

The District of Columbia Highway Safety Office

FY2014 Annual Report

December 31, 2014



Their mission is to prevent drunk drivers
before they start!!

District of Columbia Highway Safety Office

FY2014 Annual Report

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December 31, 2014



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Glossary of Terms and Acronyms

A reference guide for some of the terms used on the following pages:

AAG	Assistant Attorney General
CIOT	Click It or Ticket It
DDOT	District Department of Transportation
DREs	Drug Recognition Experts
DUI	Driving Under the Influence of drugs or alcohol
DWI	Driving While Intoxicated
FARS	Fatality Analysis Reporting System
FHWA	Federal Highway Administration
FY	Fiscal Year
HSO	Highway Safety Office
HSPF	Highway Safety Performance Plan
MPD	Metropolitan Police Department
NHTSA	National Highway Traffic Safety Administration
OAG	Office of the Attorney General
OCME	Office of the Chief Medical Examiner
PCS	Public Chartered School
PPSA	Policy, Planning and Sustainability Administration
SFST	Standardized Field Sobriety Test
SHSP	Strategic Highway Safety Plan
TRCC	Traffic Records Coordinating Committee
TRSP	Traffic Safety Resource Prosecutor
US DOT	United States Department of Transportation
USPP	United States Park Police
WRAP	Washington Regional Alcohol Program

District of Columbia Highway Safety Annual Report

FY2014

Executive Summary

On behalf of the Mayor of the District of Columbia and the Director of the District Department of Transportation (DDOT), the D.C. Highway Safety Office (HSO) is pleased to present the Fiscal Year 2014 Highway Safety Annual Report (AR).

The purpose of the Annual Report for FY2014 (October 1, 2013 – September 30, 2014) is to summarize the accomplishments and challenges experienced by the Highway Safety Office (HSO) in FY2014 with direct reference to the performance measures, targets, strategies and funding identified in the FY2014 Highway Safety Plan (HSP). It also provides the HSO the opportunity to evaluate the effectiveness of the prior year's HSPP and provides an opportunity for the HSO to showcase their achievements.

For FY2014, the District Highway Safety program used Federal grant funds administered by NHTSA in accordance with 23 USC, Sections 402 (Highway Safety Program), 405 (Occupant Protection Incentive Grant), 406 (Seatbelt Incentive Grant), 408 (Data Program Incentive), 410 (Alcohol-Impaired Driving Incentive Grant), and 2011 (Child Safety and Child Booster Seat Incentive Grant) of SAFETEA-LU.

On July 6, 2012, a transportation reauthorization bill was signed into law P.L. 112-141, called Moving Ahead for Progress in the 21st Century Act (MAP-21). Under MAP-21, Section 405 was renamed the National Priority Safety Program, which combines the impaired driving, occupant protection, traffic records and motorcyclist safety programs authorized under SAFETEA-LU (with substantial changes to two of the four) and adds two new incentive programs – one for distracted driving and one for graduated driver licensing. Each program is authorized as a separate section or tier within Section 405, and each has its own eligibility criteria. States must satisfy the eligibility criteria of each tier in order to receive funding for that tier. Based on this data analysis, the HSO has identified the following safety priority area under Section 405:

- Impaired Driving – Eligibility criteria – Low-Range State
- Occupant Protection – Eligibility criteria – High Seat Belt Use State
- Traffic Records – Eligibility criteria – Has a functioning TRCC committee
- Distracted Driving – Eligibility criteria – Laws in effect for cellphone and driving use

The District did not received funding for Distracted Driving, however there was some high visibility enforcement conducted.

The HSO focused on the following traffic safety areas in FY2014:

- Impaired Driving
- Occupant Protection
- Aggressive Driving
- Distracted Driving
- Pedestrian/Bicycle Safety
- Motorcycle Safety
- Traffic Records
- Roadway Safety

District of Columbia Performance Measures

Core Outcome Measures

		2009	2010	2011	2012	2013	3 Yr. Avg.	Percent Change 2011-2013
Description								
C-1	Number of traffic fatalities (FARS)	29	24	27	15	28	23.3	3.7%
C-2	Number of serious injuries	1,617	1,682	1,612	1,567	1,655	1611	2.7%
C-3	Fatalities per 100 million vehicle miles Traveled (FARS)	0.80	0.67	0.76	0.52	0.97	0.75	27.6%
C-4	Number of unrestrained passenger vehicle occupant fatalities, all seat positions (FARS)	4	5	6	4	2	4	-66.7%
C-5	Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of 0.08 g/dL or higher (FARS)	11	7	8	4	10	7.3	25%
C-6	Number of speed-related fatalities (FARS)	10	8	10	6	11	9	10%
C-7	Number of motorcyclist fatalities (FARS)	4	1	4	4	4	4	0
C-8	Number of un-helmeted motorcyclist fatalities (FARS)	2	0	2	1	1	1	50%
C-9	Number of drivers 20 or younger involved in a fatal crash (FARS)	2	0	3	0	0	1	300%
C-10	Number of pedestrian fatalities (FARS)	14	13	8	7	12	9	50%
C-11	Number of bicyclist fatalities	0	2	1	0	2	1	200%

Source: FARS and *State Crash Data Files (2013)*

2013 data shown are from MPD Preliminary; FARS 2013 data has not been released at the time this report was being prepared.

C-9 – Younger Driver fatalities are not a focus area under the District's HSP and is included as a NHTSA requirement.

Core Behavior Measures

		2010	2011	2012	2013	2014	3 Yr. Avg.	Percent Change 2012-2014
Description								
B-1	Observed seat belt use for passenger vehicles, front seat outboard occupants	92.3	95	92.4	87.46	93.2	91.02	0.86%

Source: District of Columbia Observational Seat Belt Survey

Core Activity Measures

	Description	FY2010	FY2011	FY2012	FY2013	FY2014	3 Yr. Avg.	Percent Change 2012-2014
A-1	Number of seat belt citations issued during grant-funded enforcement activities	6,964	6,271	4,832	1,322	4,413	3,522	-8.7%
A-2	Number of impaired driving arrests made during grant-funded enforcement activities	1,239	1,280	832	1,088	1,649	1,189	98.2%
A-3	Number of speeding citations issued during grant-funded enforcement activities	10,625	10,625	6,901 807,213*	4,963 662,828*	2,312 356,880*	613,699	-55.9%

Source: Citations shown resulted from grant funded activities

*Automated Speed Enforcement citations issued. MPD moves the devices to problem areas identified as opposed to having fixed speed boxes.

Additional Core Outcome Measures

	Description	2010	2011	2012	2013	3 Yr. Avg.	Percent Change 2011-2013
C-12	Number of serious injuries in crashes involving a driver or motorcycle operator with a blood alcohol concentration of 0.08 g/dL or higher	52	54	47	52	51	3.7%
C-13	Number of Unrestraint serious injuries	116	97	118	102	106	5.2%
C-14	Number of speed-related serious injuries	344	282	251	300	278	6.4%
C-15	Number of pedestrian serious injuries	303	313	362	348	341	11.2%
C-16	Number of bicyclist fatalities	2	1	0	2	1	200.0%
C-17	Number of bicyclist serious injuries	220	251	260	281	264	12.0%
C-18	Number of motorcyclist serious injuries	98	106	111	116	111	9.4%
C-19	Number of Serious Injuries by Distracted Drivers using a handheld cellphone	23	18	13	11	14	38.9%

Source: State Crash Data Files

Serious Injuries are used as a performance measure for the HSP and the SHSP. It is defined as disabling and non-disabling injuries in the DDOT crash database. However, only data from 2010 to 2013 were available.

Performance Goals and Trends

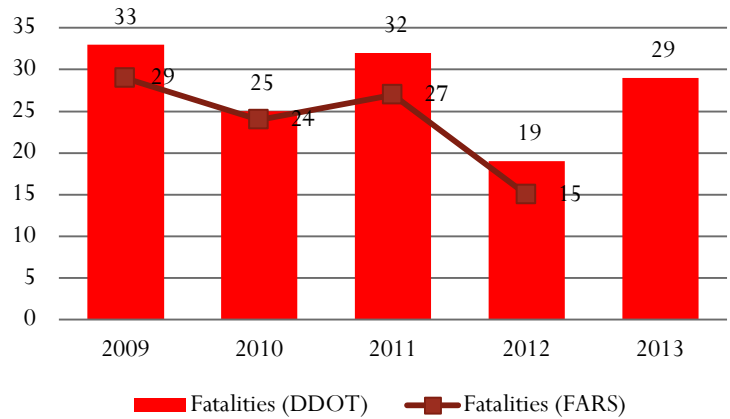
All of the organizations working to improve the safety of the District of Columbia's roadways strive to reduce traffic fatalities and injuries. The following graphs present the current trend, based on the performance measures and goals outlined in the FY2014 Highway Safety Performance Plan.

TRAFFIC FATALITES

GOAL: Reduce the number of serious and fatal injuries in the District by 50 percent by 2025.

Intermediate Goal: To decrease traffic-related fatalities by 9 percent from a three-year (2010-2012) weight average of 23 to 21 by December 31, 2014

Note: Projected goal for traffic-related fatalities for 2013 was 22. **GOAL NOT MET**

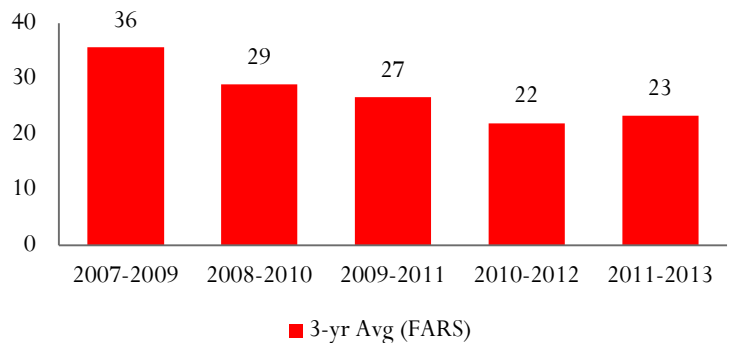


3-YEAR FATALITY TREND

GOAL: Reduce the 3-year fatality average by 4.5 percent from 22 (2010 to 2012) to 21 by December 31, 2013.

GOAL NOT MET

This goal was not included in the FY2014 HSP, however it is presented here as a Federal requirement.

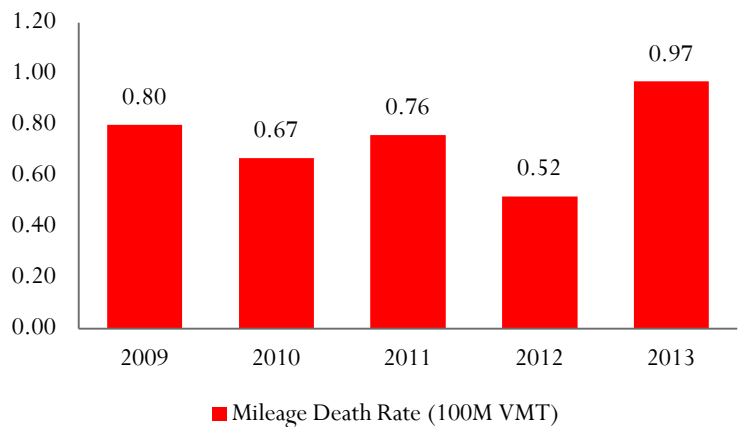


DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

GOAL: Maintain the mileage death rate of 1.0 fatality rate by December 31, 2014.

This goal was not included in the FY2014 HSP, however it is presented here as a Federal requirement.

GOAL MET

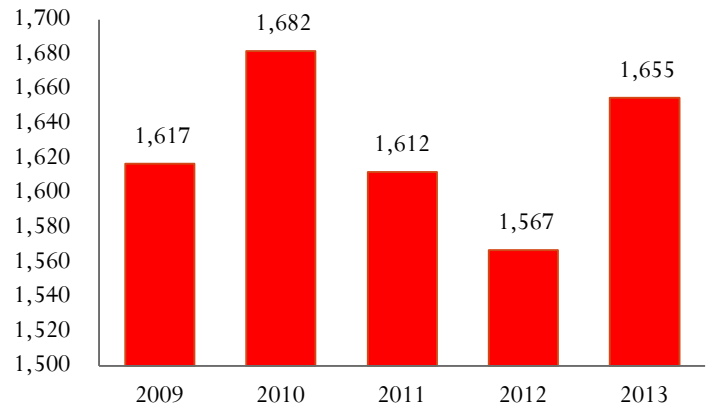


TRAFFIC SERIOUS INJURIES

GOAL: Reduce the number of serious and fatal injuries in the District by 50 percent by 2025.

Intermediate Goal: To decrease traffic-related injuries by 5 percent from a three-year (2010-2012) weighted average of 1,616 to 1,540 by December 31, 2014.

Note: Projected goal for traffic-related injuries for **2013** was 1,578. **GOAL NOT MET**

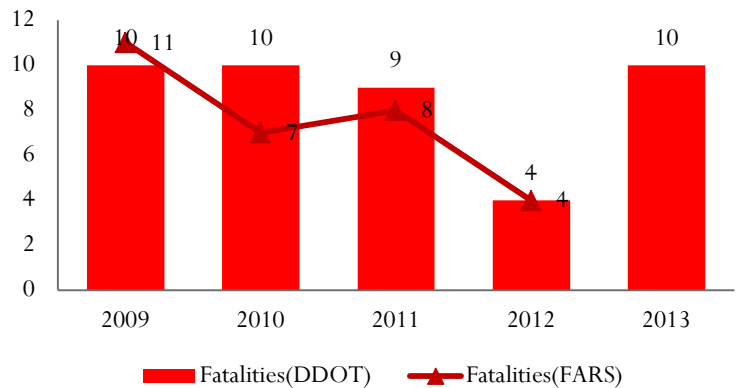


IMPAIRED DRIVING FATALITIES

GOAL: Decrease alcohol-impaired driving fatalities by 20 percent from a three-year (2010-2012) weight average of 9 to 7 by December 31, 2014.

Note: Projected goal for alcohol-related fatalities for **2013** was 8. **GOAL NOT MET**

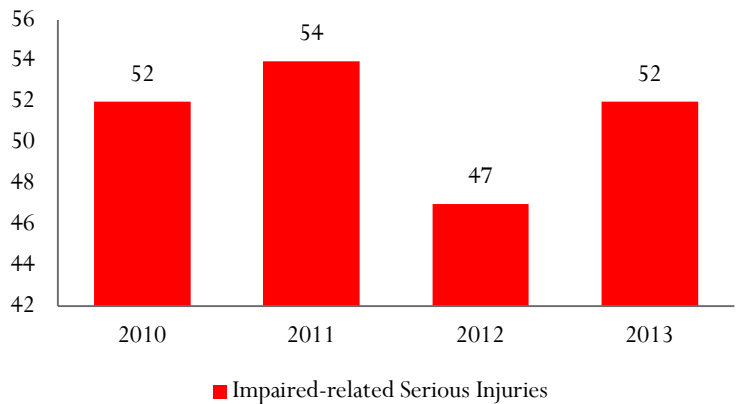
Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 or greater.



IMPAIRED DRIVING SERIOUS INJURIES

GOAL: Decrease alcohol-impaired driving serious injuries by 5 percent from a three-year (2010-2012) weight average of 58 to 55 by December 31, 2014.

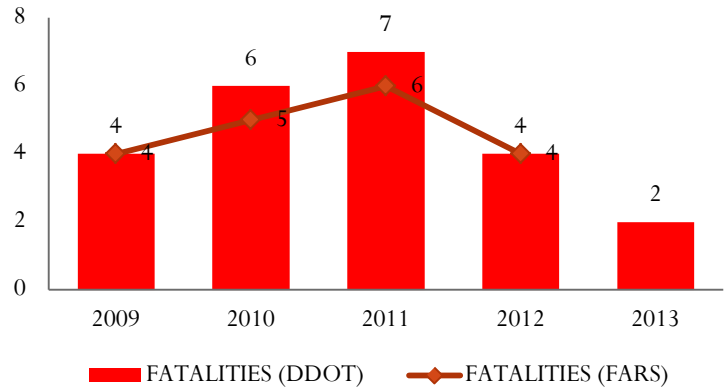
Note: Projected goal for alcohol-related serious injuries for **2013** was 57. **GOAL MET**



UNRESTRAINED FATALITIES

GOAL: Decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 20 percent from a three-year (2010-2012) weight average of 5 to 4 by December 31, 2014.

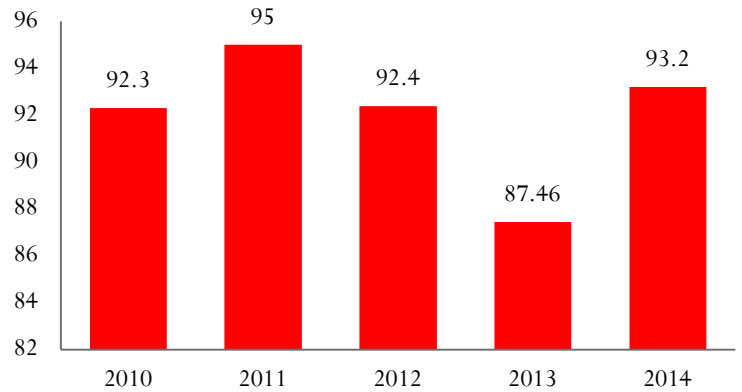
Note: Projected goal for unrestrained fatalities for 2013 was 4. **GOAL MET**



SEAT BELT USE

GOAL: To maintain seatbelt usage above 90 percent by 2014.

