefore, as a way to help engage and educate parents about

teen driver safety, we plan to develop an interactive web tutorial that will be promoted through the driver education schools as an online parent orientation program.

The tutorial will be specifically designed for parents of teen drivers and will be broken down into learning modules and placed on the MVA website. The tutorial will include: valuable information from the parent orientation curriculum; information on the importance of parental involvement in teen driving; and interactive learning tools such as quizzes and scenarios. The goal is to provide parents with the knowledge and tools they need to help their teens through their learning to drive process from getting their learner's permit to driving independently on a provisional license.

Once deployed, the tutorial will be evaluated based on the number of hits to the webpage. There will also be a web survey at the end of the tutorial in order to obtain feedback from parents. The survey will help determine if the parents feel the tutorial is beneficial and whether additional information should be added.

2. **MVA-*Curriculum and Compliance Enhancement for Driver Improvement Program (DIP)***

- State Agency
- Target audience – State and Local Agencies
- Target area –State of Maryland

This project will focus on the SHSP Impact Objective: 11.5 Review, evaluate, and improve driver preparation programs. The priority/process objectives that will be targeted includes: 11.5.6 Outline recommendations/standardizations for curriculum change to new driver improvement programs/curriculum.

The purpose of this project is to update and enhancing driving instruction and education through the creation and implementation of a new Driver Improvement Program. The Driver Improvement Program (DIP) is currently used as a rehabilitative educational tool for novice drivers with a moving violation, and experienced drivers who accrue 5 or more points on their record. The program is a critical component of highway safety initiatives, but, is more than a decade old and requires serious modification and updating.

An updated program would be achieved by first soliciting a curriculum development expert to analyze program data provided by MVA. Details regarding program participants such as target audience age, education level and types of traffic violations will be reviewed. From the analysis, the driver curriculum development expert will create an innovated interactive program targeted to improve driver behavior, reduce crashes and enhance highway safety. The driver curriculum developer will then assist in piloting the program in five geographical areas around the state and revise based on results of the pilot program. The curriculum development expert will assist in providing workshops around the state to provide a

"train the trainers" program in order to certify instructors in becoming providers of the Driver Improvement Program.

In addition to these activities, monitoring of the delivery and impact of DIP is also a critical task. Quality Assurance Specialists provide the critical link in regulating individual operations as well as monitoring the success of the DIP program as a whole. The success of these compliance efforts relies completely on the effectiveness and efficiency of those filling these positions and their ability to effectively communicate the required information. This requires that these individuals be armed with the right tools and training to accomplish their task through modern technology and efficient report writing.

MHSO Internally Launched Initiatives

1. **Young Driver Task Force**
   In FFY 2011, the MHSO will convene four meetings of the *Young Driver Task Force (YDTF)*. The *YDTF* will serve as the coordination point for information exchange and program development for young driver safety programs in the State. The *YDTF* will be the forum for grantee partners to share progress reports on their projects with RTSPs and other stakeholders.

2. **Ford's Driving Skills for Life Program**
   MHSO, in partnership with Ford Motor Company and the Ford's Driving Skills for Life program and the Governors Highway Safety Association will host a FREE Hands-On Training Event in October in support of National Teen Driver Safety Week. The program will allow teens between the ages 15-19, newly licensed drivers or hold a valid drivers permit to get behind the wheel to become a safer, more experienced driver. Under close supervision, they will be trained through classroom-like learning and hands-on instruction behind the wheel of specially equipped vehicles that simulate wet or potentially dangerous driving conditions on road courses designed to teach four key skills: speed management, space management, vehicle handling and hazard recognition.

   Vehicle crashes are the number one killer of teenagers, claiming nearly 5,000 lives in the United States each year. Crash rates are highest during a teen's first few hundred miles on the road. This program is designated to provide the novice teen with additional knowledge and hands-on skills.

Statewide Campaigns

Major initiatives for FFY 2011 will include identifying high crash locations for young drivers and determine if locations based upon 2006-2008 data warrant continued education and enforcement initiatives. Distribution of the MHSO Young Driver Safety Booklet will continue with focused emphasis during enforcement and awareness initiatives. The focus of other MHSO activity in this program area will be focused on innovative ways of increasing parental involvement in their young drivers' learning and

training as well as increasing risk awareness associated with behavioral and environmental factors.

RTSP Campaigns

Regional Traffic Safety Programs (RTSPs)
A wide variety of various outreach and education efforts are initiated through Maryland's network of county-level Regional Traffic Safety Programs. Those counties that are overrepresented in younger driver crash data are required by the Maryland Highway Safety Office to address the issue as a part of their comprehensive county traffic safety plans.

Total Investment

YOUNG DRIVER: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
TBD	MVA– Parent Education & Involvement in Teen Driving– Part III	$25,000	Section 402
TBD	MVA– Curriculum and Compliance Enhancement for DIP	$50,000	Section 402
Total All Funds		**$75,000**	

Older Driver Safety

Next to the youngest drivers, older drivers aged 65 years or more are the most at-risk, measured in crashes per mile traveled. Drivers aged 75 or more are particularly at risk. Older drivers experience changes in physical and cognitive capacities that affect their ability to safely execute the complex set of tasks that driving a motor vehicle demands. Program evaluations show that older drivers are receptive to self regulation and adaptive strategies to maintain independent safe driving, making behavioral interventions a very appropriate strategy for reducing older driver crashes, injuries and fatalities. MHSO initiatives for FFY2011, in the Older Driver Program area will focus on a variety of different areas with particular emphasis on: education, training and enforcement.

There are many changes associated with aging that can affect an individual's ability to drive safely. Vision, attention, reaction time and physical abilities can all change as one grows older. Older drivers may modify their driving habits as they age by driving less often and driving during daylight hours to help them continue to get around safely and independently while maintaining their quality of life. It is important that older adults understand the possibility of these changes and how they can alter driving abilities.

The Medical Advisory Board (MAB) is comprised of physicians specializing in various areas of medicine. They work closely with the Motor Vehicle Administration (MVA) to ensure that a driver is capable of safely operating a motor vehicle and recognition of these changes. The MAB does not perform medical examinations but, rather an evaluation. In addition to providing information about the patient's medical condition, treatment, and prognosis, the physician is asked to describe the patient's limitations and their effect on driving ability, to indicate whether the patient is reliable in taking medications and whether the medical condition is controlled, and whether the patient is physically and mentally capable of operating a motor vehicle at the present time.

Approximately 13,000 drivers are referred to the MAB annually. Roughly 1,271 drivers are denied a license each year following reevaluation by the Board. After a thorough review of the situation, the Board will return recommendations to the MVA's Driver Wellness and Safety Division (DW&S) for final action. The MVA may take a variety of actions, from allowing continuance of normal driving privileges to suspension of driving privileges.

IMPACT OBJECTIVES – OLDER DRIVER SAFETY
• To decrease the total number of crashes from 9,884 in 2008 to 7,986 in 2015.
• To decrease the total number of fatal crashes from 78 in 2008 to 63 in 2015.
• To decrease the total number of injury crashes from 4,277 in 2008 to 3,456 in 2015.
• To decrease the total number of fatalities from 85 in 2008 to 69 in 2015.
• To decrease the total number of injuries from 6,545 in 2008 to 5,288 in 2015.

Maryland State Data

Older drivers are defined as being 65 years old or older. There were a total of 78 older driver-involved fatal crashes, which accounted for 13.2% of all fatal crashes in Maryland. In 2008, there were 10,311 older drivers involved in 9,863 crashes, accounting for 10.3% of the total crashes in Maryland. Fifty-one older drivers were killed in crashes and a total of 6,537 persons were injured.

- In 2008, there were 10,311 older drivers involved in crashes, accounting for 10.3% of the total crashes in Maryland.
- In 2008, 63% of the fatal and 61% of the total older driver involved crashes occurred between the hours of 8AM and 4PM.
- Over one-half (56%) of the fatal crashes occurred on state highways.
- In 2008, 47.1% of the vehicles of older drivers involved in fatal crashes were on roads with posted speed limit of 40 MPH or less.
- In 2008, 55% of the older drivers killed were 70-79 years old and 71% were male.
- Alcohol/Drugs were noted to be involved in 11.5% of fatal older driver-involved crashes.
- In 2008, 24% of the passengers involved and 86% of passengers killed were 70 years old or older.

Crash Summary: Older Driver Involved							
	2004	2005	2006	2007	2008	5-year % Change	2010 Goal

Fatal Crashes	90	90	101	71	78	-12.00	79
Injury Crashes	4,348	4,373	4,484	4,441	4,273	-75.00	3,607
Property Damage Only	5,786	5,689	5,706	5,772	5,647	-2.40	5,703
Total Crashes	10,600	10,226	10,167	10,364	10,166	-4.09	9,326
Total of All Fatalities	104	96	112	79	85	-26.85	76
Total Number Injured	7,517	7,202	6,909	7,125	6,822	-9.24	5,408

Over the past five years, an average of 10,305 older driver crashes (age 65 and up) have occurred on Maryland's roadways. On average, 100 people have lost their lives each year in older driver crashes, representing 16.2% of all Maryland traffic fatalities. In addition, an average of 7,115 persons has been injured annually, representing 13.7% of all of Maryland's traffic injuries.

Over-Represented Crash Factors – Older Drivers		
Factor	*Variable*	*Percentage*
Gender (drivers)	Men	59% of involved; 50% of Injured; 65% of killed
Month	September-November	Total – 27%; injury – 29%; fatal – 41%
Day Of Week	Friday and Thursday	Total – 34%; injury – 33%; fatal – 34%
Time Of Day	12pm-4pm	Total – 37%; injury – 38%; fatal – 27%
Road Type	State roads	Total – 35%; injury – 39%; fatal – 58%
County	Baltimore County – total and injury crashes; Prince George's and Montgomery Counties – fatal crashes	Total – 18%; injury – 18%; fatal – 24%

National Data

In 2007, 13 percent of the total U.S. resident population (38 million) was people age 65 and older. There were 30 million older licensed drivers in 2006 — an 18-percent increase from 1996. In contrast, the total number of licensed drivers increased by only 13 percent from 1996 to 2006. Older drivers made up 15 percent of all licensed drivers in 2006, compared with 14 percent in 1996.

In 2007, 196,000 older individuals were injured in traffic crashes, accounting for 8 percent of all the people injured in traffic crashes during the year. These older individuals made up 14 percent of all traffic fatalities, 14 percent of all vehicle occupant fatalities, and 19 percent of all pedestrian fatalities.

Most traffic fatalities involving older drivers in 2007 occurred during the daytime (79%), occurred on weekdays (72%), and involved other vehicles 71%.

For older people, 60 percent of pedestrian fatalities in 2007 occurred at non-intersection locations. For other pedestrians, 81 percent of fatalities occurred at non-intersection locations. In two-vehicle fatal crashes involving an older driver and a younger driver, the vehicle driven by the older person was nearly twice as likely to be the one that was struck (59% and 33%, respectively). In 46 percent of these crashes, both vehicles were proceeding straight at the time of the collision. In 25 percent, the older driver was turning left — 5 times more often than the younger driver.

