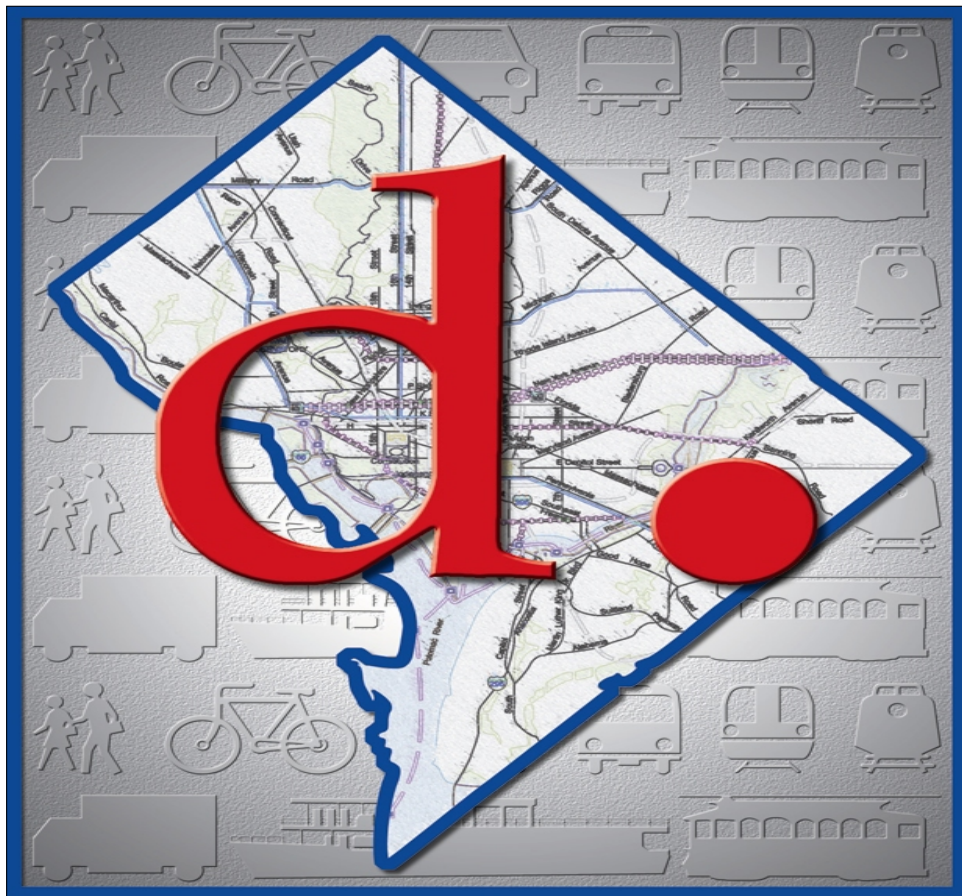




DISTRICT DEPARTMENT OF
TRANSPORTATION
HIGHWAY SAFETY
ANNUAL REPORT



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Mayor

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Director

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PLANNING AND ADMINISTRATION DISTRICT DEPARTMENT OF TRANSPORTATION

SECTION I: OVERVIEW INFORMATION

The Highway Safety Office (Transportation Safety Division) is the focal point for highway safety issues in the District of Columbia. Along with the support of the Mayor's Representative (Director, District Department of Transportation) the TSD provides leadership by developing, promoting, and coordinating programs; influencing public and private policy; and increasing public awareness of highway safety.

Our partnerships include the Metropolitan Police Department, DC, Department of Motor Vehicles, Courts, and the University of the District of Columbia, hospitals, and private citizen organizations.

The number of people killed in traffic crashes in the District of Columbia increased by four in 2005. This increase was due, in part, to speeding drivers and disobeying traffic signals.

There were 49 traffic fatalities during 2005, up from 45 in 2004.

The Planning and Administration program area includes those activities and costs necessary for the overall management and operations of the District of Columbia's Highway Safety Office.

The Chief of the Transportation Safety Division is responsible for the DC Highway Safety Program, and participates in activities that impact DDOT's highway safety program and policies.

Activities Include:

- Identifying the District's most significant traffic safety problems;
- Prioritizing problems and developing methods for the distribution of funds;
- Developing the annual Benchmark Report;
- Selecting individual projects to be funded;
- Monitoring projects;
- Preparing a variety of program and project reports;
- Increasing public awareness and community support;
- Generally promoting and coordinating traffic safety in DC.

SECTION II: PROGRAM REPORT

PROGRAM OVERVIEW

It is the goal of the Planning and Administration Program to provide management, supervision, and support services for the activities necessary to operate the Highway Safety Program in the District. The performance measures to support this goal include:

- Develop a coordinated Benchmark Report September 1st of each year;
- Develop, coordinate, monitor, and administratively evaluate traffic safety projects identified in the Report;
- Continue to promote highway safety awareness through educational programs and public awareness campaigns;
- Promote traffic safety legislation in the City Council;
- Prepare the Annual Evaluation Report by January 1st of each year;
- Utilize all available means for improving and promoting the District of Columbia's Highway Safety Program.

Fiscal Year 2005 Safety Initiatives:

- Click It or Ticket Education and Enforcement Campaign
- District-wide Seat Belt Survey
- Occupant Protection Incentive and Innovative Grant Award and Administration

- Car Safety Seat Checks
- Child Passenger Safety Fitting Stations
- Child Passenger Safety Technician Training
- NHTSA Mid-Atlantic Region Occupant Protection Summit
- Child Passenger Safety Awareness Week
- SOBER Ride Program
- Underage Drinking Enforcement
- Checkpoint StrikeForce Impaired Driving Enforcement Campaign
- NHTSA Mid-Atlantic Regional Law Enforcement Summit
- Aggressive Driving Campaign – “Smooth Operator”
- Street Smart Campaign
- Pedestrian Enforcement and Training
- “Walk to School” Program
- Conducting DC Pedestrian and Bicycle Safety Education Program in DC Public Elementary Schools

Program Initiatives:

- Contracted to develop a Strategic Transportation Safety Plan
- Hired a Capital City Fellow employee to assist in the revision of the OHS’s Procedures Manual and other program matters;
- Instrumental in the establishment of a Traffic Records Committee
- Instrumental in the establishment of the Transportation Safety Coordinating Committee;
- With the assistance of Stephanie Hancock, NHTSA Program Manager, met with and in negotiations with, the State’s Attorney’s Office. The project will address some, if not most, of the findings in the District’s Alcohol program.





**SMOOTH
OPERATOR**

We're Getting Tough on Aggressive Driving!



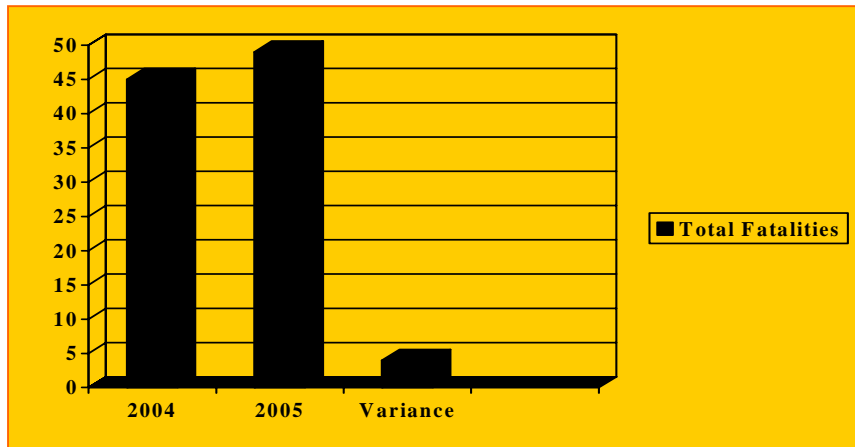
CRASH SUMMARY

TRAFFIC FATALITIES IN THE DISTRICT OF COLUMBIA

	1999	2000	2001	2002	2003	2004	2005
Driver	14	19	33	30	35	16	17
Passenger	15	6	20	9	9	5	10
Pedestrian	19	19	14	8	18	10	16
Bicycles	2	1	2	1	0	4	3
Motorcycle	3	6	3	6	6	10	3
Moped	0	0	0	0	0	0	0
TOTAL	47	52	72	50	68	45	49

OVERVIEW INFORMATION & CRASH SUMMARY

The following information are the facts regarding fatal automobile crashes. Listed Below is a brief summary of traffic fatality statistics for 2005 compared to 2004:



	<u>2004</u>	<u>2005</u>	<u>VARIANCE</u>
Total Number of Fatalities	45	49	+4
Average Age to date	32.5	38.4	+6.0 years
Sex	40 Males	36 Males	-4
Highest Rate (district)	6D (11)	1D (13)	+2
Lowest Number (district)	3, 7D (3)	3,5,7 (4)	+1
Highest Tour	Eve. (25)	Eve. (21)	-4
Highest Day	16 (Sat)	12 (Sat)	-4
Largest contributing Factor - Speed	17	18	+1

A more in-depth Breakdown by Month is as follows:

2005	January	February	March	April	May	June
Drivers	1	1	4	0	2	0
Pedestrians	2	2	1	2	1	0
Passengers	0	2	0	0	2	0
Bicyclist	0	0	0	0	0	0
Motorcyclist	0	0	0	0	0	0
Scooter/Moped	0	0	0	0	0	0
Off Rd/ATV	0	0	0	0	0	0
TOTAL	3	5	5	2	5	0

2005	July	August	September	October	November	December
Driver	1	0	2	2	0	3
Pedestrian	1	0	5	0	0	2
Passengers	2	0	0	0	1	2
Bicyclist	0	1	0	0	2	0
Motorcyclist	0	3	2	0	0	0
Scooter/Moped	0	0	0	0	0	0
Off Rd/ATV	0	0	0	0	0	0
TOTAL	4	4	9	2	3	7

District Fatalities by Month

	Jan.	Feb.	Mar.	Apr.	May	Jun	July	Aug.	Sep.	Oct.	Nov.	Dec.
1D	1	1	4	0	0	0	2	1	0	0	0	4
2D	0	1	1	0	1	0	0	2	1	0	0	1
3D	0	2	0	1	0	0	0	0	0	0	0	1
4D	0	0	0	0	0	0	0	1	3	0	1	0
5D	2	1	0	0	0	0	0	0	0	0	0	1
6D	0	0	0	1	4	0	1	0	4	1	1	0
7D	0	0	0	0	0	0	1	0	1	1	1	0

Year to Date Fatalities by District

1D	2D	3D	4D	5D	6D	7D
13	7	4	5	4	12	4

OCCUPANT PROTECTION DISTRICT DEPARTMENT OF TRANSPORTATION METROPOLITAN POLICE DEPARTMENT, DC



SECTION I: OVERVIEW INFORMATION:

**GRANTEE: DISTRICT DEPARTMENT OF TRANSPORTATION
METROPOLITAN POLICE DEPARTMENT, DC**

PROJECT: CHILD PASSENGER SAFETY

VIOLATIONS SUMMARY

Violation	2003	2004	2005	Year Average
T-713 Seatbelt	7,731	7,727	7,057	7,505
T-705 Child Restraint	587	531	639	586
TOTALS	8,318	8,258	7,696	8,090

ACCOMPLISHMENTS

The Metropolitan Police Department has continued its efforts towards enhancing public awareness by education on the best occupant protection practices throughout the year. By saturating the areas the police department has noticed a higher usage in seatbelts and child restraints. According to the National Highway Traffic Safety Administration (NHTSA) the seatbelt usage in the District of

Columbia was 88.8% for the year 2005. For the year 2005 the number of individuals involved in fatalities not wearing a seat belt was nine (9). For the year 2004 the total was four (4).

The police department has continued to make a conscious effort to saturate its patrol in the high fatality area during early mornings and late evenings to educate and encourage seatbelt usage. To help promote occupant protection the police department participated in over 15 child passenger seat checkpoints, issuing well over 600-child safety seats and 700 informational packages for the residents and visitors of the District of Columbia.

Fifty-five Child Passenger Safety 2 hour classes were taught during the fiscal year 2005. Classes were held with the assistance of a Spanish translator at Upper Cardozo Center, Adams Morgan Center, Mary's Center, Community Pediatric Health Center. Also, classes were held at the Southwest Center.

This course was designed to serve as an enrichment course for parents who are interested in learning more about transporting their children safely. The 2-hour classes combine classroom lectures and discussions with hands-on exercises. During the training, participants were introduced to medical conditions that can affect children, when a child is not properly restrained. The following topics were covered in the class: Types of restraints for children; Correct use of child restraint; Recognizing misuse of a child restraint seat; Selecting appropriate child restraint seats and proper installation; and where to retrieve information related to child passenger safety and the DC child restraint and seat belt laws. The following teaching tools were used for the class; the demo seats, power point, and handouts. The training concluded with Questions and Answers that evaluate the student's ability to assess appropriate restraints and to demonstrate proper use and installation.

Seats can also be purchased at a low cost or given free if you are approved for T.A.N.F. Temporary Assistance for Needed Family. Safety materials are provided in English and Spanish. Class size continues to increase during the year. District Department of Transportation and Metropolitan Police Department together properly installed over 800 child restraint seats, of residents of the District and visitors. Staff distributed information on child restraint, seatbelts and bicycle helmets. No exact number is available for the incentives given away.

CHALLENGES

Reminding certified technicians to renew their certification.

PROGRAM REPORT

The District of Columbia Highway Safety Office oversees a comprehensive child passenger safety program. The goal of the program is to prevent deaths and injuries to children resulting from car crashes.

Community outreach efforts such as: 2-hour child passenger safety classes, health fairs, partnering with:

- DC Safe Kids on their promotional events;
- Department of Early Childhood Development distributing information on events sponsored, by DDOT, TPPA.
- Department of Health and Human Services on promoting the 2 hour Child Passenger Safety Class to the residents of the District of Columbia
- Department of Motor Vehicles distributes information on CPS and provide car seat installation
- Associates for Renewal in Education, Inc. educating the teenage parents in the DC Public Schools on seatbelts and child restraint usages.
- Metropolitan Police Department with car seat checks and fitting stations

Major component of DC's Child Passenger Safety effort is promoting and maintaining the purchasing program. The purpose of this program is to provide DC resident's low cost child restraint seats as well as information and educational materials on properly buckling up children.

Occupant Protection program objectives is to promote the use of occupant protection devices to residents and visitors of the District of Columbia. The program staff will continue to explore new avenues to educate and inform the DC population of the benefits of properly using occupant protection devices. DDOT will continue to partner with new organizations to be involved in spreading the message of passenger safety.

During the fiscal Year 2005, the program staff maintained the operation of 13 purchase locations:

- Frank D. Reeves Center
- Children's Hospital
- Calvary Bilingual Multicultural Learning Center
- Adams Morgan Clinic
- Georgetown Hospital
- George Washington Hospital,
- Providence Hospital
- Sibley Hospital
- Community Pediatric Health Center
- Upper Cardozo Clinic
- Mary's Center
- Southwest Clinic
- Howard University Hospital

Car seats are ordered and delivered to the sites. Purchase forms were collected and entered in a database using Access. An Excel Data base is kept of the deposit made from purchases of child safety seats. The sites are kept updated with changes and new information on child passenger safety.

Manage 8-child safety seat fitting stations:

- 2nd District Police Station
- 3rd District Police Station
- 7th District Police Station
- COMP Clinic
- Adams Morgan
- Frank D Reeves Center
- Motor Vehicle Inspection Station
- Fire Department Fitting Station Engine #24
- Fire Department Fitting Station Engine #33

The Fitting Stations are staffed with trained child passenger safety technicians 3-locations are bilingual. Staff examines safety seats, both inside and out side of the car, an assist the parent in the proper installation of the seat. Car seats can be properly installed, 5 days a week. DDOT employee keeps record of seats check quarterly, supplies need and forms updated for the purpose of installation.

Key strategies used in the promotion of the occupant protection program, is the continued development and sustaining of long-term partnerships.