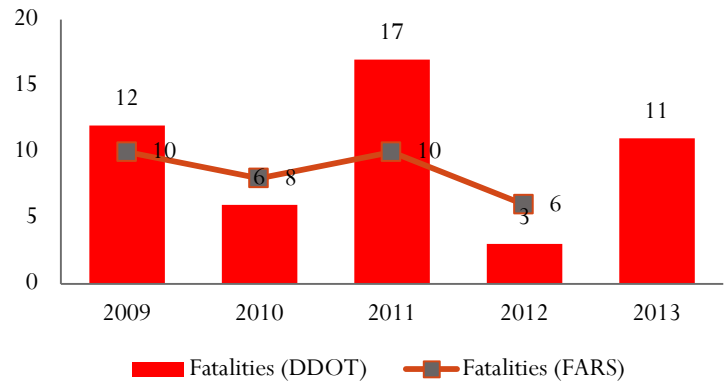
GOAL MET



SPEED-RELATED FATALITIES

GOAL: Decrease speeding-related fatalities by 28 percent from a three-year (2010-2012) weight average of 7 to 5 by December 31, 2014.

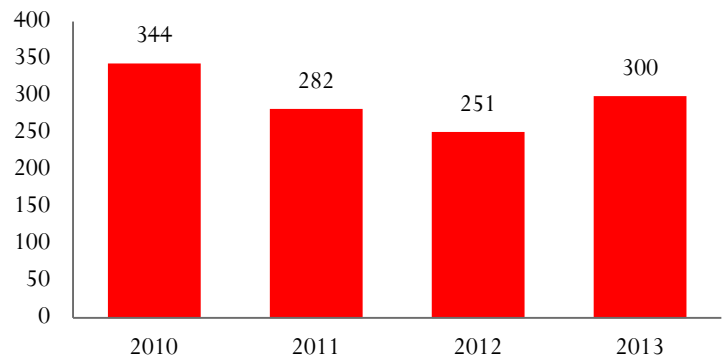
Note: Projected goal for speed-related fatalities for 2013 was 6. **GOAL NOT MET**



SPEED-RELATED INJURIES

GOAL: Decrease speeding-related injuries by 5 percent from a three-year (2010-2012) weight average of 292 to 277 by December 31, 2014.

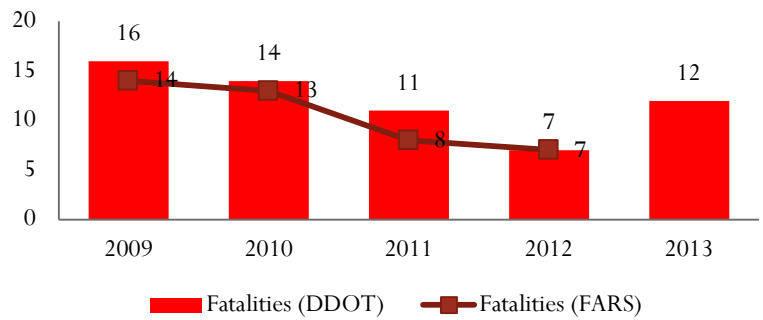
Note: Projected goal for speed-related injuries for 2013 was 285. **GOAL NOT MET**



PEDESTRIAN-RELATED FATALITIES

GOAL: Decrease pedestrian-related fatalities by 22 percent from a three-year (2010-2012) weight average of 9 to 7 by December 31, 2014.

Note: Projected goal for pedestrian-related fatalities for 2013 was 8. **GOAL NOT MET**



PEDESTRIAN-RELATED INJURIES

GOAL: Decrease pedestrian-related injuries by 8 percent from a three-year (2010-2012) weight average of 326 to 300 by December 31, 2014.

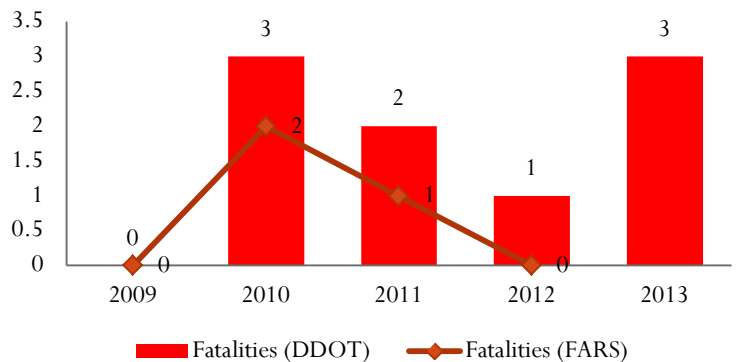
Note: Projected goal for pedestrian-related injuries for 2013 was 313. **GOAL NOT MET**



BICYCLIST-RELATED FATALITIES

GOAL: Maintain bicycle-related fatalities from a three-year (2010-2012) weight average of 1 to 1 by December 31, 2014.

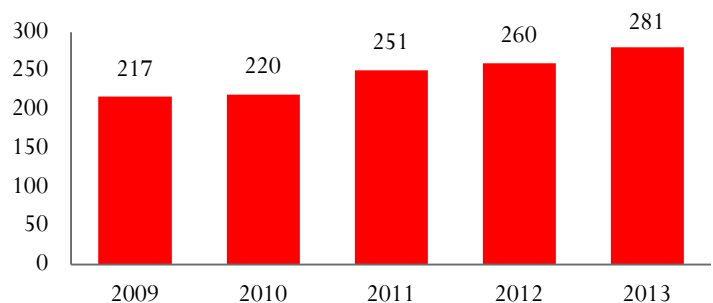
Note: Projected goal for bicycle-related fatalities for 2013 was 1. **GOAL NOT MET**



BICYCLE-RELATED INJURIES

GOAL: Decrease bicycle-related injuries by 6 percent from a three-year (2010-2012) weight average of 244 to 230 by December 31, 2014.

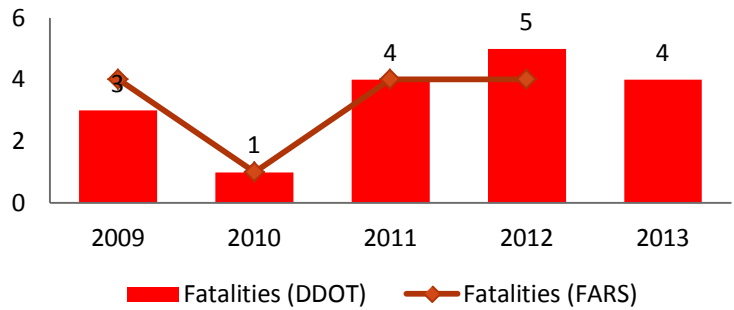
Note: Projected goal for speed-related fatalities for 2014 was 237. **GOAL NOT MET**



MOTORCYCLIST-RELATED FATALITIES

GOAL: Decrease motorcyclist-related fatalities by 33 percent from a three-year (2010-2012) weight average of 3 to 2 by December 31, 2014.

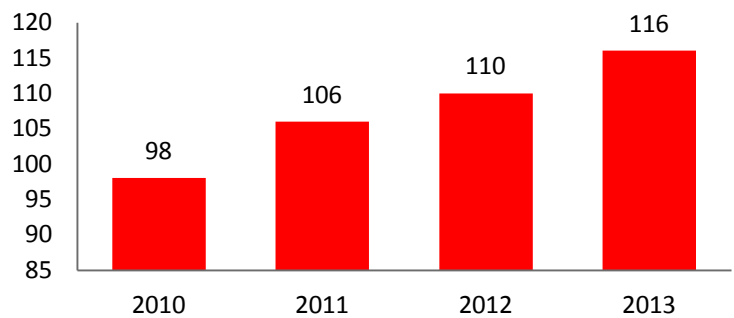
Note: Projected goal for motorcycle-related fatalities for 2013 was 3. **GOAL NOT MET**



MOTORCYCLIST-RELATED INJURIES

GOAL: Decrease motorcyclist-related injuries by 9 percent from a three-year (2010-2012) weight average of 93 to 85 by December 31, 2014.

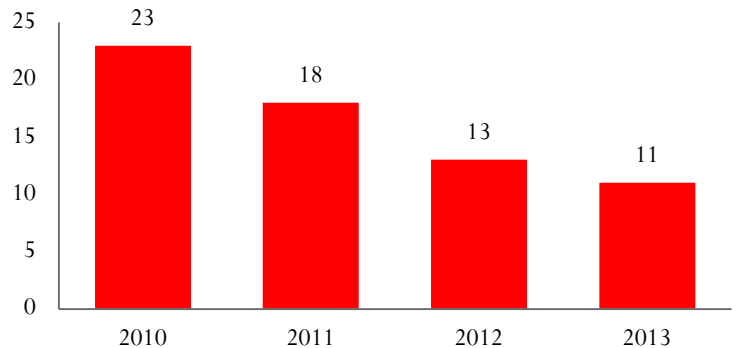
Note: Projected goal for motorcycle-related injuries for 2013 was 89. **GOAL NOT MET**



DISTRACTED DRIVERS IN SERIOUS INJURY CRASH

GOAL: Decrease distracted drivers with handheld cellphones resulting in a serious injury by 17 percent from a three-year weight average (2010-2012) of 18 to 15 by December 31, 2014.

Note: Projected goal for younger driver fatality for 2013 was 17. **GOAL MET**

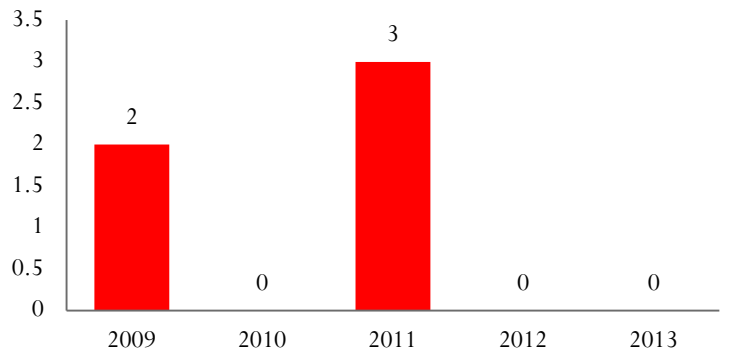


YOUNGER DRIVER IN FATAL CRASH

GOAL: Maintain the number of younger drivers involved in a fatal crash from a three-year (2010-2012) weight average of 1 by December 31, 2014.

Note: Projected goal for younger driver fatality for 2013 was 1.

This goal was not included in the FY2014 HSP, however it is presented here as a Federal requirement. **GOAL MET**



Mission Statement

The mission of the District of Columbia Highway Safety Office (DC HSO) is “to provide a safe and efficient transportation system, improving the mobility of people and goods, increasing transit and walking, enhancing economic prosperity, preserving the quality environment, and ensuring that communities are realized.” The District of Columbia Strategic Highway Safety Plan (SHSP) 2014 identifies strategies to achieve the goal of improving transportation safety by reducing the total number of fatal and serious injuries (disabling and non-disabling injuries) with the ultimate vision of zero traffic fatalities. The District of Columbia seeks to reduce traffic fatalities by 20 percent from 26 (average of 5 years 2008 to 2012, FARS data) to 21 by 2025 and seeks to reduce the serious injuries by 20 percent from 1,688 in 2013 to 1,366 by 2025 (MPD data).

In general, the District’s population has been increasing by nearly 9 percent or 54,900 new residents; approximately 1,100 every month, since 2010. The DC region’s economy expanded by 14 percent (compared to 3 percent with the rest of the US) as a result of a 5 percent increase of the technology sector employment.

The DC HSO continues to work towards achieving its goals, through the administration of Federal highway safety funds, and the following key partners:

- Metropolitan Police Department (MPD)
- Office of the Attorney General (OAG)
- Office of the Chief Medical Examiner (OCME)
- Department of Motor Vehicle (DMV)
- Fire and Medical Emergency Service (FEMS)
- Superior Court of the District of Columbia
- Metropolitan Washington Council of Governments (COG)
- Howard University
- Washington Regional Alcohol Program (WRAP)
- KLS Engineering, LLC
- McAndrew Company, LLC
- Associates for Renewal in Education (ARE)

This report provides an overview of each Program Area, including performance measures and goals implemented in FY2014. The majority of DC HSO programming efforts targeted the following traffic safety priority areas:

- Impaired Driving
- Occupant Protection
- Aggressive Driving
- Pedestrian/Bicycle Safety
- Distracted Driving
- Traffic Records
- Roadway Safety

Legislative Update

There were no updates in FY2014.

Future Plans and Target

The Metropolitan Police Department (MPD) is in preparation to launch the District's first "Impaired Driving Mobile Processing Unit" early 2015. This new mobile enforcement support vehicle is a multipurpose police vehicle. The primary assignment of this vehicle is to support our DUI enforcement efforts. This vehicle is equipped with a temporary holding cell, an exterior lighting system, an Intoximeter Instrument, a mast mounted video system capable of recording the check point operations, and a prisoner processing area with live scan capabilities.



This vehicle will allow for a more efficient use of MPD's manpower at sobriety checkpoints, since the arrest can be processed, tested, and held at the scene versus having to transport the accused to another facility. This also allows the officer to return immediately to the checkpoint operations.



Checkpoint Strikeforce campaign, have created "SoberWoman," an anti-DUI superhero whose goal is to deter drinking and driving. She will be appearing in four specified bar districts in the greater Washington, D.C. area to engage with the campaign's target audience, males aged 21-35.

SoberWoman will interact with bar-goers and ask specific questions that get to the heart of whether they have solid plans to get home safely. The objective is to reach the target audience with a memorable, funny and attractive personality to get them to focus on making advance plans – polls show that only two-thirds of the target audience makes such plans.

Program Funding (FY2014)

The District of Columbia Highway Safety Office (HSO) manages/distributes Federal funds through Federal grant funding disbursement to other District agencies, and other organizations. These funds are used in areas identified by the HSO to change driver behavior and reduce vehicle crashes and crash severity.

In addition to the Section 402 program, the FY2014 HSPP included funding from the Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU). These included:

- Section 405 - K2—Occupant Protection
- Section 406 - K4—Primary Seat Belt Law
- Section 408 - K9—State Traffic Safety Information System Improvement Funds
- Section 2011 - K3—Child Safety and Child Booster Seat Incentive Grants

In FY2014, the following programs were funded:

- Impaired Driving
- Occupant Protection
- Aggressive Driving/Police Traffic Service
- Pedestrian/Bicycle Safety
- Traffic Records
- Planning and Administration
- Roadway Safety
- Safe Communities

Table 1 provides information on the Federal Aid Allocation and the related Grant Expenditure.

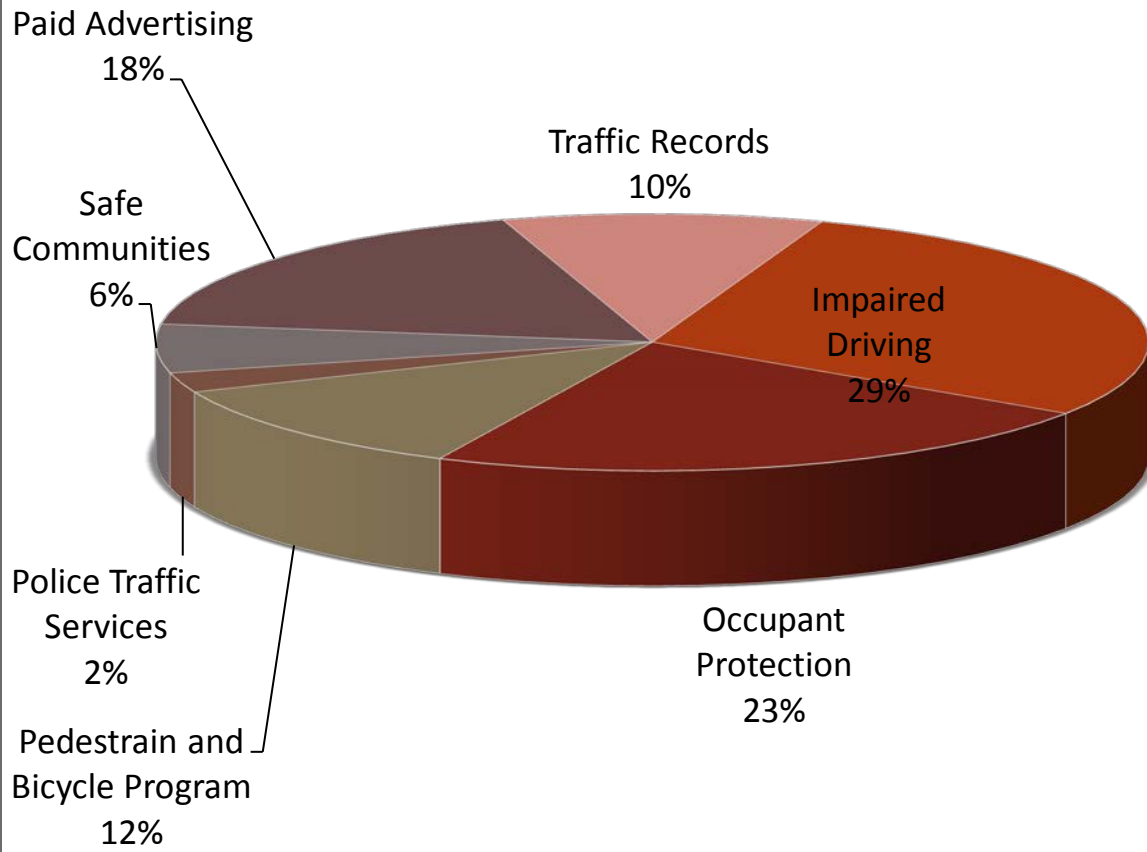
TABLE 1: FEDERAL AID ALLOCATION REPORT AND EXPENDITURE

Program Area	Fund	Task Description	Project No.	Allocation	Expenditure
Planning and Admin.	402	Facilitation of the District's Highway Safety Program. All administration costs that include salary, benefits, office space, telephone, supplies, etc. are paid by DDOT. Federal expenditures for dues for NCGHSR.	PA 2014-01-01	\$ 36,761.74	\$ -
			402 TOTAL	\$ 36,761.74	\$ -
PM TOTAL				\$ 36,761.74	\$ -
Impaired Driving	402	Enforcement of the District's Impaired Driving Laws	AL 2014-03-02	\$ 33,039.30	\$ 26,010.78
		Alcohol Enforcement/Chemical Testing	AL 2014-03-08	\$ 8,521.89	\$ -
		Alcohol Breath Testing Program	AL 2014-03-09	\$ 107,508.78	\$ -
		WRAP FY 2014	AL 2014-03-10	\$ 75,000.00	\$ 43,583.65
		Alcohol Program Supplies	AL 2014-03-11	\$ 150,000.00	\$ -
		OAG-Support Staff and DUI Attorney	AL 2014-03-12	\$ 240,000.00	\$ -
		Alcohol Enforcement City-wide	AL 2014-03-13	\$ 150,000.00	\$ -
		402 TOTAL	\$ 764,069.97	\$ 69,594.43	
	410	WRAP FY 2014	K8 2014-01-02	\$ 22,003.98	\$ 22,003.98
		Office of the Attorney General (OAG)	K8 2014-01-03	\$ 383,604.09	\$ 227,288.24