Source: National Highway Traffic Safety Administration (NHTSA)

Driver Involvement in Fatal Crashes in the Older Population by Age Group, 2008 *(National Center for Statistics and Analysis, NCSA)*

Drivers Involved in Fatal Crashes	Age Group (Years)					
	65-69	**70-74**	**75-79**	**80-84**	**85+**	**Total**
	1,592	1,321	1,116	858	682	5,569

Proposed Grants

No grant proposals were submitted to the Maryland Highway Safety Office for FFY11.

MHSO Internally Launched Initiatives

1. Enforcement
   Implementing an enforcement campaign to identify and remediate at-risk older drivers is another action item in the SHSP Older Driver Emphasis Area. We will address this action item with a comprehensive review and revision of the NHTSA "Older Diver Law Enforcement Course" for future use in Maryland through cooperative efforts between MHSO, MVA and other state agencies as well as a wide variety of community

stakeholders. Officers will continue to be trained throughout Maryland with 358 total officers trained to date.

2. The Maryland Research Consortium on the Older Driver (MRC):
   Under the direction of the Maryland Motor Vehicle Administration, the Maryland Research Consortium, a multidisciplinary team comprised of individuals from Federal, State, and local governments as well as research institutions, social service organizations, interest groups, industry, and private individuals, operating at the nexus of Public Health and Transportation. The Consortium espouses the Mission Statement: *Safe Mobility for Life*. The MRC meets quarterly as a symposium focusing on progress and developments of various matters related to mobility preservation, current trends, new research, programs and emerging issues for older Marylanders.

RTSP Campaigns

1. **Seniors on the M.O.V.E.**
   Describe the original Seniors on the M.O.V.E. program. Following on the success of the original Seniors on the M.O.V.E. (Mature Operators Vehicular Education) program, the MHSO and Johns Hopkins University developed a less resource-intensive alternative M.O.V.E. B so that the program may be more widely distributed and implemented throughout the State. Through and active partnership between MHSO and Regional Traffic Safety Programs (RTSPs), The John's 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 will collaborate to develop a straightforward train-the-trainer informational session to enable more RTSPs to adopt and implement the M.O.V.E. B program and a driver self-assessment checklist was developed as an outreach tool for older drivers and their caregivers. MHSO will also, develop a marketing strategy and promotional piece to highlight the program. This program will address a priority action item in the SHSP Older Driver Emphasis Area: to develop and implement innovative approaches to older driver education.

2. **Regional Traffic Safety Programs (RTSPs)**
   A wide variety of various outreach and education efforts are initiated through Maryland's network of county-level Regional Traffic Safety Programs. Those counties that are overrepresented in older driver crash data are required by the Maryland Highway Safety Office to address the issue as a part of their comprehensive county traffic safety plans.

Total Investment

OLDER DRIVER: PROJECT BUDGET SUMMARY

Project Number	Project Area	Budget	Budget Source(s)
TBD	Older Driver	$12,500	Section 402

	Total All Funds	$12,500	Section 402

Employer Involvement

Traffic crashes are the number one killer of employees. Exceeding posted speed limits, driving too fast for conditions and not paying attention are factors in 25 percent of overall crashes, costing employers nearly $9.25 billion per year nationally according to National Highway Traffic Safety Administration (NHTSA). Employers incur costs for injuries caused by traffic crashes through medical care, lost productivity, property damage, motor vehicle liability, and wage premiums. While employers bear the costs of injuries that occur both on and off the job, it is very important to implement workplace traffic safety programs to reduce motor vehicle crashes. Such programs can greatly reduce the risks faced by employees, their families and protect the company's bottom line.

The Maryland Traffic Safety Awareness for Employers Project (T-SAFE) assists Maryland employers in developing traffic safety programs to reduce costs associated with crashes. Prevention through a combination of employer support plus employee awareness and education will increase general knowledge about traffic safety. The MHSO is dedicated to partnering with many agencies and businesses to spread one common goal which is reduce fatalities, decrease injuries and drive down the economic cost of motor vehicle crashes.

Data

According to a recent report compiled by AAA, motor vehicle crashes cost each American more than $1,000 a year, 2 ½ times the cost of traffic jams that frustrate the nation's drivers. In the U.S. car crashes cost $164.2 billion annually. Overall traffic safety policies and programs benefit businesses and have a direct reflection on their bottom line.

Proposed Grants

1. Safe Drive Business Program – Maryland Highway Safety Foundation
   The Maryland Highway Safety Foundation (MHSF) will receive traffic safety grant funding from the MHSO in FFY 2011 to create a model safe driving educational program for Maryland businesses. The program is being implemented to decrease motor vehicle crashes, and on-the-job injuries and fatalities. There will be tremendous outreach to businesses across the state to improve safety programs and to decrease the economic impact traffic crashes can put on the businesses bottom line. There will be several phases of the model safe driving program. For FY2011, MHSF will conduct a comprehensive assessment of 75 Maryland businesses to ascertain existing policies as they relate to distracted driving. MHSF will also compile a best practices report that will be used in future years to conduct outreach and enlist participation into the Safe Drive Business Program.

MHSO Internally Launched Initiatives

1. Digital Message Boards
   In FFY 2011, the MHSO will increase the use of overhead digital message boards to reach a wider range of drivers traveling Maryland roads. Specifically, MHSO will use the message boards to support the introduction of the new cell phone law. MSHO will also display other safety messages as they relate to other ongoing campaigns.

Total Investment

Project Number	Project Title	Budget	Budget Source(s)
TBD	Safe Drive Business Program – Maryland Highway Safety Foundation	$50,000	Section 402
TBD	Programmatic Support – MHSO Activities	$25,000	Section 402
	Total All Funds	**$75,000**	

Distracted Driving

In 2008, an estimated 5,870 people in the U.S. died in crashes associated with distracted driving and an additional 515,000 people were injured. Recently, two studies found that drivers using handheld devices are four times as likely to get into crashes that result in injuries compared with drivers not using handheld devices according to the Insurance Institute for Highway Safety. Text-messaging while driving in particular increases hazardous driving by 23 times.

In Maryland and around the country distracted driving is a major concern for Americans. According to the National Highway Traffic Safety Administration, in 2009 nearly 6,000 people were killed in crashes involving a distracted or inattentive driver and more than 800,000 vehicles are driven by someone using a hand-held cell phone each day. Maryland is one of eight states with a law banning the use of cell phones while driving. Being a secondary law, it may be difficult to enforce. Law enforcement officers will be able to enforce only if a driver is committing some other moving violation. Enforcement and data collection are both very challenging areas when it comes to secondary enforcement cell phone laws. Many published strategies addressing distracted and fatigued driving have unknown results or have not yet been proven effective.

MHSO will continue to support distracted and drowsy driver prevention programs such as No Phone Zone Day, National Sleep Awareness Week, Drive Safely Work Week, Drowsy Driving Prevention Month and other national efforts. Statewide initiatives in Maryland will be implemented to continue raising awareness and educating the public in addition to exploring new programs which may have a positive impact on reducing distracted driving behaviors.

Data

In 2008, a total of 35 persons lost their lives and 11,578 persons were injured in 23,569 inattentive driver-involved crashes and 75% of drivers killed in inattentive driving crashes were males. The data will be used to gauge who, when, and where inattentive driving crashes are taking place and how best to target specific populations in educating them about the dangers of inattentive driving.

The texting while driving law became effective October 1, 2009 in Maryland. According to the Maryland court system and based on the previous seven months from February – August 2010, a total of 159 warnings and 94 citations have been written to support this law. Maryland's new cell phone law will take effect on October 2010. While this law is a step in the right direction, enforcing the law may be difficult due to the secondary law limitations. MHSO will provide law cards for the public, law enforcement, and statewide partners.

Over the past year, the National Study Center has been compiling data pertaining to inattentive driving behaviors. Based on a random convenient sampling the following data has been helpful in determining how to reach demographic groups using various medians. There were 849 responses collected from the Action Measure Tool survey sampling. Of the responses, 46% of the respondent population was male, 54% female of which 52% occasionally or frequently have used their cell phone in the last month while driving. Nearly 29% of respondents in the past month have sent text messages while driving, and 25% of the respondents in the past month have read while driving. Only 22% admitted to using in-vehicle technologies only if parked.

Proposed Grants

At this time the MHSO does not have a clearly-defined grant devoted specifically to distracted driving prevention initiatives. However the MHSO Distracted Driving Prevention Program expects to partner with the Maryland Highway Safety Foundation to creatively and publicly address safety messages regarding Maryland's new cell phone law, texting while driving prevention messages, and on and off the job crashes and injuries. The MHSO will also continue to support special campaigns and initiatives throughout the year.

MHSO Internally Launched Initiatives

1. Distribution of material, statewide email blasts, web advertising and public service announcements are very useful and crucial ways to disseminate information. This educational information is shared to raise awareness for businesses and their employees regarding safety of Maryland's roadways.

2. Cell Phone Law Education
   On October 1, 2010, the cell phone restriction, banning the use of hand-held cell phones while driving, will become effective. This law will prohibit drivers of a motor vehicle that is in motion from using the driver's hands to use a hand-held telephone device. Throughout FFY 2011, MHSO will review data and target high-risk populations with

educational materials. An increased amount of public information, resource materials, new law cards, press releases and other media including social norming websites will be used to educate the public about the new cell phone law.

3. National Sleep Awareness Week – March 7-13, 2011
   This prevention week focuses on drowsy driving, sleep related disorders and quality sleep. The MHSO will promote safety materials as well as send a daily email blast message consisting of a different topic each day. All the messages deal with drowsy driving prevention and best practices involving getting the proper amount of sleep.

4. Drive Safely Work Week – October 4-8, 2010
   Drive Safety Work Week is a campaign designed to help employers emphasize the importance of driving safely on and off the job. The Maryland Highway Safety Office in conjunction with the Network of Employers for Traffic Safety will support the week-long initiative by issuing a press release, developing television public service announcements, procuring web banner advertisements, updating the Choose Safety for Life website and creating daily email blast messages to be sent to every partner within the SHA network. The theme for this year will center on distracted driving prevention.

Total Investment

Project Number	Project Title	Budget	Budget Source(s)
TBD	Drive Safely Work Week	$30,000	Section 402
TBD	Programmatic Support – MHSO Activities • National Sleep Awareness Week • Drive Safely Work Week • Drowsy Driving Prevention Month	$33,000	Section 402
	Total All Funds	**$63,000**	

Data Enhancement

Data

The Data Enhancement Program's goal is to develop a comprehensive statewide traffic records system that provides traffic safety professionals with reliable, accurate, and timely data to make decisions about traffic safety problems, implement proven countermeasures, and manage and evaluate safety programs. The traffic records system encompasses the hardware, software,

personnel, and procedures that capture, store, transmit, analyze, and interpret traffic safety data. The data that are managed by this system include the crash, driver licensing and history, vehicle registration and titling, commercial motor vehicle, roadway, injury control, citation/adjudication, and EMS/trauma registry data.

The Maryland Highway Safety Office is not a data owner and thus relies on many state agencies to share data and allow integration of data with MHSO-managed collection and analysis systems (what is now being called MSCAN, the Maryland Safety and Crash Analysis Network). Coordination and cooperation among agencies is facilitated through a number of ways: the Traffic Records Coordinating Committee; direct operating agreements, such as an Memorandum of Understanding between the State Highway Administration and the Maryland State Police; and project agreements for grant funded programs and activities, such as the Crash Outcome Date Evaluation System (CODES) managed by the University of Maryland; to name a few.