- La Petite Academy
- State Farm
- DC Action for Children
- Winn Managements
- George Washington Medical Center
- Harry Thomas Community Service Center
- North Capital Collaborative
- National Black Child Development Institute
- SPARK DC Leadership team
- YMCA
- Southwest Community House Association Incorporated
- D.C. Youth and Family Services
- D.C. Housing Authority
- D.C. Health and Human Services Department
- One Hundred Black Men Association

DDOT participated in the following Events

- Covenant House Washington, car seat check event
- Howard University Hospital, provide information of child restraint and properly install child restraint seats
- DC Parks and Recreation, distribute information on injury prevention
- Giant Food Stores, car seat check event
- Galluadet University had 5 car seat check-up events
- Metropolitan Police #10 Boys and Girls Club “Keep Fit” information packages distributed with activity booklets on car seat safety. Provided helmets for participates in the bike rodeo.
- Barnard Elementary School, class room visit, “Give a Child A Booster”
- Rosemount Center, car seat check-up event
- Fire and Emergency Medical Services Department Safety Day provided safety materials and demonstrated, proper installations
- D.C. Public Schools, provide information for Health fairs
- Urban Rangers, fitting of bike helmets, provided 50 helmets to the organization

- Chartered Health Center provided 300 packages with car seat safety materials
- Life Savers Conference, training on new CPS equipment and materials
- Congress Heights Day, passed out literature and conducted a helmet survey
- Curtis Chevrolet 2 car seat check-up events
- AKA DC, Buckle Up Day, car seat check-up event
- Pet Worth Community, defeat the heat with a bike rodeo, provided 50 bike helmets.
- NBC-4 Fitness for Your Health provided 2000 safety booklets and demonstrated the proper way to install a child restraint seat.
- Department of Interior presentation on pedestrian safety, walking safely to work. 30 employees participated.
- Georgetown Chartered School presentation on the importance of wearing a seatbelt.
- Latin American Youth Group Fair provided 200 safety packages and presentation on seatbelt safety.
- DC Healthy Start Community Consortium on Child Care presenting information on child safety while driving.
- Richard England Boys & Girls Club provided information and 35 bike helmets for the bike rodeo. Fitting kids for the helmets.
- Department Health and Human Services held a Men Health Fair at Fort DuPont Park, distributed and discussed drinking and driving and wearing seat belts.
- Fire Department held 24 car seat check-up events.
- Associate for Renewal in Education held a bike rodeo. The kids were fitted with the proper bike helmets and rodeo bikes.
- Edward Mazique Day Care Center held a workshop for the teen parents and expecting parents.
- Risk Watch host a bike rodeo at the #6 Boys & Girls Club, showed video on why bike helmets should be worn. Kids were fitted for helmets; A to Z bike safety activity booklets was given to each person. 88 participate in the program.
- Rock East Safety Day, provided information on child safety and properly installed child safety seats
- Kennedy Collaborative held a workshop on child safety when riding in a car.
- Kennedy Recreation Center event "Covering Kids & Families Back to School, distributed 500 packages

- Ward 8 DC Night Out installed child safety seats.
- Parks & Recreation “World Vision Latino Event distributed 500 packages.
- Barnard Elementary School & DCPS Head Start program presentation on pedestrian safety “Walking your Child to School Safely”
- Associate for Renewal in Education annual Transportation Safety fun Day installed car seats and distributed information on traffic safety
- First Seventh Day Adventist Church held a car seat check-up event
- Family Place held a Health Workshop demonstrated the proper way to install car seats, video and safety packages were distributed to the 25 participates
- Ward 8 car seat check-up event with the Police Department
- First Seventh Day Adventist Church car seat check-up event
- Ballou High School Day Care Center Rodeo, fit kids with helmets and assist with the rodeo
- Upper Cardozo Clinic “It’s Wise to Immunize” distributed information on child restraint, seatbelts, drinking and driving and bike helmets.
- International Walk To School Day assist with demonstrating safe behaviors

DDOT supported the above organizations with their efforts to spread the message of buckling up on every ride. Up dated safety materials are provided distributed for safety events, car seat check up events and classes are provided to keep the organizations active.

Child Passenger Safety Week events were held at the following location: Curtis Chevrolet car seat check; Mary’s Center information booth and car seat check; Covenant House Washington car seat check; 4800 block of Benning Rd, SE; 2200 block of 11th St, NW; 1800 Massachusetts Ave, SE; Associates in Renewal Education parents assist with the installation of their child safety seats; distributed safety materials. Child Passenger Safety 32 Hour Training was held that week.

DDOT will continue to contribute to the prevention of injuries to all passengers riding in the District of Columbia.

OCCUPANT PROTECTION ASSOCIATES FOR RENEWAL IN EDUCATION

SECTION I: OVERVIEW INFORMATION

**GRANTEE: ASSOCIATES FOR RENEWAL IN EDUCATION,
INC.**

PROJECT: TEENAGE TRAFFIC SAFETY PROGRAM

SECTION I. OVERVIEW INFORMATION

The Associates for Renewal in Education received a grant from the DC Department of Transportation, Safety Division to implement a program educating teens on the issues of seat belt safety and the dangers of impaired driving. The program's primary focus is to educate adolescents on the important of seat belt use and discourage them from driving while impaired. The Teem Highway Safety Coordinator's primary responsibility is to coordinate educational activities designed to meet program goals. The following sections outline program goals, accomplishments and challenges as well as recommendations for improvement and expansion.

INTRODUCTION

The Associates for Renewal in Education, Inc. (ARE) continues to revise and enhance the program's curriculum, improving the quality of information disseminated and ensuring the most current data is provided during educational sessions. As a result of a recent increase in the number of teens killed on area highways, news articles have been included to illustrate the need to educate teens on this topic. All program activities are designed to meet the following goals:

- Emphasize the importance of sat belt use to teens in the District of Columbia;
- Increase teen awareness of the dangers of drinking and driving;
- Emphasize importance of car safety seats to parents and guardians of young children in the District.

The Teen Highway Safety Coordinator's primary function is to develop and coordinate activities to meet the above program goals. Additional goals are to establish cooperative relationships with various religious, educational and community organizations to gain their support in educating teens in the areas of seat belt safety and the dangers of drinking and driving.

ARE, Inc. remains committed to increasing seat belt safety and decreasing drinking and driving among teen drivers. ARE is also committed to educating parents and guardians and educators on car safety seats. Various activities such as workshops, training videos and distribution of instructional and educational materials addressing these topics, were held during the course of this fiscal year.

Accomplishments

- Revised and updated Project Coordinator's Handbook
- The Teen Highway Safety Curriculum was presented to 493 Summer Youth Employment teens. Youth between the ages of 14-21 participated in a four-week training session, which included group discussions, safety videos and program surveys, assessing attitudes on seat belt usage, drinking and driving, as well as testing their knowledge of basic laws regarding the use of seat belts and penalties for drinking and driving.
- Implemented Teen Highway Safety Program to 190 teens at Anacostia, Woodson, Wilson and Cardozo Senior High Schools.
- Joined Mother's Against Drunk Driving (MADD).
- Continued our partnership with Ralph Neal, Assistant Superintendent for Student Affairs and Barbara Rockwood, Director of Health and Physical Education with the DC Public Schools.
- Held 4th Annual Transportation Community Safety Day on September 24, 2005. Approximately 200 area residents attended. Residents attended video workshops and received written information on car seat and passenger safety and the dangers of drinking and driving. Twenty-eight residents received car safety seats.

- Distributed car safety seat materials to Women, Infant and Children (WIC) Centers and the Office of Early Childhood Development (OECD).
- Established relationships with area churches to increase awareness of car safety seats, teen seat belt safety use and dangers of drinking and driving.

CHALLENGES

- Initially, ARE received very little response from school principals after sending out letters to all DC Public High Schools announcing the program.
- Timely response from individual school principals expressing interest and/or agreeing to participate.
- Lack of follow-up by faith-based and social service agencies.
- Those schools expressing interest did not send name of a coordinator in time for the initial orientation.
- Lack of resources to expand program services.

STRATEGIES FOR ADDRESSING CHALLENGES

- ARE has established relationships with Ralph Neal, Assistant Superintendent for Student Affairs and Barbara Rockwood, Director of Health and Physical Education who both support the program and have begun efforts to implement program in all District of Columbia Public High Schools.
- ARE has established follow-up procedures to ensure information has been received through telephone and email contact and schedule meetings with the Safety Program Coordinator after initial contact to solicit support and participation.
- ARE will conduct community meetings with faith-based and social service agencies to introduce program and solicit support and participation.

- Design application for participation by schools to include all pertinent information needed.
- Solicit additional funding from other

SECTION II. PROGRAM REPORTS

SUMMARY OF PROGRAM ACTIVITIES

- During the Reporting Period October 1 through September 30, 2005, The Teen Highway Safety Program impacted 750 residents of the District of Columbia.
- The Teen Highway Safety Curriculum was revised and updated.
- A four-week curriculum for 493 youth participating in ARE's Summer Youth Employment Program at Woodson, Dunbar, Duke Ellington, Spingarn and Anacostia Senior High Schools, Brown Junior High School, the African-American Family Institute and the South Washington Family Collaborative was implemented.
- Implemented Teen Highway Safety Program to 175 teens at Anacostia, Woodson, Wilson and Cardozo Senior High Schools.
- ARE sponsored its 4th Community Safety Day on September 25, 2005. Materials were distributed to over 200 residents.
- ARE established relationships with area organizations such as Washington Regional Alcohol Program (WRAP) and Mothers Against Drunk Driving (MADD) in an effort to further the work of the Safety Program.
- DC Area churches were contacted to introduce and gain support for the Teen Highway Safety Program.
- Introduced The Teen Highway Safety Program to Mr. Ralph Neal, Assistant Superintendent of Student Affairs, DC Public Schools who contacted and encouraged participation of all DC Public High Schools.

- Met with Barbara Rockwood, Director of Health and Physical Education to solicit support to possibly incorporate program into public school curriculum.
- A Press Release and Public Service Announcements were issued in September 2005.
- ARE currently is a member of the Injury Free
- Coalition. The Program Coordinator serves on the Events and co-chairs the Pedestrian/Wheel Committee.
- Conducted educational workshop for Early Childhood Education Teachers.

PROGRAM GOALS

GOAL 1 – To emphasize the importance of seat belt usage to 500 new teens across the city.

- Curriculum presented to over 600 youth in DC Public Schools and Summer Youth Employment Program.
- Contacted Ralph Neal, Assistant Superintendent for Student Affairs and Barbara Rockwood, Director of Health and Physical Education in an effort to gain their support in expanding the program to include all DC Public High Schools.
- Contacted former School Coordinators to introduce the Teen Highway Safety Program to new students.
- Re-established relationship with the Office of Early Childhood Education, OECD in an effort to provide car seat safety information to clients.
- Established relationship with Women and Infants Clinic staff in an effort to provide car seat safety information to clients.
- Implemented four-week curriculum targeting 493 participants in DC's Summer Youth Employment Program with the District of Columbia.

- Revised and updated Project Coordinator's Handbook.

GOAL 2 – To change teen attitudes toward drinking and driving

- ARE sponsored a Community Safety Day reaching 200 residents.
- Established relationships with WRAP and MADD to increase exposure of program and gather additional resource materials.
- Submitted information on the Teen Highway Safety Program to Dr. Gridlock of the Washington Post in response to increase in teen highway fatalities in Washington Metropolitan Area.
- Developed strategy to increase participation of area high schools from three schools to eight DC Public High Schools.

GOAL 3 – To increase driver safety awareness in youth participants.

- Monitored and compiled data on increase in teen highway fatalities in the DC metropolitan area.
- Researched material to develop a curriculum appropriate for use in elementary and middle schools.
- The Assistant Superintendent for Student Affairs, and the Director of Health and Physical Education, has both expressed support in establishing the program in DC Public Schools.

SECTION III. LOOKING TO THE FUTURE

SIGNIFICANT CHALLENGES TO BE ADDRESSED

The Teen Highway Safety Program continues to meet its primary goal of educating District of Columbia teens of the importance of using their seat belts and the dangers of drinking and driving. The recent increase in teen highway

fatalities in the Washington Metropolitan Area sadly demonstrate the urgency for this type of program, as well as the obvious need to continue these efforts.

During the period numerous teens lost their lives in traffic crashes in the DC Metropolitan Area, with five teens dying during one weekend in September alone. In each instance, unsafe driving and/or alcohol were factors. Although none of these fatalities occurred on the streets of the District of Columbia, many of the youth in DC behave similarly.

When evaluating the need for the Teen Highway Safety Program, a major consideration must be the urgent need for driver education programs in the DC Public Schools since none currently exist.

SIGNIFICANT TRAINING, TECHNICAL ASSISTANCE, EXPERTISE, AND OTHER RESOURCES NECESSARY FOR SUCCESS.

The lack of any curriculum-based program addressing teen driver safety in the DC Public Schools provides an opportunity for the Teen Highway Safety Program to significantly impact teens by increasing their knowledge and awareness of seat belt safety and the dangers of drinking and driving. With the Superintendent for Student Affairs and the Director of Health and Physical Education on board as team members, ARE is in an excellent position to provide this education.

It is our goal to institute the program in nine (9) DC Public High Schools and one (1) Middle/Junior High School.

FUTURE PROJECTS

- ARE will continue to increase the knowledge of teen drivers. Additionally, ARE will work with student to develop a teen driver safety video.

OCCUPANT PROTECTION INJURY PREVENTION – THE GEORGE WASHINGTON UNIVERSITY

SECTION I: OVERVIEW INFORMATION

GRANTEE: The George Washington University Hospital

PROJECT: Gallaudet University Protection and Safe Child Initiative

SECTION I: OVERVIEW INFORMATION

The Center for Injury Prevention at the George Washington University Medical Center selected Gallaudet University as the location in which to initiate a new car seat program that specifically targeted the deaf community. Many car seat programs already exist, but none have appreciated the importance of including this often forgotten community in our child safety initiatives.

GOALS – 2005

- To conduct three (3) car seat checks at Gallaudet University, each year; and
- To conduct training session in which select students will be trained as certified child safety seat technicians; and
- To conduct a second car seat check with in-class testing for the purpose of evaluations.

ACCOMPLISHMENTS

- Conducted three (3) child safety seat checks in the Infant Program and the Child Development Center at Gallaudet.
- An injury prevention curriculum was introduced last year and Pilot Tested in The Child Development Center (Gallaudet University). This included sections on playground safety, walking safe, and car safety.

CHALLENGES

- Because of funding limitations we were not able to train certified safety seat technicians, however we would like to complete these objectives;
- Based on funding availability we would like to initiate the car seat checks and injury prevention instruction in the elementary school (Kendall School) at Gallaudet.

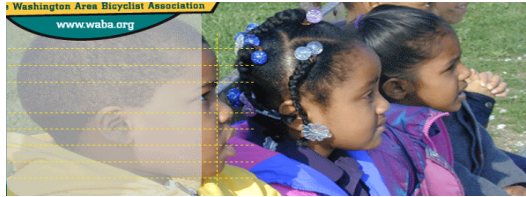
SUMMARY OF STRATEGY RECOMMENDATIONS

RECOMMENDATION 1: Increase dramatically the availability and accessibility of safety education, training, expertise, knowledge, special skills, credible research and information about health and traffic safety issues to African Americans and other ethnic minority populations.

RECOMMENDATION 2: Increase and reinforce awareness in youth and educators of the nation's youth about health and traffic safety at the earliest possible age, and incorporate health and traffic safety into the educational curriculum for grades pre K through 12.

RECOMMENDATION 3: Create and distribute, through collaborative relationships, a credible and culturally infused comprehensive program of facts, safety education materials and examples of seat belt safety for use by community-based service and other organizations including churches, civil rights and volunteer organizations, schools, educators, parents and students.