	Alcohol Enforcement Sec. 410 - MPD	K8 2014-01-05	\$ 8,519.98	\$ 8,519.98
	Underage Drinking Sec. 410 - MPD	K8 2014-01-06	\$ 3,914.05	\$ 3,914.05
	410 TOTAL		\$ 418,042.10	\$ 261,726.25
	154 Open Container Funds - Alcohol MPD	154AL 2014-03-01	\$ 718,883.00	\$ 91,158.14
	154 TOTAL		\$ 718,883.00	\$ 91,158.14
	405d Washington Regional Alcohol Program	M6OT 2014-01-02	\$ 125,000.00	\$ 25,000.00
	Cops In Shops	M6OT 2014-01-06	\$ 100,000.00	\$ 69,012.63
	Media for Impaired Driving Program	M6OT 2014-01-10	\$ 194,028.48	\$ 15,000.00
	Alcohol Enforcement - MPD	M6OT 2014-01-11	\$ 314,659.26	\$ 276,191.88
	Media for Impaired Driving	M6OT 2014-01-16	\$ 89,086.49	\$ 86,248.00
	405d TOTAL		\$ 822,774.23	\$ 471,452.51
Total			\$ 2,723,769.30	\$ 893,931.33
	402 Occupant Protection - DDOT Programs	OP 2014-05-01	\$ 43,393.56	\$ 43,393.56
	OP Program FY 2014 MPD	OP 2014-05-03	\$ 120,000.00	\$ 35,971.85
	Seat Belt Survey FY 2014	OP 2014-05-04	\$ 90,000.00	\$ 84,985.00
	OP DDOT FY 2014	OP 2014-05-05	\$ 31,695.60	\$ 9,732.64
	Associates for Renewal in Education	OP 2014-05-06	\$ 50,000.00	\$ 49,651.01
	Seat Belt Survey FY2015	OP 2014-05-07	\$ 90,000.00	\$ 90,000.00
	402 TOTAL		\$ 425,089.16	\$ 313,734.06
	2011 Child Passenger Booster Seats	K3 2014-05-15	\$ 33,428.70	\$ 33,428.70
	Variable message Board	K3 2014-05-17	\$ 23,046.25	\$ -
	CPS Training and Outreach	K3 2014-05-18	\$ 30,894.22	\$ 24,790.00
	City-wide Programs - CPS	K3 2014-05-19	\$ 102,559.03	\$ 12,071.30
	2011 TOTAL		\$ 189,928.20	\$ 70,290.00
Occupant Protection	405b Community Child Passenger Safety	M1CPS 2014-05-06	\$ 47,962.60	\$ 12,482.50
	405b TOTAL		\$ 47,962.60	\$ 12,482.50
	405b Media Related to High Visibility Enforcement	M1HVE 2014-05-03	\$ 99,956.85	\$ 99,956.85
	Media Related to HVE for Occupant Protection	M1HVE 2014-07-04	\$ 50,043.15	\$ 45,043.15
	High Visibility Enforcement _ OP	M1HVE 2014-05-05	\$ 196,909.50	\$ 124,784.87
	HVE OP - MPD	M1HVE 2014-05-06	\$ 60,000.00	\$ -
	HVE OP MPD FY 2014	M1HVE 2014-05-07	\$ 114,713.51	\$ -
	Media Related to HV Enforcement	M1HVE 2014-05-08	\$ 106,392.03	\$ 29,988.75
	High Visibility Enforcement MPD FY 2015	M1HVE 2014-05-10	\$ 147,154.76	\$ -
	405b TOTAL		\$ 775,169.80	\$ 299,773.62
	405 OP OP Programs - Various for FY 2014	K2 2014-15-03	\$ 12,086.65	\$ 7,450.00
	405 OP TOTAL		\$ 12,086.65	\$ 7,450.00
Total			\$ 1,450,236.41	\$ 703,730.18
	402 Pedestrian Bicycle Safety	PS 2014-08-02	\$ 64,812.88	\$ 60,194.00
	Pedestrian Safety Enforcement - MPD	PS 2014-08-07	\$ 46,676.97	\$ -
	Ped/Bike Enforcement Program - MPD	PS 2014-08-12	\$ 115,000.00	\$ 68,154.70
	Street Smart Campaign - FY 2014	PS 2014-08-13	\$ 75,000.00	\$ 75,000.00
	Ped/Bike Enforcement Program FY 2014	PS 2014-08-14	\$ 877.00	\$ -
	Pedestrian Safety Activities	PS 2014-08-15	\$ 100,000.40	\$ 82,564.99
	Bicycle Safety Activities	PS 2014-08-16	\$ 100,000.00	\$ -
	Street Smart Program FY 2014	PS 2014-08-17	\$ 75,000.00	\$ 75,000.00
	402 TOTAL		\$ 577,367.25	\$ 360,913.69
Pedestrian/ Bicycle Safety				

Total				\$ 577,367.25	\$ 360,913.69
Police Traffic Services	402	Police Traffic Services - MPD	PT 2014-04-01	\$ 186,301.32	\$ 8,695.44
		Police Traffic Services - MPD FY 2014	PT 2014-04-02	\$ 75,000.00	\$ 68,562.04
	402 TOTAL			\$ 261,301.32	\$ 77,257.48
Total				\$ 261,301.32	\$ 77,257.48
Safe Communities	402	Updating the 2007 SHSP for DC	SA 2014-15-14	\$ 335,079.34	\$ 189,784.90
	402 TOTAL			\$ 335,079.34	\$ 189,784.90
Total				\$ 335,079.34	\$ 189,784.90
Paid Advertisement	402	Paid Media for Various Programs FY 2014	PM 2014-14-06	\$ 309,892.19	\$ 309,892.19
		Marketing/Media Various FY 2014	PM 2014-14-07	\$ 100,000.00	\$ 100,000.00
		Distracted Driving Campaign	PM 2014-14-08	\$ 145,000.00	\$ 143,822.46
	402 TOTAL			\$ 554,892.19	\$ 554,892.19
Total				\$ 554,892.19	\$ 554,892.19
Data Program Incentive	408	Section 408 Traffic Records	K9 2014-07-05	\$ 93,053.73	\$ -
		Section 408 Traffic Records Program	K9 2014-07-06	\$ 332,660.76	\$ 223,718.50
		Section 408 Traffic Records Program	K9 2014-07-07	\$ 500,000.00	\$ 100,000.00
		Section 408 Traffic Records Grant	K9 2014-07-08	\$ 500,000.00	\$ -
		Section 408 Traffic Records Grant	K9 2014-07-09	\$ 500,000.00	\$ -
	408 TOTAL			\$ 1,925,714.49	\$ 323,718.50
Total				\$ 1,925,714.49	\$ 323,718.50
Total				\$7,865,122.04	\$ 3,104,228.27

FY2014 Expenditure



Program Summaries

Impaired Driving Program

Impaired driving refers to a deterioration of a person's judgment that decreases his or her physical ability to drive. Alcohol intake and substance abuse are usually the common causes of impaired driving. According to the National Highway Traffic Safety Administration (NHTSA) an alcohol-impaired driving fatality is one that involves a driver with a BAC of 0.08 g/dL or higher. The term "driver" refers to the operator of any motor vehicle, including a motorcycle.

Goals and Trends

The goal of the District's impaired driving program is to decrease the number of alcohol-impaired driving fatalities by 20 percent and the number of alcohol-impaired serious injuries by 5 percent.

The following are the numbers for the last five years:

YEAR	Alcohol-impaired Fatalities	Alcohol-impaired Serious Injuries
2009	10 (FARS)	N/A
2010	7 (FARS)	52
2011	8 (FARS)	54
2012	4 (FARS)	47
2013	10 (DDOT) – Goal 8	52 – Goal 57

The District did not achieve less than 8 alcohol-impaired fatalities in 2013, however the goal for alcohol-related serious injury was exceeded to 52.

In 2013, there were a total of 29 traffic-related fatalities; 10 were due to a driver whose ability was impaired by alcohol and/or drugs. The District Metropolitan Police Department also issued a total of 1,088 citations in 2013 for driving under the influence (DUI). There has been an increase number of drivers driving under the influence of drugs or/and a combination of both drugs and alcohol, making this a very serious, complex problem.

The impaired driving program qualified for the NHTSA 410 grant as a low range state. The following are the programs that were implemented in FY2014.

ADJUDICATION

Project No.: AL-2014-03-12; Section 402, K8-2014-01-03; Section 410
Office of the Attorney General (OAG)

BACKGROUND

The alcohol related offenses are considered the more complex cases that are handled by the Criminal Section of OAG. The complex issues related to impaired driving cases that arise require the expertise of prosecutors to assist law enforcement officers as well as prosecutors to help deter the problem of impaired drivers and create a safer community. As OAG continues to see repeat offenders there is a greater need for proper preparation to adequately punish the defendants and deter future arrests. The DUI Prosecutor is essential to the effective and efficient prosecution of impaired driving cases and other serious offenses, taking a tough stance on impaired driving offenses, providing a resource to the law enforcement community, and protecting the citizens of the District of Columbia. The Traffic Safety Resource Prosecutor (TSRP) program provides the

District's traffic prosecutors and law enforcement agencies with up-to-date resource materials and training opportunities designed to prepare them for and assist them with traffic and safety issues, with particular emphasis on impaired driving.

PROJECT GOALS

To increase the ability of prosecutors and law enforcement to effectively present and prosecute DUI cases and repeat offenders, by providing specialized training, legal research, practical resource materials, and "real-time" trial support throughout the District.

RESULTS

Breath Alcohol Test Programs

In September 2012, after a two and a half year lapse in breath testing, the District's breath alcohol program through the auspices of OCME resumed breath testing on the Intoximeter EC/IR II breath test instruments. Since then, the TSRP continued to provide support to OCME's breath program manager and worked with OCME to provide training to the Breath Test Operators. The TSRP also worked with MPD and OCME to streamline the arrest paperwork process as MPD transitioned from RMS to ILEADs. As of December 2014, OCME has certified 121 breath test operators on the Intoximeter EC/IR II breath test instrument.

Two of the federal law enforcement agencies, USPP and USCP, had changes to their breath test program as well. In FY 2013, USPP appointed a new breath instrument technician for their fleet of breath test instruments. Additionally, the USCP transitioned to the Draeger Alcotest 9510 breath test instrument. The TSRP provided support to both agencies to prepare the technician for court testimony, and provided information with respect to discovery, trial preparation, and training.

Collaboration with Law Enforcement and Other Partners

The TSRP worked closely with law enforcement and other partners in the fight against impaired driving. One of the ways this occurred was through regular DUI enforcement meetings. In FY 2014, the TSRPs facilitated eleven monthly DUI Enforcement meetings. These meetings consisted of a roundtable discussion between law enforcement agencies including the Metropolitan Police Department (MPD), the United States Capitol Police (USCP), the United States Park Police (USPP) and the United States Secret Service Uniform Division (USSS-UD). Other attendees often included representatives from the Office of the Chief Medical Examiner's Office (OCME), the Washington Regional Alcohol Program (WRAP), Pre-trial Services (PSA), National District Attorney's Association (NDAA), and other local partners. DUI Enforcement meetings provided an opportunity for these agencies to share resources and to discuss current issues and trends regarding impaired driving in the District.

The TSRP also served on the Traffic Records Coordinating Committee ("TRCC") and met with the TRCC quarterly. The TSRP also serves on a team to help MPD transition to a new report writing system.

The DUI Prosecutor attended one DUI enforcement meeting on September 2, 2014 and one DRE meeting on December 17, 2014.

The DUI Prosecutor participated in two Draeger witness conferences with U.S. Capitol Police on March 18, 2014 and April 2, 2014.

Community Events and Outreach:

The TSRP attended numerous events throughout FY 2014 to lend support in the fight against impaired driving and overall traffic safety. Some of the events included: WRAP's 2013 WRAPPY Awards ceremony, Foundation for Advancing Alcohol Responsibility (Century Council) Holiday event, NHTSA "Drive Sober or Get Pulled

Over” December holiday press conference, NHTSA “Drive Sober or Get Pulled over” End of the Summer press event; and “Smooth Operator” targeting aggressive drivers press event. Additionally, the TSRP fostered many relationships with area hospitals in order to facilitate securing blood and urine specimens pursuant to search warrants.

The TSRP partnered with MPD to participate in the Youth Advisory Council, a program for high school students to get involved with the city’s law enforcement. The TSRP and one of the city’s DREs provided several presentations to the group concerning the dangers of underage drinking and impaired driving. The TSRP was honored at the annual awards ceremony. The TSRP also authored several blog submissions during targeted enforcement periods (Drive Sober or Get Pulled Over, Halloween, Holiday) for the OAG Public Safety Division’s website. Finally, the TSRP authored a submission for American University Law School’s criminal justice magazine concerning the District’s impaired driving prosecutions (pending publication).

Day-to-day legal support

The TSRP continued to serve an active member of both the TSRP and Impaired Driving web forums, and maintained a collaborative relationship with other state TSRPs providing and receiving legal support. The TSRP frequently updated the section attorneys and law enforcement of DUI trends and hot topics in DUI enforcement, legal updates, and other issues regarding impaired driving. The TSRP served as a resource to attorneys who request police station video evidence for use in their criminal prosecutions, a recipient of



OCME toxicology reports, and other DUI related discovery materials. The TSRPs assist prosecutors in securing documents necessary for trial. In FY 2014, the TSRP submitted approximately 1300 station house and street videos requests on behalf of prosecutors. In FY 2014, the TSRPs received approximately 331 toxicology reports and transferred them into electronic versions for easy access by the attorneys. Additional duties included providing courtroom support for prosecutors and observing court proceedings to identify strengths and areas needing support for prosecutors and law enforcement witnesses. Additionally, the TSRP second seated prosecutors in court matters. The TSRP also assisted prosecutors in drafting appropriate plea offers in impaired-driving cases. The TSRP developed predicate trial questions for the line attorneys to use in their cases. The TSRP developed expert witness notices for HGN evidence and breathe test technician testimony. The TSRP also screened approximately 300 impaired driving cases, including citations, arrest and search warrants. Finally, the TSRP provided lock-up desk coverage screening all of lock ups from the previous day, and appearing on behalf of the District in the arraignment courtroom.

The DUI Prosecutor’s case load consists of Driving Under the Influence (DUI), repeat offenders and expert witnesses. The DUI Prosecutor regularly responds to questions from officers regarding potential cases and DUI enforcement. The DUI Prosecutor also regularly reviews search warrants submitted by officers and signed by a judge for the defendant’s blood and/or urine sample collected for medical treatment purposes by the hospital for additional evidence to assist in the prosecution of the DUI cases.

The DUI Prosecutor answers questions from colleagues regarding charging decisions, trial preparation, expert witness issues, and *Rosser* responses. The DUI Prosecutor also answers questions pertaining to the Intoximeter and Standardized Field Sobriety Tests (SFSTs). The DUI Prosecutor provides colleagues with various information including sample questions for the breath test, SFSTs, expert notice samples, and legal writing samples. The DUI Prosecutor assists other Assistant Attorney Generals (AAGs) with technical or difficult issues. The DUI Prosecutor regularly assists and answers other AAGs’ questions regarding experts in toxicology cases and breath test cases.

Drugged Driving

Over the years, an increased number of drugged driving DUIs have occurred in the District. Through the District's law enforcement agencies, twelve Drug Recognition Experts (DRE) serve to facilitate in the detection of drug impaired driving, with the hope to increase that force in FY 2015. To keep abreast of issues and trends in the DRE community, the TSRP hosted three DRE meetings, which provided an opportunity for the District's DREs to exchange information and share challenges they face in DRE enforcement with the TSRP. Members of OCME also attended and provided vital information about the types of drugs seen by the lab in urine and blood specimens collected from suspected impaired drivers. At two of the ARIDE classes held at USPP this year, the TSRP provided a report writing, testimony, and legal update presentation to the attendees. The TSRP encouraged members of the law enforcement community to take advantage of an online ARIDE course.

Impaired Driving Litigation Cases

The TSRP was assigned numerous cases in FY 2014, often necessitating responses to complicated legal motions, motion in limine to permit the use of medical records, oppositions to motions to suppress statements, opposition to motion to dismiss for failure to preserve video evidence, and opposition to motion to withdraw guilty plea prior to sentencing. The TSRP secured convictions in three impaired driving cases and second chaired several other driving under the influence cases. Additionally, the TSRP secured guilty pleas in many high profile cases and various other impaired driving prosecutions. In one case, a defendant pled guilty to driving under the influence after crashing his vehicle into a family of five who were visiting the District from their home state of Maine. The occupants, including two children, were taken to the hospital for treatment of their injuries.