Data sharing and integration is a statewide initiative, but at the county and agency level, challenges of time, money, and resources need to be overcome in order for a true statewide traffic records system to be operational. Legacy systems that vary by county and agency do not all speak the same language (consistent hardware and software usage across the state is a distinct challenge) and upgrades and new systems are not consistently adopted with statewide goals in mind. As statewide and national standards are developed, demanded, funded, and implemented, these challenges are slowly eroding, but there are still many miles to travel.

The general goal of any Data Enhancement Program is to ensure that all state data collector, owners, and users are working out of the same toolbox. This is accomplished through establishing data standards, regulating the use of uniform software and hardware products, enacting legislation to both require and fund standardization, and a general cultural acceptance of data-driven practices across all state agencies. Each project in a Data Enhancement Program, though it may have specific objectives and performance measures (in this case, outlined by the Traffic Records Strategic Plan), has the overarching goal of improving the State's ability to share and analyze traffic safety data. Each of the projects in Federal Fiscal Year 2011 is directed at making improvements to one or more of the components of a traffic records system (crash, EMS, driver, vehicle, court/citation, roadway), and making improvements, in a measurable way, to one or more of the quality measures for these systems (timeliness, accuracy, completeness, uniformity, accessibility, and integration). The grantees and their projects were chosen based on their experience and ability to meet these goals and to support the State in the continued development of supporting tools to aid decision-makers in highway safety improvement plans. The Data Enhancement Program is reliant on the expertise of many different agencies and this program would only be successful with their continued support.

Past Projects/Continuing Projects Summary

1. Traffic Records Coordinating Committee (TRCC)

The TRCC will continue to operate in Federal Fiscal Year 2011. The TRCC consists of a Technical committee, which meets monthly, and an Executive committee, which meets quarterly. The mission of the TRCC is to provide a strong, coordinated plan that will maximize the efficiency and effectiveness of traffic safety information collection and analysis and provide the resources needed to support the resulting safety data system, and the goal of the TRCC is to ensure that complete, accurate and timely traffic safety data is collected, analyzed, and made available for decision-makers at the national, state and local levels, including MHSO, to improve public safety through the elimination of crashes and their associated deaths and injuries.

TRCC accomplishments in FFY2010 include:

- TRCC began development of a new Traffic Records Strategic Plan, to be implemented in January, 2011, and be in effect until 2015. The new plan will include performance measures required, and recommended, by NHTSA and GHSA (in anticipation of the new federal reauthorization).
- The new Traffic Records Strategic Plan (TRSP) identifies timelines, priorities, and performance measures, and will be tracked on at least an annual basis, moving toward quarterly and monthly tracking for applicable measures.
- On April 19, 2010, Maryland participated in a Traffic Records Assessment and a draft report was completed on April 23, 2010.
  - o 50 presenters ranging from administrators of traffic records systems to local law enforcement and engineering representatives participated.
  - o Highlights of Maryland's accomplishments since 2005:
    - ▪ E-TIX: The Maryland State Police developed an electronic citation system that is being used by 54 law enforcement agencies, including all MSP barracks. The E-TIX platform will also allow for the addition of an electronic crash reporting component (ACRS). Federal Motor Carrier Funds have been secured in 2010 to build on E-TIX with plans for a pilot of electronic crash reporting in early 2011.
    - ▪ Citation Accountability: The District Court and the Motor Vehicle Administration were acknowledged for their efforts in maintaining a citation accountability program. The State still does not have a citation tracking system (CTS) by name, as recommended in the 2005 Assessment; however, both the Court and the MVA's CAS have the attributes and characteristics of a statewide, central citation data repository and the potential to function as a CTS.
    - ▪ National Motor Vehicle Title Information System (NMVTIS): Maryland has become a NMVTIS State, and that will enhance its title information exchanges and improve data quality. In establishing NMVTIS participation, AAMVAnet rated the quality of VINs to be good thus overcoming the need for a recommendation to begin or increase the use of VIN validation software in the MVA processes.
    - ▪ Maryland has developed many components of a Statewide Injury Surveillance System (SWISS). These components include the Maryland Ambulance Information System (MAIS), electronic MAIS (eMAIS), and a Trauma Registry collected by the Maryland Institute for Emergency Medical Services Systems (MIEMSS); statewide hospital inpatient and outpatient data collected by the Health Services Cost Review Commission (HSCRC); and a statewide death certificate database housed at the Department of Health and Mental Hygiene (DHMH) Vital Statistics Administration (VSA). The

components are integrated through the Maryland Crash Outcome Data Evaluation System (CODES) Project which resides at the University of Maryland's National Study Center for Trauma and Emergency Medical Systems (NSC).

- There were 43 total recommendations in the Assessment and they have been incorporated into the TRSP and will be tracked by the TRCC Technical and Executive Committees; current and future 408 projects will be funded based on the project objectives addressing the Assessment recommendations and associated performance measures in the TRSP.
- The following priorities are planned for the remainder of FFY2010 and will be carried over into FFY2011. The TRCC will:
  - update the Memorandum of Understanding (MOU) between SHA and MSP to delineate the roles and responsibilities of crash data management;
  - work with the FHWA CDIP program and develop a Maryland Data Quality Control Reporting Program for the crash database;
  - propose plans for streamlining paper handling between FARS and MAARS units at MSP;
  - develop plan for long-term support and promotion of E-TIX;
  - finalize TRSP;
  - define Maryland's Traffic Records System;
  - recruit new TRCC members and educate on roles and responsibilities; and
  - continue to implement and track the Assessment recommendations and meet monthly as a Technical group and quarterly as an Executive group to review the TRSP.

2. Comprehensive Crash Outcome Data Evaluation System (C-CODES)
   - Partner: University of Maryland National Study Center for Trauma and EMS
   - FFY2010 Funding: $274,900
     - Fact Books were published on Maryland SHA Website, meeting the crash data accessibility needs for all traffic safety professionals and the public.
     - Online data requests are processed through Safety and Transportation Knowledge Online (STKO) Data Request Form, also meeting accessibility needs for traffic safety data.
     - The National Study Center is supporting SHSP Emphasis Area Teams with available traffic safety data.
     - Implementation of Action Measure Tools (AMTs). The AMTs are Maryland's surveys to capture data on driver attitudes, awareness, and behavior. AMTs are distributed throughout the year and are compiled into a quarterly report. Additionally, the NSC supported the conduct of an annual survey (MADS) in July to meet federal requirements for a statewide survey. This data will be used for strategic planning for all programs areas, and to support SHSP strategies.
     - Produced or contributed to the following reports that supported all highway safety programs: State and county specific fact sheets, The Traffic Safety Fact Book, Benchmark/Highway Safety Plan, Annual CPT Tour Data, Action Measure Tools, and Community Traffic Safety Program (RTSP) Status Report Outputs.
     - Provided consultation at the design phase and data collection and analysis of crash reports associated with the NHTSA-supported program, Data Driven Approaches to Crime and Traffic Safety (DDACTS) corridors in Baltimore County.

3. Safety and Transportation Knowledge Online (STKO) www.stko.maryland.gov
   - FFY2010 Funding: $182,200
   - Partner: Towson University Extended Education and Online Learning
     - DDACTS portal built for statewide and nationwide promotion of this unique NHTSA program.
     - Online Request Forms developed for increased accessibility to crash, and highway safety, data (one-stop shop). The STKO now includes a comprehensive Traffic Safety Data portal for use by all safety partners in need of data, whether it is generated by state agencies, or is in the form of a link to relevant information and data on the web (e.g., NHTSA FARS).
     - Instituted a Traffic Records Coordinating Committee (TRCC) knowledge management strategy through the administration of TRCC projects, documents, and as a repository for data training materials and programs, data collection policies and procedures, and access to basic business intelligence reports and statistics.
     - Created a dedicated public section for SHSP documents, as well as provided a secure interface for the SHSP tracking tools which are accessed and utilized solely by SHSP registered users.
     - Implemented a dynamic calendar function for partner agencies and task forces to utilize for events planning and promotion.
     - Developed and maintained various applications and information databases for Maryland Highway Safety Office Task Forces.

4. Automated Crash Reporting System (ACRS)
   - FFY2010 Funding: $165,300 (408); $360,000 (FMCSA)
   - Partners: Towson University Regional Economic Studies Institute; Maryland State Police; University of Maryland Capital Wireless Information Net
     - There are approximately 180 law enforcement agencies (LEAs) in Maryland that prepare vehicle crash reports for submission to the Maryland State Police. In order to standardize the format and content of these reports, and to expedite their submission, a consensus of State and local agency representatives has agreed in principle to develop a Crash Reporting System (CRS) that will be made available to LEAs. Development has begun; training and three pilot programs are planned for late 2010/early 2011.

       LEAs that elect to use the planned CRS will find it significantly easier and faster to collect and/or report crash information. The system also will ensure the collection of a standard data set on each crash and expedite the saving of that data in the MSCAN database. The end results will include quicker and more accurate reporting of crash information to traffic safety partners, and better and faster identification of causal factors and possible road improvements that may reduce crashes in the future.

       The new crash report will be MMUCC-compliant, meeting the minimum standards for data collection as recommended by NHTSA.

5. Maryland Safety and Crash Analysis Network (MSCAN)
   - FFY2010 Funding: $205,400
   - Partner: Towson University Center for GIS (CGIS)

- o MSCAN is directed at data analysis and reporting. This system will not be limited to the analysis of crash data but will include other sources of information related to safety on our roads. MSCAN will allow users to perform analysis and create reports through an intranet/internet interface. This design will allow various agencies throughout the state to perform analysis and conduct studies.
- o A custom viewer was built to MHSO-specifications and CGIS supported the set up of a GIS environment (installation of ESRI software and loading of historical crash and roadway data) at the SHA Office of Traffic and Safety.
- o SHA is now accessing Court citation data (limited to citations submitted with accurate location information).
- o Continued to work with the statewide iMap initiative; web services for access to many datasets (to take advantage of other agencies participating and sharing data as opposed to creating a data warehouse at SHA). This will present a cost savings to SHA-MHSO by accessing standard datasets through a web application as opposed to maintaining the data in-house.
- o Continued training SHA staff to manage crash and roadway data using GIS analytical tools to benefit highway safety strategic planning and conducting statewide demos with groups of potential and future users.

6. NEMSIS-compliant Electronic Patient Care Reporting (ePCR)
   - FFY2010 Funding: $300,000
   - Partner: Maryland Institute for Emergency Medical Services Systems (MIEMSS)
     - o This project provided the assessment resources to clearly understand the current environment (both within Maryland EMS and the National experience to date) and comprehensively plan for a statewide, uniform system that brings Maryland EMS under the NHTSA–NEMSIS standard.
     - o MIEMSS completed both an RFI and RFP and delivered them to the Department of Information Technology for review and approval.
     - o Successful RFP proposal and vendor selected. Implementation begins in 4th Quarter of FFY2010. The RFP required the vendor selected to be NEMSIS-compliant (NHTSA recommended national minimum data collection standards).
     - o Will work in the 4th quarter to get official review of NEMSIS elements.