BICYCLE SAFETY PROGRAM WASHINGTON AREA BICYCLIST ASSOCIATION



SECTION I. OVERVIEW INFORMATION

CRASH SUMMARY – Not applicable

ACCOMPLISHMENTS

- WABA taught in-school pedestrian and bicycle safety lessons to 1142 students as follows:
- 215 students at Martin Luther King ES
- 175 students at Walker Jones ES
- 225 students at Thaddeus Stephens ES
- 150 students at Takoma Educational Center (trained teacher taught the lessons without WABA staff)
- 275 students at Seaton ES
- WABA held 8 Adult Bike Safety Classes for 200 Confident City Cyclists from throughout the region.
- WABA held 7 rodeos in DC, taught bike safety and gave away 120 helmets to 179 kids.
- WABA held 1 press event at Lincoln Park on International Walk to School Day.
- WABA distributed Bike Safety Rack Cards “Safe Streets”, DC Bike Maps, Truck and Bike brochures, and Pedestrian and Bike Safety Education Program brochures at the following Metropolitan Area Events:
 - ♥ Bike To Work Day
 - ♥ The Fifty States Ride
 - ♥ Press event publicizing International Walk to School Day and the
 - ♥ Bicycle and Pedestrian Safety Education Program.



- ♥All 16 Bike Rodeos in DC Metro Area (7 in DC, 8 in MD, 1 in VA)
- ♥The Discovery Channel Fair
- ♥The 8th Annual Maryland Bicycle and Pedestrian Symposium
- ♥WABA produced a new brochure to educate truck drivers on safely operating around bicyclists.
- ♥WABA produced a brochure on the Pedestrian and Bicycle Safety Education Program for distribution throughout the region.

CHALLENGES

- In August 2005, WABA met with the DCPS Physical Education staff at an in-service training to promote the program. This was very effective in reaching the teachers who want the program in their schools and resulted in 10 teachers contacting us for more information. By the end of fiscal year 2005, three of these schools had been served with the program.
- One challenge that remains unchanged is the fact that only spring and fall months are available for the in-school program because too few schools have indoor space for teaching the bike lessons in unpredictable and cold weather. In order to take advantage of the summer months when school is not in session, WABA plans to collaborate with DC Department of Parks and Recreation to use the Rec. Centers for Safety Education of their summer program students and others from the community.
- Lack of family support in most communities is a continuing challenge, resulting in few or no parent volunteers for classes, as well as in little support at home for kids to safely walk or bike to school.

SUMMARY

The District of Columbia is a challenging environment for this kind of teaching because many schools are under-served, under-staffed, and under-equipped. On the other hand, these same schools are over-represented in crash statistics, which lends a special urgency to the program. The children understand the importance of the material we are teaching, and demonstrate a willingness to learn it that more affluent communities often lack. Although DC is a challenging environment in which to run this program, it is also a rewarding one. WABA continues to be honored by the opportunity to continue to bring this program to DC kids.

SECTION II. PROGRAM REPORTS

PROGRAM OVERVIEW

WABA taught the program in five schools in FY'05: Martin Luther King ES, Walker Jones ES, Thaddeus Stevens ES, Seaton ES, and a repeat at the Takoma Educational Center without the use of WABA staff. At Stevens ES, an essay contest was conducted and every student who wrote an essay received a free helmet. 98 helmets were given away. Evaluations were conducted by means of pre- and post-testing, revealing improvement in understanding of basic pedestrian and bike safety principals after the course was taught. During the course of fiscal year 2005, a total of 1,219 kids and 200 adults were given Pedestrian and Bicycle Safety Education in the District of Columbia.

SECTION III. LOOKING TO THE FUTURE

SIGNIFICANT CHALLENGES TO BE ADDRESSED

Under the same level of funding as was granted in fiscal year 2004, WABA doubled the number of people educated in Adult Bike Safety Classes, in schools, and in weekend bike rodeos taught in fiscal year 2005. It is hoped that in fiscal year 2006, funds will be made available for additional staffing and equipment so that even more of DC's residents can be reached.

Although we don't think that a teacher training model such as is being piloted in Maryland would work in the District of Columbia, we are considering the possibility of training selected DC police, fire fighters, and Safe Kids Coalition members so that there will be a pool of trained professionals, interested volunteers, and parents to help with our Safety Education Program Their cooperation enables WABA to reach previously unattainable populations in the city and is key to the success of our program.

In the future, we teaching the program WABA staff, and to the-trainers network fighters, parents, and such as the members Kids Coalition, who increasingly involved.



Summit attendees participated in a Congressional Bike Caucus ride around Washington, DC on the final day of the 3-day conference. (Photo: Keith Barraclough)

hope to continue in schools with expand a train-with Police, Fire other volunteers of the DC Safe are becoming

ALCOHOL COUNTERMEASURES WASHINGTON REGIONAL ALCOHOL PROGRAM

SECTION I. OVERVIEW INFORMATION

CRASH SUMMARY

Presented in the findings of the December 2005 “How Safe Are Our Roads?” report, there were 45 total traffic fatalities in the District of Columbia in 2004, a decrease of 22 deaths from 2003. Eleven (24%) of these fatalities were alcohol/drug-related. Additionally in 2004, there were 261 alcohol related crashed resulting in 81 alcohol related injuries.

ACCOMPLISHMENTS

- Annual Meeting...Hosted WRAP's 22nd anniversary Annual Meeting on October 21, 2004 at Maggiano's Little Italy in Washington, D.C. where the organization reelected officers, elected five new Board members and recognized 18 individuals and businesses in the fight against impaired driving and underage drinking via its annual WRAPPY Awards.
- 2005 DC-Metro Checkpoint Strikeforce Campaign...Launched 2005 Washington-metropolitan area Checkpoint Strikeforce campaign via a 7-22-05 news conference held in Washington, D.C. and securing 1.4 million media impressions.
- National CADCA Forum...Having WRAP serve as a national model of “best practices” relative to effective “business / coalition partnerships” by serving as both a featured presenter and case study at the Community Anti-Drug Coalitions of America's 15th-annual National Leadership Forum in Washington, D.C. on January 11, 2005.
- 2004 Halloween SoberRide...“SoberRide Offers Revelers a Safe Ride Home,” read the *Roll Call* headline (10-28-04) regarding WRAP's 2004 Halloween SoberRide program providing 416 free taxi rides home to area

residents whom otherwise may have driven drunk. This level of ridership translates into a potential drunk driver taken off of Washington-metropolitan area's roadways every two-and-a-half minutes.

- 2004 Holiday SoberRide... "SoberRide Takes 602 Drunken Drivers Off Area Roads," hailed WTOP-AM (1-1-05) regarding WRAP operating its 2004 Holiday SoberRide program from December 10, 2004 through January 1, 2004. 2,723 would-be drunk drivers availed themselves of this local, lifesaving service. On New Year's Eve, alone, this level of ridership (602 SoberRides) translated into a potential drunk driver being removed from Greater Washington area's roadways every 48 seconds. The 2004 Holiday SoberRide offering was kicked-off in tandem with the Maryland and Virginia State Police at a December 10, 2004 news conference in McLean, Virginia.
- 2005 St. Patrick's Day *SoberRide*... "More Than 270 People Take Advantage of SoberRide," reported News Channel 8 (3-18-05) regarding WRAP providing 273 free rides home to persons whom otherwise might have driven home drunk courtesy of WRAP's SoberRide program. This ridership translates into the removal of a potential drunk driver from Greater Washington's roadways every two-and-a-half minutes. WRAP kicked-off its St. Patrick's Day *SoberRide* initiative with a March 17, 2005 Fado Irish Restaurant & Pub in Washington, D.C.
- 2005 July 4th SoberRide Campaign... Conducted successful 2005 Independence Day SoberRide campaign providing 375 free cab rides to persons whom otherwise may have driven home impaired. Holiday total put WRAP's total SoberRide ridership over the '30,000-served' mark (30,064) – a milestone touted in The Washington Post editorial, "Fewer Drunk Drivers" (7-18-05).
- 2004 Law Enforcement Awards... "Public Safety Honor for a Local Deputy," reported WAGE-AM (12-14-04) regarding to WRAP, in partnership with both the Maryland and Virginia State Police, hosting its seventh-annual Law Enforcement Award of Excellence for Impaired Driving Prevention awards on December 10, 2004 in McLean, Virginia. Featuring Virginia's House of Delegates' Assistant Majority Leader & Courts Committee Chairman Robert McDonnell (R-84th District), Master of Ceremonies Jan Fox (WUSA-TV) and Featured Presenter Dave Feldman (FOX 5 DC), WRAP honored a dozen local law enforcement professionals with its 2004 Law Enforcement Awards at a packed ceremony at the Tysons Galleria's Maggiano's Little Italy.

- 2005 GEICO Student Awards...Hosted WRAP's 13th-annual GEICO Student Awards program on April 22, 2005 at Washington, D.C.'s MCI Center. Featuring ABC7's Doug McKelway, Washington Senator great Fred Valentine, Washington Mystics' centers Murriel Page and Kaayla Chones and National Capital Coalition to Prevent Underage Drinking's Nadine Parker; the annual ceremony featured the bestowing of honors on a half-dozen Greater Washington high school student groups honored for their promotion of alcohol and drug-free lifestyles to their peers.

CHALLENGES

Continued to reach residents and students in the District of Columbia through education and prevention initiatives through the workplace and the schools.

SECTION II. PROGRAM REPORTS

PROGRAM OVERVIEW

- Youth Outreach: To increase awareness of the risks and consequences associated with underage drinking in 2003 by maintaining or surpassing reach of students with educational presentations and educational materials.
- Alcohol Awareness for Students...Reached 6,007 area students with WRAP's alcohol education program, Alcohol Awareness for Students (AAS).
- 2005 Youth Guide...Developed and distributed WRAP's 2005 School Resource Guide to Preventing Underage Drinking via both educational presentations and individual requests.
- Operation Party Safe '05..."Crumpled Metal Sends Teens a Sober Message," read the *Laurel Leader* headline (5-12-05) regarding WRAP serving as a co-sponsor of Greater Washington's "Operation Party Safe '05" public service announcement campaign which, via a partnership with the region's Clear Channel radio stations, targets both teens and parents of the same in calling for safety during the prom season.

- 2005 GEICO Student Awards Judging...Hosted the Metropolitan Washington Council of Governments' judging of WRAP's 2005 GEICO Student Award applications on March 25, 2005 in Washington, D.C.
- 2005 GEICO Student Awards...Hosted WRAP's 13th-annual GEICO Student Awards program on April 22, 2005 at Washington, D.C.'s MCI Center. Featuring ABC7's Doug McKelway, Washington Senator great Fred Valentine, Washington Mystics' centers Murriel Page and Kaayla Chones and National Capital Coalition to Prevent Underage Drinking's Nadine Parker; the annual ceremony featured the bestowing of honors on a half-dozen Greater Washington high school student groups honored for their promotion of alcohol and drug-free lifestyles to their peers.
- 2005 Tips for a Safe Summer..."...the Washington Regional Alcohol Program is kicking off its summer campaign by talking about teen drinking and driving" reported *The Washington Examiner* (6-17-05) regarding WRAP's annual, spring release of its parent-education initiative, "Ten Tips for a Safe Summer." The education campaign served as a means to combat both teen drinking and impaired driving during the summer months.
- 2005 Bacchus & Gamma International Conference...Attended Bacchus & Gamma's 2005 Social Norms Conference in Toronto, Canada on 7-13 through 7-15-05.
- Teen Drivers..."...the Washington Regional Alcohol Program said that a good bit has been done outside of the home and now it's time for parents to reinforce what teenagers learn in school and in driver's education classes," reported BET (10-25-04) regarding WRAP serving as a resource relative to the recent scourge of teen traffic fatalities in Greater Washington.
- 2005 Moment of Silence...Provided morning announcement scripts to area high schools to read as part of WRAP's May 14, 2005 Moment of Silence commemorating this country's worst drunk driving crash near Lexington, Kentucky in 1988.

ADULT OUTREACH: To increase education of the public on risks and consequences of impaired driving by maintaining or increasing adult presentation reach and educational print materials distribution this fiscal year.

- SAVE...In tandem with local law enforcement partners, reached 285 District of Columbia employees and military personnel with WRAP's Safe And Vital Employees (SAVE) program
- 2005 Corporate Guide...Developed and distributed WRAP's 2004 *Corporate Guide to Safe Celebrating and Safe Driving* while continuing to distribute current guide to area employees and businesses.
- 2005 WRAP Reporter...Published one issue of WRAP's 12-page newsletter, the *WRAP Reporter*.

PUBLIC EDUCATION: To increase awareness of the public on risks, consequences and issues surrounding impaired driving and underage drinking by promoting media placements through interviews, PSAs and reports on current trends; to increase recognition of area leaders for their efforts in fighting impaired driving by maintaining media opportunities with scheduled press conferences and PSAs.

- 2004 Checkpoint Strikeforce...Continued managing the public education component of the Checkpoint Strikeforce campaign in both the Washington-metropolitan area as well as throughout Virginia including: pioneering a pilot television ad-buy in Greater Washington in December 2004; representing Checkpoint Strikeforce on both media interviews on WJJS-FM (11/9) and WJCW-AM (11/23) as well as at a Military traffic safety forum in Norfolk, Virginia on October 18, 2004; and served as a model program in PIRE's evaluation of the sobriety checkpoint education campaign at an evaluation meeting on November 4, 2004.
- 2005 DC-Metro Checkpoint Strikeforce Campaign...Launched 2005 Washington-metropolitan area Checkpoint Strikeforce campaign via a 7-22-05 news conference held in Washington, D.C. and securing 1.4 million media impressions.
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- “How Safe are Our Roads?” Report...”Drunk Driving Fatalities are Up,” screamed the headline in the Sun-Gazette (12-2-04) as WRAP continued the development of WRAP’s 12th-annual “How Safe are Our Roads?” report (in cooperation with the Metropolitan Washington Council of Governments) releasing the report’s preliminary findings to the media on November 22, 2004 as well presenting the same to COG’s Public Safety Policy Committee on March 18, 2005. In addition, continued work on WRAP’s 2005 report, “How Safe are Our Roads?” report including the securing of the Metropolitan Washington Council of Governments to collect local impaired driving data.

- Safe & Secure Campaign...Aided in the production and served as the subject of an NBC 4-produced television PSA as part of that station’s “Safe & Secure” campaign featuring SoberRide and broadcast in December 2004.

- 2005 Super Bowl Safety...”Super Bowl Sunday trails only New Year’s Eve as the worst day for alcohol-related highway fatalities,” reported the *Loudoun Times Mirror* (2-2-05) regarding WRAP’s January 21, 2005 call for safety in advance of the one of the deadliest of all U.S. “holidays” regarding the proportion of traffic deaths that are alcohol-related, Super Bowl Sunday. WRAP aggressively engaged the media to call for safety measures like designating a driver and reporting suspected drunk drivers.

- National CADCA Forum...Having WRAP serve as a national model of “best practices” relative to effective “business / coalition partnerships” by serving as both a featured presenter and case study at the Community Anti-Drug Coalitions of America’s 15th-annual National Leadership Forum in Washington, D.C. on January 11, 2005.

- St. Patrick’s Day Parade...Participated in the District of Columbia’s St. Patrick’s Day Parade on March 13, 2005 to promote safe celebrating and WRAP’s St. Patty’s Day *SoberRide* offering.

- NAB Judge...Served as a judge for the National Association of Broadcasters’ 2005 Crystal Radio Awards in Washington, D.C. on March 4, 2005.