The DUI Prosecutor files enhancement papers on all applicable repeat offender cases. The DUI Prosecutor files expert notices on cases in which the officer conducted the Horizontal Gaze Nystagmus Test (HGN). The DUI Prosecutor files expert notices for Drug Recognition Expert (DRE) officers. Also, the DUI Prosecutor files expert notices for the toxicologist in toxicology cases. Additionally, The DUI Prosecutor files expert notice in cases she intends on utilizing an expert in her case in chief or in rebuttal. The DUI Prosecutor responds to *Rosser* requests and discovery issues. The DUI Prosecutor conducts plea negotiations. The DUI Prosecutor reviews her cases before trial and extends plea offers to defense counsel. The DUI Prosecutor provides discovery to defense counsel.

The DUI Prosecutor seeks out experts for her cases utilizing National District Attorney's Association (NDAA) and other resources such as toxicologists, breath test technicians and DRE officers. The DUI Prosecutor also seeks input from other police agencies, toxicologists, breath test technicians and NDAA to strategize on how to handle defense experts.

The DUI Prosecutor conducted numerous witness conferences in preparation for trials including civilian witnesses, HGN experts, DRE experts, and police officers offering lay testimony.

The DUI Prosecutor conducted motions to suppress and presented witnesses. The DUI Prosecutor conducted trials, presented lay witnesses, expert witnesses. The DUI Prosecutor cross-examined defendants, lay witnesses and expert witnesses.

The DUI Prosecutor filed fifty seven motions related to her cases and drafted one opposition. The DUI Prosecutor conducted ten trials and four motions.

Legal Changes and Challenges

Although the comprehensive impaired driving law changes took effect in 2012, many legal challenges to those laws came to the forefront during this fiscal year. The TSRP worked hard to provide research and other technical support to the prosecutors to stave off the challenges in court. Some of the legal issues the office faced included: how DC Code defines “prior offense”¹ and whether or not a prior offense as defined by DC Code could be used to enhance an impaired driving conviction; whether an out of state conviction could be used to enhance an impaired driving conviction; challenges to the rebuttable presumption.² The TSRP also continued to assist with legal challenges to the criminal convictions stemming from the District’s former breath test program.

Additionally, legal opinions from the appellate courts further challenged the District’s ability to prosecute impaired driving cases. Some of the rulings involved Sixth Amendment confrontation clause issues, and Fourth Amendment search and seizure implications. In *Missouri v. McNeely*³, the United States Supreme Court held that the natural dissipation of alcohol from one’s bloodstream does not render a per se exigency to avoid securing a search warrant prior to taking an involuntary blood draw from a suspected impaired driver.

District prosecutors also faced substantial challenges pertaining to preservation and production of street and prisoner processing videos. Different police agencies have different retention times for their video camera systems, some as short as ten days. Street videos might be important because the footage could have recorded the defendant’s driving and possibly the field sobriety tests. Prisoner processing video might be important because it could show the defendant’s gait or other behaviors shortly after arrest, and would have recorded breath testing, and field sobriety tests, if performed in the station. If street or prisoner processing video footage was not timely preserved, defense attorneys argued that defendant’s due process rights were violated, and therefore the District should be sanctioned; evidence that would have been shown on the footage should be inadmissible. Sanctions like this would impede the District’s ability to secure a conviction. The TSRP worked tirelessly with each of the respective police agencies to ensure that preservation of video was timely made and to limit the number of cases where video was overwritten. With respect to USCP’s street videos, the TSRP prepared a protective order to enable USCP to disclose street camera video footage.

Legislation/Regulations

The TSRP collaborated with the OCME to develop rulemaking for OCME’s breath alcohol testing program. The rulemaking established the requirements for the certification, calibration, and maintenance of the breath alcohol testing equipment and provided forensic sciences services and training pertaining to forensic testing of breath for ethanol content through OCME’s breath alcohol program.

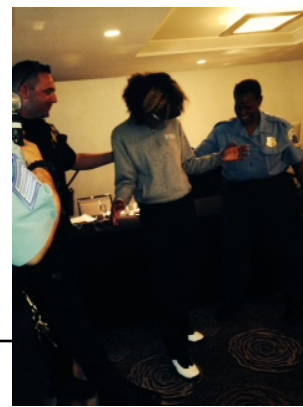
Training

The TSRP continued to train law enforcement and prosecutors on the changes to the DUI laws that were advanced in FY 2012. The TSRP provided training to a variety of area law enforcement agencies, prosecutors, and judges concerning assorted topics pertaining to impaired driving, traffic safety, and general prosecutions. In FY 2014, the TSRP conducted 29 formal training sessions to prosecutors, law enforcement, and toxicology lab personnel. With the launch of MPD’s breath program, a host of training sessions took place to educate prosecutors and law enforcement concerning testimony and admissibility of the breath scores.

¹ DC Code § 50-2206.01 (17)(2013)

² DC Code § 50-1905(b)(2013)

³ 133 S. Ct. 1552 (2013)



The DUI Prosecutor assisted the TSRP in two trainings in November and December of 2014 at the Office of Chief Medical Examiner (OCME), the mock trial portion of the breath test course. The DUI Prosecutor conducted mock trials with another AAG, by conducting direct and cross-examinations of MPD officers preparing to testify in breath test trials.

The DUI Prosecutor conducted one training for two new attorneys in Toxicology and the law on February 25, 2014. The DUI Prosecutor and the TSRP conducted two trainings for four new attorneys (in total) in Toxicology and the law on November 17, 2014 and December 17, 2014. The training included direct and potential cross-examination topics that may be covered during the trial of the government's toxicology expert. The new AAGs watched a slide show. The DUI Prosecutor and the TSRP provided sample questions and case law.

PAID ADVERTISING – CHECKPOINT STRIKEFORCE

Project No.: PM-2014-14-06/07/08; M6OT-2014-01-10/16; Section 405d
McAndrew Company, LLC

BACKGROUND

Checkpoint Strikeforce Campaign is a Mid-Atlantic States research-based, zero-tolerance initiative designed to catch and arrest drunk drivers through sobriety checkpoints and to educate the public about the dangers and consequences of drunk driving.

PROJECT GOALS

To decrease the number of alcohol-related crashes by increasing the audience's belief of arrest for drinking and driving.

RESULTS

The annual **Checkpoint Strikeforce Campaign** emphasizing the dangers and consequences of drunk driving, particularly during night-time hours. Its target audiences are male drivers between the ages of 21 to 35, as well as high risk takers. The media objectives were to:

- Build awareness of Checkpoint Strikeforce that has been established in prior campaign in order to reduce the number of alcohol-related crashes.
- Increase belief of arrest for drinking and driving.
- Increase the perception that law enforcement is out with patrols and checkpoints.

The campaign is run in conjunction with regional coordinated law enforcement waves (August 13 to 30 and December 15 to 31). A combination of radio, cable TV, out-of-home advertising, and digital/social media were used from August 13 to January 1, 2015 – 9-week Media Schedules.

A use of traditional media vehicles as well as new media technologies that are targeted to reach the young male audience.

- Radio will be used as a primary way to reach drivers behind the wheel
- Cable TV will be used to target Males, 18 – 34 (media demo) and to provide increased reach.
- Out-Of-Home Transit ads and the MPD Billboard
- Digital and Social Media



Radio

- A minimum of 150 TRPs per week

- Spots were weighted Wednesday through Saturday from 2pm – 9pm when the greatest number of impaired driving incidents occur; and morning drive time on Wednesday – Friday while they may be thinking and/or planning their evening activities.
- A mix of :15's and :30's were used to give added frequency and make efficient use of the budget.

Cable

- Cable TV Networks and Programs were used to target the young male demo, 18 – 24 and to provide increased reach.
- Spots aired 6 pm to midnight for maximum exposure
- Examples of programming are: ESPN, Family Guy, King of the Hill, That 70's Show, Colbert Report and The Daily Show



Internet Sites

- A variety of sites (sports, music and gaming sites) were used analyzed to cover the 18-34 demographic that offered a more interactive experience.
- Geo-targeting was used so that the Checkpoint Strikeforce message was only be seen in Maryland, Washington, DC and Northern Virginia.
- Radio streaming on Pandora was used to reach the young male audience while they are at their computers (Primarily during the day at work and at home in the evenings)

Digital and Social Media

On August 29, 2013 at the Bullpen outside Nationals Park, the Checkpoint Strikeforce campaign introduced Soberman at a news conference. Soberman will be accompanied by a police officer as he approaches unsuspected patrons, asking if they have a designated driver, cash for a cab, or plans to take public transportation.

Spread over five days between late August and late December, Soberman engaged with the masses nine times:

- Daytime event announcing Soberman with Metropolitan and Arlington police departments and the Chooser Cruiser at The Bullpen bar next to Nationals Park.
- Following that night's Nationals game at The Bullpen bar
- Prior to a Wizards game at Verizon Center main concourse
- On L Street during the busy lunch hour in downtown DC for a Fox-5 story
- In Barcode restaurant in downtown DC for the Fox-5 story
- On a busy street corner in the Clarendon bar district
- Inside Whitlow's on Wilson, where he took the stage and gave remarks over a PA
- At the Greene Turtle bar before a Washington Capitals game
- Prior to a Capitals game at Verizon Center main concourse



At each appearance, Soberman actively pursued interactions with the public, explaining his persona and purpose—giving a nod to law enforcement units accompanying him—and inquiring as to methods of getting home after drinking.

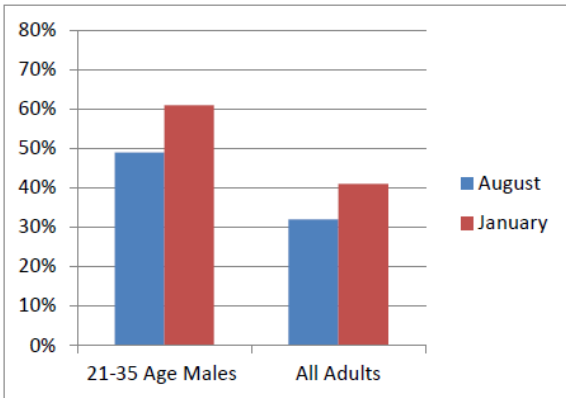
Those with a plan to get home safely were rewarded with prizes, such as a \$5 Starbucks card, while everyone was given a coaster printed with the Soberman logo and a hashtag to encourage social media engagement. At every interaction, parties were urged to pose for a Soberman photo against the Checkpoint Strikeforce backdrop and share their shots via social media.



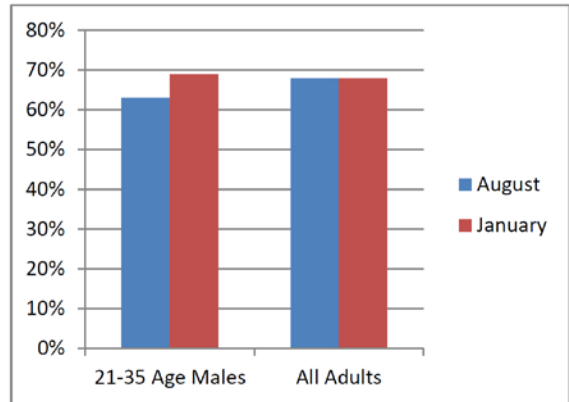
Campaign Awareness

Pre- and post-campaign survey results illustrated increased awareness of both the Checkpoint Strikeforce campaign and of police efforts to use sobriety checkpoints to combat drunk driving among the target audience. The results below are those from Virginia and the Washington, DC DMA only.

Awareness of Checkpoint Strikeforce Campaign



Awareness of Police Efforts to Use Sobriety Checkpoints to Combat Drunk Driving



PUBLIC EDUCATION

Project No.: AL-2014-03-10, K8-2014-01-02, M6OT-2014-01-02; Section 402, 410 and 405d
 Washington Regional Alcohol Program (WRAP)

BACKGROUND

Communications and outreach strategies seek to inform the public of the dangers of driving while impaired by alcohol and to promote positive social norms of not driving while impaired. Education may occur through formal classroom settings, news media, paid advertisements and public service announcements, and a wide variety of other communication channels such as posters, billboards, Web banners, and the like.

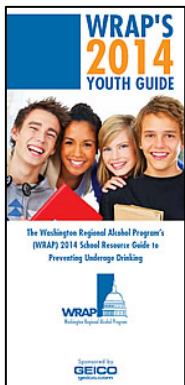
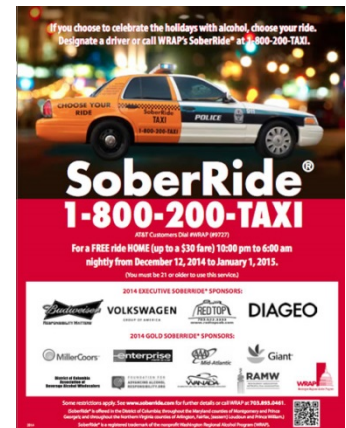
PROJECT GOALS

1. To increase knowledge and awareness of the dangers of alcohol by promoting healthy decisions through direct educational programs at local public and private high schools and community groups in the District of Columbia.
2. To increase community outreach opportunities outside of the school environment.
3. To increase responsible choices regarding alcohol among those 21 and over through increased reach of WRAP's educational programs and printed materials.
4. To increase educational outreach to the public on the risks and consequences of impaired driving through media campaigns and printed materials.
5. To increase recognition of area leaders for their efforts in fighting impaired driving and/or underage drinking.

RESULTS

WRAP's SoberRide Campaign is a no-cost taxicab program designed to prevent drunk driving during the running times of the SoberRide campaigns in the service areas. In FY2014, WRAP hosted four campaigns (Halloween: 2013, Holiday: December 13 to January 1, 2014, St. Patrick's Day: 2014, Independence Day: July 4-5, 2014). The campaign provided a total of 2,452 free cab rides to would be drunks from Greater Washington's roadways.

On December 5, 2013 the "Choose Cruiser" was displayed on Capitol Hill. This hybrid taxicab/police cruiser is an innovative and specially outfitted motor vehicle designed to deter impaired driving in the metro area and promote the SoberRide program.



WRAP also produced and published the "2013 How Safe Are Our Roads?" report, WRAP's 2014 Youth Guide, WRAP's 2014 Corporate Guide, and newsletters, highlighting WRAP's programs and their continuing efforts for reducing impaired driving fatalities.

WRAP's Annual Meeting, celebrating WRAP's 31st Anniversary, for fiscal year ending 9/30/13 was held October 18, 2013 at Maggiano's Little Italy in Washington, DC. The District's Attorney General, Irvin B. Nathan expressed hope that the new DUI laws will assist in reducing impaired driving.

Alcohol awareness activities are designed to promote and conduct educational programs and related events in District of Columbia high schools and within the youth community groups on risky behaviors and the consequences associated with underage drinking and impaired driving. A total of 28 Alcohol Awareness for Students presentations were provided to a total of 1,312 students in the District of Columbia, alone. Presentations were made at the following schools Archbishop Carroll High School, Duke Ellington High School, Gonzaga College High School and Eastern High School. This task has been a challenge for WRAP due to the rules and regulations of the DC schools. For the 2013, students from Ward 3 Prevention Center, Youth Prevention leadership, received a \$100, 2013 GEICO Student award.

WRAP's Safe and Vital Employees (SAVE) presentations were given at Ft. McNair Command Training and Metropolitan Washington Federal Safety reaching a total of 58 adults. Additionally, WRAP participated at the George Washington University Hospital Injury Convention in May 2013.

2013 WRAP Law Enforcement Awards... "16th Annual Event Honors Local Police in Fight Against DUI," read the U.S. Park Police news release headline (12-14-13) regarding WRAP hosting its 16th-annual Law Enforcement Awards of Excellence for Impaired Driving Prevention ceremony awards on December 13, 2013. WRAP honored one-dozen local law enforcement professionals with its 2013 Law Enforcement Awards at a packed ceremony.

Congressional Stop DUI Caucus...Served as a featured presenter at The Century Council's Congressional Stop DUI Caucus event in the Rayburn House Office Building on December 5, 2013 in Washington, D.C.

2013 Checkpoint Strikeforce-SPECIAL MEDIA / RADIO...Coordinated live and on-air "wet demo" in the Greater Washington media market (CBS Radio's 106.7 The Fan) on December 13, 2013 and where WRAP serves as project director of the region's Checkpoint Strikeforce campaign.

George Washington University's "Over the Limit" Event...Served as a featured speaker on the District of Columbia's DUI laws at the GWU's "Over the Limit" event on November 20, 2013 at the George Washington University Hospital in Washington, D.C.

2014 DC Prevention Collaborative...Served as Featured Speaker at the D.C. Trauma Injury Prevention Coordinators Collaborative conference on May 23, 2014.

COG Human Services Committee...Served as Featured Presenter at the Metropolitan Washington Council of Governments' meeting of its Human Services and Public Safety Policy Committee (and on regional DUI trends and laws) on June 20, 2014 in Washington, D.C.

Board Assessment...With retained facilitator from Rouson Associates and as part of WRAP's "traditionally non-traditional summer Board function," conducted a broad-based Board self-assessment on September 26, 2014 at the Metropolitan Police Department's Tactical Training Facility in Washington, D.C.

Teen Alcohol Summit...Served as Featured Speaker and moderator at the D.C. Recovery Community Alliance's Teen Alcohol Summit on September 26, 2014 in Washington, D.C.

WMATA Alcohol Safety Campaign...Invited and participated in inaugural meeting of the Washington Metropolitan Area Transit Authority (WMATA) and the George Washington University Hospital Trauma Center on July 14, 2014 in Washington, D.C. to explore the development of an alcohol safety campaign focusing on alcohol-related injuries occurring in or near Metro facilities.