Proposed Grants

1. Comprehensive Crash Outcome Data Evaluation System (C-CODES)
Core System(s): Crash, Driver, Vehicle, EMS, Citation
Performance Area(s): Accuracy, Completeness, Integration, Uniformity, Accessibility
FFY2011 Funds Requested: $379,011

Description of project: A comprehensive highway safety program implementation and evaluation plan would continue to move traffic safety efforts by using proven methods specifically based on need. Maryland needs a comprehensive data warehouse for traffic safety-related information as well as program and epidemiologic experts to assist in identifying/organizing competing priorities and performance-based outputs. Such a data warehouse would include crash, citation, licensing, registration, hospital, EMS, death records, and other ancillary databases that include behavioral outcome measures. The CODES project is such a data warehouse.

Public agencies do not have legal/procedural approvals to access such data systems. Also, data users may not possess the statistical knowledge necessary to interpret the data and produce proper analyses. This project will support the whole SHSP by providing analytical and program support. Using the public health model combined with epidemiologic expertise, the NSC will assist with identifying priorities for the MHSO. The project will provide program and epidemiological support to all safety-related areas of the SHSP; including aggressive, impaired, inattentive (distracted) driving, younger and older drivers, occupant protection, pedestrians and data information. In addition, the NSC will provide data support to focus the State's competing priorities and evaluate their progress over time. This project will facilitate the use and understanding of data related to traffic safety. This will be accomplished through educational training, analytic support and a variety of products (documentation).

Objectives:
1. To create the CCODES Data Warehouse.
2. To conduct on-going CODES data analysis and interpretation.
3. To assist the MHSO with on-going program evaluation to coincide with MHSO approved activities in the MHSO HSP and SHSP.
4. To evaluate evaluation framework and data collection tools being utilized for a comprehensive program evaluation of RTSP/RTSP programs.
5. To complete evaluation of the DriveCam for Families project.
6. To provide on-going technical support to MHSO identified priority program areas.

2. Safety and Transportation Knowledge Online (STKO)
Core System(s): Crash, Driver, Roadway, Vehicle, EMS, Citation
Performance Area(s): Accessibility
FFY2011 Funds Requested: $159,837

Description of project: The STKO project aims at all highway safety professionals in need of timely, accurate, complete and uniform safety information, as well as documents, policies and manuals related to transportation, highway safety and incident response. The STKO environment will handle data requests from other public agencies along with requests from private entities. Users will be able to interact, share information, review workshops, as well as schedule and sign up for events related to law enforcement, traffic and transportation safety. The portal will also grant assigned content managers the ability to control and monitor their own web space within the STKO environment so that they can further disseminate information to other users and agencies. This project is targeted at all highway safety professionals, regional and national partners, TRCC Executive and Technical groups and subcommittee/task forces, as well as the grantees and local community partners we work with. We will use the site to promote data-driven programs (such as DDACTS) and state data policies and create portals to agencies and systems (like CODES) for data requests.

Objectives:
1. Provide training for content managers in order to efficiently utilize the STKO technical framework, information submission and content management. Also train at least one to

act as the lead content manager with full administrative and technical rights and access for the entire group and system.

2. Continue to build and improve upon the CODES data request form and the Traffic Safety Data request form so that we can generate more tailored and timely reports.
3. Develop site statistics and site analytic standards to help track STKO visitor trends and page hit frequency to tailor the design of the site and navigation to meet the needs of all users.
4. Build new forms within STKO that will help streamline and automate the promotional inventory request process. These forms would be able to track and run reports requests in order to analyze request trends and maintain efficient inventory control for Task Forces. This would also require the construction of a new database to house the content of the MHSO resource guide inventory.
5. Continue the development of the online Strategic Highway Safety Plan (SHSP) section of STKO to include detailed information on Emphasis Areas and Strategies, and Action Plans.
6. Develop means of promoting STKO and it's available information, functionality and data requests methods, along with working with the SHA website committee (Marylandroads.com) so that we can better define STKO content versus SHA content.

3. TRCC Administration
Core System(s): Crash
Performance Area(s): Timeliness, Accuracy, Completeness, Integration, Uniformity, Accessibility
FFY2011 Funds Requested: $59,596

Description of project: RESI Information Systems Solutions (RESI ISS), a unit of Towson University's Division of Economic and Community Development (DECO), is currently overseeing the development of the eMAARS and ACRS projects being developed for MSP. This request for Grant funding is to assist the TRCC Coordinator in meeting the recommendations made by the Traffic Records Assessment team. We will develop plans for following up on the recommendations, both through the Traffic Records Strategic Plan, and by working more closely with current TRCC members and recruiting more members. RESI ISS will assist in the development of roles and responsibilities for the Executive and Technical TRCC's. RESI ISS will also assist in developing requirements for the Traffic Records System such that all participating agencies, counties and public have access to traffic safety information.

Objectives:

1. Developing plans for following up on the recommendations, both through the Traffic Records Strategic Plan, and by working more closely with current TRCC members and recruiting more members.
2. Build a web service interface for eMAARS that will permit the electronic transfer of crash data from Law Enforcement Agencies. Note: RESI will build the web service interface using XML technologies, providing SHA concurs with this objective and does not decide to build the web service in-house.
3. Define the "Traffic Records Information System" in the MOU signed by all agencies participating on the TRCC, and how it relates to all participating agencies on the TRCC.
4. Assist in the development of roles and responsibilities for the two TRCC's.

5. Continue to provide oversight of the MSP's ACRS development process, for the SHA.

4. Maryland Safety and Crash Analysis Network (MSCAN)
Core System(s): Crash, Roadway
Performance Area(s): Timeliness, Accuracy, Completeness, Integration, Uniformity, Accessibility
FFY2011 Funds Requested: $162,328

Description of project: The 2010 Assessment of the State's Traffic Records System recommends the implementation of Geographic Information System (GIS) technologies to improve crash reporting and streamline data analysis, and a streamlined method for the use of roadway and crash datasets for identification of potential hazardous locations. Currently, the Maryland Highway Safety Office and traffic safety professionals across the state do not have access to the same centralized datasets and tools to perform geographic analysis of traffic safety and crash data. MSCAN, a user-friendly application currently being developed, will equip Maryland's traffic safety professionals with tools and data to view and analyze traffic safety and crashes, based on location.

The project team will augment the core MSCAN application with security features, enhanced tools, and new datasets. The top priority will be to secure the application for use by authorized agencies outside of MHSO's Intranet. CGIS will assist OOTS IT staff in developing the security solution. New functionality and tools will be added to the core application with software updates to ArcGIS server, the platform on which MSCAN is built. New data will be added as it becomes available, enhancing the effectiveness of crash visualization and analysis. MSCAN user groups will be formed to provide further feedback on use of the application. The project team will create a law enforcement module through an assessment of Baltimore County's analysis needs.

Some of the planned system features are:
• Safety and Crash Analysis Node (SCAN) – system design to perform analysis of crash data at intersections and sections along Maryland roadways.
• Commercial Vehicle Reporting System (CVRS) – will highlight commercial vehicle information and support the federal SafetyNET system.
• Fatal Crash Tracking System (FaCTS) – tracks and analyzes fatal crash data and provides support for the federal FARS systems.
• Visual Interchange (VI) – Search, view and compiles data located at interchanges. High resolution aerial photos of the area will also be available.
• Construction Maintenance Zone (CMZone) – will supply a collection system for the SHA work zone crash form as well as an analysis and reporting system.
• Maryland Highway Safety System (MHSS) – provides information to support the Maryland Highway Safety Office (MSHO) network of safety programs.

5. NEMSIS-compliant EMS Pre-hospital Data Management Enhancement
Core System(s): EMS, Crash
Performance Area(s): Timeliness, Accuracy, Completeness, Integration, Uniformity, Accessibility
FFY2011 Funds Requested: $100,000

Description of project: Enhance the newly implemented ePCR solution by providing individual EMS Operation Programs (EMSOPS) the ability to retrieve Computer Aided Dispatch (CAD) records (consisting of validated times, location identifiers, dispatcher assessment, service response) and electronically import data directly to their ePCR. The most significant result would be an independent means of accountability for the assurance that all crash related events requiring EMS intervention are included. Additionally, this feature directly supports both the 2010 Traffic Records Assessment major recommendations and 5 of 8 current (draft) Traffic Records Strategic Plan.

The end result for associated crash related injuries will be a more accurate assessment of EMS crash demand, response, and outcome; provide better information for preventive and safety planning (State DOT); afford a greater accountability of all crash incidents; and ultimately increase the linkage rates of EMS record information to other associated data as coordinated through the National Study Center (CODES) and Maryland State Police (FARS) projects.

Total Investment

Project Number	Project Title	Budget	Budget Source
TBD	Safety and Transportation Knowledge Online (STKO)	$120,248	TBD
TBD	Maryland Safety and Crash Analysis Network (MSCAN)	$152,705	TBD
TBD	Traffic Records Coordinating Committee Administration Assistance	$90,774	TBD
TBD	National Emergency Medical Services Information System (NEMSIS)	$100,000	TBD
TBD	Comprehensive Crash Outcome Data Evaluation System (C-CODES)	$366,475	TBD
Total		$830,202*	

*as of 8/23/2010

Police Traffic Services

The MHSO administers a variety of federally funded highway safety programs and projects. A major portion of almost every program includes a law enforcement component. Law enforcement combined with Public Information and Education campaigns remains the single most effective way to reduce highway crashes, fatalities and injuries. Given the number of enforcement agencies across Maryland on the state, county and local levels, a need for coordination of the law enforcement response in highway safety initiatives has been identified.

Training, program overviews, and needs assessments are required for the most efficient deployment of enforcement resources. Site visits, statewide meetings, and training symposiums offered to the MSP and allied agencies afford the MHSO an opportunity to implement effective techniques for maximum impact in the various project areas. Additionally, continued outreach through active liaison with the Maryland Chiefs of Police Association and the Maryland Sheriff's Association provides the opportunity for highway safety messages and programs to receive endorsement and support by this crucial group of law enforcement executives. The MHSO will continue to promote its highway safety programs to law enforcement under the program slogan, 'Traffic Safety IS Public Safety.

Needs assessments conducted across Maryland have identified gaps in both general training and in the coordination and intensity of targeted enforcement on the state level. To resolve these issues in FFY 2011, continued interaction with the MSP Command Staff will be made and regional meetings for law enforcement across the State will be conducted to provide project guidance and coordination of enforcement efforts as well as identify and assess the various needs at the street enforcement level. Likewise, participation in organizations such as the Maryland Chiefs of Police Association and Maryland Sheriff's Association, provides the opportunity to reaffirm the role these agencies play in an effective highway safety program as well as identify resources available to them through the MHSO. In FFY 2011 the Maryland Chiefs and Sheriffs will hold their first ever combined training seminar. An entire day of this four day training conference will be dedicated to highway safety training topics specifically designed for law enforcement executives.