- 2005 Holiday Kick-Off...Secure sited and developed logistics in preparation of December 2005 Holiday Campaign Kick-Off and Law Enforcement Awards ceremony.
- COG Presentation...Served as a featured presenter on both the region's DUI trends and public policies addressing the same before the Metropolitan Washington Council of Governments' Substance Abuse Committee on 7-14-05.
- "Best Bar None" Program...With partner Anheuser-Busch, co-hosted a 7-19-05 regional meeting in Washington, DC on a crime-reduction / retailer recognition program called "Best Bar None" considered for implementation in Greater Washington.
- Media Interviews..."WRAP, grimly concludes, it's clear that the local fight against drunk driving is far from won," reported *ontaponline.com* (December 2004) regarding WRAP serving as a featured guest and or resource on numerous media programs regarding a number of issues including self-test BAC devices (WUSA-TV, 12/29), holiday safety (News Channel 8, 11/24; WHFS-FM, 11/30; Clear Channel [DC], 11/30; WJFK-FM, 12/15; WJZW-FM, 12/21; NBC4, 12/30; and News Channel 8, 12/30), interviews on Clear Channel (DC) on 2/3 and interviews on Clear Channel's *Metro Talk* and *WTOP-AM* on 5/29 and *WMET-AM* on 6/13, amongst others.
- Coalitions...Continued WRAP's leadership role in a number of coalitions and related efforts including the: Impaired Driving Coalition; Advocates for Highway and Auto Safety; Maryland Underage Drinking Prevention Coalition; Metropolitan Washington Council of Governments' Drug Prevention and Education Committee; National Capital Coalition Preventing Underage Drinking; Northern Virginia Planning District Commission's Public Information Officers Committee; Prince George's County Highway Safety Task Force; D.C. Hospitality Resource Panel; Fairfax County Chamber of Commerce Legislative Affairs Committee; Drawing the Line on Underage Drinking; and DC Peaceable Schools.

ADMINISTRATIVE: To maximize shared resources from all of WRAP's 402 grantees and private partners; To keep WRAP's administrative expenses at or below 25%.

- Annual Meeting...Hosted WRAP's 22nd anniversary Annual Meeting on October 21, 2004 at Maggiano's Little Italy in Washington, D.C. where the organization reelected officers, elected five new Board members and recognized 18 individuals and businesses in the fight against impaired driving and underage drinking via its annual WRAPPY Awards.
- Board Meeting...Conducted Board of Directors meetings on November 16, January 25, March 29, May 24 and September 27, 2004-05.
- 2005 Community Needs "Check-Up"...Conducted Board "check-up" to WRAP's 2003 Community Needs Assessment on 7-13-05.
- Board Orientation...Conducted a 90-minute WRAP Board member orientation on May 20, 2005 featuring a newly unveiled PowerPoint presentation on WRAP, individual presentations and a lunch provided courtesy of WRAP partner, the Greater Washington Board of Trade.
- Leadership Washington...WRAP President graduated from Leadership Washington's 2005 program year.
- 2005 GHSA Annual Meeting...Attended and participated in GHSA's annual meeting in Norfolk on 8-30 through 8-31-05.
- NCADD Awards...Attended NCADD's 2004 Awards ceremony in Washington, D.C. on December 1, 2004.
- Nonprofit Roundtable...Attended the annual meeting of the Nonprofit Roundtable of Greater Washington on June 9, 2005 in Washington, D.C.
- AWAKE on Capitol Hill...Attended the Artists Working for Awareness, Knowledge & Education's (AWAKE) Capitol Hill coalition event on April 6, 2005.
- DC DOT...Met with the District of Columbia's Department of Transportation Director to discuss WRAP in Washington, D.C. on May 24, 2005.
- WABA Ascertainment...Served as a formal presenter before the Washington Area Broadcasters Association's "ascertainment" / public affairs process on May 6, 2005 in Washington, D.C.

- 2005 NHTSA Summit...Attended NHTSA's Mid-Atlantic Region's 2005 Impaired Driving Summit in Pittsburgh, Pennsylvania on June 15 – 16, 2005.
- Audit...Conducted WRAP's annual financial audit for FY 2003-04 performed by independent auditor, Goodman & Associates.

SECTION III. LOOKING TO THE FUTURE

SIGNIFICANT CHALLENGES TO BE ADDRESSED

The need to reach of residents and students in the District of Columbia through education and prevention initiatives through the workplace and the schools.

SIGNIFICANT TRAINING, TECHNICAL ASSISTANCE, EXPERTISE AND OTHER RESOURCES NECESSARY FOR SUCCESS.

Continued support from the DC Department of Transportation and private contributions.



ALCOHOL COUNTERMEASURES METROPOLITAN POLICE DEPARTMENT

SECTION I: OVERVIEW INFORMATION

GRANTEE: METROPOLITAN POLICE DEPARTMENT
PROJECT: IMPAIRED DRIVING

ARREST SUMMARY

Summary of MPDC Impaired Driving Arrests (Data Obtained from Criminal Justice Information Systems – CJIS)

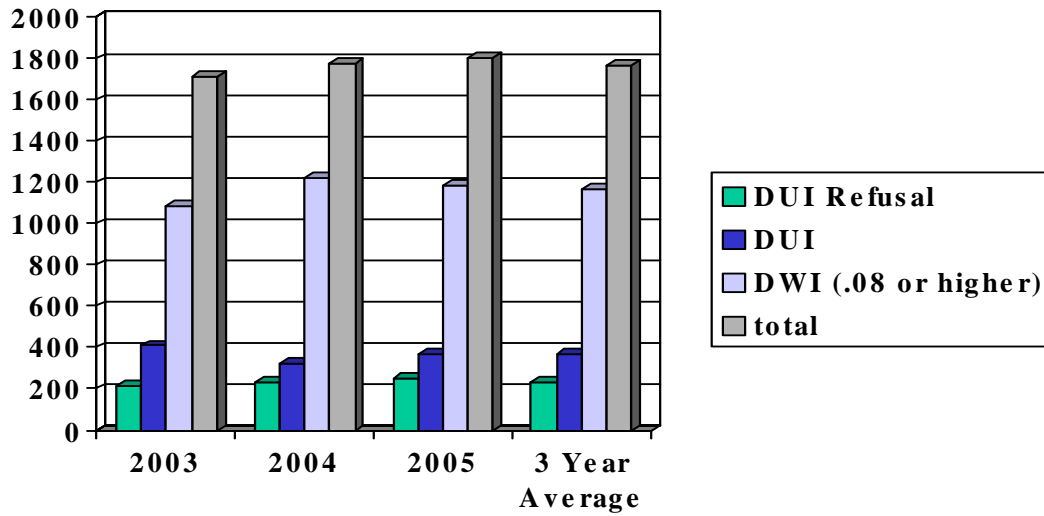
ARREST CHARGE	2003	2004	2005	3 Year Average
<u>DUI Refusal</u>	213	229	254	232
<u>DUI</u>	409	325	369	388
<u>DWI (.08 or higher)</u>	1,089	1,226	1,184	1,166
<u>TOTAL</u>	1,711	1,780	1,807	1,766

It should be noted that after Nov. 3, 2005, DWI was .08 or higher and a BAC of more than “.05% and less than .08% no presumption exists for DUI without other competent evidence”.

The Metropolitan Police Department is committed to minimizing the number of impaired drivers operating in the District of Columbia. The department conducted a total of forty-two (42) sobriety checkpoints during calendar year 2005. The police department has continued to support “Checkpoint Strike Force.” The purpose of this initiative is to decrease impaired driving by conducting weekly sobriety checkpoints from July through January. Within the Memorandum of Agreement, Checkpoint Strike Force activities also recommends police departments to conduct regular checkpoints or alcohol saturation patrols during the week from Thursday through Saturday throughout the city.

In the District of Columbia the Metropolitan Police Department uses two alcohol Chemical Analysis Testing (CAT) units on a daily basis to support the patrol district’s enforcement efforts of processing impaired drivers seven days a week.

Each police district located in the District of Columbia is also outfitted with the Intoxilyzer 5000 for processing impaired drivers.





YOUTH & ALCOHOL METROPOLITAN POLICE DEPARTMENT

SECTION I. OVERVIEW INFORMATION

**GRANTEE: METROPOLITAN POLICE DEPARTMENT
PROJECT: YOUTH & ALCOHOL**

CHARGE & ARREST CHART

Charge	Number of Arrests
Underage Possession of Alcohol	0
Underage Drinking	0
Establishments cited (with ABRA)	10
Misrepresentation of Age	32
TOTAL	32 (arrests)

During 2004, the Metropolitan Police Department was dealt a major setback with the issuance of an injunction order by a judge from the District of Columbia's Superior Court who stated that the way that the (then) present law regarding underage possession of alcohol by a minor was a civil matter and not criminal. To add to this problem, once the law was re-visited by the city council and re-written, it remained a civil matter thus preventing members of this agency from arresting person (s) under twenty-one (21) years of age.

The Traffic Safety and Special Enforcement Branch (TSSEB) then teamed up to combat underage drinking in another fashion. Supported by the National Capital Coalition to Prevent Underage Drinking (NCCPUD), the Metropolitan Police Department along with the Alcoholic Beverage Regulatory Agency (ABRA), and Campus Alcohol Reduction Effort (CARE), enforcement efforts were geared towards providing and selling alcohol to minors, misrepresentation of age to enter into an ABC establishment (as well as purchase alcohol), and possession of an

open container of alcohol. Although these efforts did not produce any significant numbers from the previous year, it did establish through the community that the District of Columbia was still aggressively working to control the alcohol consumption by minors. The success of these efforts are measured by this agency's ability to sustain to keep down the number of traffic fatalities for impaired driver's under the age of twenty-one (21), even with the loss of the criminal charges.

For 2006, we will continue to utilize resource materials and training to identify fake identifications as well as Intelli-Check's identification machines as well as train 20 additional officers to perform compliance checks in the various ABC establishments within the District of Columbia. In addition, we will continue to educate merchants about the new ABC laws and the recently enacted MPD programs, the Metropolitan Police Department continues to participate in a number of forums with the Alcohol Beverage Regulation Administration (ABRA). These workshops are offered to all ABC establishments in the District of Columbia and have been very well attended.



TRAFFIC SERVICES (SPEEDING, AGGRESSIVE DRIVING) RED LIGHT ENFORCEMENT METROPOLITAN POLICE DEPARTMENT

SECTION I: OVERVIEW INFORMATION

VIOLATIONS

Violation Code and Description	2003	2004	2005	3 Year Average
T118UP TO 10 MPH OVER SEED LIMIT	460	419	712	530
T119 11-15 MPH OVER SPEED LIMIT	2,467	2,425	1,379	2,090
T120 16-20 MPH OVER SPEED LIMIT	3,161	2,164	2,277	2,534
T121 21-25 MPH OVER SPEED LIMIT	856	2,037	1,212	1,368
T122 26-30 MPH OVER SPEED LIMIT	1,418	1,129	677	1,075
T125 UNREASONABLE SPEED	1,366	955	694	1,005
TOTALS	9,698	9,189	6,951	8,602
PHOTO RADAR MOBILE UNITS	334,183	433,099	493,494	420,258

DATA PROVIDED BY ACS

The Police department is devoted to focusing on aggressive driving and all drivers who use unsafe driving methods. By focusing on the drivers who operate motor vehicles under these unsafe driving practices, we hope to decrease the number of injuries, traffic crashes and fatalities.

In 2005, the police department noticed that speeding had increased and speeding motorist caused eighteen (18) of the forty-nine (49) fatalities. During 2005 a number of efforts have been undertaken to address this quandary: In order to increase the speed enforcement efforts by the Metropolitan Police Department members, seventy (70) LASER units were purchased in 2002 and since that time, over 650 officers have been trained. During calendar year 2006, the MPD would like to purchase an additional 30 units to further this effort.

On August 6, 2001, the Metropolitan Police Department also commenced photo-speed enforcement operations. This program uses state of the art technology to identify speeding vehicles and send a violation notice to the registered owner of the vehicle. Since commencing this program, almost two million speeding tickets have been issued to date. Our data shows a reduction in aggressive speeds from 31% (Prior to commencing program) to 6%. This translates to roughly one (1) out of every twelve (12) drivers as compared to one (1) out of every three (3). Additionally, the Insurance Institute for Highway Safety published a report on this program, which showed speed reductions of 38 – 89% on roadways they studied.

To help reduce the number of speeders that operate motor vehicles in an egregious manner the Metropolitan Police Department increased both the number of photo radar mobile units, and fixed pole units. When the program first began, the MPD utilized six (6) unmarked Ford, Crown Victoria sedans. Since that time, the number of cars deployed has been increased to ten (10) on each shift, incorporating both marked and unmarked vehicles, or when practical, two vans will be deployed in place of two of the sedans. We have also increased our deployment over the year so that we are fully operational twenty (24) hours a day, six (6) days a week. Since the deployment of these mobile units speed has considerably decreased in all areas except for speeds up to 10 mph and 16 – 20 mph. In addition to the increased vehicle fleet, the number of photo radar poles has increased from one (1) to ten (10).

In the realm of aggressive driving, the Metropolitan Police Department is one of more than 80 participating agencies in the Smooth Operator campaign. For 2003 and 2004, the MPD has been the lead law enforcement agency in this operation. The MPD along with the District of Columbia Department of Transportation (DDOT) have played an integral part in the regional strategic planning group coordinating the public information campaign and aggressive driving symposium. As paid media is a pertinent element of this campaign, the MPD has also been the lead agency in handling radio shows, television interviews and other media related responsibilities. Aggressive driving has repeatedly been identified as the top concern of drivers in the metropolitan area, while unsafe driving has repeatedly been recognized as the number one public safety concern of D.C. residents.

Using FARS data as well as information captured through our photo-enforcement vehicles, deployments were conducted in hazardous areas in order to ticket speeders and arrest drivers traveling over 30 mph in excess of the posted speed limit. Due to the success of the enforcement program, the Metropolitan Police Department saw not only a decrease in speeding tickets over the past two (2) years from 1418 (2003) to 677 (2005), but there was also a decrease in the number of arrests for drivers committing this violation bringing it down to it's lowest point also in the past three years.

Speed in excess (30 MPH) of posted limit	# of Arrests
2000	75
2001	162
2002	408
2003	457
2004	284
2005	274

RED LIGHT ENFORCEMENT



Red light violations have also been a problem historically in the District of Columbia. In 2000, only 2% of the fatal collision involved red-light violations, however in calendar year 2005, nine (9) of the forty-nine (49), which equates to 18% of the fatalities were caused by red light violations. At the beginning of the year, the photo enforcement program had thirty-nine (39) red light cameras throughout various parts of the city. This number was later increased by eleven (11) more cameras, which then brought the total to fifty (50) cameras at forty-nine (49) intersections. It was noted that during this calendar, there was an increase of hand-written tickets for red light running by a total of five hundred and eight (508) tickets. As the majority of our traffic deaths are occurring in the early morning and late night hours, the MPD has expanded the use of our photo technologies to the midnight shift. Targeting the District's most dangerous

roadways, and working closely with DDOT to exhaust all viable engineering options, we hope to see reductions in all crashes relative to this infraction.

Summary of MPDC Signal Enforcement Violations

Violation Code & Description	2002	2003	2004	2005	Four year average
T113 Red Light	6,205	6,345	6,714	4,183	5,862
T113 Photo Red Light	76,516	79,593	78,000	72,230	76,584
T114 Flashing Red	62	67	40	15	46
T116 No Turn on Red	699	481	292	530	501
T200 Yellow Light	504	432	483	295	429
TOTALS	83,986	86,918	85,529	77,253	83,422

(Data provided by ACS Contractor)

PEDESTRIAN SAFETY

SECTION I. OVERVIEW INFORMATION

**GRANTEE: METROPOLITAN POLICE DEPARTMENT
DISTRICT DEPARTMENT OF
TRANSPORTATION
PROJECT: PEDESTRIAN SAFETY**

CRASH SUMMARY

During the 2005 calendar year, pedestrian fatalities increased 6 percent from ten (10) in 2004 to sixteen (16) in 2005.

ACCOMPLISHMENTS

In the United States over 600 children are killed as pedestrians. In the District of Columbia in 2005 adult pedestrian fatalities has become a crisis that needed to be handled on a wide scale basis. In the year 2005, pedestrian safety became a big part of the traffic safety. In the District of Columbia pedestrians accounted for sixteen (16) out of the forty-nine (49) individuals involved in traffic fatalities. The statistics show that eight (8) of the pedestrian fatalities were due to pedestrian error. The Metropolitan Police Department, DDOT and Safe Kids Worldwide conducted two (2) waves of pedestrian safety enforcement. The enforcement efforts were concentrated on in the most dangerous intersections around the city. During each safety enforcement phase materials were disseminated for pedestrians, bicyclists and motorists.