Occupant Protection Program

One of the most effective protections against a motor vehicle fatality and mitigating factor in the severity of a crash is proper installation and use of seat belts and child-restraint systems. The District has one of the most comprehensive seat belt laws in the nation and has maintained its 90 percent or higher rating since 2008. This has helped to significantly reduce the crash severity.

Goals and Trends

The goal of the District's occupant protection program is to decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions by 20 percent from a three year average of 5 to 4 by December 31, 2014 and to maintain the seatbelt usage above 90 percent in 2014.

The following are the numbers for the last five years:

YEAR	Unrestrained Fatalities	YEAR	Seat Belt Use Rate
2009	4 (FARS)	2010	92.3
2010	5 (FARS)	2011	95.0
2011	6 (FARS)	2012	92.4
2012	4 (FARS)	2013	87.5
2013	2 (DDOT) – Goal < 4	2014	93.2 – Goal >90

The District achieved the 2013 goals.

The occupant protection program qualified for the NHTSA 410 grant as a high range state. The following are the programs that were implemented in FY2014.

CHILD PASSENGER SAFETY COORDINATION

Project No.: OP-2014-05-05, K3-2014-15, M1CPS-2014-05-06; Section 402, 405, 405b and 2011
Child Passenger Safety Program – DDOT

BACKGROUND

Motor vehicle crashes are the leading cause of accidental death for all young people from one-year-old babies through teens. Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (younger than 1 year old) and by 54 percent for toddlers (1 to 4 years old) in passenger cars, if installed properly. Studies have shown that the majority of car seats are installed incorrectly.

PROJECT GOALS

To reduce the number of misused or improperly installed child passenger seats.

RESULTS

Project Safe-Child

The District of Columbia Government has made it easier for the District residents to protect their families. Project Safe-Child is a child safety program for residents of the District. The purpose of this program is to provide DC residents infant, toddler, and booster seats, at a reduced rate plus information and educational materials on properly buckling in children.

For FY2014:

- Over 1400 seats were provided at low cost or free to the District's low-income families at the nine purchasing locations –Children's Hospital, Adams Morgan Clinic, Georgetown Hospital, George Washington Hospital, Providence Hospital, Mary's Center, Washington Hospital Center, Howard University, Centro Nia', Developing Families, George Avenue Collaborative.
- Child Passenger Safety (2-hour workshops). Classes were held at the following locations
 - Mary's Center Maternal - 230 participants
 - CentroNia' – 130 participants.
 - COMP Clinic – 89 participants.

Child Passenger Safety Technicians

Hosting continued education will ensure that current technicians' certifications are kept up to date as well as to recruit new CPS Technicians. A 4-day course was taught through a combination of lecturers, discussions of new issues, role playing and hands-on practice with both child safety seats and vehicle belt systems. The District has a total of 55 certified technicians staffed by members representing DDOT, MPD, Fire & EMS, EMSC and Retail staff. This year 27 technicians were recertified and 2 new CPS Instructors were certified.

Participated in an injury prevention event at FedEx Field with Safe Kids World Wide (SKW). Assisting with the monitoring of newly certified technicians and newly certified CPS instructors to the roles and responsibilities of coalition building in Maryland.

Child Seat Inspection Stations

Four out of five car seats are installed incorrectly. Correctly used car seats and booster seats are extremely effective, reducing the risk of death in a crash by as much as 71 percent. Parents and caregivers can receive free hands-on help from a Certified Child Passenger Safety Technician to learn how to install their safety seat. The District has at least one inspection station in every Ward.



In FY2014 there were over 2,375 child restraint seats inspected and safety materials distributed at the following locations:

- Zena Day Care Center – 7 car seats properly installed over 20 safety packages
- Providence Hospital – 87 car seats properly installed and over 3000 traffic safety packages.
- Metropolitan Police Department various location – 1296 car seats properly installed.
- Booster Seat Tuesday Program – 472 booster seats received.
- National Children's Center – 32 car seats properly installed and 50 safety packages.
- Gallaudet University – 14 car seats properly installed and 52 safety packages.
- Child Passenger Safety Week – over 218 child safety seats
- Apple Tree Day Academy (United Planning Organization sites) 130
- Educare Academy 77 Booster seats were properly installed and 89 car seat packages distributed.
- Birth to Babies car seat check event was held at the Hill center at the old Naval Hospital, 12 car seat were properly installed and 40 packages.
- Department of Public Works Annual Truck Touch event 32 car seats were properly installed and 3 seats were given away, because the children were not in a car seat. 1 bike helmet was given.

Special Events and Outreach

The District's CPS coordinator participates at various events by distributing safety materials and brochures on the importance of Buckling Up. For FY2014 CPS program manager coordinating with DC Metropolitan Police Department, DC Fire & EMS Department and Emergency Services for Children participated in several Community based events such as

- We participated in the Tots to Teen event held at the DC Convention Center. Parents found every type of service they will ever need for their kids; everything from child restraint education services to social services, to simply sports and athletic services
- YMCA Capitol View held a Healthy Fair, 125 traffic safety packages was distributed and demonstrations were provided, on proper use of child safety seats. Event was tweeted receive 102 hits.
- We participated in the Tots to Teen event held at the DC Convention Center. Provided 15 Big Kids, 1 convertible and 1 forward facing seat and 300 traffic safety packages.
- Provided a pedestrian safety education to 30 children and 6 staff at Kiddie Kingdom Learning Center Pedestrian Safety Education packages were given, taught basics of safe walking to school and in the community.
- Provide Train the trainee for the CPS Training Course.
- 12 staff participated in the 2 hour workshop to the staff at Apple Tree Day Care Center at the 4300 C Street SE location.
- Provided 2 hour workshops CentroNia', Mary's Center and COMP Clinic in these months. The workshops provide varying degrees of CPS information including the DC Child Restraint and Seat Belt Laws and basic child restraint use.
- Mentor an instructor candidate in the National Child Passenger Certification Training Program using the new 3 day curriculum. 15 New Technicians and 2 New Instructors, was the result of this training. Car seat event was provided after the training all technicians had the opportunity to install or assist with a car seat.
- Meet with Department of Human Services (Strong Families Division to discuss car seat workshops for staff and clients. Vouchers to receive a car seat were created for the parents in training.
- Presentation on bike safety and a rodeo was held Payne Elementary School. 79 children participated and rode bikes and scooters after they were fitted for a bike helmet.
- Attend the FEMS Week opening ceremony held at The Hattie Home Center.
- On EMSC Day a car seat check event was held at La Petit Day Care Center seats were properly installed and 50 packages were distributed.
- DDOT, Public Space Community Day event provided information on car seat safety, seatbelt, bike safety and distracted driving.
- Children's Hospital "Bring it All Together" Annual event over 500 people participated. 175 traffic safety packages were distributed and 15 bike helmets were given to children with bicycles.
- Hospital for Sick Children June Fair, Family Community Expo was held 600 people participated, distributed 150 traffic safety packages and 2 big kid seats were give away.
- Special event held for Parent Child Mazique to educate staff on installation on their school buses, held at MPD Traffic Division.
- Safe Kids held the St Timothy Daycare annual car seat check event 11 car seats were properly installed and 9 seats were provided.
- Meet with Department of Health Healthy Start Program, concern the voucher program and client and program partnership.

- Participated in the East Friendship Community Day first event provided 50 traffic safety packages and 2 booster seats.
- Participated in the CR Manufacturer Update: Diono Car Seat Webinar, concerning changes made to the restraint seat. Participated in the Vehicle Manufacturer Panel Discussion webinar
- Attended the Kidz in Motion conference, dedicated to Child Passenger Safety Professionals.
- Created a car seat program awareness video for the Parental Advocacy of Providence Hospital.
- National Child Passenger Safety Week allowed for an opportunity for this program to host 10 events throughout the city <http://ddot.dc.gov/event/child-passenger-safety-week-2014> . Distributed over 250 installations and educational packets given to the public, participants included the Department of Motor Vehicle's inspection station, Safe Kids Worldwide, EMSC, MPD, Children's National Health Systems and Georgetown Hospital. The following is an example of sites selected during this weeklong event; Car seat inspection event was held at La Petit Academy, 32 car seats were properly installed, DC Safe Kids at the National Children's Center
- Provided a Pedestrian presentation for the United Planning Organization teaching staff 100 educators participated in the program, with the assistance of EMSC and MPD
- Participated in the Fire Safety Week opening event, distributed 150 brochures on Pedestrian safety
- Participated in the Citywide Kickoff for National Night Out on Tuesday, August 5th, this night to celebrate the partnership for problem solving between the community and local law enforcement, distributed 60 traffic safety packages.
- Provided bike helmets and safety information to the Health Leads DC Program
- Participated in the Baby Buggy Walk in the Park, with Department of Health, Healthy Start, provided 50 packages of car seat information.
- Meeting with Emergency Medical Services for Children and DC Fire Chief, concerning the status of the CPS program, located in his fire department
- Provided multiple pedestrian safety presentation to 50 preschoolers at the Apple Tree Day
- Provided a pedestrian workshop to the Spanish speaking Home Day Care workers
- A face book page was created to heighten the CPS program
- Walk to School Day
- Prom Promise pledge of 2500 students participated and signed a pledge not to ride or drive

PAID MEDIA – CLICK IT OR TICKET

Project No.: PM-2014-14-06; Section 402; M1HVE-2014-05-03 Section 405b
McAndrew. LLC

BACKGROUND

The Primary Seatbelt Law became effective on April 9, 1997, and in 2002, the District adopted the national enforcement and media campaign "*Click It or Ticket.*" Click It or Ticket (CIOT) is the most successful seatbelt enforcement campaign ever, helping to increase the District's seatbelt usage rate. During each mobilization, officers crack down on motorists who fail to wear their seatbelts—both day and night.



PROJECT GOALS

- Continue to influence driver audience attitudes and actions regarding seat belt usage not only for themselves, but also for their passengers.
- Reinforce the message the law enforcement is strictly enforcing DC's seat belt laws, day and night, every trip, every time.
- Participate in NHTSA Region 3 Countdown to the Mobilization in order to increase law enforcement seat belt compliance.

RESULTS

In spring 2014, the District of Columbia held one-week campaigns and enforcement waves in January (20th to 26th) and April (20th to 26th), as well as in the month of May (12th to 24th), during the national **Click It or Ticket (CIOT) Campaign** and one-week campaign during **Child Passenger Safety Week**. The campaign aimed to influence driver attitudes and actions regarding seat belt usage not only for themselves, but also for their passengers and to reinforce the message that law enforcement is strictly enforcing DC's seat belt laws.

Media Objective

- Educate the audiences about the dangers of not wearing a seat belt.
- Inform the audience about increased law enforcement targeting non-seat belt usage.
- Build on awareness of the dangers of not wearing a seat belt that has been established in prior campaigns in order to change driving behaviors.

The media targeted adults aged 18-44 with an emphasis on males aged 18-34. A combination of radio, cable TV, out-of-home advertising, and digital/social media was used.

- Radio was the primary way to reach drivers behind the wheel.
- Cable TV was used to target Males, 18 – 24 and to provide increased reach for the Click It or Ticket message.
- Out-Of-Home (MPD Billboard)



Coverage Highlights are as follows:

Radio

- 60%, Wednesday – Thursday, 2 pm – 9 pm
- 30% Weekends/10% Run of Station (ROS)
- 55% Reach/10.9 Frequency per flight
- Spots were weighted Thursday – Sunday from 2pm – 9pm when the greatest number of vehicle occupant fatalities occur.
- 20 – 30 spots per station, per week/ 5 – 6 stations per week.
- A mix of :15's and :30's will be used to give added frequency and make efficient use of the budget.
- In addition to the paid advertising schedule, radio stations aired the Click It or Ticket message in PSA's, distribute brochures at events, conducted interviews, did "call-ins" with law enforcement and/or designated spokesperson's for the Click It or Ticket campaign.

Cable

- Cable TV Networks and Programs were used to target the young male demo, 18 – 34 and to provide increased reach for the Click It or Ticket message.
- Spots ran 6 pm to midnight for maximum exposure
- Programs include: Family Guy, King of the Hill, That 70's Show, Colbert Report, The Daily Show, etc.
- 2 Week Delivery: 40% Reach / 12.0 Frequency

OBSERVATION SURVEYS: SEATBELT USE

Project No.: OP 2014-05-04; Section 402

Howard University

BACKGROUND

The primary objective of the annual seat belt usage study is to conduct a comprehensive citywide survey in order to determine the overall seat belt use rate in the District of Columbia, as per Federal requirements. The study has been completed annually for over 20 years.

PROJECT GOAL

Determine District of Columbia's seatbelt use rate.

RESULTS

The **2014 Seatbelt Usage Survey**, conducted by Howard University, found an 93.2 percent seatbelt compliance rate; a 6.6 percent increase from 87.46 percent in 2013. The District's seat belt use rate is still higher than the national average of 86 percent in 2012.

TEEN HIGHWAY SAFETY PROGRAM

Project No.: OP-2014-05-06; Section 402
Associates for Renewal in Education (ARE)

BACKGROUND

In 2013, drivers ages 16-20 were involved in 757 crashes in the District of Columbia. Many of these crashes can be attributed to problem behaviors in teenage drivers. Some of the main causes of these traffic crashes among teens continue to include: inexperience driving, speeding, drinking and driving, not wearing a seatbelt, and distracted driving use (cell phones, texting, etc).

PROJECT GOAL

- To increase awareness and safety belt usage among teenage drivers and occupants in vehicles.
- To increase awareness and correct usage of child safety seats.
- To increase awareness among teens of the dangers of driving while impaired, laws, and consequences of underage drinking.
- To increase awareness of aggressive driving, watch for warning signs, what to do, and learn how to prevent a aggressive driving.
- To increase awareness of distracted driving, watch for warning signs, know what to do, and learn how to prevent a distracted driver.
- To increase awareness of pedestrian and bicycle safety, with an emphasis on school zones, preschool, and elementary school children.
- To educate parents, teachers, and students on current child passenger restriction laws.
- To educate on the importance of proper installation and use of car safety seats and guardians of infants and young children in the District of Columbia.
- To increase awareness of motorcycle safety.

RESULTS

ARE partnered the DC Department of Transportation (DDOT) to visit several high schools throughout the District of Colombia beginning in May during Prom Season, to encourage high school seniors to drive safely, do not drink and drive, or ride with anyone who has been under the influence of alcohol. Twelve (12) High Schools were visited. They included: HD Woodson (150 youth), Spingarn (100 youth), Anacostia (150 youth), Banneker (100 youth), Coolidge (180 youth), Columbia Height Educational Campus (200 youth), Phelps (125 youth), Lab School of Washington (30 youth), Carlos Resario PCS (60 youth), Roosevelt (135 youth), Booker T Washington PCS (60 youth) and Cardozo (120 youth).



They also presented to 250 teachers, staff and administrators. Teens were asked to complete the Safe Driver Pledge and were given flash drives to correspond with their school colors. They were given the task to chronicle their encounters with both safe and unsafe driving and to create slogans, poetry, rap songs, etc. that they felt would encourage their peers to be more aware of safety habits. These Pre-Prom Safety groups also involved presentations to the students that provided incite and information on the importance of safety during prom and graduation events. The Metropolitan Police Department informed the students of the consequences of illegal behavior from a legal prospective. The Fire and

Emergency Medical Services Department warned students of the medical risks associated with those illegal behaviors. The Department of Transportation went on to remind the youth that Prom and Graduation was a celebratory time in their life and their families' lives. They were challenged to continue to journal other situations that they may become confronted with and how they intended to remain safe. Approximately fourteen hundred youth (1400) that signed the Safe Driver Pledges as a result of the Pre-Prom Safety campaign.

In mid-July, we began our Teen Highway Safety Program, partnering with two high schools, HD Woodson Senior High School, Columbia Heights Educational Campus and Sasha Bruce to work with their summer programs. Two safety consultants were chosen to implement the program at each site along with one high school student and college junior to assist. Students from each program completed the Teen Highway Safety program using the updated curriculum. Each participant completed Pre/Post-tests to test their general knowledge of highway safety, before and after each topic was discussed, and signed the Safe Driver Pledge.

The program lasted about 6 weeks. In addition, each program completed projects such as a poster contest and included slogans that encouraged safe driving. The Teen Highway Safety Program went exceptionally well. We had several students to participate from both schools and complete the Safe Driver Pledge during the summer and the program was reinforced at during the new school year. This year Columbia Heights Educational Campus participated in a State Farm's "Celebrate My Drive" campaign. We assisted them in this effort by getting as many people involved in the voting process as possible. This process allowed those who voted to complete a safety questionnaire daily. Each day the questions were different and raised the awareness of driving safety.

During the Seat Belt Safety course, many students were unaware that all passengers, no matter the age or seat they were in had to be restrained by a safety belt. Some thought only children had to be restrained in the backseat or only adult passengers in the front seat had to be restrained. This mindset is a common recurrence amongst teens.

As we moved to the Distractive Driving section of the course, students were made aware of the various ways they could be distracted. Students and the teen parents associated distracted driving with only cell phone use. Many of the youth were surprised that eating and putting on make-up while driving were considered unsafe driving. We also talked about the newly installed hands free devices that are no factory installed and equipped on most or the newer model cars and trucks. Devices like touch screen panels and navigation systems.

In conclusion of the program, ARE held a modified Community and Safety Day on September 27th from 11AM - 3PM. Due to the heavy construction in front of ARE (45 P Street) the Annual Community Safety and Fun Day was converted to an old fashioned neighborhood meet and greet. Our ARE staff, as well as our summer youth employment workers walked the neighborhood passing out literature and assisting residents with car seat installations. The purpose of the event was to bring the community together in a fun way to promote safety in the community.