To ensure a more comprehensive partnership with the law enforcement community, the MHSO will collaborate with officials at all levels to provide incentives, training opportunities and recognition for officers who are actively involved in highway safety initiatives, as well as to recruit more of such involvement from police officers in general. Towards this end, the MHSO will continue to promote the University of Maryland's Institute for Advanced Law Enforcement Studies (DUI Institute) by providing technical and logistical support, as well as recruiting potential students from the law enforcement community and providing agencies with scholarship assistance for their personnel. Additionally, in conjunction with the Maryland Police and Correctional Training Commission (MPCTC), the MHSO will continue to support a statewide Traffic Safety Specialist classification in recognition of police officers who have attained advanced levels of training in highway safety initiatives, and have demonstrated their interest and proficiency in this area. More offerings of training will be developed and made available through the Maryland Chiefs of Police Association. Over the past two years '*Managing Traffic Enforcement Programs*' (M-TEP) has been offered to nearly 150 law enforcement supervisors. This particular training provides mid-level commanders a better understanding on the concepts of, and requirements for, an effective traffic enforcement program utilizing all disciplines of highway safety (4-E's). Also under development is a new 40-hr training seminar to be named, '*Traffic Enforcement Specialist Training'* (T.E.S.T.) that will provide concepts and specialized techniques for effective traffic enforcement at the patrol officer's level. These programs will work in concert with plans to better 'market' traffic enforcement initiatives within the statewide law enforcement community, as well as to develop future police leaders in highway safety.

The MHSO Law Enforcement Program Coordinator, along with the MHSO Law Enforcement Liaison, will actively enlist agencies, as well as provide technical support for the Maryland Law Enforcement Challenge Campaign for FFY 2011. The Law Enforcement Liaison will work in close connection with the Maryland Chiefs of Police and Maryland Sheriff's Associations to coordinate their grant activities and insure top-down support of highway safety initiatives from chief law enforcement executives.

Proposed Grants

In FFY 2011, the MHSO will fund the following projects, to work toward accomplishing its police traffic services objectives:

1. **Baltimore County Police – *Police Crash Reconstruction Training***

   - County agency
   - Target audience – traffic crash investigators from MSP & allied agencies
   - Target area – State of Maryland

   The main goal of this program is to increase the number of highly trained traffic crash reconstruction investigators across the State. Due to attrition, promotion and change of assignment, the MSP and other allied police departments continue to experience a drastic reduction of officers trained in traffic crash reconstruction methods. This program will provide training in the most advanced techniques of crash investigation and reconstruction to officers from across the State. Likewise, through partnership and participation in the Maryland Crash Reconstruction Committee, the Baltimore County PD will facilitate training for troopers and allied police officers in advanced collision investigation and various levels of crash reconstruction.

2. *Maryland Chiefs of Police Association – **Managing Traffic Enforcement Programs***

   - State agency
   - Target audience – Police executives
   - Target area – State of Maryland

   The main goal of this program is to provide accelerated command level training to law enforcement managers and MSP Barrack Commanders who supervise Traffic Safety Units. This training, provided in conjunction with the Maryland Chiefs of Police Association will consist of one week of instruction on identifying high crash locations and conducting subsequent selective traffic enforcement. Training at this level will provide present and future police supervisors from across the State a strong background in Police Traffic Services, enabling them to integrate effective traffic enforcement as part of their daily operational plan.

3. *Maryland Chiefs of Police Association – **Annual Training Seminar***

   - State agency
   - Target audience – Police executives
   - Target area – State of Maryland

The main goal of this program is to provide to law enforcement executives. In FFY 2011 the Maryland Chiefs of Police and Maryland Sheriff's Associations combine their conferences for the first of its kind training event. The MHSO will provide funding to sponsor an entire day's activities dedicated to highway safety training including instruction on a variety of innovative highway safety strategies and initiatives. Law enforcement executives and other high ranking experts will be brought in to provide this training in a peer-to-peer format. Similar highway safety training at previous annual seminars has been well received and highly praised by police chiefs and command officers.

4. **Maryland Police & Correctional Training Commission – *Traffic Safety Specialist***

- State agency
- Target audience – police officers
- Target area – State of Maryland

The main goal of this program is to provide a statewide designation of Traffic Safety Specialist to police officers who have attained certain levels of training, proficiency and expertise in various disciplines of traffic enforcement. Officers who attain the varied levels of this designation will be awarded a certificate and uniform ribbon at a special awards ceremony. A committee of police executives and highway safety officials will consider applications and make final determinations as to the eligibility of officers that have applied for recognition. The MPCTC will conduct all administration of this program designed to motivate officers to attend traffic safety trainings and apply their skills in more frequent traffic enforcement.

5. **Maryland Police & Correctional Training Commission – *POLEX Training***

- State agency
- Target audience – police officers
- Target area – State of Maryland

The main goal of this program is to provide mid-level law enforcement supervisors exposure to a nationally recognized training curriculum that will help them to systematically address many of the state's traffic issues in addition to, and in conjunction with, other public safety issues facing their communities. In order to develop successful and effective solutions that address local traffic issues, local law enforcement agencies need to have personnel on staff who are adept at identifying and analyzing problems that affect their locale and who have developed contacts within their community who can generate public support for their response to the problem. There is a need to address the management perspective of an effective response to highway safety. This two week, high-intensity, university level course of instruction will expose individuals to some of the most current philosophy and thinking in the law enforcement profession. Penn State University has adapted its curriculum to include extensive training in managing a traffic enforcement unit. A mandatory research project must be traffic related and the curriculum will also expose them to the need for developing and implementing programs that will address the significant number of traffic safety problems that should be a priority

for law enforcement command and supervisory personnel. The MPCTC'S role in this project is to provide the training facility and host the event. With the implementation of this program it is anticipated that officers will be motivated to attend traffic safety training and apply their skills in highway safety matters.

6. **Maryland Sheriff's Association** – *Crash Reconstruction-Advanced Topics Regional Conference*

- State agency
- Target audience – Police Crash Reconstruction Specialists
- Target area – State of Maryland & NHTSA Region 3

The main goal of this program is to provide training on advanced topics of a crash reconstruction nature in a conference format to reconstruction specialists from across the region. By holding a three day conference, more specialists will be able to attend to receive information on some of the latest issues and technical matters in this field of expertise from some of the most renowned instructors across the country. Registration fees and grants from other state agencies will help to offset the cost of this training. Additionally this conference will help to solidify the relationship between the Maryland Sheriff's Association and the MHSO.

7. **Maryland State Police** – *Police Traffic Services/Command Summit*

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

The focus of this project is to promote greater dialogue and cooperation between the MSP Command staff and the MHSO. Command Summits provide the MHSO Law Enforcement Coordinator an opportunity to address MSP administration, as well as commanders at the barrack level, in reference to priority areas in highway safety, grants management, and current best practices in enforcement techniques.   As the lead law enforcement agency in the state, the MSP and its command staff play a crucial role in the implementation of Maryland's Highway Safety Plan. Likewise, future plans call for the Command Summit to be an opportunity for discussing and brainstorming ideas for a more strategic approach to traffic enforcement across the state.

8. **Chesapeake Region Safety Council** – *Law Enforcement Liaison*

- Non-Profit
- Target audience – police officers
- Target area – State of Maryland

The goal of this program is to provide a Law Enforcement Liaison assigned to the MHSO. It is the responsibility of the Law Enforcement Liaison (LEL) to provide the ground support of the MHSO's highway safety projects to law enforcement agencies across the state. Some of the job duties of the LEL include assisting with the development of new traffic enforcement training and facilitating its instruction; mobilizing law enforcement agencies for major mobilizations and national crackdowns; serving as a

liaison for the Maryland Chiefs of Police Association's Traffic Safety Committee; and assisting agencies & law enforcement officers in attaining training scholarships, completing registrations and reporting forms, and obtaining specific information about program requirements. As programs are developed and refined it is the responsibility of the Law Enforcement Liaison to manage the logistics of implementing them in the field.

Total Investment

POLICE TRAFFIC SERVICES: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
TBD	Police Crash Reconstruction Training	$43,089	Section 402
TBD	MCPA Exec Training Initiatives	$75,000	Sections 402 & 410
TBD	Command Training - POLEX	$23,052	Section 402
TBD	Police Crash Reconstruction - Adv Topics Conference	$19,855	Section 402
TBD	Traffic Safety Specialist	$24,143	Section 406
TBD	MSA Training & Highway Safety Initiatives	$25,000	Section 402
TBD	Law Enforcement Liaison	$94,630	Section 402
Total All Funds		**$304,769**	

Management Details

Financial Management

The Financial and Information Systems Section (FISS) will continue to implement and refine a web-based, user-friendly grants management system, SHARP (Safe Highways Application & Reporting Program). The ultimate outcome is the secure, online submission of applications, project agreements, progress reports, reimbursement claims, supporting documentation, and related documents by grantees. SHARP has automatic error checking and required fields, and greater reporting capabilities. Other key components of the system are the online ability of MHSO staff to review and score application submissions prior to funding consideration and to closely monitor financial and program status, by comparing actual results with proposed objectives and activities during project implementation. Information reported will include financial data, as well as statistical / monitoring information specific to the project, which would be used in annual reporting to the NHTSA and other partners.

Primary users of the SHARP system and their roles will be:
- Applicants – to complete and submit applications for highway safety grants

- Grantees – to complete and submit grant progress and financial forms
- MHSO management and administrative staff – to review all forms, assign applications to Project Managers
- MHSO financial staff – to review and score applications, review and process reimbursement forms, monitor overall program expenditures, create budgets and ad hoc financial reports when needed
- MHSO Project Managers – to review and score applications, review and approve progress reports and reimbursement claims, conduct routine monitoring

Additional users, with read-only access, may include NHTSA, FHWA, and other SHA management and financial staff, as needed.

The long-term goal is to integrate and improve communication among the SHARP system, the State Financial Management Information System (FMIS) and NHTSA's Grants Tracking System (GTS). This will further enhance the MHSO's ability to manage programs and associated projects more effectively and efficiently, resulting in better use of staff time and service to customers.

To comply with the *MHSO Monitoring Policy* and federal requirements, the FISS will conduct monitoring site visits on all projects with $150,000 or more in funds obligated to the projects. Projects under $150,000 will have formal site visits as deemed necessary. Monitoring is essential to track progress of projects in meeting objectives and performance measures.

During FFY 2011, the FISS will complete the *MHSO Financial Management Manual* which provides instructions on finance-related tasks and includes examples where appropriate. Grants management and related projects are coordinated by the Grants Management Team, which meets monthly.

FINANCIAL MANAGEMENT: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source
TBD	Coordination & Management	$139,900	Section 402
TBD	SHARP System - IT Project	$71,500	Section 406
TBD	Planning & Administration	$50,000	Section 402
Total All Funds		**$261,400**	

Office Management

The Office Management Section (OMS) currently consists of an Office Manager, and one Administrative Assistant. The Administrative Assistant works along with the Office Manager with the overall responsibility to provide administrative support to the Chief of the Maryland Highway Safety Office, the Deputy Chief, the Chief of the Safety Programs Section, and the Chief of the Program Advisory Section. In FFY 2011 the OMS will continue to provide support to the expanding program areas and the division as a whole as well, including coordinating events, including bids for location, resources, and determining necessary materials. In addition, the OMS will continue a lead role in training the new staff on the current policies and procedures, location of files, electronic forms, and will implement new policies and/or training as necessary.