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In 2005 the Metropolitan Police Department participated in the “Pedestrian Bike Safety” event at Lafayette Elementary School, in Ward 2. During this event children as well as parents were instructed and shown demonstrations of how bicyclists and pedestrians should cross at intersections.

Emphasis was placed on dismounting the bicycles before crossing and to never walk or ride off the sidewalk between parked vehicles into the street. The department and our partners DDOT, Safe Kids Worldwide and Washington Area Bicycle Association (WABA) also participated in the National Walk to School Week, and NBC-4 Health Expo where the concentration was to disseminate safety materials on pedestrian, bicyclists and motorists.

During these events over 3000 safety packages were issued to the public. The NBC-4 Health Expo attracted over 1000 people in a two day span which gave the Metropolitan Police Department, DDOT, Children's National Hospitals, WABA and Safe Kids Worldwide the opportunity to demonstrate every facet of pedestrian safety on a large scale.

CHALLENGES AND ACCOMPLISHMENTS - MPDC

With numerous challenges in public safety in 2005, the Metropolitan Police Department set out to decrease fatalities as well as combat aggressive driving and speed on the city streets. At the end of 2004, these two areas were identified as the greatest contributors of traffic fatalities within the District of Columbia. Having been said, this agency embarked on an aggressive driving crackdown campaign during the first quarter of 2005. This time of year was chosen to continue the efforts already started during the Super Bowl weekend until early summer when Smooth Operator campaign was to begin. In addition, by the third quarter of the year, through the Street Smart Campaign, emphasis was then placed on pedestrian safety and awareness due to the increase in pedestrian related fatalities throughout the region.

The Metropolitan Police Department will continue to combat impaired driving in the District of Columbia by increasing arrests for impaired drivers as well as working to successfully prosecute these individuals with the Office of the Attorney General's office. In the past, the police department was placed in a dilemma due to the constant delay in securing toxicology reports for court in impaired driving cases. During 2005, better communication has been established with the Chief Toxicologist's office, which has resulted a turn-around time of less than thirty days for these results consistently. This in turn has allowed impaired driving cases to be handled in a more efficient manner.

Traffic fatalities will always remain a top priority for the Metropolitan Police Department. At the close of 2005, we experienced an increase from forty-five (45) to forty-nine (49) deaths. Although, numerically, this only represents a small number, it is the belief of this agency that a life cannot be quantified by numbers or percentages and will continue to review all data available through our public safety partners to re-focus our efforts wherever needed to bring our number of deaths down to zero.

Some accomplishments that were attained by the Metropolitan Police Department were in the area of egregious speeding citations from 2084 to 1371. During 2005, the Metropolitan Police Department found that it was necessary to increase speed patrol because of the high volume of fatalities that were caused by speed. These patrols were conducted in the more traditional locations where we experienced traffic fatalities in the city. Prior to the end of 2005, these locations were revisited and where necessary changed in order to maintain enforcement efforts throughout all communities in the city.

LOOKING TO THE FUTURE

Two of the goals established for the Metropolitan Police Department by the Traffic Safety and Special Enforcement Branch will be to improve the impaired driving enforcement efforts and increase seatbelt usage to ninety (90) percent. To accomplish these to goals, the following will be implemented during 2006:

Presently, this agency utilizes the Intoxilyzer 5000, 5000EN, and 64 instruments to conduct breath testing on those individuals suspected of driving under the influence. With assistance from the Chief Toxicologist for the District of Columbia and the Chief, Traffic Safety Section for the Office of the Attorney General, the Traffic Safety Unit is looking for approval from Chief of the Transportation Safety Division to invest in approximately twelve (12) new Intoximeter breath-testing instruments. Based on preliminary testing and research, these newer instruments are easier to maintain, easier to use, have a minimal down time for repairs when needed, can be pre-set to meet the agency's needs as far as self calibrations, and information provided for court testimony. With the purchase of the new breath test instruments, we will also be looking to send ten members to the company's laboratory in St. Louis, Missouri. These ten individuals will be members who will be tasked with training officers on the Metropolitan Police Department to utilize the instruments as well as technicians tasked with the maintenance and upkeep of the instruments. In addition, the primary users and supporters will also be sent.

Once this task is completed, the Traffic Safety and Special Enforcement Branch will begin conducting classes during recruit training in the area of performing Standardized Field Sobriety Tests (SFSTs). There will also be classes presented for current sworn every three months for a twelve-month period for both SFSTs and intoximeter usage. It is the belief that by increasing the knowledge level, comfort level and proficiency level of the officers of this agency the number of arrests will increase within the first twelve (12) month period by at least twenty-five (25%). In addition, the Traffic Safety Unit will be preparing to conduct training on breath testing instruments for all persons assigned to the patrol district stations and Traffic Safety Unit. Once completed, this will give the agency a “foundation” of certified breath test operators who will be able to provide assistance 24/7 to officers working on the street.

During 2006, the Traffic Safety and Special Enforcement Branch will also be re-instituting the District Traffic Safety Coordinators. These individuals, who have already been selected by the district commanders, will be utilized to assist with facilitating district-wide programs in their respective areas as well as serve as liaison between the patrol districts and the Traffic Safety Branch for faster response to various needs.

In an effort to increase seatbelt usage to 90% over the next twelve-month period, the Metropolitan Police Department will begin conducting aggressive enforcement efforts throughout 2006. Due to priorities being placed on other crime related issues by district commanders, the agency will be seeking financial support from the Chief of the Transportation Safety Division to fund overtime funds to pay officers to work while they are in an off-duty status. By having these officers concentrate their enforcement efforts while off-duty, traffic safety can and will be their primary focus during their tour.

Due to the increased traffic volume from Maryland and Virginia in the District of Columbia during rush hour, which in turn affects the District's usage rate, the enforcement waves will take place within the city during peak travel times. This in turn will present visible enforcement efforts to motorists, while also educating them, and give the enforcement wave a larger target group.

In addition to the enforcement waves, the Metropolitan Police Department will seek assistance from the District Department of Transportation (DDOT). Presently, DDOT is in possession of approximately 77 variable message signs (VMS), which are strategically placed throughout the District of Columbia. It will

be requested that these signs, especially the ones at or near thruways in and out of the city, be activated with messages reminding motorists to buckle up or be ticketed.

Finally, the Metropolitan Police Department's Corporate Communications Division will be actively utilizing various forms of media to get the word out about the enforcement efforts within the city. These announcements would be made during regular scheduled interviews with the Chief of Police or other members of the command staff where appropriate, or information bars that scroll across the bottom of television screens and in the form of handout material.

ROADWAY OPERATIONS PATROL (ROP) INCIDENT MANAGEMENT DISTRICT DEPARTMENT OF TRANSPORTATION

SECTION I: OVERVIEW INFORMATION:

GRANTEE: TRAFFIC SERVICES ADMINISTRATION
**PROJECT: ROADWAY OPERATIONS PATROL & INCIDENT
MANAGEMENT**

ACCOMPLISHMENTS

- Establishment of the Roadway Operations Patrol (ROP) Branch, Traffic Services Administration, District Department of Transportation – Completed
- Develop Policy and Standard Operating Procedures for ROP
- Staffing: 1 Branch Chief; 1 Staff Assistant; 4 Patrollers - Completed
- Procurement of 5 vehicles - Completed
- Retrofitted vehicles with traffic control and emergency response equipment in order to function efficiently - Completed
- Uniforms for Patrollers - Ongoing
- Safety Vests - Ongoing
- Handout Materials - Completed
- Training – Ongoing
 - Traffic Control Technician Training;
 - Emergency Traffic Control for Emergency Responders (ETCER) Monthly classes were conducted. Instructors for both classes are from the American Traffic Safety Services Association (ATSSA)
- Purchased computer training equipment for DC to be part of the Capital Wireless Integrated Network (CapWIN) Project – Completed

- Purchase other training supplies – Ongoing
- A Survey Post Card has been developed and is handed out by the Patroller when making a stop. The Survey Card asks 4 questions: would you rate our service?

1. What type of problem were you having when the ROP Patroller stopped to assist you?
2. DDOT's number one goal is safety. Did you feel safer with the ROP Patroller on site:
3. Your name, address and phone number (optional)



**DISTRICT DEPARTMENT OF TRANSPORTATION
Traffic Services Administration
ROADWAY OPERATIONS PATROL
SURVEY CARD**

YOU ARE BEING ASSISTED BY _____ WITH THE

DISTRICT DEPARTMENT OF TRANSPORTATION. PLEASE TAKE A MOMENT TO LET US KNOW YOUR THOUGHTS

ABOUT THE SERVICE YOU RECEIVED TODAY.

1. HOW WOULD YOU RATE OUR SERVICE? ___ EXCELLENT ___ GOOD ___ FAIR ___ POOR

2. WHAT TYPE OF PROBLEM WERE YOU HAVING WHEN THE ROP PATROLLER STOPPED TO ASSIST YOU?

3. DDOTs NUMBER ONE GOAL IS SAFETY. DID YOU FEEL SAFER WITH THE ROP PATROLLER ON SITE?
 ___ YES ___ NO

4. YOUR NAME, ADDRESS AND PHONE NUMBER (OPTIONAL)

If you have additional comments, please email jim.austrich@dc.gov

THANK YOU FOR YOUR COMMENTS



CHALLENGES

- Continued funding for the program;
Highway safety grant funds in the amount of \$232,100 was used to fund the Roadway Operations Patrol Branch until

August 2004. At that time, new funding for the program was approved through the Congestion Mitigation and Air Quality (CMAQ) grant. CMAQ continues to fund the majority of the program.

- Vehicle Maintenance – CMAQ funds;
- Developing work schedules for Patrollers; Ongoing
- Critical training
 - Classes were held monthly throughout the year
- Updating equipment in order to have the latest technology; Ongoing
- Increasing the number of Patrollers;
 - The CMAQ grant has approved a total of 8 Patrollers. Position descriptions have been written and jobs advertised.
- Purchasing additional vehicles for Branch
 - Two (2) tow trucks were purchased in FY 2005. These are DDOT's first tow trucks.
- Identifying drop zones and storage areas for disabled vehicles and debris;
- Developing a quick response strategy for congested arterial with no spare travel way;
- Addressing the difficulty of safely removing blockage from a tunnel;
- Coordination with existing responding agencies
 - A Memorandum of Agreement has been prepared and will be signed by the following agencies: DDOT, Department of Public Works, Metropolitan Police Department, DC, Fire and EMS, DC Emergency Management Agency, and the Washington Metropolitan Area Transit Authority to provide guidance for the agency personnel in removing vehicles from roadways in certain situations to maintain a safe and orderly flow of traffic.

INCIDENT MANAGEMENT

Look at the highway system as a resource, which can be used either efficiently or inefficiently. It is an activity, which should be applied to all roadways to ensure residents receive the full benefit of the millions of dollars invested in the highway infrastructure.

Highway congestion is a daily phenomenon in the Washington Metropolitan area. It is the source of frustration and anxiety for all commuters and commercial travelers.

“Incidents” (traffic accidents, vehicle fires, breakdowns, hazardous materials spills and medical emergencies) are a major source of highway congestion. Although accurate data is limited, evidence suggests that 80 to 85 percent of the recorded highway incidents are disabled vehicles; 5 to 10 percent are crashes, and the remaining 10 percent are related to highway maintenance work. Effective incident



management programs provide a solution to the problem of congestion and delays by reducing the impacts of incidents on the flow of traffic.

Incident Management is aimed at reducing the impact of these incidents and applying other strategies to assist in managing the operation of the roadway more efficiently, while at the same time preserving life and property. When blockages occur, they need to be cleared safely and efficiently to reduce congestion and unnecessary delays.



The District of Columbia roadways are among the most visible aspects of its infrastructure and if emergency response agencies are to meet the public’s expectations and demands, the highway system must be managed. Emergency response agencies (Police, Fire, tow trucks, etc.) must focus on eliminating the

difficulties encountered when multiple agencies attempt to coordinate activities to mitigate a major roadway incident.

Incident Management is aimed at reducing the impact of these incidents and applying other strategies to assist in managing the operation of the roadway system more efficiently, while at the same time preserving life and property.

The District Department of Transportation, works very closely with the Northern Virginia Incident Management Team as well as the Maryland team, and is an active member of the I-95 Corridor

Also an important part of the CapWIN Project. The Integrated Network partnership between the Virginia and the District of integrated transportation and criminal justice information wireless network. This unique project will integrate transportation and public safety data and voice communication systems in Maryland, Virginia and DC and will be the first multi-state transportation and public safety integrated wireless network in the United States.



incident management is Capital Wireless (CapWin) project is a States of Maryland and Columbia to develop an integrated transportation and criminal justice information wireless network. This unique project will integrate transportation and public safety data and voice communication systems in Maryland, Virginia and DC and will be the first multi-state transportation and public safety integrated wireless network in the United States.



The primary goal of the project is to have multiple mobile data platforms communicating seamlessly across the network regardless of their jurisdiction or geographical location. These CapWIN end-users will include federal, state and local police, fire, and EMS vehicles as well as state DOT service patrols. This

requires the purchase of computers that are stationed in patrol vehicles, as depicted in the above picture.

SECTION III. LOOKING TO THE FUTURE

SIGNIFICANT CHALLENGES TO BE ADDRESSED

- Continued CMAQ funding to expand operation;
- Hire additional personnel so ROP can be a 24/7 operation;
- Purchase additional equipment and supplies;
- Continuation of training – Incident Command System (ICS) and National Incident Management System (NIMS)
- Host the 5th Annual Incident Management & Homeland Security Conference

SIGNIFICANT TRAINING, TECHNICAL ASSISTANCE, EXPERTISE AND OTHER RESOURCES NECESSARY FOR SUCCESS

The ROP training program will be an ongoing effort. Classroom training will include the following:

- ITS Systems – Message Board Programming and Maintenance
- Equipment/vehicle use/maintenance;
- Radio Communications Procedures;
- Safety Policies
- Hazmat Response
- Police, fire and ambulance coordination;
- Defensive Driving;
- Public Relations;
- Traffic control and lane closures;
- Firefighting;
- Minor Vehicle repairs;
- Accident Response Scenarios
- Traffic Control Technician/TCS
- Emergency Traffic Control for Emergency Responders
- Detour/Diversion Plans
- First Aide/CPR
- Basic Tools/Power Tools



We're Getting Tough on Aggressive Driving!

CAMPAIGN SUMMARY REPORTS



The 2005 **Pedestrian** and **Bicycle Safety**...



...Public Awareness Campaign

A public safety program of the District of Columbia, Maryland and Virginia

About This Report

This report describes the 2005 Street Smart Campaign, a public safety program of the District of Columbia, Maryland and Virginia that is aimed at drivers, pedestrians and cyclists.

First implemented in 2002, Street Smart's goal is save lives and to educate the public on the severity of pedestrian and bicycle safety issues and to promote pedestrian and bicycle safety laws in the greater Washington, DC metro area. The multi-year program is directed by several participating organizations concerned about these safety issues. It is funded by various District, state, county and local agencies. The past year saw notable successes because of the program's efforts, and this annual report details both the Street Smart Program and its results.

Funding Organizations:

- /// Arlington County, Department of Public Works
- /// City of Alexandria, Office of Transit
- /// Commonwealth of Virginia, Department of Motor Vehicles
- /// District of Columbia, District Department of Transportation
- /// Fairfax County, Department of Transportation
- /// Montgomery County, Maryland
- /// Maryland Department of Transportation's State Highway Administration, Highway Safety Office
- /// District of Columbia Metropolitan Police Department
- /// Prince George's County, Maryland

The National Capital Region Transportation Planning Board gratefully acknowledges technical support and comments of staff from the following organizations: Arlington County, Department of Public Works; City of Alexandria, Office of Transit; City of Gaithersburg; Commonwealth of Virginia, Department of Motor Vehicles; District of Columbia, District Department of Transportation; Fairfax County, Department of Transportation; Maryland Department of Transportation's State Highway Administration, Highway Safety Office; Montgomery County, Maryland; Prince George's County, Department of Public Works and Transportation; United States Department of the Interior; and the Washington Area Bicyclist Association.