Aggressive Driving Program

Aggressive driving is characterized by violations such as speeding, tailgating, unsafe lane changes, and running both red lights and STOP signs. Speeding is always a major contributing factor in high-severity crashes.

Goals and Trends

The goal of the District's aggressive driving program is to decrease the number of speeding-related fatalities by 28 percent from a three-year average of 7 to 5 by December 31, 2014 and to decrease speeding-related serious injuries by 5 percent from a three-year average (2010-2012) of 292 to 277 by December 31, 2014.

The following are the numbers for the last five years:

YEAR	Speed-related Fatalities	Speed-related Serious Injuries
2009	10 (FARS)	
2010	8 (FARS)	344
2011	10 (FARS)	282
2012	6 (FARS)	251
2013	11 (DDOT) – Goal 6	300 – Goal 285

The District did not achieve the 2013 goals.

SMOOTH OPERATOR PROGRAM

Project No.: PM-2014-14-07; Section 402
MacAndrew, LLC

BACKGROUND

Smooth Operator is a cooperative interstate effort to combat aggressive driving in the Mid-Atlantic area. The public safety partnership blends the efforts of law enforcement, public safety officials and other experts. Smooth Operator is a model for a coordinated, intra- and interstate effort designed to combat the aggressive driving problem and find short- and long-term solutions.

Every year, motorists in the Washington, DC metro area rate aggressive driving as the number one threat to highway safety. Almost half of all drivers are more concerned about tailgating, speeding, rage while driving, and reckless driving maneuvers than any other danger.

Smooth Operator campaign works to influence audience attitudes towards aggressive driving behaviors and their consequences. This year message was *"Speeding is Aggressive Driving. It Stops Here"*

PROJECT GOALS

1. Influence audience attitudes in the District of Columbia and metro area toward aggressive driving behaviors and their destructive consequences.
2. Continue to support the High Visibility Enforcement (HVE) approach through messaging and media.
3. Cause and sustain positive behaviors that will help to improve the safety and well being of our community.

Media Objectives

1. Build on the awareness of Smooth Operator that has been established in prior campaigns in order to reduce the number of speed-related crashes.
2. Increase the perception that law enforcement is out with patrols and checkpoints.
3. Increase public awareness of aggressive driving behaviors including speed and destructive consequences around automobiles, trucks, motor coaches and buses. The audience includes all drivers, including truck, motor coach and bus drivers, in DC and MD as the primary audience and law enforcement and judicial agencies as secondary audiences.

RESULTS

The 2014 Smooth Operator campaign message was “Speeding is *Aggressive Driving. It Stops Here*” The target demographics were all driving adults between the ages of 18 to 49, where the primary target was male drivers between 21 and 30 years old. This age group is identified as high-risk takers, which directly translates to dangerous driving behaviors behind the wheel, speeding in particular.

Enforcement and media flights were conducted in May (25th to 31st), July (6th to 12th), August (3rd to 9th) and September (1st to 6th). The following are the coverage highlights:

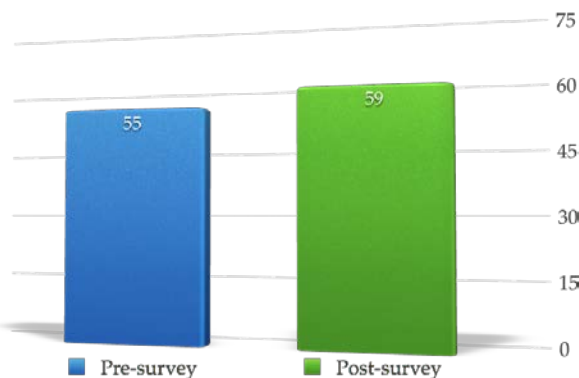
- Radio
 - Radio ran Thursday – Saturday during the flights.
 - Spots were weighted from noon to 11PM when the greatest number of speed-related crashes occurs.
 - A mix of :15’s and :30’s were used to give added frequency and make efficient use of the budget.
 - Hispanic and African American formatted stations were included in the buy.
 - Out of Home:
 - Super Ultra bus sides ran throughout the DC area
 - The MPD Billboard on New York Avenue ran the Smooth Operator message all summer
- Internet Sites
 - A variety of sites (sports, music and gaming sites) were used for coverage of the 21 – 30 demographic that offered a more interactive experience.
 - Geo-targeting was used so that the Smooth Operator message was only be seen in Maryland and the Washington, DC area.
 - Radio streaming, was used to reach the young male audience while they were at their computers (Primarily during the day at work and at home in the evenings.
- Digital and Social Media
 - MPD and DDOT social media activities were supplied with additional content.

- Oversized Smooth Operator bus ads ran throughout the DC area.



- Results from the 2014 Pre-Post survey showed Smooth Operator message awareness at almost 60% of the target audience.

2014 Total Message Awareness Among Males 18-34



- Media Event – The press event was held at MedStar Washington Hospital Center helped to inform the public of the dangers of speed and aggressive driver. TV, radio and online news coverage reached over 2 million area residents.



At the 2014 Smooth Operator Recognition event it was revealed that there were over 168,000 citations issued during the four enforcement waves in 2014

Pedestrian and Bicycle Safety Program

Pedestrian and bicycle safety remains a top priorities for safety planners in the District. As the Nation’s Capital, the city is the nation’s third worst traffic congestion-area and is the eighth most popular tourist attraction. These factors, combined with the high numbers of pedestrians and bicyclists traveling to work, school, or other locations, make this group particularly vulnerable.

Goals and Trends

The goal of the District’s pedestrian program is to decrease the number of pedestrian fatalities by 22 percent from a three year average of 9 to 7 by December 31, 2014 and to decrease the number of pedestrian-related serious injuries by 8 percent from a three year average of 326 to 300 by December 31, 2014.

The goal of the District’s bicycle program is to maintain the number of bicycle related fatalities to the three year average of 1 and serious injuries by 6 percent from 244 to 230 by December 31, 2014.

The following are the numbers for the last five years:

YEAR	Pedestrian-related Fatalities	Pedestrian-related Serious Injuries	Bicycle-related Fatalities	Bicycle-related Serious Injuries
2009	14 (FARS)	537	0 (FARS)	217
2010	13 (FARS)	303	2 (FARS)	220
2011	8 (FARS)	313	1 (FARS)	251
2012	7 (FARS)	362	0 (FARS)	260
2013	12 (DDOT) – Goal 8	348 – Goal 313	1 (DDOT) – Goal 3	281 – Goal 237

The District is committed to improve the safety of all modes of transportation and is included in their 2012 Sustainable DC Plan. Their transportation goals are to:

- Increase biking and walking trips to 25 percent of all commuter trips in 20 years, and
- Increase the use of public transit to 50 percent of all commuter trips.

The District has seen a significant increase in both pedestrian and bicycle trips. In 2011, there were 74,159 work-related pedestrian trips; an increase of 6.2 percent compared to 2005 of 69,836 trips. Bike commuting in the District has increased from less than 1 percent in the 1990s to over 3.2 percent in 2012. The following contributed towards this increase:

- 56 miles of bike trails
- 56 miles of bike lanes
- 3 miles of cycle tracks
- 2,300 bike racks
- 84 miles of signed bike routes
- 6.6 miles of shared lanes
- 1,800 Capitol Bikeshare Bikes (DC’s Premiere Bike Sharing Program)
- 344 Capitol Bikeshare Stations (>325,000 trips, Sept. 2014)

With this increased in exposure, there will be an increase in crashes and also the reason why the District’s HSP goals were not met. The challenge is to accelerate implementation of the pedestrian and bicycle safety strategies to reverse this trend. The following is a summary of the programs that were conducted in FY2014.

PAID ADVERTISING – STREET SMART CAMPAIGN

Project No.: PS 2014-08-13/17; Section 402
Metropolitan Council of Government

BACKGROUND

Street Smart Campaign is conducted across the greater Washington metropolitan area. This campaign has been promoting awareness of the consequences of motor vehicle, pedestrian and bicycle crashes, drawing attention to law enforcement efforts that target behaviors by pedestrian, cyclists and motorists, and recommending ways to reduce risks, since 2002.

PROJECT GOALS

The goals of this campaign are to:

1. Reduce pedestrian and cyclist injuries and deaths in the region.
2. Educate drivers, pedestrians and cyclists about safe usage of roadways.
3. Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.

RESULTS

Fall Campaign Kickoff Press Event, Tuesday, October 22, 2013, MWCOG kicked off its fall *Street Smart* pedestrian and cyclist safety campaign, “Tired Faces” at the U.S. Capitol Grounds in Washington, DC. State and local officials joined law enforcement and safety advocates from the region warning residents that law enforcement would be stepping up efforts in the following weeks to ticket drivers, cyclists, and pedestrians who violated traffic safety laws.



The end of Daylight Savings Time in November means an hour less of daylight during evening commutes which leads to reduced visibility and typically results to an increase in crashed involving pedestrian and cyclists during the darker autumn months.

The event featured a special guest Gwendolyn Ward who shared her story of her 15-year old daughter, who was struck by a car while crossing the street in Germantown, Maryland. The event also featured a memorable performance by the Roaring Bengal Marching Band, tolling a bell in recognition of each of the 72 pedestrians and bicyclists that were killed in the region.

Spring Campaign Kickoff Press Event, Thursday, April 17, 2014, MWCOG launched a spring campaign with an event in Woodbridge, Virginia at an intersection where a mother of two was stuck by a car and killed in the crosswalk.

Speakers highlighted the engineering improvements to the intersection, including crosswalk striping and the recent implementation of a Leading Pedestrian Interval (LPI) signal. This is a timing technique that allows people crossing the street, a few seconds' head start to begin before cars get a green light. These improvements were promoted and encouraged to treacherous intersections and roadways across the region.



The event highlighted the efforts to increase pedestrian and bicycle safety, including police departments' heightened enforcement between April 14 and May 11 of pedestrian and bicycle safety laws.

Media Tours In addition to the launch events, the Street Smart program sponsored a local media tour with press interviews to extend the coverage of the campaign. Spokespeople for the campaign included George Branyan, District Department of Transportation; Michael Farrell, Metropolitan Washington Council of Governments; and Walter Tejada, Arlington County Board. Sherry Matthews Marketing distributed news releases, fact sheets, press photos and cutlines, and b-roll video footage in both English and Spanish to regional media outlets across the region.

Media Relation Results

- 39 television broadcast stories reaching nearly 1.7 million viewers, with more than \$251,000 in publicity value.
- 21 radio broadcast news stories reaching more than 4.37 million listeners, valued at nearly \$66,000.
- 48 online articles in publications with a combined circulation of more than 62 million.
- 2 print articles, including one in The Washington Post, reaching more than 585,000 readers and worth nearly \$65,000 in publicity value.

Creative

The research-based aids “Tired Faces” were produced in English and Spanish, emphasizing the vulnerability of the human body in contrast to vehicles on the road. These creative were embraced worldwide by programs in the United Kingdom, New Jersey, Massachusetts, and Salisbury University on Maryland’s eastern shore.



Paid Media

The target audience was adults 18-49, skewing male. The media plan was designed to achieve maximum reach across the region, focusing on street-level marketing. Media included both English- and Spanish-language channels.

Coverage Highlights are as follows:

- Radio
 - Spots ran on the following area stations:
 - WKYS-FM 93.9 (Urban Contemporary Hit Radio)
 - WPGC-FM 95.5 (Rhythmic Contemporary Hit Radio)
 - WIAD-FM 94.7 (Hot Adult Contemporary)
 - WJFK-FM 106.7 (Sports)
 - WLZL- FM 107.9 (Spanish Contemporary)
 - WNEW-FM 99.1 (News/Talk)
 - WMMJ-FM 102.3 FM (Urban Adult Contemporary)

- Capitol Region Radio Network
 - This year a new radio PSAs in English and Spanish ran on radio stations in between paid media flights to extend *Street Smart* messaging year-round. They included:
 - “Little Things” 30-second English PSA
 - “We’re All Pedestrians” 30-second English PSA
 - “Tengo Prisa” 30-second and 60-second Spanish PSAs
 - “Solo Unos Segundos” 30-second and 60-second Spanish PSAs

In FY2014 there 15 partner radio stations, resulting in 677 spot airings free of charge. These efforts garnered at least 3.42 million free impressions valued at more than \$58,500.

Street Smart Safety Zone Outreach Promotions

There were 16 “Street Smart Safety Zone” events throughout the region – five were held in Washington, DC:

- 10/28/2013: Columbia Heights Metro
- 04/16/2014: U Street Corridor between 11th and 16th St.
- 04/17/2014: 14th St. and Irving St. , Columbia Heights
- 04/23/2014: Howard Rd. and MLK Ave., Anacostia Metro
- 04/24/2014: Minnesota Ave and Benning Rd.



At these locations, teams of four worked together to distribute safety information and reflective giveaways and serve as “walking billboards”, reaching people on foot and behind the wheel. These events involved local law enforcement and advocacy groups.

Donated Media

Street Smart leveraged many opportunities in FY2014 to expand reach and increase message effectiveness. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented by donated out-of-home message placements, including more than 2,000 interior bus cards, 100 exterior bus ads, and 270 transit shelters. Many of these remained in place for weeks or months after the campaign ended for the season. The estimated total donated media value is \$1.3 million+.

Digital

A digital toolkit was created to distribute to campaign partners. This toolkit consists of web banners, pre-written tweets and Facebook posts, social media images, and other digital resources. A new official YouTube channel to house all of Street Smart’s videos and an editorial calendar for the official Twitter account.

Digital Results

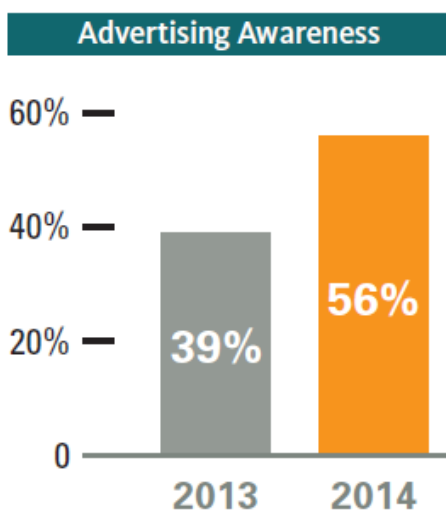
- 4,400+ Twitter impressions with 270+ mentions, retweets and follows
- 1,000+ YouTube video views
- 5,400+ website visits with 83% new visitors
- Average website visit was one minute, 36 seconds



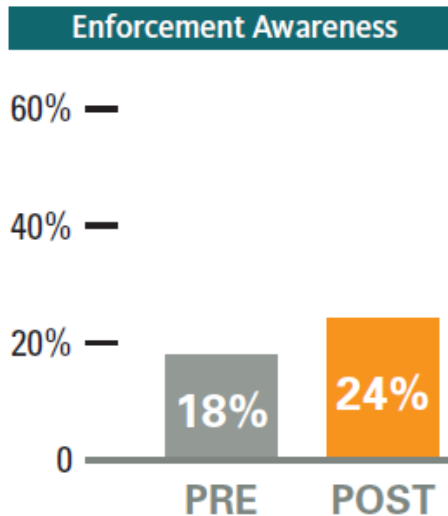
Enforcement – *Street Smart* public awareness efforts are conducted in conjunction with increased law enforcement “waves,” in which police step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. Fall 2013 enforcement dates were set as October 28 through November 24, and spring 2014 enforcement dates were set as April 14 through May 11. This year 4,701* citations and 1,423 warnings were issued to motorists, pedestrians, and bicyclists, according to reports from participating agencies in the District of Columbia, Montgomery County, Prince William County, the City of Alexandria, the City of Falls Church, and the City of Rockville.

EVALUATION

We conducted online surveys to measure awareness and attitudes among drivers and pedestrians. Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2014 campaign. The groups surveyed were a representative sample of respondents who live in the three targeted geographic regions: the Maryland suburbs, northern Virginia and the District of Columbia. The pre-campaign benchmark survey was conducted March 25 – April 8, 2014 with 300 respondents. The follow-up survey was conducted May 12-18, 2014 with 300 respondents. The evaluation survey was able to capture the impact of sustaining the campaign creative since Street Smart extended the “Tired Faces” advertising the series into a second year. All significance testing was conducted at the 95 percent confidence level.



The increase in awareness suggests it is beneficial to keep consistent creative for longer than one year.



There was a 33% increase in awareness of police enforcement of pedestrian safety laws.

Behaviors and Attitudes

- There were no significant changes in any behavior measures between waves.
- Respondents identified “driving while texting”, “driving while on cell phone” and “aggressive driving” as the most serious problem in their area.
- The perceived severity increased significantly from 55% to 68% for “bus passengers crossing without looking to catch a bus”
- Respondents believe that the problem is neither getting better nor worst. However, when looking at the pedestrian response there was a significant increase across waves in the percentage of respondents who felt the problems were getting better.
- The statements with the highest agreement in both waves were:
 - The best thing any driver, pedestrian, and bicyclist can do to prevent injury is to pay close attention to his/her surroundings.
 - Pedestrians and bicyclists do not have the same crash protection in an accident as vehicles; therefore, drivers should be extra careful.
 - If everyone just followed the rules, there would be fewer deaths and injuries among pedestrians and bicyclists.

PAID MEDIA

Project No.: PM-2014-14-06; Section 402
McAndrew Co.

BACKGROUND

Overall the District’s goals are to:

- To reduce the number of pedestrians killed and injured in crashes with motor vehicles;
- To increase pedestrian activity by making walking a comfortable and accessible mode of travel throughout all parts of the District and
- Educate residents to the laws related to bicycle safety.