An important part of the Office Manager's duties center around grants management, and thus, the OM sits on the Grants Management Team. The Office Manager continues to work with the FISS to establish an annual grantee monitoring schedule that conforms to the monitoring policy. Site visits will continue to be coordinated as required by MHSO policy.

During FFY 2011, the OMS will continue to implement new components to the Resource Inventory Database, specifically, measures to increase the efficiency of the existing system. The OMS will continue to provide administrative support by assisting with preparation for major press events, coordinating various MHSO annual events, and automating general use office forms and templates. With the increasing responsibilities of the MHSO, the OMS is vital to the organization's continued success and positive growth.

Conclusion

Maryland remains resolved in its dedication to reducing traffic crashes and the associated injuries and fatalities throughout Maryland. In FFY 2010, the MHSO will depend upon its vast network of traffic safety partners, including state and local agencies, CTSPs, community-based groups, associations, non-profit organizations, hospitals, institutions of higher learning, and the private sector, to effect real and lasting change throughout the State. Strategies to improve the planning and development of highway safety programs will receive continual attention throughout the year as will methods to enhance data collection and dissemination. Periodic assessments conducted to monitor progress and to ensure accountability for both programmatic and fiscal responsibilities will continue to receive the utmost attention.

Maryland's Strategic Highway Safety Plan (SHSP) continues to be a complementary guide to programmatic prioritization and targeted countermeasure implementation. In FFY 2011, the MHSO will continue to seek new and unique partnerships to help implement the action measures identified within the SHSP. Additionally, the projects and programs outlined in this report will undoubtedly have a significant impact in addressing the goals outlined within the SHSP as well as the overall goal to substantially reduce motor vehicle-related crashes, thereby reducing the fatalities, injuries, and resulting property damage.

While the five percent overall reductions in fatalities for 2008 were encouraging, the MHSO is certain that even greater achievements can be attained in the coming year. Anchored by an impressive safety belt use rate and a dedicated network of partners, Maryland stands poised to make significant inroads to reducing fatalities in the next several years. With the assistance of federal funding, Maryland's leadership remains firmly committed to this goal and the MHSO looks forward to providing a stable, efficient, and effective highway safety program for years to come.

Certifications & Assurances

The following are scanned copies of the required Certifications and Assurances for FFY 2011, as secured through the Governor's Highway Safety Representative designee, Mr. Vernon F. Betkey, Jr.. Please note that the NHTSA received an original copy of the Certifications & Assurances in the HSP documents submitted to the agency on September 1, 2010.

State Certifications   Revised 8/13/09

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- o 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- o 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- o 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- o 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- o NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- o Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- o **National law enforcement mobilizations,**
- o **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- o **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- o **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title

VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

k. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;

l. Establishing a drug-free awareness program to inform employees about:
1. The dangers of drug abuse in the workplace.
2. The grantee's policy of maintaining a drug-free workplace.
3. Any available drug counseling, rehabilitation, and employee assistance programs.
4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.

m. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).

n. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
1. Abide by the terms of the statement.
2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.

o. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.

p. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
1. Taking appropriate personnel action against such an employee, up to and including termination.
2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.

q. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT).

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

18. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the

awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

19. (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.

20. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

21. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.

22. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the

certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.

23. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

24. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

25. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded,* as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.

26. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.

27. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.

28. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.

29. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

30. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

31. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

32. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

33. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.

34. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.

35. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.

36. The prospective lower tier participant further agrees by submitting this proposal that is it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)

37. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.

38. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

39. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the

Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
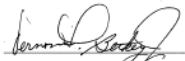
Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

40. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.

41. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year _____ highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

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

_____
Date

FFY 2011 – Maryland Highway Safety Plan

APPENDIX B: List of Acronyms

AAA	American Automobile Association
CCODES	Comprehensive Crash Outcome Data Evaluation System
CIOT	Click It or Ticket
CPS	Child Passenger Safety
CPSF	Checkpoint Strikeforce
CTSP	Community Traffic Safety Program
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
EOI	Expression of Interest
EMS	Emergency Medical Services
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
GRT	Grants Review Team
GTS	Grants Tracking System
HCS-1	Obligation Cost Summary
HD	Health Department

HSCRC	Health Services Cost Review Commission
HSP	Highway Safety Plan
IDC	Impaired Driving Coalition
KISS	Kids in Safety Seats
MAARS	Maryland Automated Accident Reporting System
MCFSBU	Maryland Committee for Safety Belt Use
MCPA	Maryland Chiefs of Police Association
MDOT	Maryland Department of Transportation
MdTA	Maryland Transportation Authority
MHSO	Maryland Highway Safety Office
MIEMSS	Maryland Institute for Emergency Medical Services Systems
MSA	Maryland Sheriff's Association
MSP	Maryland State Police
MVA	Motor Vehicle Administration
NCSA	Non-Commercial Sustaining Announcement
NETS	Network of Employers for Traffic Safety
NHTSA	National Highway Traffic Safety Administration
NSC	National Study Center for Trauma and EMS
OM	Office Manager
OOTS	Office of Traffic and Safety
PA	Project Agreement
PD	Police Department
PI&E	Public Information and Education
PSA	Public Service Announcement
PSTF	Pedestrian Safety Task Force
SAFETEA-LU	Safe, Accountable, Flexible and Efficient Transportation Equity Act: A Legacy for Users
STM	Spring Training Meeting (previously Semi-Annual Meeting – SAM)
SHA	Maryland State Highway Administration
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
SO	Sheriff's Office

SOTF	Smooth Operator Task Force
SRTS	Safe Routes to School
TF	Task Force
TRC	Traffic Records Coordinator
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

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Proj #	Agency Abbr.	Program Area/Projects	Federal Account Code	402 Federal HS211B21	405 Federal HS212B21	406 Federal HS213B21	408 Federal HS214B21	410 Federal HS215B21	2010 Federal HS216B21	2011 Federal HS217B21	Total NHTSA Federal	FHWA Section 148 HS207B21	SP Funds SP511C4A	State Funds AW444A93	Totals	State/ Local Match	Grand Totals
		01 Aggressive Driving Safety Programs															
11-193	MVA	Smooth Operator Aggressive Driving Campaign	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 250,000		$ -	$ 250,000	$ 173,140	$ 423,140
11-	MDTA	Impaired & Aggressive Driving Enforcement	K4PT-2011-01-01	$ -	$ -	$ 18,400	$ -	$ -	$ -	$ -	$ 18,400	$ -		$ -	$ 18,400	$ -	$ 18,400
11-249	MSP	Comprehensive Statewide Enforcement & Training	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 307,600		$ -	$ 307,600	$ 339,300	$ 646,900
	Local	RTSP Enforcement-Aggressive [1]	K4CP-2011-01-02-10	$ -	$ -	$ 245,000	$ -	$ -	$ -	$ -	$ 245,000	$ -		$ -	$ 245,000	$ -	$ 245,000
	MHSO	Law Enforcement/Aggr Driv Prevention Program	PT-2011-01-01	$ 30,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 30,000	$ -		$ -	$ 30,000	$ -	$ 30,000
		Total Aggressive Driving Safety Programs		$ 30,000	$ -	$ 263,400	$ -	$ -	$ -	$ -	$ 293,400	$ 557,600		$ -	$ 851,000	$ 512,440	$ 1,363,440
		02 Inattentive Driving Safety Programs															
	MHSO	Inattentive Driving Prevention Program	DE-2011-02-01	$ 38,200							$ 38,200	$ -		$ -	$ 38,200	$ 3,300	$ 41,500
	UMB	Inattentive/Diversity/TSAFE Program Coordination	DE-2011-02-01	$ 94,600		$ -					$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
		Total Inattentive Driving Safety Programs		$ 132,800	$ -	$ -	$ -	$ -	$ -	$ -	$ 132,800	$ -		$ -	$ 132,800	$ 3,300	$ 136,100
		03 Impaired Driving Safety Programs															
11-217	MD Judiciary	Anne Arundel Co. DUI Court	K8-2011-03-02	$ -	$ -	$ -	$ -	$ 77,270	$ -	$ -	$ 77,270	$ -		$ -	$ 77,270	$ 99,400	$ 176,670
11-233	Harford Co.	Harford Co. DUI Offender Court	K8-2011-03-02	$ -	$ -	$ -	$ -	$ 63,500	$ -	$ -	$ 63,500	$ -		$ -	$ 63,500	$ 44,000	$ 107,500
11-214	MD Judiciary	Howard Co. DUI Court	K8-2011-03-02	$ -	$ -	$ -	$ -	$ 61,578	$ -	$ -	$ 61,578	$ -		$ -	$ 61,578	$ 73,700	$ 135,278
11-	MDTA	Impaired & Aggressive Driving Enforcement	K8-2011-03-01	$ -	$ -	$ -	$ -	$ 36,600	$ -	$ -	$ 36,600	$ -		$ -	$ 36,600	$ -	$ 36,600
11-185	WRAP	2011 Impaired Driving Outreach & Education	K8-2011-03-02	$ -	$ -	$ -	$ -	$ 314,620	$ -	$ -	$ 314,620	$ -		$ -	$ 314,620	$ 500,000	$ 814,620
11-249	MSP	Comprehensive Statewide Enforcement & Training	HS207B21	$ -	$ -	$ -	$ -	$ 67,600	$ -	$ -	$ 67,600	$ 128,400		$ -	$ 196,000	$ 216,200	$ 412,200
11-226	AAA-Mid Atl.	Tipsy? Taxi!	K8-2011-03-02	$ -	$ -	$ -	$ -	$ 48,051	$ -	$ -	$ 48,051	$ -		$ -	$ 48,051	$ 33,300	$ 81,351
11-254	MADD	Court Monitoring	K8-2011-03-02	$ -	$ -	$ -	$ -	$ 75,360	$ -	$ -	$ 75,360	$ -		$ -	$ 75,360	$ 93,100	$ 168,460
	Local	RTSP Enforcement-Impaired [1]	K8-2011-03-02-10	$ -	$ -	$ -	$ -	$ 638,200	$ -	$ -	$ 638,200	$ -		$ -	$ 638,200	$ -	$ 638,200
	Local	RTSP DUI College	K8-2011-03-02-10	$ -	$ -	$ -	$ -	$ 40,800	$ -	$ -	$ 40,800	$ -		$ -	$ 40,800	$ -	$ 40,800
	MHSO	Impaired Driving Prevention Program	K8-2011-03-01	$ -	$ -	$ -	$ -	$ 331,700	$ -	$ -	$ 331,700	$ -		$ -	$ 331,700	$ 140,000	$ 471,700
	UMB	Impaired Driving Coordination	K8-2011-03-01	$ -	$ -	$ -	$ -	$ 94,600	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
		Total Impaired Driving Safety Programs		$ -	$ -	$ -	$ -	$ 1,849,879	$ -	$ -	$ 1,849,879	$ 128,400		$ -	$ 1,978,279	$ 1,199,700	$ 3,177,979
		04 Motorcycle Safety Programs															
11-236	MVA	Mobile Motorcyclist Outreach & Specialized Training Prog.	MC-2011-04-01	$ 3,750	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,750	$ -		$ -	$ 3,750	$ 58,760	$ 62,510
	MVA	Mobile Motorcyclist Outreach & Specialized Training Prog.	K6-2011-04-01	$ -	$ -	$ -	$ -	$ -	$ 39,650	$ -	$ 39,650	$ -		$ -	$ 39,650	$ -	$ 39,650
	Local	RTSP Enforcement-Motorcycle [1]	MC-2011-04-02-10	$ 22,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 22,000	$ -		$ -	$ 22,000	$ -	$ 22,000
	MHSO	Motorcycle Safety Program	K6-2011-04-01	$ -	$ -	$ -	$ -	$ -	$ 119,400	$ -	$ 119,400	$ -		$ -	$ 119,400	$ -	$ 119,400
	MHSO	Motorcycle Safety Program	MC-2011-04-01	$ 31,240	$ -	$ -	$ -	$ -	$ -	$ -	$ 31,240	$ -		$ -	$ 31,240	$ 66,000	$ 97,240
		Total Motorcycle Safety Programs		$ 56,990	$ -	$ -	$ -	$ -	$ 159,050	$ -	$ 216,040	$ -		$ -	$ 216,040	$ 124,760	$ 340,800

Note: 1. Funds for these projects are split among categories to show the specific amounts designated to program areas.