Engineering improvements in the metro area include improved sightlines, signals and the use of technology, as well as the addition of bike lanes to ensure the safety of pedestrians, cyclists and drivers.

The Pedestrian Safety Problem

About 3,000 pedestrians are involved in crashes with motor vehicles every year in the DC Metro region. More than 90% of these people sustain injuries – and many die.

Nationally, one pedestrian is hit every seven minutes, and a pedestrian is killed in a traffic crash every 108 minutes, according to the National Highway Traffic Safety Administration.

Who's Getting Hit – and When?

- Male pedestrians were more likely to be involved in crashes, more likely to be hospitalized and more likely to sustain fatal injuries than females.
- Most crashes occurred during weekdays with the peak on Fridays.
- Most pedestrian crashes occurred during peak commute hours i.e., 6-9 AM and 5-7 PM.
- The vast majority of pedestrian crashes involve passenger vehicles, but when the crash is with a bus or a truck, it is more than twice as likely to result in pedestrian death.

Source: The 2005 Inova Regional Trauma Center Study

Pedestrian safety is an especially big challenge in the greater Washington, DC metro area. First, walking and bicycle riding are important modes of transportation for many people, during both work and leisure time. We have the nation's 3rd worst traffic congestion and we are the 8th most popular tourist destination. Put too many cars and careless drivers together with too little roadway and too many unfamiliar pedestrians and the result is the major pedestrian safety challenge we face today.

The April 2003 Pedestrian Roadway Fatalities published by the National Center for Statistics and Analysis ranking cities with populations of over 100,000 placed Washington, DC in the top 20% for pedestrian fatalities. Based on average motor vehicle traffic fatalities from 1998-2000, pedestrian fatalities accounted for 1/3 of DC's crash related fatalities. There are simi-

lar numbers in the surrounding areas in Maryland and Northern Virginia. Based on regional average motor vehicle traffic fatalities from 1994-2003, pedestrian fatalities accounted for 22% of the total traffic fatalities the District of Columbia, Maryland and Virginia

Deadly behavior among drivers, pedestrians and cyclists is the leading contributor to the problem. Drivers are ignorant of, or ignoring, crosswalk laws. Pedestrians and cyclists act impulsively, crossing streets randomly and challenging traffic. The result has become an enormous public safety challenge in our area today.

2005 INOVA Regional Trauma Center Study:

Washington, DC Metropolitan Region Pedestrian Status Report

Inova is a healthcare leader in the area. In a recent study, they looked at years of data on crashes, injuries and deaths in the District of Columbia, Northern Virginia, and Central Maryland. The study's purpose was to provide a comprehensive status report on pedestrian injury in the Washington, DC metropolitan area and to assess the quality of available data to answer future questions related to pedestrian crashes.

The study collected a tremendous amount of useful information for vehicle crash profiles, pedestrian and driver profiles, pedestrian injuries by vehicle type, and hospitalization and health care cost data in crashes involving pedestrians.

Among the conclusions:

- /// Pedestrian injuries are a significant source of morbidity, mortality, and disability in Washington, DC, Central Maryland and Northern Virginia.
- /// Pedestrian crashes appear to be more prevalent in the middle of the week and during busy commuting hours. They occur more frequently in densely populated areas such as business districts.
- /// Underserved and minority populations are at higher risk for pedestrian injury. This includes seniors, school age children and new immigrants.
- /// In DC, persons of races other than Black or White had pedestrian injury hospitalization rates of 33/100,000 population, many times higher than other groups and other jurisdictions. In Central Maryland, the pedestrian injury hospitalization rate

for persons of race other than Black or White was 14/100,000. African Americans were the second highest racial group to be hospitalized due to pedestrian injuries at a rate of 21/100,000 in DC and 11/100,000 in Central Maryland.

- /// Although most pedestrian crashes involve a passenger vehicle, pedestrians struck by buses or trucks are much more likely to suffer serious injury and/or death.
- /// Responsibility for crashes appears to be shared almost equally between drivers and pedestrians. In 52% of the crashes in the area, the driver of the vehicle was cited for an infraction.
- /// Most pedestrian crashes occurred while pedestrians were crossing at a location different from an intersection.
- /// Locations of most frequent crashes by passenger vehicles in the areas were Fairfax County, Prince George's County and the Northwest quadrant of Washington, DC.

The study breaks down data from recent years in many ways and presents specific problems and conclusions for each of the three areas examined, Northern Virginia, Central Maryland and Washington, DC.

For more information, or a copy of "Pedestrian Injury in the Washington, DC Metropolitan Region," visit the Metropolitan Washington Council of Governments website at www.mwcog.org.

Nationally, almost 175,000 pedestrians died in all motor vehicle crashes, with more than 162,000 pedestrians killed in single vehicle crashes between 1975 and 2000.

Although most pedestrian crashes involve a passenger vehicle, pedestrians struck by buses or trucks are much more likely to suffer serious injury and/or death.

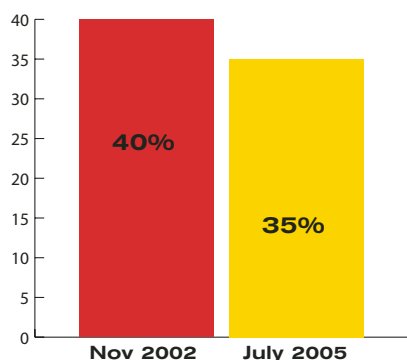


The Solution

Local, state and federal agencies are justifiably concerned about pedestrian safety in our area. Many have teamed up on initiatives to combat the problem, as they have with Street Smart.

Pedestrian fatalities outnumber homicides in many of Street Smart's participating jurisdictions. Officials realize that most injuries and deaths can be prevented. Methods include changing road designs and improving signage, for instance. Another effective way to improve pedestrian safety is to change the behavior of the pedestrian and/or the driver.

Frequently Observe Pedestrians
Jaywalking



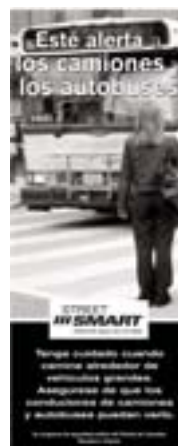
Drivers in 2005 are less likely to observe a pedestrian walking out into the road or jay-walking without concern for motor vehicles than in 2002.

Experts call education, engineering, and enforcement “The 3 Es Solution” of pedestrian safety:

/// **Education** targets both pedestrians, cyclists and drivers, and includes information about devices designed to enhance pedestrian safety, such as important points for the use of crosswalks, pedestrian warning signs, pedestrian signals and reflective materials for nighttime safety.

/// Complementing education and awareness is a stepped-up, region-wide **enforcement** initiative:

- Montgomery County, Prince George’s County and the City of Takoma Park committed more than 60 law enforcement officials to write citations.



Street Smart uses bilingual media and collateral materials to reach the Hispanic and other ethnic audiences.

In the Washington, DC region, pedestrians and bicyclists accounted for nearly a quarter of annual traffic fatalities in 2003, with nearly 90 deaths and almost 2,500 injuries.

- Fairfax County targeted speeding on streets with high numbers of pedestrian incidents.
- The District of Columbia handed out more than 2,500 citations and distributed 9,000 safety handouts during the campaign.

/// **Engineering** includes improved sightlines, signals and markings and the use of technology, such as the laser detector and the “runway” lighting for crosswalks. New roads and upgrades to current streets will include building sidewalks, bike lanes, timed crosswalk signs, audible cross signals for the blind, pedestrian islands and other traffic calming measures to ensure the safety of drivers and pedestrians.

Pedestrian safety is a serious problem in our area. New education, awareness, and enforcement of laws are critical.

The public needs to become more Street Smart.

The Street Smart Campaign

Street Smart is a public education, awareness and behavioral change campaign in the Washington, DC, Maryland and Northern Virginia area. Begun in 2002, the campaign utilizes news and advertising media, public awareness efforts, and, in some jurisdictions, increased law enforcement activity, to meet the challenges of pedestrian and cyclist safety.

Campaign Goals:

- /// Reduce the incidence of pedestrian and bicyclist fatalities and injuries.
- /// Increase public awareness of pedestrian and bicycle safety issues.
- /// Improve all drivers, pedestrians and bicyclists behavior to help reduce the incidence of pedestrian and bicycle injuries and deaths through increased public awareness and education in conjunction with increased law enforcement.

Campaign Approach and Methods:

- /// Use media advertising (radio, print, metro and outdoor transit advertising) to continue to increase public awareness of pedestrian and bicycle safety issues including specific messaging about walking safely around trucks and buses.
- /// In conjunction with increased law enforcement, use media advertising and other public relations activities to continue to target behaviors such as distracted driving, speeding, slowing or stopping at crosswalks, etc.
 - Stopping for pedestrians
 - Watching for bicyclists
 - Taking the time to cross safely
 - Watching for trucks and buses
- /// Create collateral materials such as posters and brochures that help increase public awareness of pedestrian and bicycle safety issues and educate the driving, walking and cycling public concerning the “rules of the road.”



3,400 posters were distributed to governments buildings, schools, libraries, parking garages and grocery stores, as well as at various public events throughout DC, Maryland & Virginia.

- /// Evaluate the campaign by conducting pre- and post-surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure the change in awareness and attitudes as well as driving behavior that may result from the campaign.

The 2005 campaign furthered these goals in several ways and carried on the work begun over the past three years.

The 2005 Campaign

The Street Smart 2005 Pedestrian Safety Public Education and Awareness Campaign carried on the work of the previous years. It augmented news media efforts and reinforced the efforts of increased law enforcement activity. The media was important in reinforcing the public perception of the personal risk of detection and penalties for driving unsafely in and around crosswalks.

The 2005 campaign kicked off June 1, and ran from June 6 to July 3, 2005, for a four-week period.



Metropolitan Police Department distributed over 9,000 handouts during the campaign.

Core Messages:

- /// Take the time to cross safely
- /// Stop for pedestrians
- /// Watch for bicyclists
- /// Big vehicles have bigger blind spots
- /// Every seven minutes, every day, a pedestrian or cyclist is hit, injured or killed on our roads

Target Audience:

The outreach campaign was targeted specifically to male drivers, 18-34, in the District of Columbia, Maryland and Virginia because they are the primary offenders in pedestrian safety issues. Special emphasis was also given to high density Hispanic areas as well as areas with a particularly high number of incidents. Pedestrians, cyclists, employers, driver education providers, judicial agencies, law enforcement and tourists were secondary audiences.

Campaign Strategy:

Street Smart concentrated paid media efforts for a four-week period between June 6 and July 3, 2005. This is the beginning of the summer season in the area, and a peak time for pedestrian injuries and fatalities.

Combined with stepped-up law enforcement efforts, the media campaign consisted of radio spots, print ads, outdoor media including bus sides and bus backs, posters, handouts and more. Public relations activities were conducted, as well.

One difference in 2005 was that the campaign began incorporating an awareness message for pedestrians around trucks, buses, and other large vehicles.

Radio spots on popular stations were used to reach the driving audience of males 18-34.

All area drivers were targeted with messages on bus backs of metro buses. These were concentrated on routes in high-risk areas for pedestrian accidents. For extra coverage in Northern Virginia, ads were placed on the backs of 50 Fairfax Connector buses.

Pedestrians were targeted with messages on bus sides. These were concentrated in areas where there are more pedestrian injuries and fatalities and corridors that are heavily used by trucks and buses. These messages reached high-risk Hispanics with messages in Spanish.

Selected print vehicles were used:

1. *Washington Hispanic* provided added frequency for the high risk Hispanic group.
2. The *Washington Post Express* reached subway riders before they reach the street and become pedestrians.

Helping to extend the message was a variety of added value media. See details further on in the report.



Most pedestrian crashes occurred while pedestrians were crossing at a location different from an intersection.

“It goes to show you when enforcement is up, crashes are down.”

Sgt. Rob Moroney

2005 Campaign Elements

As in previous years, the 2005 campaign consisted of a one-month, \$219,750 blitz of local media outlets and transit services:

- /// Media advertising (radio, print and outdoor transit advertising) increased public awareness of pedestrian and bicycle safety issues.
- /// In conjunction with increased law enforcement, media advertising and other public relations activities continued to target behaviors such as speeding or stopping at crosswalks, etc.
- /// Collateral materials, such as posters and handouts, helped increase public awareness of pedestrian and bicycle safety issues and educate the public concerning the “rules of the road.”

The number of times the **Street Smart message** was heard on the radio during the 2005 campaign totaled **3,308,000.**

/// Evaluation through pre- and post-campaign surveys determined public awareness and attitudes toward pedestrian and bicycle safety. Research measured the change in awareness and attitudes as well as driving behavior that resulted from the campaign.

1) Radio Advertising

Radio advertising was produced in both English and Spanish versions. Two new spots were produced, to create passenger vehicle /pedestrian awareness of walking around trucks and buses. The spots were created in English and Spanish, and used to reach a drive-time audience of males 18-34. Spots were run in and around the Washington, DC metro area on stations that targeted drivers and pedestrians.

Radio spots ran primarily Monday through Friday, 4 pm to 12 Midnight – with most spots concentrated from 4 pm to 8 pm. Spots ran on Tuesday, Thursday and Friday since data from DC, Maryland and Virginia showed these days had highest number of pedestrian/bicyclists accidents.

The total net reach of the radio spots that ran was 387,710, for a reach of 69%, and a frequency of 6.9. **

In addition to the paid advertising schedule of pre-produced spots, stations gave public service announcements, sponsorships of news/weather/traffic reports, several

Media/Materials	Cost	Added Value
Radio (713 spots)	\$109,200	\$90,075
Print (12 insertions)	\$17,296	–
Outdoor Media:	\$93,254	\$11,500
Bus Sides (50)		
Busbacks (164)		
Interior Cards (500)		
Collateral Materials:	\$27,169	–
Posters (3,400)		
Handouts (60,000)		
Blowups (5)		
Public Relations	\$10,000	\$80,310



"More people are killed simply by crossing the street than by homicide in many communities in the region," said Del. Bill Bronrott, D-Bethesda

on-air and taped interviews, and website exposure. See the value of these "Added Value" messages later in this report.

**Total impressions are the total number of times a message was heard or seen in a given schedule.*

***Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.*

2) Outdoor Media

Drivers and pedestrians were targeted with a variety of outdoor media messages. Bus sides, bus cards, and bus backs were revised and updated from previous campaigns. In the Washington, DC area:

- /// Fifty bus sides were placed on buses along corridors where there was a high incidence of pedestrian and bicycle injuries and fatalities. These gained total impressions of 5,087,000.
- /// Five hundred interior cards were displayed in Metro buses for a total impression of 984,000. These were placed at no cost to the campaign beyond manufacturing – an \$11,500 value.
- /// One hundred sixty four taillight displays, or bus backs, were created and placed on area buses. They were targeted to reach pedestrians running to catch buses as well as drivers in traffic. These resulted in total impressions of 14,844,000.
- /// Together, all outdoor media produced 20,915,000 impressions for the Street Smart campaign.

3) Newspaper Advertising

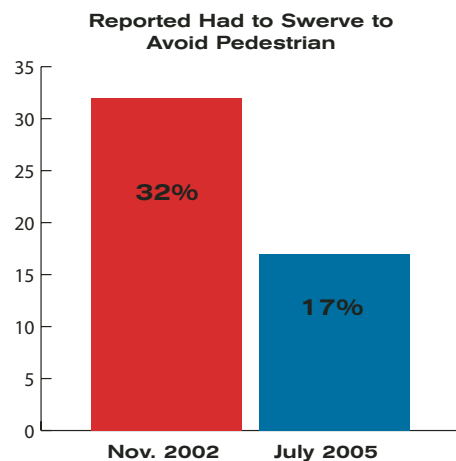
Newspaper ads ran in *The Washington Post Express*, as well as *Washington Hispanic*, targeted at the Hispanic market. Two ads were created; one aimed at general pedestrian awareness and one for specific pedestrian awareness of walking around trucks and buses.