In order to support these goals, High Visibility Enforcement activities by MPD were supported by campaign messages focused in specific high-incident, priority locations throughout the District.

Media activities primarily used out-of-home advertising speaking to pedestrians and cyclists and radio focused on drivers and in support of law enforcement efforts in specific locations.

PROJECT GOALS

The goals of this campaign are to:

- Educate pedestrians, cyclists and drivers on safe walking/cycling/driving behaviors.
- Increase the perception of law enforcement activities.



RESULTS

The target demographics were all pedestrians, cyclists and drivers of all ages.

Enforcement was conducted in the months of February, April, June and September and campaign dates were in the Spring for Pedestrian/driver and Fall for Cyclists/drivers. The following are the coverage highlights:

Media Tactics

Use a mix of traditional media vehicles as well as new media technologies that are targeted to reach the target audience.

- Out-of-home was used as a primary way to reach pedestrians and drivers in specific locations throughout the city such as the H Street Corridor.
- Digital and Social Media
- Radio was used to reach drivers while in their cars

Bicycle/Driver Safety Videos

Five short safety videos were developed for distribution through social media. They were branded under the name "Biking Rules" and address: "Drivers and cyclists – look before turning;" "Drivers –look before opening your car door;" "Cyclists – don't run red lights;" "Cyclist – don't ride on downtown sidewalks" and "Drivers – Obey the three foot rule around cyclists."

Follow are the primary driver/pedestrian messages based on citations the MPD can give tickets to drivers and pedestrians.



Additional messages were also based on citations the MPD can give tickets to drivers and cyclists.



BICYCLE SAFETY – EDUCATION

Project No.: PS-2014-08-02; Section 402
Washington Area Bicycle Association (WABA)

BACKGROUND

As there are more bicyclists on the road, there has been a corresponding upward trend in the number of crashes involving bicycles. Bicycle crashes within the District has increased by 65 percent, from 387 crashes in 2009 to 638 crash in 2013.



A large number of new bicyclists on the street are using the Capital Bikeshare. Capital Bikeshare has reported a ridership of 325,000 trips as of September 2014 in the metro area. The Georgetown University School of Nursing and Health Study found that seven out of ten Capital Bikeshare users bicycle without a helmet. Helmet use is the most important safety intervention for cyclists.

There is a need to educate bicycle users in the District of the following laws on safety equipment:

- **Helmet** – It is required by law that for any person under the age of 16 years of age to operate or to be a passenger on a bicycle or any attachment to a bicycle wears a helmet of good fit, fastened securely upon the head with the straps of the helmet.
- **Riding at Night** – Every bicyclist is required by law to have a front white light and a rear red reflector (or rear red light) when riding in the dark.
- **Bicycle Bell** – Each bicycle shall be equipped with a bell or other device capable of giving a signal audible for a distance of at least one hundred feet.
- **Brakes** – Each bicycle shall be equipped with a brake which enables the operator to cause the braked wheels to skid on dry, level, clean pavement; provided, that a fixed gear bicycle is not required to have a separate brake, but an operator with a fixed gear bicycle shall be able to stop the bicycle using the pedals.

PROJECT GOALS

To educate bicyclists and drivers about bicycle safety, including the District bicycle laws, the safety benefits of wearing a helmet and the need for adequate lighting when riding at night.

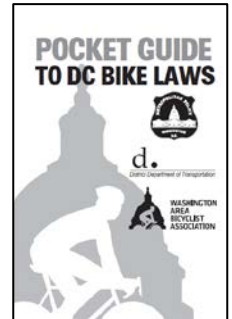
RESULTS

The Washington Area Bicycle Association (WABA) provided **D.C. Pedestrian and Bicycle Safety Education** throughout the District. Pedestrian and bicycle safety education for students in grades K-8 was funded by the DC Safe Routes to School Program and is not included in this report. DC also used local funding for the Bicycle Ambassador Program, the Adult Learn to Ride program, and the Education website. The following were accomplishments from the Adult Confident City Cycling Classes, bike lights giveaway, and printed safety materials that were funded using Section 402 funds.



Accomplishments include:

- Two Learn to Ride – Designed to cover the basics of bicycle commuting and bike safety, WABA's instructors teach tactics to help deal with traffic, communicate effectively, and transition from trails to roads and back again. It also covers bike handling maneuvers and bike infrastructure. In FY2014, a 33 people participated at the following locations:
 - Freedom Plaza (1 course, 20 participants)
 - Carter Barron Amphitheater (1 course, 13 participants)
- Bicycle Light Giveaway—Distributed 815 sets of bicycle lights. Many of the lights were given out to bicyclists who had been observed biking without lights. Lights were also given out to restaurant kitchen staff, who often leave work in the early hours of the morning.
- Safe Bicycling in the Washington Area Guide—4,000 copies were printed and distributed. This 32-page 5½x 8 in. booklet, which describes Equipment, Maintenance, Locking, Helmets, Traffic Rules, Riding, Hazards, Trails, and Cold & Rain tips for bicyclists. Web version of this booklet was also made available on the WABA Web site.
- Pocket Guide to DC Bike Laws—Printed and distributed 4,000 hard copies of the pocket guide. The electronic version of guide was also made available.
- Adult Education Brochure – Printed and distributed 1,000 hard copies.



Distracted Driving Program

Distracted driving is driving while engaged in other activities, such as using a cell phone, texting, eating, or reading, which take the driver's attention away from the road. All distractions compromise the safety of the driver, passengers, bystanders, and other individuals on the road.

Goals and Trends

The goal of the District's distracted driving activities is to decrease the number of distracted-related serious injuries by 17 percent from a three- year average of 18 to 15 by December 31, 2014, as a result of handheld cellphones.

The following are the numbers for the last five years:

YEAR	Distracted drivers with handheld cellphones - related Serious Injuries
2010	23
2011	18
2012	13
2013	11 – Goal 17

The District goal was met.

PAID MEDIA

Project No.: PM-2014-14-08; Section 402
MacAndrew, LLC

BACKGROUND

Distracted driving is any activity that could divert a person's attention away from the primary task of driving. All distractions endanger driver, passenger, and bystander safety. These types of distractions include:

- Texting
- Using a cell phone or smart phone
- Eating and drinking
- Talking to passengers
- Grooming
- Reading, including maps
- Using a navigation system
- Watching a video
- Adjusting a radio, CD player, or MP3 player

But, because cell phone use and text messaging requires visual, manual, and cognitive attention from the driver, it is by far the most alarming distraction. DC has a very strong hand free law related to cell phone use the MPD enforces

DDOT HSO developed a media campaign to raise awareness of this dangerous issue and the Metropolitan Police Department's efforts to enforce DC's hands free laws in relation to cell phones.

RESULTS

The target demographics were drivers between the ages of 18 and 49, with the secondary target being 18 to 34 year olds. Enforcement activities were conducted between April 7th to 14th, with the media dates being March 31st through April 13th. Outdoor display where out for the month of April.

Media Strategy

- Use a mix of traditional media vehicles
- Radio was used as a primary way to reach drivers behind the wheel
- Out-Of Home ads were used to provide increased reach for the audience with a Distracted Driving message.

Radio

- A mix of traditional media vehicles as well as new media technologies that are targeted to reach the young male audience
- Radio was used as a primary way to reach drivers behind the wheel providing message frequency and a timely reminder of enforcement.
- PSA/no charge spots ran in overnight time periods.
- Schedule Strategy
 - AM Drive 15% of GRPs
 - Midday 10% of GRPs
 - PM Drive 40% of GRPs
 - Evening 30% of GRPs
 - Wknd/Overnite 5% of GRPs
 - Radio GRPS: 125 per week
 - Utilize Spanish-language radio to reach secondary audience of Hispanic males.
 - 125 GRPs per week during enforcement weeks
 - 60%, Wednesday – Sunday, 2 pm – 9 pm
 - 55% Reach/10.9 Frequency per flight
 - 20 – 30 spots per station, per week/ 5 – 6 stations per week.
 - A mix of :15's and :30's were used to give added frequency and make efficient use of the budget.



Out-of-Home Ads

Outdoor advertising, while reaching all drivers, added even greater geographic targeting by focusing on roads where enforcement occurred.

Bus Tails and kings ran on highly traveled roads in Washington, DC.

- 100 Bus King ads (30" x 144")
- 50 Bus Tail ads (21" x 72")
- 5 Ultra Super Kings (covers entire side of bus, over windows)
- MPD Billboard
- VMS signage in enforcement areas



Earned Media (PR)

- A Press Release was picked up by both print and broadcast media highlighting increased enforcement of the DC hands free law.

Value-Added Opportunities

- Media outlets included significant delivery of value added opportunities.
 - Stations provided on-air talent as hands free spokespersons
 - PSA spots throughout campaign flight dates: Friday/Saturday nights
 - On line streaming spots could be heard on phones and tablets as well as internet sites
 - On-line banner ads to ran on stations websites.
 - Bus ads remained up for up to 2 additional months

Buses throughout DC carried these billboard size bus ads.

Enforcement Activities

Police Traffic Services promotes driver safety awareness by implementing traffic enforcement initiatives, offering tips on sharing the road, and participating in regional program to improve safety on the streets for walkers, bicyclists and drivers.

TRAFFIC ENFORCEMENT

Project No.: K8-2014-01, AL-2014-03, OP-2014-05, PT-2014-04, PS-2014-08; Section 402 and 410 Metropolitan Police Department

BACKGROUND

The HSO continues to provide funding for the MPD to conduct Traffic Enforcement Programs (TEP) and enforcement for various campaigns on District roadways as well as training for law enforcement and other highway safety personnel. MPD is committed to assisting the HSO in participating in the District enforcement strategies and programs to effectively modify behavior, to reduce crashes, deaths and injuries on the District Roads in the following areas:

Enforcement: Participate in traffic safety campaigns, such as Checkpoint Strikeforce, nighttime enforcement during Click It or Ticket mobilizations, Street Smart and Smooth Operator. Conduct sobriety checkpoint, saturation patrol, border to border enforcement, day and or night safety compliance checkpoint, Underage Drinking, Distracted Driving and LIDAR gun enforcement.

Training: Provide training opportunities to officers and legal professionals on Traffic Safety, Intoximeter, SFST training, and bicycle and Pedestrian training module.

Program: Assist in the development of a Breath Testing Program and obtain accreditation by ASCLD/LAB-international.

Community: Promote public awareness to educate the public on traffic laws and behaviors. Perform child safety seat inspections at designated locations such as police districts, firehouses, schools and community centers.

PROJECT GOAL

- To decrease the number of speed-related fatalities from a three-year average (2010-2012) of 9 to 5 in 2014, in the District of Columbia.
- To increase the accuracy of impaired driving arrest and prosecution by redeveloping a Breath Testing Program that follows National Highway Traffic Safety Administration (NHTSA) and the American Society of Crime Laboratory Directors (ASCLD) standards.
- To decrease the number of alcohol-related fatalities from a three-year average (2010-2012) of 7 to 4 in 2014 in the District of Columbia.
- To decrease the number of unrestrained passenger vehicle occupant fatalities in all seating positions from a three-year average of 5 (2010-2012) to 3 by 2014.
- To maintain the District's seat belt compliance rate above 90 percent in 2014.
- To reduce the number of pedestrian-related fatalities by 39% from 7 in 2012 to 6 in 2014 in the District of Columbia.
- To maintain the number of bicycle-related fatalities at 1 fatal in 2012 in the District of Columbia.

RESULTS

Enforcement – below is a summary of the MPD results:

Traffic Enforcement Saturation/Alcohol Check Points

Checkpoint Strikeforce combines high visibility sobriety checkpoints and paid advertising to create awareness of enforcement and educate the public about the dangers and consequences of impaired driving. According to Insurance Institute of Highway Safety studies, sobriety checkpoints can reduce alcohol-related traffic fatalities by as much as 20 percent. They deter people from driving under the influence and arrest those who drink and drive. Every year, thousands of impaired drivers have been stopped, arrested, and taken off our roads. The program also catches seat belt and child safety seat violators, car thieves, wanted felons and fugitives, drug users and people driving with suspended licenses.

In 2014, the department continues to focus on the implementing the use of the intoximeter device for the testing of breath alcohol content in a joint effort with the Office of the Chief Medical Examiner. Each of the seven districts now has their own alcohol station to include an Intoximeter. The OCME oversees the daily calibration of the instruments and are the lead instructors for certifying officers. TSSEB attempts to put out at least 2 saturation patrols a week consisting of 5 to 10 officers, in addition, sobriety check points are established at various high priority locations throughout the city.

Wolfpacking DUI Enforcement

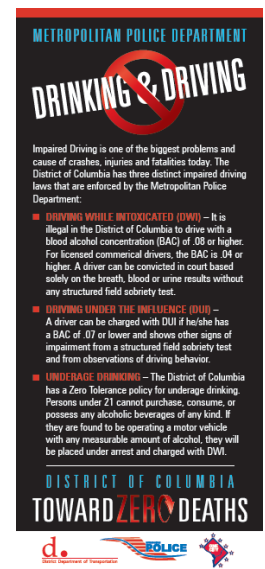
This is a special enforcement conducted by MPD where a designated area is saturated with alcohol enforcement officers. In FY2014, there were approximately 120 campaigns resulting in over 1,000 DUI arrest across the City.

Illegal Underage Drinking

As part of the District's effort in curbing underage drinking, MPD has a unique partnership between members of the Alcohol Beverage Regulation Administration and MPD. It helps stop illegal underage alcohol sales and prevent adults from buying alcohol for minors. Teams of officers are placed in strategic participating retail outlets. They usually consist of one undercover officer who works inside the store while a second officer is positioned outside the establishment to apprehend adults who procure alcohol for youth.

The following are the results from FY2014 efforts:

- 81 locations that have been checked
- 31 arrest made for misrepresentation of age to enter an ABC establishment and for misrepresentation of age to procure alcohol
- 4 arrest made for providing alcohol to a minor
- 19 underage drinkers (under the age of 21 years old) were identified inside of ABC establishment's consuming alcohol
- 9 ABC violations observed and reports completed
- Total number arrested – 38



CLICK IT OR TICKET

The District of Columbia has one of the strongest and most comprehensive seat belt laws in the country and the law allows the police to stop a vehicle solely because its driver and/or passengers are not properly buckled up. It's a \$50 fine and 2 points for not having your seat belt buckled at all times - for drivers and all passengers, front and back seats.

Drivers are responsible for seat belt compliance for all passengers. All children under 8 must be properly seated in an infant, toddler or booster seat. Eight- to 16-year-olds must be secured with a safety belt. Drivers who fail to properly secure their child face a \$75 fine and 2 points for a first offense, and up to \$150 fine for subsequent offenses.

SMOOTH OPERATOR

Every year, Metropolitan Police participates in the Smooth Operator campaign in law enforcement waves targeting aggressive drivers. Offenses include:

- SPEEDING - going faster than the posted speed limit or too fast for weather conditions.
- RUNNING RED LIGHTS - and running stop signs.
- TAILGATING - or following other vehicles too closely.
- MAKING FREQUENT LANE CHANGES -unsafe lane changes or weaving in and out of traffic to get ahead.
- FAILING TO YIELD THE RIGHT OF WAY - not allowing other drivers to merge or cutting other drivers off.
- PASSING IMPROPERLY - passing on the right, passing on the shoulder of the road, or failing to use turn signals when changing lanes.

STREET SMART

Law enforcement officers are the only ones who can enforce laws for pedestrians, bicyclists and motorists to improve pedestrian and bicycle safety. MPD is committed to working with partner agencies to refocus enforcement efforts to protect the safety of all users, particularly the most vulnerable.

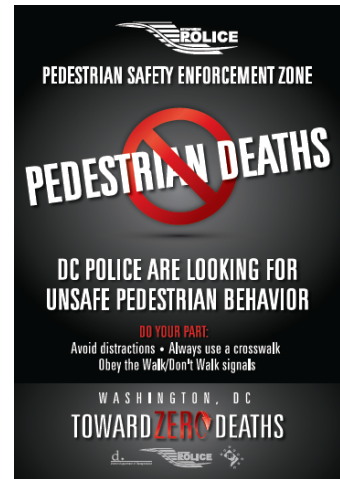
They have the power to stop those who choose to violate laws and endanger others. Law enforcement officers can also play a valuable role by working with planners and engineers to build better pedestrian and bicycle facilities. Further, they can be partners with the broader community to support other educational efforts.

Pedestrian Enforcement

With the population and work force growth in the down town section of the city, specifically in the 1st, 2nd and 3rd Districts, an increased number of pedestrians are crossing the city streets. With the increase in pedestrian traffic, the city has experienced an increase in pedestrian accidents. TSSEB conducts pedestrian overtime education and enforcement through the NHTSA grant during the various traffic safety campaigns and will address with enforcement targeted areas based on pedestrian accident data. Some of these locations in FY2014 are as follows:

- 12th St, NE
- Bladensburg Road
- Brentwood Road Circle
- Georgia Avenue (multiple locations)





- New York and North Capitol
- Martin Luther King Ave. (multiple locations)
- Minnesota Avenue
- 7th and H Street, NW
- Connecticut Ave and K Street
- 15th and 16th Street NW (multiple locations)
- Wisconsin Avenue (multiple locations)
- 14th Street and U Street (multiple locations)
- 14th Street NW (multiple locations)

Bicycle and Bicycle Lane Enforcement

Recently the city has added bicycle lanes to many of the major commuter arteries throughout the city. With the addition of these lanes has come a major increase in bicycle commuters. TSSEB, periodically places overtime enforcement initiatives on areas that have had a specific problems that can be addresses with focused and targeted enforcement, along some of the Districts high bike lane/facility use:

- Pennsylvania Ave NW
- 15th Street
- K Street
- M Street
- 14th Street
- Georgia Avenue
- Rhode Island Avenue
- MLK Avenue
- New York Avenue

Training

Training ensures law enforcement officers and legal professionals understand current issues to successfully address traffic safety priorities. The information can increase the knowledge and skills for officers involved in traffic enforcement. In the FY2014:

- All MPD members of the rank of Lt. And below attended Traffic Safety training during their yearly PDT training
- Approximately 120 officers attended SFST training
- 80 number attended Intoximeter training
- All MPD SFST and intoximeter training had a Bicycle and Pedestrian training module.