Maryland Highway Safety Office
FFY 2011 Highway Safety Program
Planning Document (by Program Area and Fund Type)

Proj #	Agency Abbr.	Program Area/Projects	Federal Account Code	402 Federal HS211B21	405 Federal HS212B21	406 Federal HS213B21	408 Federal HS214B21	410 Federal HS215B21	2010 Federal HS216B21	2011 Federal HS217B21	Total NHTSA Federal	FHWA Section 148 HS207B21	SP Funds SP511C4A	State Funds AW444A93	Totals	State/Local Match	Grand Totals
		05 Occupant Protection Programs															
11-243	DHMH	Maryland Kids in Safety Seats	K3-2011-05-01	$ -	$ -	$ -	$ -	$ -	$ -	$ 184,640	$ 184,640	$ -		$ -	$ 184,640	$ 129,900	$ 314,540
11-208	MIEMSS	MD CPS & OP Healthcare	K3-2011-05-01	$ -	$ -	$ -	$ -	$ -	$ -	$ 49,322	$ 49,322	$ -		$ -	$ 49,322	$ 141,900	$ 191,222
11-249	MSP	Occupant Protection Program [1]	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 3,000	$ -	$ 3,000	$ 3,300	$ 6,300
	MHSO	Occupant Protection Program	K2-2011-05-01	$ -	$ 569,600	$ -	$ -	$ -	$ -	$ -	$ 569,600	$ -		$ -	$ 569,600	$ 150,000	$ 719,600
	MHSO	Occupant Protection Program	K3-2011-05-01	$ -	$ -	$ -	$ -	$ -	$ -	$ 26,100	$ 26,100	$ -		$ -	$ 26,100	$ -	$ 26,100
	UMB	Occupant Protection Coordination	K2-2011-05-01	$ -	$ 94,600	$ -	$ -	$ -	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
		Total Occupant Protection Programs		$ -	$ 664,200	$ -	$ -	$ -	$ -	$ 260,062	$ 924,262	$ 3,000		$ -	$ 927,262	$ 425,100	$ 1,352,362
		06 Pedestrian & Bicycle Safety Programs															
11-244	WASHCOG	Street Smart Pedestrian & Bicycle Outreach	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 100,000		$ -	$ 100,000	$ 95,400	$ 195,400
11-263	WABA	MD Ped/Bike Trailer Management	K4PS-2011-06-02	$ -	$ -	$ 5,900	$ -	$ -	$ -	$ -	$ 5,900			$ -	$ 5,900	$ 5,000	$ 10,900
11-212	MDOT	Maryland Bicycle Safety Law Enforcement Trng Video	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 25,000		$ -	$ 25,000	$ 18,800	$ 43,800
11-230	One Less Car	Bicycle Awareness Program	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 21,470		$ -	$ 21,470	$ 14,600	$ 36,070
11-248	BMC	Street Smart Baltimore	PS-2011-06-02	$ 175,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 175,000	$ -		$ -	$ 175,000	$ 100,000	$ 275,000
	Local	RTSP Enforcement-Pedestrian [1]	PS-2011-06-02-10	$ 195,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 195,000	$ -		$ -	$ 195,000	$ -	$ 195,000
	MHSO	Pedestrian/Bicycle Safety Program	PS-2011-06-01	$ 33,200	$ -	$ -	$ -	$ -	$ -	$ -	$ 33,200	$ -		$ -	$ 33,200	$ 7,500	$ 40,700
		Total Pedestrian & Bicycle Safety Programs		$ 403,200	$ -	$ 5,900	$ -	$ -	$ -	$ -	$ 409,100	$ 146,470		$ -	$ 555,570	$ 241,300	$ 796,870
		07 Traffic Safety Programs															
11-180	MHSF	MHSF Safe Drive Business Program	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 50,000		$ -	$ 50,000	$ 85,800	$ 135,800
11-242	MVA	Parent Education & Involvement in Teen Driving-Part 3	DE-2011-07-01	$ 25,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 25,000	$ -		$ -	$ 25,000	$ 19,200	$ 44,200
11-187	MVA	Curriculum & Compliance Enhancement for DIP	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 50,000		$ -	$ 50,000	$ 55,100	$ 105,100
	Integ Designs	General Traffic Safety Media	K4PM-2011-07-03	$ -	$ -	$ 175,000	$ -	$ -	$ -	$ -	$ 175,000	$ -		$ -	$ 175,000	$ -	$ 175,000
	MHSO	SHSP Initiatives	K4-2011-07-02	$ -	$ -	$ 310,000	$ -	$ -	$ -	$ -	$ 310,000	$ -		$ -	$ 310,000	$ -	$ 310,000
	MHSO	E-Grants Project	K4-2011-07-02	$ -	$ -	$ 71,500	$ -	$ -	$ -	$ -	$ 71,500	$ -		$ -	$ 71,500	$ -	$ 71,500
	MHSO	SHA Audit	K4-2011-07-01	$ -	$ -	$ 108,000	$ -	$ -	$ -	$ -	$ 108,000	$ -		$ -	$ 108,000	$ -	$ 108,000
	MHSO	T-SAFE Program	CP-2011-07-01	$ 26,200	$ -	$ -	$ -	$ -	$ -	$ -	$ 26,200	$ -		$ -	$ 26,200	$ 1,500	$ 27,700
	MHSO	Young -Older Driver Safety Program	DE-2011-07-01	$ 25,280	$ -	$ -	$ -	$ -	$ -	$ -	$ 25,280	$ -		$ -	$ 25,280	$ 4,500	$ 29,780
	UMB	SPS Chief/MC/Ped Program Coordination	CP-2011-07-01	$ 94,600	$ -	$ -	$ -	$ -	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
	UMB	Younger Driver/Older Driver Coordination	DE-2011-07-01	$ 94,600	$ -	$ -	$ -	$ -	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
	UMB	Communications Coordination	CP-2011-07-01	$ 94,600	$ -	$ -	$ -	$ -	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
		Total Traffic Safety Programs		$ 360,280	$ -	$ 664,500	$ -	$ -	$ -	$ -	$ 1,024,780	$ 100,000		$ -	$ 1,124,780	$ 166,100	$ 1,290,880
		08 Diversity Programs															
		Total Diversity Programs		$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ -	$ -	$ -	$ -

Note: 1. Funds for these projects are split among categories to show the specific amounts designated to program areas.

Proj #	Agency Abbr.	Program Area/Projects	Federal Account Code	402 Federal HS211B21	405 Federal HS212B21	406 Federal HS213B21	408 Federal HS214B21	410 Federal HS215B21	2010 Federal HS216B21	2011 Federal HS217B21	Total NHTSA Federal	FHWA Section 148 HS207B21	SP Funds SP511C4A	State Funds AW444A93	Totals	State/ Local Match	Grand Totals
		09 Data Enhancement Programs															
11-218	NSC	CCODES	TR-2011-09-01	$ 236,475	$ -	$ -	$ -	$ -	$ -	$ -	$ 236,475	$ -	$ 40,000	$ -	$ 276,475	$ 255,000	$ 531,475
11-218	NSC	CCODES	K9-2011-09-01	$ -	$ -	$ -	$ 90,000	$ -	$ -	$ -	$ 90,000	$ -		$ -	$ 90,000	$ -	$ 90,000
11-223	Towson Univ.	TRCC Administration Assistance	K9-2011-09-01	$ -	$ -	$ -	$ 90,774	$ -	$ -	$ -	$ 90,774	$ -		$ -	$ 90,774	$ 136,100	$ 226,874
11-207	Towson Univ.	MSCAN - Phase II	K9-2011-09-01	$ -	$ -	$ -	$ 152,705	$ -	$ -	$ -	$ 152,705	$ -		$ -	$ 152,705	$ 108,200	$ 260,905
11-253	Towson Univ.	Safety & Transportation Knowledge Online (STKO)	K9-2011-09-01	$ -	$ -	$ -	$ 120,248	$ -	$ -	$ -	$ 120,248	$ -		$ -	$ 120,248	$ 118,900	$ 239,148
11-228	MIEMSS	NEMSIS	K9-2011-09-01	$ -	$ -	$ -	$ 100,000	$ -	$ -	$ -	$ 100,000	$ -		$ -	$ 100,000	$ 72,100	$ 172,100
	MHSO	Traffic Record Program	TR-2011-09-01	$ 31,600	$ -	$ -	$ -	$ -	$ -	$ -	$ 31,600	$ -		$ -	$ 31,600	$ -	$ 31,600
	UMB	Data Coordination	TR-2011-09-01	$ 94,600	$ -	$ -	$ -	$ -	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
		Total Data Enhancement Programs		$ 362,675	$ -	$ -	$ 553,727	$ -	$ -	$ -	$ 916,402	$ -	$ 40,000	$ -	$ 956,402	$ 690,300	$ 1,646,702
		10 Community Traffic Safety Programs															
	Local	Local Community Traffic Safety Programs	CP-2011-10-02	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ 500,000	$ 500,000	$ -	$ 500,000
	Local	Local Community Traffic Safety Programs	CP-2011-10-02	$ 1,335,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,335,000	$ -		$ -	$ 1,335,000	$ -	$ 1,335,000
	MHSO	RTSP Program	CP-2011-10-01	$ 200	$ -	$ -	$ -	$ -	$ -	$ -	$ 200	$ -		$ -	$ 200	$ -	$ 200
	UMB	RTSP Coordination	CP-2011-10-01	$ 94,600	$ -	$ -	$ -	$ -	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
		Total Community Traffic Safety Programs		$ 1,429,800	$ -	$ -	$ -	$ -	$ -	$ -	$ 1,429,800	$ -		$ 500,000	$ 1,929,800	$ -	$ 1,929,800
		12 Police Traffic Services															
11-259	Balto Co PD	Crash Reconstruction Training	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 43,089		$ -	$ 43,089	$ 1,130,400	$ 1,173,489
11-330	Ches Reg SC	Law Enforcement Liaison	PT-2011-12-02	$ 94,630	$ -	$ -	$ -	$ -	$ -	$ -	$ 94,630	$ -		$ -	$ 94,630	$ -	$ 94,630
11-270	MD Sher Assn	Crash Reconstruction Conference	PT-2011-12-02	$ 19,855	$ -	$ -	$ -	$ -	$ -	$ -	$ 19,855	$ -		$ -	$ 19,855	$ 127,300	$ 147,155
11-	MD Sher Assn	Highway Safety Project	PT-2011-12-02	$ 25,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 25,000	$ -		$ -	$ 25,000	$ -	$ 25,000
11-	MCPA	Training & Highway Safety Initiatives	PT-2011-12-02	$ 75,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 75,000	$ -		$ -	$ 75,000	$ -	$ 75,000
11-177	MD Pol.Trng Comm	MPCTC-POLEX	PT-2011-12-01	$ 23,052	$ -	$ -	$ -	$ -	$ -	$ -	$ 23,052	$ -		$ -	$ 23,052	$ 88,900	$ 111,952
11-179	MD Pol.Trng Comm	Traffic Safety Specialist	PT-2011-12-01	$ 24,143	$ -		$ -	$ -	$ -	$ -	$ 24,143	$ -		$ -	$ 24,143	$ 16,200	$ 40,343
11-249	MSP	Comprehensive Statewide Enforcement & Training	HS207B21	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 19,200		$ -	$ 19,200	$ 21,200	$ 40,400
	UMB	Law Enforcement Coordination	PT-2011-12-01	$ 94,600	$ -	$ -	$ -	$ -	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
		Total Police Traffic Services		$ 356,280	$ -	$ -	$ -	$ -	$ -	$ -	$ 356,280	$ 62,289		$ -	$ 418,569	$ 1,384,000	$ 1,802,569
		13 Emergency Medical Services															
		Total Emergency Medical Services		$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -		$ -	$ -	$ -	$ -