- /// Sixteen ads ran in *The Washington Post Express* for total impressions of 2,800,000.
- /// Eight ads ran in *Washington Hispanic* for total impressions of 273,696.
- /// In all, 24 ads ran (480 total column inches) for total impressions of 3,073,696.

4) Literature

The 2005 campaign utilized handout brochures that were created in previous year's campaign as well as a tip card that was created specifically for this year's campaign. These handouts discuss safe ways for pedestrians to cross the street (by using the crosswalks and using pedestrian traffic signals) as well as giving tips to pedestrians, bicyclists and drivers for sharing the road.

To meet bilingual needs, they are printed in English and Spanish. In 2005, they were distributed to participating organizations and in government buildings, schools, libraries, parking garages, and grocery stores, as well as at various public events.



The number of drivers reporting they had to 'suddenly swerve' to avoid hitting a pedestrian who was jaywalking or walking without concern has dropped 15% since 2002.



Earned media attention coverage of the Street Smart campaign totaled \$80,310.

5) Public Relations Events

The Street Smart Task Force kicked off the 2005 campaign with a news conference in Silver Spring, Maryland on June 1. The event resulted in a tremendous amount of coverage in various media, print, radio and web:

/// June 2, 2005

The Examiner — Washington and Virginia editions
(Front-page story in the VA edition)

'We just don't want to see you get hurt'
Officials, police push for better pedestrian safety
By Christy Goodman

/// June 2, 2005

nbc4.com

*Area Officials Kick Off Street Safety Campaign
'Street Smart' Targets Safety For Pedestrians,
Bicyclists, Motorists*

Interviews with 3 radio stations:

- AAA – Clear Channel Radio (Silver Spring, MD)
- WTOP Radio
- WAMU

Many websites posted the press release, including:

- Drive and Stay Alive
- mysan.de (Pressemitteilung), Germany
- DallasNews.com

- KRON 4, California
- TXCN.com - New Products & Services
- Yahoo!

Many TV stations covered the campaign kick off and event, including:

- Maryland Report - News Channel 8
- News Talk Live - News Channel 8
- Good Morning Washington - WJLA-TV CH 7 (ABC) Washington, DC
- News 4 At 11:00 - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 247,016)
- News 4 At 5:00 - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 214,348)

- News 4 At 10:00 - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 104,506)
- News 4 Today - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 126,580)
- News 4 At 10:00 - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 104,506)
- Fox 5 News @ 5 - WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience: 143,437)
- Fox5 Morning News - WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience: 110,341)
- Eyewitness News At 5 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 70,354)
- Eyewitness News At Noon - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 99,230)
- Univision Channel 47 - Washington, DC
- Telemundo Channel 64 – Washington, DC

These stories all ran during and just after the Street Smart campaign began in June. The total added value for public relations efforts was \$80,310.

Note: All monitoring services miss stories. Therefore, in addition to these stories, there are more that ran numerous times on various channels.

6) Added Value Media

In a public awareness campaign such as Street Smart, media outlets recognize the public service value of promoting the message. The 2005 campaign benefited from this added value media and helped extend the coverage of the audience and message – and the campaign’s annual budget. For instance:

- /// Every one of the 10 radio stations Street Smart ran spots on gave free spots and/or free mentions or announcer read spots for the campaign – resulting in **\$63,800 in free radio spot coverage.**
- /// Viacom Outdoor, who manages transit advertising in many areas in the region, gave the campaign **\$11,500 in free interior card displays**, along with the paid placements.
- /// Clear Channel Outdoor, the company that manages bus shelters in the area, provided some bonus distribution as availability permitted.

As of September of 2005, including free spots, distribution of information and Internet advertising, the total added value for the entire campaign added up to \$181,855.

7) Evaluation

In order to validate the campaign and judge effectiveness of the efforts, as in the past years of Street Smart, a longitudinal tracking study was conducted both before and after the campaign. Evaluation goals were to discover if public awareness of pedestrian and bicycle safety issues was increased. Specifically, the 2005 campaign was evaluated in terms of:

Increasing public awareness of pedestrian safety, in general, and regarding pedestrian laws in crosswalks in particular.

Increasing public awareness of police enforcement regarding yielding to pedestrians in crosswalks.

Measuring changes in beliefs, behavior regarding pedestrian safety in crosswalks and on roadways since the launch of the 2002 Street Smart initiative.

A **Closer Look** at Street Smart **Added Value** with Radio Stations

Through **donated** public service announcements, literature handed out at various events, and placements of information on station websites, Street Smart 2005 received tens of thousands of dollars in added value media from local radio stations.

- 240 sixty-second PSAs
- 40 fifteen-second PSAs
- 20 ten-second sponsorships
- 7,500 brochures were distributed at station events like Celebrate Fairfax, Hoop Dreams, community parties, Splashdown Water Park, a Judas Priest concert at Nissan Pavilion, the “War of the Worlds” movie premiere and at various events held at Wolf Trap Farm Park
- Links on three station websites
- Of note, WLZL, a contemporary Hispanic station, researched, on their own time, areas in suburban Maryland and Washington, DC where there were higher incidences of pedestrian and bicycle injuries and fatalities among Hispanic people and the times of days these occurred. Brochures were distributed at these locations, at the specific times of day during the campaign.

Total added value: As of September of 2005, including free spots, distribution of information and Internet advertising, the added value for the entire campaign totaled 181,855.

Street Smart 2005 Campaign Evaluation

A critical element in the campaign is measuring the results of its effectiveness.

To that end, Riter Research of Edgewater, Maryland was engaged to conduct evaluation of Street Smart 2005, measuring attitudes and awareness before the campaign began as well as after the campaign ended.

Study Methodology

The study was conducted using a traditional pre - post awareness methodology:

- /// 300 interviews conducted prior to Street Smart Campaign and 300 conducted at end of campaign.
- /// Motorists selected at random from DC, Maryland, and Virginia that comprise the DC metropolitan area.
- /// Sample is in proportion to the population that resides in DC metropolitan area included in the study.
- /// Half of the study participants were male, half female, median age 35. Forty-four percent from Maryland, 42% from Virginia, and 14% from Washington, DC. Two-thirds were white, 18% African American, and 3% were Hispanic.
- /// Benchmark Interviews were conducted May 19 - June 4. The Street Smart Media Campaign ran from June 6 - July 3. Post campaign interviews were conducted July 3 - July 5.



Some long-term positive changes were reported.

Law enforcement officials from the District of Columbia as well as Fairfax, Montgomery and Prince Georges's counties all participated in the Street Smart enforcement effort.

Major Conclusions:

- /// The public is very aware of laws pertaining to yielding to pedestrians in crosswalks; however, in spite of this knowledge, they readily report it is not likely that drivers will get a ticket for the infraction or law violation.
- /// There is an increase in awareness of the Street Smart Campaign and police efforts to crack down on motorists who do not yield to pedestrians in crosswalks. But this did not translate into any short-term reported changes in behavior or beliefs or consequences if they violate the law.

The primary campaign target group – males under 35 – now recognize Street Smart:

- **44%** recognized/have seen/have heard “Every seven minutes, every day...”
- **33%** recognized/have seen/have heard “Bigger vehicles have bigger blind spots”
- **33%** recognized/have seen/have heard “Take time to cross safely”
- **37%** recognized/have seen/have heard “Stop for pedestrians”
- **48%** recognized/have seen/have heard “Watch for bicyclists”

Street Smart aims to “change the behavior of individuals to be safer.”

Doug Noble
District's Department of Transportation

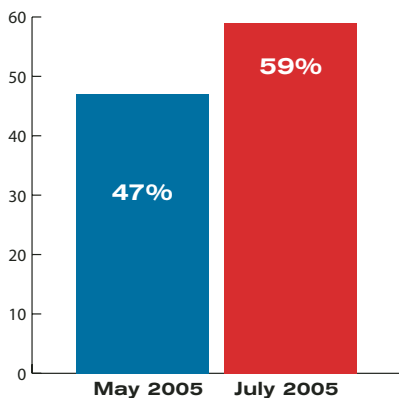
The campaign showed no short-term changes in behavior. But four specific long-term changes in behavior have emerged:

1. The frequency of observing pedestrians who jaywalk or walk into the roadway without concern for motor vehicles has improved.
2. In 2002, 40% of motorists frequently observed pedestrians either jaywalking or walking into the roadway without concern for motor vehicles vs. 35% in 2005.
3. Observing drivers who do not yield to pedestrians in crosswalks has improved. In 2002, 76% of motorists reported they “frequently / occasionally” observed drivers who did not yield to pedestrians in crosswalks vs. 60% in 2005.
4. Drivers in 2005 were less likely to have had to swerve to avoid a pedestrian who was jaywalking or walking on the highway without concern for vehicle traffic in 2005 than in 2004 – 32% to 17%.

Highlights of Evaluation Findings:

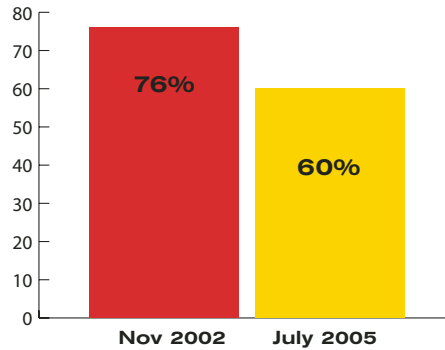
- /// Since the campaign’s inception in 2002, awareness of laws is almost unchanged. About 86% of all motorists are aware of laws regarding yielding to pedestrians in crosswalks.
- /// Among male drivers under 35, awareness increased about the Street Smart Program and about cracking down on enforcement of drivers who do not yield to pedestrians in crosswalks 12 points, from 47% to 59%.

% Aware of Street Smart Program



Among target drivers – males under 35 – awareness of the Street Smart Program increased 12 points from May to July 2005.

Report ‘Frequently/Occasionally’ Observing Drivers Not Yielding to Pedestrians in Crosswalk



Reporting of drivers not yielding to pedestrians in crosswalks has decreased 16% since 2002.

- /// Drivers in 2005 are less likely to observe a pedestrian walking out into the road or jaywalking without concern for motor vehicles than in 2004. This represents the first significant drop in pedestrian behavior regarding jaywalking, etc., since 2002.
- /// At the end of the campaign, motorists reported they were just as likely to frequently observe drivers who did not yield to pedestrians in crosswalks during the past 30 days, as reported prior to the campaign launch. Levels in 2005 are unchanged from observations reported in 2004 and down from levels reported in November 2002.
- /// The reported incidence of drivers reporting they had to swerve to avoid a pedestrian declined in 2005 to 17% from 32% in 2004.
- /// Awareness of police efforts to crack down on drivers who do not yield to pedestrians in crosswalks increased significantly between the benchmark and post wave, from 16% to 23%. (Awareness also increased during the 2004 campaign period regarding police enforcement.)
- /// Among male drivers under 35 years of age, awareness of police efforts to crack down on drivers who did not yield to pedestrians increased from 22% before the campaign to 26% after the campaign ran.

WATCH for Bicyclists



A public safety program of the District of Columbia, Maryland and Virginia



164 bus backs, 50 bus sides and 500 interior bus cards were placed on buses along corridors where there was a high incidence of pedestrian and bicycle injuries and fatalities.



Over 7,500 handouts were distributed by the radio stations that ran the Street Smart spots.

Among drivers, the belief that one would get a ticket for failure to yield to a pedestrian in a crosswalk is unchanged from when Street Smart first began in May 2002. Among male drivers under 35, there was no change in beliefs about getting a ticket for not yielding to a pedestrian in a crosswalk (50% vs. 52%).

Among male drivers under 35, beliefs about strict enforcement of the yield to pedestrian law increased 10 points from 42% to 52%.

Note: The maximum expected sampling error at the 95% level of confidence is plus or minus 5.8%. For sub-groups, the maximum error will be larger than the total sample.

A woman made a quick dash across Georgia Avenue at Colesville Road in Silver Spring Wednesday when she saw there were no cars coming. A Montgomery County police officer stopped her because she did not cross with the signal. He gave her a pamphlet on pedestrian safety tips and said, "We just don't want to see you get hurt."

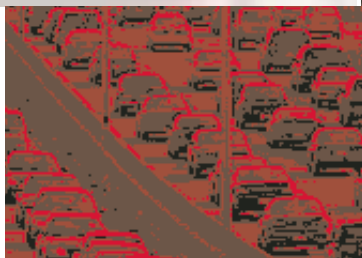
From the *The Examiner* - Washington and Virginia editions June 2, 2005. By Christy Goodman



**Pedestrian and Bicycle Safety and
Public Awareness Campaign**

For more information contact:

National Capital Region Transportation Planning Board
Metropolitan Washington Council of Governments
777 North Capitol Street, NW, Suite 300
Washington, DC 20002
www.mwcog.org • 202-962-3760



The 2005
**ANNUAL
REPORT**
and
CAMPAIGN SUMMARY


**SMOOTH
OPERATOR**

We're tough on Aggressive Drivers!

A Cooperative Interstate Effort to Combat Aggressive Driving in
the District of Columbia, Maryland and Virginia.



ABOUT the 2005 ANNUAL REPORT and CAMPAIGN SUMMARY

Smooth Operator is a unique public safety initiative and partnership of the District of Columbia, Maryland and Virginia. It's a coordinated, interstate program designed to combat the aggressive driving problem in these areas and find short- and long-term solutions to the problem.

This annual report describes efforts in public education, awareness and law enforcement for the latest year of the program, 2005. It is the sixth in a series of annual reports outlining Smooth Operator efforts.

Learn more about aggressive driving and the Smooth Operator Program at www.smoothoperatorprogram.com.



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THE AGGRESSIVE DRIVING PROBLEM

Ever more crowded roads and highways...
Busy lives and too little time...
Frustration at traffic tie-ups and roadwork...
These and more reasons all contribute to selfish, irritated, bold or pushy behavior in a vehicle – or aggressive driving.

Aggressive drivers stop respecting the rights and safety of other drivers and pedestrians. It can involve:

- Driving too fast, over the posted speed limit.
- Running red lights and stop signs.
- Weaving in and out of traffic.
- Changing lanes frequently and abruptly without the use of turn signals.
- Following other vehicles too closely, or tailgating.

In 2002, the mid-Atlantic region recorded 1,620 highway deaths – two-thirds of which were related to aggressive driving!

ESPECIALLY BAD IN THE GREATER METRO AREA

The greater Washington, DC metro area has the third-worst traffic congestion in the country, and drivers here lose more hours to traffic delays than anywhere else in the country. Over the past 20 years, traffic on area roads has nearly doubled.

Public safety organizations consider aggressive driving an epidemic in the Washington area. Motorists here rated aggressive driving as the number one threat to highway safety, according to a AAA Mid-Atlantic transportation poll in 2003. The worst behaviors include tailgating, unsafe lane changes, speeding, running red lights and stop signs, following too closely, improper passing and failing to yield the right of way.



The National Highway Traffic Safety Administration estimates that aggressive drivers are responsible for 2/3 of all highway fatalities and nearly 35 percent of all crashes.

About 43 percent of drivers were more concerned about tailgating, speeding, rage while driving, and reckless driving maneuvers than any other danger. Eight out of 10 motorists said aggressive drivers are a greater danger than terrorists.

Aggressive driving is all around our area, too. Baltimore ranks 16th worst in terms of congestion in the country. Every Baltimore area resident spends about 22 hours a year caught in traffic, and motorists spend approximately 33 percent of their daily driving time in congestion. About 60 percent of Baltimore area roads, highways and arterial streets were congested during rush hour in 2001, compared to 20 percent in 1982.

JUST ASK AREA DRIVERS

A research study of area drivers conducted for the Smooth Operator Program of DC, Maryland and Virginia by Riter Research Inc. found that:

- Aggressive driving is the greatest threat people face on the road - even more than drunk driving.
- 44 percent of drivers said other threats, including drunk driving, large trucks and congestion, pale in comparison to aggressive driving.
- Most drivers said they personally have seen aggressive driving so dangerous that it puts others on the road at risk.