Community

The knowledge of law enforcement officers has the opportunity to educate people on child restraint use. During the FY 2014 MPD:

- Distributed Motorcycle safety awareness information.
- Nationwide car seat event
- CPS workshop Mary Center Monthly
- AAA CPS Demonstration DC Armory
- All State Family first Car Seat Safety tips Convention Center
- Holiday Car Seat Check UPO 301 Rhode Island Avenue, N.E.
- Anacostia Senior High Teen Mom Presentation the Importance of Child Restraint
- 501 New York Avenue, N.W. car seat inspection station weekly

- Gallaudet University CPS inspection and installation station
- Engine Co 12, 2225 5th Street, N.E. CPS installation Station
- Engine Co 33, 101 Atlantic Street, S.E., CPS installation Station (monthly)
- Engine Co 31, Connecticut Avenue, N.W., CPS installation Station
- Providence Hospital weekly
- Ballou Senior High School Drive to Stay Alive underage drinking Prom Pledge
- UPO Early Learning Development Center 444 16th Street, N.E.
- Engine Co 08, 1520 C Street, S.E., CPS Installation Station
- Children’s Hospital Comp clinic 2220 11th Street, N.W. Monthly
- 2nd District 3320 Idaho Avenue, N.W. Car Seat Inspection Station
- Booker T. Walker 3600 MLK Avenue, S.E., Boys School Booster seat workshop monthly
- CentroNia CPS workshop monthly
- Zena’s Day Care Community Fall Festival
- National Walk to school Day Capitol Hill collaborative
- Benning Stoddard Recreation Safety Event
- North Capitol Collaborative Health & Safety Day
- Associates for Renewal in Education, Inc. (ARE) Community Safety & Fund Day
- Excel Academy 2501 MLK Avenue, S.E. CPS Safety Week
- Booker T. Washington Charter School 1346 Florida Avenue, N.W. Safety information Day
- Langston Terrace Housing Development Center 2101 G Street, N.E. Community Health Day
- Big Mamas Child Development Center 4300 Martin Luther King Avenue, S.W. Booster Seat give away

FY2014 ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF CITATIONS

Seatbelt Violation	4413
Distracted Drivers	5806
Speeding (officer issued only)	2312
Other Moving Violations	409
Fail to Clear Intersection/Obstructing Crosswalk	99
Pedestrian Violations (vehicles)	8476
Pedestrian Violations (pedestrians)	296
Improper Turns in Bike Zones by Vehicles	733
TOTAL NUMBER OF VIOLATIONS	1104

Traffic Records Program

The District recognizes the importance of timely, accurate, and complete traffic crash data in order to inform the policy decisions and strategies implemented by DDOT and other agencies in the District.

PROGRAM GOAL

To implement a citywide-integrated data collection system to allow for comprehensive analysis of all traffic crashes and thus improve the timeliness, accuracy, and completeness of transportation safety information.

Traffic Records Coordination

Project No.: K9 2014-07; Section 408
KLS Engineering, LLC

BACKGROUND

In 2007, the District of Columbia established its Traffic Records Coordinating Committee (TRCC) comprising of nine District agencies (DDOT, MPD, FEMS, DMV, OCTO, OAG, SCDC, OCME and DOH). The TRCC included policy-level representatives from each major system owner (crash, roadway, enforcement/adjudication, driver, vehicle, injury surveillance system/emergency medical system).

PROJECT GOAL

Ensure the smooth functioning of the District's TRCC in providing policy framework for coordination, cooperation and collaboration of agency activities targeted at improvement of District's traffic safety information systems.

Initiate implementation of the 2014 Traffic Records Strategic Plan.

RESULTS

- Coordinated 3 TRCC meetings (Dec 12, 2013, April 22, 2014, and June 17, 2014).
- Provided guidance and coordination for numerous projects as they become operational (3 completed, and 10 ongoing. Key ongoing projects includes:
 1. Formal crash data quality control program (collection, submission, processing, posting, and maintenance of crash data) — MPD.
 2. Work with the Department of Interior to obtain data from crashes reported by the US Park Police — DDOT.
 3. Transportation Integrated Enterprise Solution (TIES) — DDOT.
 4. ESRI Roads and Highway Module — DDOT.
 5. Develop an Enterprise Routing Network — DDOT.
 6. Additional resources for prosecution of impaired driving offenses — OAG.
 7. Finalize and implement the centralized electronic trauma data repository — DOH.
 8. Establish Crash Outcome Data Evaluation System (CODES) — DOH.
- Prepared and submitted MAP-21 required documents to NHTSA in June of 2014.
- Completed the 'draft' final 2014 District's Traffic Records Strategic Plan. This Plan will act as a guide for the implementation of traffic safety systems and data improvements for the years 2014-2018. MOU signed by 9 District agencies in August, 2014.
- Informed the TRCC membership about the MAP-21 NPRM relating to crash data performance measures and encourages them to review and provide comments.

CODES (CRASH OUTCOME DATA EVALUATION SYSTEM), Pilot Project

Project No.: K9 2014-07; Section 408

KLS Engineering, LLC

BACKGROUND

CODES (Crash Outcome Data Evaluation System) is a data linkage between crash and medical records collected at the crash scene, enroute, at the emergency department, in the hospital, and after discharge for occupants involved in a motor vehicle crash. Police crash reports provide information about the crash and driver/occupants data. FEMS reports and hospital discharge data add medical information about injury type and severity, and hospital cost information.

PROJECT GOALS

- Match the data (MPD, FEMS, hospital) to access the true state of crash related injuries.
- Provide information to MPD and FEMS that can be used to improve their respective crash data and EMS systems.
- Provide information to the Highway Safety Office to tailor safety programs to specific need (as the data indicate).

RESULTS

Some of the key results of the CODES are:

- DC has successfully established the data linkage between the MPD crash data and FEMS data. The data linkage between the MPD crash data and FEMS data in the year 2013 is approximately 95%.
- Key performance measure improvements (2013):
 - The crash location coordinates entered by the police officer at the crash scene has improved by 14% from 40% in 2012 to 54% in 2014.
 - The average transport time between 2010 to 2013 across all priority crashes were consistent (11 to 15 minutes).
 - The average crash reporting days is now less than 72 hours for crash analysis.
- The District traffic related fatalities (moving average 2008 – 12 / 2009 – 13) reduced from 26 to 23 persons. (FARS)
- Developed a report with additional data edits and data elements, to be incorporated in the crash data to improve compliance with the MMUCC guidelines (Implementation in 2015) thereby improving accuracy and consistency.

ENTER THE BACKLOG OF “MANUAL/PAPER” TRAFFIC CONVICTIONS RECEIVED FROM OTHER JURISDICTIONS INTO THE DMV DESTINY SYSTEM

Project No.: K9 2014-07; Section 408
Department of Motor Vehicles (DMV)

BACKGROUND

DMV is responsible for identifying habitual and frequent violators of traffic regulations and is authorized to suspend or revoke the driver’s license or driving privilege. This is accomplished by maintaining driver records and identifying those drivers with adverse driving patterns. Maintaining an accurate driver’s record is essential for monitoring driving behavior.

DMV currently receives traffic convictions from other jurisdictions both electronically and manually/paper. Electronic convictions are received and posted to the DESTINY driver record in a timely manner. However, paper convictions received from other jurisdictions require manual data entry by DMV back-office personnel. Due to the large volume of paper convictions, DMV currently has a backlog of convictions not entered into the system, which will result in a delay in traffic convictions.

PROJECT GOALS

To increase the accuracy of driver’s records, by the timely and accurate data entry of paper convictions entered into the DESTINY system. This will further reduce the delay in prosecuting traffic convictions by OAG.

RESULTS

DMV successfully eliminated the number of backlogged paper convictions in 2013 (approx. 24,000).

CREATE BROCHURES AND PSA TO INFORM, EDUCATE, AND IMPROVE DRIVERS UNDERSTANDING OF INFORMATION PROVIDED ON THE DC DRIVER’S RECORD

Project No.:K9-2014-07-06; Section 408
Department of Motor Vehicles (DMV)

BACKGROUND

DMV is responsible for maintaining the driver’s record of individuals licensed in the District of Columbia. The records are used to identify habitual and frequent violators of traffic regulations. DMV has authorization to suspend or revoke the driver’s license or driving privilege of those drivers with adverse driving patterns.

Upon request, DMV provides driver records to individuals, government agencies and insurance companies. Accurate interpretation of a driver’s record is essential for identifying and correcting driving behavior. Often the information on the driver’s record is misinterpreted leading to the continuation of adverse driving behavior and insurance cancellations by insurance companies.

DMV needs alternative methods for disseminating and educating the public about the information contained on the DC Driver’s Record.

PROJECT GOALS

It is DMV’s objective to educate the public with how to interpret the DC Driver’s Record. A comprehensive understanding of information contained on the record, such as points, convictions, withdrawals and the

benefits of good points is expected to increase the driver's awareness of bad driving patterns and hopefully improve driver behavior.

RESULTS

DMV completed production of an informational video and creation of a brochure to increase the public's knowledge of information contained within the DC Driver's Record. The materials can be found on the DMV website (or by following the links below).

<http://dmv.dc.gov/page/driver-record-brochure>

http://www.youtube.com/watch?v=tJz_Ukq9J8w

UPDATE OCTO PLANIMETRIC DATA

Project No.:K9-2014-07-07; Section 408

Office of Chief Technology Officer (OCTO)

BACKGROUND

The District of Columbia public safety agencies and transportation departments rely on accurate road casings and centerlines to perform timely emergency services and precise accident reporting and investigation. The Office of the Chief Technology Officer, GIS group (OCTO-GIS) is responsible for collecting, reviewing, and updating basemap information and aerial photography, both integral to maintaining street centerlines and road casings. OCTO GIS completed three successful planimetric updates (2005, 2008, and 2010).

Since 2010, the District has undergone rapid and extensive economic development. This boom for the district means new buildings, roads, centerlines, and other features. Currently, agencies that participate in the TRCC are using decent, but aging base map and road information to perform crash and related business processes, as well as provide emergency services.

PROJECT GOALS

Collect detailed aerial photography to update planimetric layers in spring 2013. Improved road casings and street centerlines will improve crash location identification and resolution and more timely and accurate emergency services response.

RESULTS

OCTO completed capturing aerial imagery (including new buildings, roads, bridges, and sidewalks) in November 2013. The updated data is available on OCTO website.

Safe Communities/Roadway Safety

The District of Columbia seeks to reduce serious and fatal injuries in the District, through a collative effort between the public and private stakeholder groups.

DISTRICT OF COLUMBIA STRATEGIC HIGHWAY SAFETY PLAN (SHSP)

Project No.: SA 2013-05-12; Section 402

KLS Engineering, LLC

BACKGROUND

In 2007, the District of Columbia stakeholders came together and developed the Strategic Highway Safety Plan. Their vision was by 2025, the District will achieve a safe and efficient transportation system that has zero traffic-related fatalities and serious injuries. The SHSP is a District-wide safety plan that uses a collaborative and comprehensive approach to develop a framework for advancing the District's safety activities.

Many of the strategies (2007 SHSP) have been completed and implemented and this project is to update the SHSP, revise goals and current crash trends, as well as fulfill MAP-21 requirements.

PROJECT GOALS

Reduce traffic fatalities by 20 percent from 26 (average of 5 years 2008 to 2012, FARS data) to 21 by 2025. The District also established a fatality rate goal of 0.57 fatalities per 100 million VMT by 2025.

Reduce the serious injuries from 1,688 in 2013 to 1,366 by 2025 (MPD data), which is a 20 percent reduction from 2013. The District also established a serious injury rate goal of 37.7 serious injuries per 100 million VMT by 2025.

RESULTS

For the SHSP Update an executive Safety Management Team (SMT) was formed. This team serves as a Technical Advisory Group and comprise executives/senior managers from various District Agencies. The kickoff meeting was held on September 18, 2012 to provide guidance on the process, project goals and concerns and suggested stakeholders. The SMT reaffirmed the District vision of Zero Traffic-related Fatalities and Serious Injuries as previously stated in the original SHSP (2007).

On December 6, 2012, DDOT hosted a 1-day workshop for the District's Safety Partners at Kellogg Conference Hotel in Washington DC. About 129 participants from various District (11), Federal (5), and Local and Regional Agencies and Organizations (18 including Prince Georges County, Maryland and Arlington County, Virginia) attended. The purpose of the workshop was to educate partners about the update of the SHSP, summarize District's crash data by emphasis area and select the emphasis areas most important to the District. Following the stakeholder meeting, over 40 meetings were held with the respective safety stakeholders between February 2013 and April 2014 by emphasis area to review and finalize the following critical emphasis areas (CEAs):

- CEA 1. High-Risk Drivers
 - Aggressive Driving



- Impaired Driving
 - Younger Driver
 - Older Driver
 - Distracted Driving
- CEA 2. Pedestrian and Bicyclist Safety
- CEA 3. Engineering/Facilities Infrastructure
 - Intersections
 - Work Zones
- CEA 4. Special Vehicles
 - Trucks
 - Motorcycles
- CEA 5. Special Target Areas
 - Occupant Protection
 - EMS
 - Traffic Incident Management (TIM)
- Draft final strategic plan completed in September 2014.
- Final Plan expected to be published in November 2014.

IMPROVING THE QUALITY OF TRAFFIC RECORDS: ESTIMATING EXTENT OF UNRECORDED CRASHES

Project No.: SA 2013-15-14; Section 402

KLS Engineering, LLC

BACKGROUND

A record system for traffic crashes is vital in the understanding of deficient roadways and development of effective countermeasures. This record system known as crash database is mostly based on information from police crash reports. In the District, the crash information collected by the Metropolitan Police Department (MPD) is widely used for crash data analysis. However, not all of these crashes are reported by MPD due to several reasons. If underreporting goes unrecognized, the magnitude of any highway safety problems will be seriously underestimated. Using the incorrect data in addressing road safety issues and evaluation of road safety measures could lead to inappropriate prioritizing and less efficient countermeasures. This first step is to assess the un-reported/un-recorded crashes in the MPD crash database.

PROJECT OBJECTIVES

The study objectives include:

- Conduct a literature review of previous studies on under-reporting.
- Investigate the extent of under-reporting of injuries using MPD, and FEMS data.
- Undertake the analysis of the available data to determine the extent of under-reporting.
- Make recommendations to alleviate this problem and improve the quality of the crash data

KEY RESULTS

- Literature review completed
- Compared FEMS-MPD Data for years 2010 to 2013. Findings include:

- Yearly average of FEMS transports for incapacitating injuries (Priority 1 and 2) from motor vehicle crashes, which does not show up in MPD crash database is approximately 220.
 - Yearly average of FEMS transports for non-incapacitating injuries (Priority 3 and Priority Unknown/Hospital known) from motor vehicle crashes, which does not show up in MPD crash database is approximately 480.
 - Yearly average of FEMS transports for pedestrian related incapacitating injuries (Priority 1 and 2) from motor vehicle crashes, which does not show up in MPD crash database is approximately 50.
 - Yearly average of FEMS transports for pedestrian related non-incapacitating injuries (Priority 3 and Priority Unknown/Hospital known) from motor vehicle crashes, which does not show up in MPD crash database is approximately 74.
- Unreported crashes were forwarded to FEMS for validation (i.e. actual motor vehicle related patient transports).

IMPROVING THE QUALITY OF TRAFFIC RECORDS: SCALE RATING FOR ESTIMATING THE HIGHWAY CRASH COSTS

Project No.: SA 2013-15-14; Section 402

KLS Engineering, LLC

BACKGROUND

Traffic crashes impose significant economic and social burdens on individuals and society through injury and loss of life, as well as property damage and loss. Motor vehicle crashes not only affect the individual crash victims, but also their families, friends, society, and employers in many ways. The direct quantifiable costs associated with this can be in the form of medical costs, increased insurance premiums, lost productivity, economic hardship in the loss of the victim's income, etc. In addition to this, there are intangible consequences of a crash on the victims and families, such as loss of emotional well-being and pain and suffering. This study is intended to examine these and other costs resulting from motor vehicle crashes and develop a scale rating of costs for the District use.

PROJECT GOALS

Develop a scale rating for estimating cost of crashes resulting from motor vehicles.

KEY RESULTS

- Literature review completed.
- Prepared detailed chart/matrix with all cost components/figures identified from various literature sources.
- Extrapolated the cost figures to 2012 dollars using average consumer price Index; preliminary findings include:
 - Quality of life costs per person for fatalities varies approximately from 3.1 million to 6.3 million dollars.
 - Human capital costs per person for fatalities vary approximately from 1.4 million to 2.0 million dollars.
 - Human capital costs per person for incapacitating injuries vary approximately from 60,000 to 85,000 dollars.
 - Average in-patient hospital charges for trauma center admitted motorcycle injuries per person without helmet varies approximately from 30, 000 to 50,000 dollars.

- Average in-patient hospital charges for trauma center admitted motorcycle injuries per person with helmet varies approximately from 28,000 to 32,000 dollars.
- Template submitted to DC trauma hospitals for gathering information on hospital admitted traffic related injuries to estimate medical related costs resulting from traffic injuries.
- MOU signed with George Washington Hospital (data not released as yet).