Note: 1. Funds for these projects are split among categories to show the specific amounts designated to program areas.

Proj #	Agency Abbr.	Program Area/Projects	Federal Account Code	402 Federal HS211B21	405 Federal HS212B21	406 Federal HS213B21	408 Federal HS214B21	410 Federal HS215B21	2010 Federal HS216B21	2011 Federal HS217B21	Total NHTSA Federal	FHWA Section 148 HS207B21	SP Funds SP511C4A	State Funds AW444A93	Totals	State/ Local Match	Grand Totals
		15 Administration															
	MHSO	Business Operations	PA-2011-15-01	$ 50,000	$ -	$ -	$ -	$ -	$ -	$ -	$ 50,000	$ -		$ -	$ 50,000	$ 437,700	$ 487,700
	UMB	Office Management	PA-2011-15-01	$ 94,600	$ -	$ -	$ -	$ -	$ -	$ -	$ 94,600	$ -		$ -	$ 94,600	$ -	$ 94,600
	UMB	Clerical & Administrative Support	PA-2011-15-01	$ 45,300	$ -	$ -	$ -	$ -	$ -	$ -	$ 45,300	$ -		$ -	$ 45,300	$ -	$ 45,300
		Total Administration		$ 189,900	$ -	$ -	$ -	$ -	$ -	$ -	$ 189,900	$ -		$ -	$ 189,900	$ 437,700	$ 627,600
		Total Programmed		$ 3,321,925	$ 664,200	$ 933,800	$ 553,727	$ 1,849,879	$ 159,050	$ 260,062	$ 7,742,643	$ 997,759	$ 40,000	$ 500,000	$ 9,280,402	$ 5,184,700	$ 14,465,102
		Estimated Available		$ 4,000,000	$ 705,117	$ 1,033,576	$ 629,706	$ 2,357,073	$ 125,000	$ 300,000	$ 7,782,551	$ 1,000,000	$ 40,000	$ 500,000	$ 9,322,551		
		Difference		$ 678,075	$ 40,917	$ 99,776	$ 75,979	$ 507,194	$ (34,050)	$ 39,938	$ 39,908	$ 2,241	$ -	$ -	$ 42,149		

Note: 1. Funds for these projects are split among categories to show the specific amounts designated to program areas.

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For Approval

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
NHTSA								
NHTSA 402								
Planning and Administration								
	PA-2011-15-01-00		$.00	$437,700.00	$.00	$189,900.00	$189,900.00	$.00
Planning and Administration Total			$.00	$437,700.00	$.00	$189,900.00	$189,900.00	$.00
Motorcycle Safety								
	MC-2011-04-01-00		$.00	$66,000.00	$.00	$34,990.00	$34,990.00	$.00
	MC-2011-04-02-10		$.00	$.00	$.00	$22,000.00	$22,000.00	$22,000.00
Motorcycle Safety Total			$.00	$66,000.00	$.00	$56,990.00	$56,990.00	$22,000.00
Pedestrian/Bicycle Safety								
	PS-2011-06-01-00		$.00	$26,300.00	$.00	$33,200.00	$33,200.00	$.00
	PS-2011-06-02-00		$.00	$210,000.00	$.00	$175,000.00	$175,000.00	$175,000.00
	PS-2011-06-02-10		$.00	$.00	$.00	$195,000.00	$195,000.00	$195,000.00
Pedestrian/Bicycle Safety Total			$.00	$236,300.00	$.00	$403,200.00	$403,200.00	$370,000.00
Police Traffic Services								
	PT-2011-01-01-00		$.00	$512,440.00	$.00	$30,000.00	$30,000.00	$.00
	PT-2011-12-01-00		$.00	$126,300.00	$.00	$141,795.00	$141,795.00	$.00
	PT-2011-12-02-00		$.00	$127,300.00	$.00	$214,485.00	$214,485.00	$119,855.00
Police Traffic Services Total			$.00	$766,040.00	$.00	$386,280.00	$386,280.00	$119,855.00
Traffic Records								
	TR-2011-09-01-00		$.00	$165,000.00	$.00	$362,675.00	$362,675.00	$.00
Traffic Records Total			$.00	$165,000.00	$.00	$362,675.00	$362,675.00	$.00
Community Traffic Safety Project								
	CP-2011-07-01-00		$.00	$1,500.00	$.00	$215,400.00	$215,400.00	$.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
	CP-2011-10-01-00		$.00	$.00	$.00	$94,800.00	$94,800.00	$.00
	CP-2011-10-02-00		$.00	$2,068,044.00	$.00	$1,335,000.00	$1,335,000.00	$1,335,000.00
Community Traffic Safety Project Total			**$.00**	**$2,069,544.00**	**$.00**	**$1,645,200.00**	**$1,645,200.00**	**$1,335,000.00**
Driver Education								
	DE-2011-02-01-00		$.00	$3,300.00	$.00	$132,800.00	$132,800.00	$.00
	DE-2011-07-01-00		$.00	$78,800.00	$.00	$144,880.00	$144,880.00	$.00
	DE-2011-07-02-00		$.00	$85,800.00	$.00	$.00	$.00	$.00
Driver Education Total			**$.00**	**$167,900.00**	**$.00**	**$277,680.00**	**$277,680.00**	**$.00**
NHTSA 402 Total			***$.00***	***$3,908,484.00***	***$.00***	***$3,321,925.00***	***$3,321,925.00***	***$1,846,855.00***
405 OP SAFETEA-LU								
	K2-2011-05-01-00		$.00	$153,300.00	$.00	$664,200.00	$664,200.00	$.00
405 Occupant Protection Total			**$.00**	**$153,300.00**	**$.00**	**$664,200.00**	**$664,200.00**	**$.00**
405 OP SAFETEA-LU Total			***$.00***	***$153,300.00***	***$.00***	***$664,200.00***	***$664,200.00***	***$.00***
NHTSA 406								
	K4-2011-07-01-00		$.00	$.00	$.00	$489,500.00	$489,500.00	$.00
406 Safety Belts Incentive Total			**$.00**	**$.00**	**$.00**	**$489,500.00**	**$489,500.00**	**$.00**
406 Safety Belts Paid Media								
	K4PM-2011-07-01-00		$.00	$.00	$.00	$175,000.00	$175,000.00	$.00
406 Safety Belts Paid Media Total			**$.00**	**$.00**	**$.00**	**$175,000.00**	**$175,000.00**	**$.00**
406 Pedestrian/Bicycle Safety								
	K4PS-2011-06-02-00		$.00	$5,000.00	$.00	$5,900.00	$5,900.00	$5,900.00
406 Pedestrian/Bicycle Safety Total			**$.00**	**$5,000.00**	**$.00**	**$5,900.00**	**$5,900.00**	**$5,900.00**
406 Police Traffic Services								
	K4PT-2011-01-01-00		$.00	$.00	$.00	$18,400.00	$18,400.00	$.00

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Program Area	Project	Description	Prior Approved Program Funds	State Funds	Previous Bal.	Incre/ (Decre)	Current Balance	Share to Local
406 Police Traffic Services Total			$.00	$.00	$.00	$18,400.00	$18,400.00	$.00
406 Safe Communities								
	K4CP-2011-01-02-10		$.00	$.00	$.00	$245,000.00	$245,000.00	$245,000.00
406 Safe Communities Total			$.00	$.00	$.00	$245,000.00	$245,000.00	$245,000.00
NHTSA 406 Total			*$.00*	*$5,000.00*	*$.00*	*$933,800.00*	*$933,800.00*	*$250,900.00*
408 Data Program SAFETEA-LU								
	K9-2011-09-01-00		$.00	$525,300.00	$.00	$553,727.00	$553,727.00	$.00
408 Data Program Incentive Total			$.00	$525,300.00	$.00	$553,727.00	$553,727.00	$.00
408 Data Program SAFETEA-LU Total			*$.00*	*$525,300.00*	*$.00*	*$553,727.00*	*$553,727.00*	*$.00*
410 Alcohol SAFETEA-LU								
	K8-2011-03-01-00		$.00	$572,400.00	$.00	$530,500.00	$530,500.00	$.00
	K8-2011-03-02-00		$.00	$843,500.00	$.00	$640,379.00	$640,379.00	$640,379.00
	K8-2011-03-02-10		$.00	$390,872.00	$.00	$679,000.00	$679,000.00	$679,000.00
410 Alcohol SAFETEA-LU Total			*$.00*	*$1,806,772.00*	*$.00*	*$1,849,879.00*	*$1,849,879.00*	*$1,319,379.00*
2010 Motorcycle Safety								
	K6-2011-04-01-00		$.00	$.00	$.00	$159,050.00	$159,050.00	$.00
2010 Motorcycle Safety Incentive Total			$.00	$.00	$.00	$159,050.00	$159,050.00	$.00
2010 Motorcycle Safety Total			*$.00*	*$.00*	*$.00*	*$159,050.00*	*$159,050.00*	*$.00*
2011 Child Seats								
	K3-2011-05-01-00		$.00	$271,800.00	$.00	$260,062.00	$260,062.00	$.00
2011 Child Seat Incentive Total			$.00	$271,800.00	$.00	$260,062.00	$260,062.00	$.00
2011 Child Seats Total			*$.00*	*$271,800.00*	*$.00*	*$260,062.00*	*$260,062.00*	*$.00*
NHTSA Total			*$.00*	*$6,670,656.00*	*$.00*	*$7,742,643.00*	*$7,742,643.00*	*$3,417,134.00*
Total			*$.00*	*$6,670,656.00*	*$.00*	*$7,742,643.00*	*$7,742,643.00*	*$3,417,134.00*