- About 55 percent of the drivers polled said the problem is getting worse. Another 39 percent said the situation is no better.

SPEED – A REAL KILLER

Speeding is a crime in and of itself, but it's also a major component of aggressive driving. Speeding is one of the most common causes associated with crashes, according to the National Highway Traffic Safety Administration (NHTSA). Speed is a factor in 31 percent of all fatal crashes, killing about 1,000 people in the U.S. every month. In 2003, more than half of the traffic-related fatalities in the Washington, DC area involved excessive speed.

THE PROBLEM IS CONTAGIOUS

Aggressive driving is highly communicable. When you watch another driver's offensive behavior on the road, or see them get away with outrageous violations of the law, it can ignite your temper and convince you that you, too, can drive with impunity.

If you react to an aggressive driver, you become part of the problem. Unsafe behavior has a domino affect, passing from car-to-car down the road.

Additionally, when you drive aggressively with children in the vehicle, you teach them to drive like you do, even before they have a driver's license. Kids learn by example. They're always watching and learning.

THE SOLUTION? GETTING TOUGH ON AGGRESSIVE DRIVERS

In an effort to combat aggressive driving in Maryland, Northern Virginia and Washington, DC, a task force of law enforcement, government officials, trauma experts, and others developed the Smooth Operator Program.

Smooth Operator is a public safety initiative to provide education, information and solutions for the problem of aggressive driving. Over the past 10 years, law enforcement agencies, trauma experts, government officials and other professionals have partnered through the Smooth Operator Program to combat aggressive driving. They work together today to educate motorists on the risks involved with aggressive driving, and to stigmatize aggressive driving behavior on our roads.

AN ONGOING, COORDINATED EFFORT TO GET TOUGH ON AGGRESSIVE DRIVERS

The Smooth Operator program started with law enforcement coordinating efforts to get tough on aggressive drivers in 1997, with 18 law enforcement agencies in the Washington area. Though these efforts were successful, resulting in 62,000 citations, officials felt more was needed to raise awareness and change behavior.

A Definition: Aggressive driving is a combination of unsafe and unlawful driving actions, which demonstrate a conscious and willful disregard for safety.

A coalition of elected officials, government agencies, private sector organizations and law enforcement agencies from all three jurisdictions in the Washington metropolitan area met to develop a comprehensive program to reduce aggressive driving. They agreed that motorists needed to be educated about the dangers involved with aggressive driving.

The program is guided by a task force of expert professionals who meet regularly and share information to better understand the triggers and various ways of curbing the threat.

The enforcement waves coincide with media blitzes to inform and educate the public and stigmatize aggressive driving behavior. Ongoing research and evaluations are conducted yearly to study the problem and solutions.



Area law enforcement worked together to produce the Smooth Operator enforcement training video.

SMOOTH OPERATOR WORKS!

Smooth Operator is effective, according to the results of program evaluations conducted annually before and after each year's program.

Results show that, every year, Smooth Operator's combination of public education and waves of law enforcement has been effective in increasing motorists' awareness of the problem and making area roads and highways safer for everyone. Highlights of results from the past year's program can be found later in this report.

THE 2005 SMOOTH OPERATOR CAMPAIGN

The 2005 social marketing campaign reflected the positive outcome of the 2004 campaign and continued to build on the long-term campaign's successes. Research showed that over 78 percent of motorists in the Washington, DC area were aware of the Smooth Operator Program in 2004, and positive results from 2005 research demonstrated that Smooth Operator is meeting its goals.

2005 COMMUNICATIONS/ CAMPAIGN GOALS

The Smooth Operator Campaign influences aggressive driving by making drivers aware of their destructive consequences. To that end, in 2005, specific goals were to:

- Increase public awareness of aggressive driving behaviors and the destructive consequences around automobiles, trucks and buses. The public includes all drivers, including truck and bus drivers, in DC, Maryland and Virginia.
- Support an intensive region-wide education and enforcement effort.
- Improve driver behavior, including truck and bus drivers, to reduce the incidence of aggressive driving. Increase public awareness and education with law enforcement to reinforce the negative consequences of aggressive driving.
- Stigmatize aggressive driving as a socially unacceptable behavior through public awareness, increased law enforcement, stiffer penalties and behavioral intervention.

The ultimate goal is simple – saving lives by reducing death and injury from aggressive driving crashes on our highways.



Lt. Colonel Suzanne Devlin, Fairfax County Police Department speaks to the media about law enforcement's role in the Smooth Operator campaign.



LAW ENFORCEMENT

Training Video

A Smooth Operator training video was developed and produced in 2005. It is used by law enforcement agencies during roll call and/or training sessions. It is an introduction and broad outline of the Smooth Operator program and is available in video, electronic, PowerPoint and hard copy formats. It serves as a positive motivation for officers and a macro view of aggressive driving problems and solutions today.

Efforts to Reduce Aggressive Driving

In 2005, Smooth Operator worked with over 80 enforcement agencies from the three area jurisdictions. They conducted five one-week enforcement waves from May through September. The waves targeted all aggressive driving behaviors such as speeding, red light and stop sign running, unsafe lane changes and following other vehicles too closely.

As a result of the law enforcement efforts during the five waves, nearly 390,500 citations and warnings were issued, 46% more than the number of citations and warnings issued last year (267,000). Since the beginning of the Smooth Operator's law enforcement efforts in 1997, nearly 1.5 million citations and warnings have been issued. The drivers receiving the citations and warnings have gotten the Smooth Operator message – the hard way.

PUBLIC AWARENESS AND EDUCATION CAMPAIGN

The overall theme for the Smooth Operator's 2005 public awareness and education campaign was, "SPEEDING, Tailgating, Unsafe Lane Changes, Running Lights & Stop Signs – COSTS & KILLS!"

Target Audience

The 2005 campaign was aimed primarily at adult drivers 18 – 34. Special emphasis was given to male drivers during the times when aggressive driving behaviors occur – from 10 am to 8 pm.

Any good communications plan is constantly being refined to be as effective as possible. In 2005, the Smooth Operator task force studied recent citation, crash, fatality, injury and property damage data from DC, Maryland and Virginia to determine the 2005 target audience.

Added Value:

A total of \$144,685.00 was provided by radio stations and bus companies by airing the spots and displaying the bus backs in additional time slots for free.



Congestion in our area is bad – second-worst in the nation today according to authorities – and will only get worse in the future.

Timeframe

The 2005 campaign began May 22 and ended September 10, 2005, with special emphasis during the 5-week long enforcement waves:

- May 23 – 29
- June 20 – 26
- July 25 – 31
- August 21 – September 4

Strategies & Elements

As always, the Smooth Operator campaign combined social marketing with law enforcement activities. Research consistently shows that public awareness efforts are most effective in combination with law enforcement.

Radio Commercials

Radio spots were used as the primary medium to reach drivers when they were in their vehicles. Radio spots have generated the strongest response in the recall studies, and it provides the added benefit of reaching people while aggressive driving behavior is foremost on their minds.

Two 60-second spots were produced and rotated during the schedule. One targeted males 18-34 and the other targeted all drivers driving around trucks and buses. A mix of several radio stations was used over the course of the campaign in order to reach as many people as possible. The paid media spots were concentrated during times when most

aggressive driving behaviors occur – 10 am to 8 pm. The campaign also purchased media time during Redskins and Ravens football game broadcasts in September.

Radio Public Service Announcements

In addition to the paid advertising schedule, radio stations aired the Smooth Operator message in fee-free public service announcements. Over the campaign, these PSAs reinforced the message to the public and offered added value to the media buy.

Campaign Reach: Radio

- **In the Washington, DC market:**
750 radio spots were heard on 10 radio stations reaching 412,700 people, 74% of the target audience.
- **In the Baltimore market:**
942 radio spots were heard on 7 radio stations reaching 186,500 people, 65% of the target audience.
- **In the Salisbury market:**
599 radio spots were heard on 3 radio stations reaching 25,800 people, 70% of the target audience.
- **In the Hagerstown market:**
1,104 radio spots were heard on 5 radio stations reaching 14,900 people, 47% of the target audience.

Several radio stations conducted interviews about Smooth Operator, including:

- WRVA (Richmond) - May 19, 2005
- WTOP Radio - May 21, 2005
- WAMU - May 22, 2005

- WMAL - May 22, 2005
- Clearchannel Richmond - June 2, 2005
- WWTF (Roanoke) – June, 2005

Outdoor/Transit Advertising

Bus back messages were produced and placed on buses across the region providing targeted exposure to drivers as they were on the road. The bus message was “Truck and bus drivers are looking out for you – please look out for them, too.” 120 bus backs were seen by area drivers each month over a two-month period during the campaign.

Campaign Reach: Outdoor

- **In the Washington, DC market:**
It is estimated that 24,276,000 people saw the bus backs, 83% of the target audience.

Added Value:

A total of \$360,444.38 was spent on paid media advertising. In addition to the paid advertising, a total of \$144,685.00 was provided by radio stations and bus companies by airing the spots and displaying the bus backs in additional time slots for free.

Collateral Materials

1,000 brochures, 100,000 tip cards and 3,000 posters were produced in 2005. Washington and Baltimore area radio stations requested the materials, and they distributed them at various station events, malls, county fairs, athletic events and concerts. Posters were distributed to participating agencies and were seen at offices and public facilities.



Poster

TAILGATING • UNSAFE LANE CHANGES • RUNNING LIGHTS & SIGNS
SPEEDING
 AROUND TRUCKS AND BUSES
COSTS & KILLS!
 We're tough on Aggressive Drivers!
 www.smoothoperatorprogram.com



Bus back

Research and Evaluations

Riter Research, Inc. of Easton, Maryland conducted research studies of licensed drivers in the area before the beginning of the first public awareness campaign and after it ended in early September. Changes in awareness and attitudes as well as driving behavior were measured with telephone surveys of licensed drivers between the ages of 18 and 54 who live in the Washington, DC, Baltimore and Salisbury areas. Upon completion of the post-wave study, a presentation style report was developed for Smooth Operator 2005. Highlights of its results are in this annual report on page 10.

PUBLIC RELATIONS ACTIVITIES

The 2005 Smooth Operator program held a news conference in Washington, DC on June 21, 2005, emphasizing that aggressive driving behaviors – speeding, tailgating, unsafe lane changes, running red lights and stop signs costs and kills.

The news conference resulted in more than 65 documented stories in newspapers, radio, TV and internet postings.

On July 21, 2005 a Smooth Operator event was held in Sykesville, MD. The members of the media were invited to the Maryland Public Safety Training Center to witness aggressive driving behaviors and experience what it feels like to be in a car traveling at high speeds, weaving between lanes and running red lights. This facility trains officers to look out for the aggressive driving behaviors that make roads dangerous. The event resulted in at least 27 TV news stories.

www.smoothoperatorprogram.com

During the 2004 campaign, a website for the Smooth Operator program was developed. It was created as an educational and informational tool.

The site includes information about the Smooth Operator program, current news, research, resources, campaign materials and tips on how to stop aggressive driving. The site offers a comprehensive look at the issue and program, and is designed for the exchange of information on aggressive driving between law enforcement, traffic safety professionals, state and local government administrators and policy makers, legislators, driver education professionals, the media and judiciary.

Truck and Bus Fleet Owners' Messages

A direct mail package was created in 2005 and was sent to 20,000 truck and bus fleet owners. It was designed to increase awareness of aggressive driving. It was intended to educate truck and bus drivers about the situations that precipitate aggressive driving behavior and encourage appropriate responses. The package included an introduction to the program, a brochure and poster, and a CD-ROM for the fleet owner to customize materials such as paycheck stuffers for their own specific messaging needs.



Tip card

It is estimated that the Smooth Operator message conservatively reached 6,000,000 people, the equivalent of 3/4 of the entire population of the District of Columbia, Maryland and Northern Virginia.

The value of the media coverage gained by the television, radio, print and internet stories on the 2005 Smooth Operator campaign was estimated at \$283,315.00.

A detailed report is found on the following pages.



Radio, TV, Print and Internet Coverage

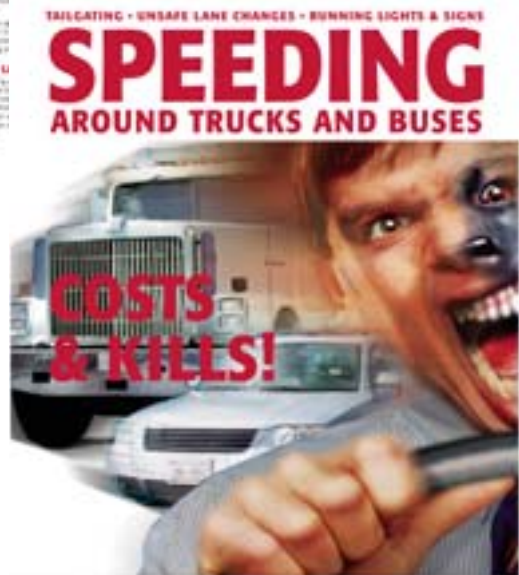
Print and online media coverage included:

- The Associated Press
June 21, 2005
- The Washington Times
June 22, 2005
- Washington Examiner
June 22, 2005
- WUSA-TV
June 21, 2005
- WRIC-TV Richmond
June 22, 2005
- WAVY-TV Hampton Roads
June 21, 2005
- WTTG-TV Fox 5 DC
June 22, 2005
- Washington Hispanic
June 23, 2005
- The Potomac News
Saturday, June 5, 2005
- Carroll County Times
July 22, 2005
- TheAutoChannel.com
July 21, 2005
- WBAL (NBC-11) Baltimore
July 21, 2005
- WJZ (CBS-13) Baltimore
July 21, 2005

WTOP's Bob Marbourg speaking about the dangers of aggressive driving at the June 21, 2005 Washington, DC press conference.

TV Stories were broadcast on:

- Latenight Report – News Channel 8
Washington, DC – June 21, 2005
- ABC World News – News Channel 8
Washington, DC – June 21, 2005
- Primetime Report – News Channel 8
Washington, DC – June 21, 2005
- Sports Talk – News Channel 8
Washington, DC – June 21, 2005
- Zone Reports – News Channel 8
Washington, DC – June 21, 2005
- Maryland Report – News Channel 8
Washington, DC – June 21, 2005
- ABC 7 News At 11 – WJLA-TV CH 7 (ABC)
Washington, DC – June 21, 2005
- ABC 7 News At 6 – WJLA-TV CH 7(ABC)
Washington, DC – June 21, 2005
- ABC 7 News At 5 – WJLA-TV CH 7 (ABC)
Washington, DC – June 21, 2005
- News 4 Today – WRC-TV CH 4 (NBC)
Washington, DC – June 21, 2005 and June 22, 2005
- News 4 At 10:00 – WRC-TV CH 4 (NBC)
Washington, DC –
June 21 and June 22, 2005
- Fox 5 News @ 10 – WTTG-TV CH 5 (FOX)
Washington, DC – June 21, 2005
- Fox 5 News @ 5 – WTTG-TV CH 5 (FOX)
Washington, DC – June 21, 2005
- Fox 5 Morning News At 5 AM -
WTTG-TV CH 5 – (FOX)
Washington, DC – June 22, 2005
- 9 Eyewitness News This Morning At 6 –
WUSA-TV CH 9 (CBS)
Washington, DC – June 21, 2005
- 9 Eyewitness News At 9:00 –
WUSA-TV CH 9 (CBS)
Washington, DC – June 22, 2005
- 9 Eyewitness News Tonight –
WUSA-TV CH 9 (CBS)
Washington, DC – June 21, 2005
- USA Tonight – WUSA-TV CH 9 (CBS)
Washington, DC - June 21, 2005
- 9 Eyewitness News At 6 – WUSA-TV CH 9
(CBS) Washington, DC- June 22, 2005
- Fox 45 News At Ten – WBFF-TV CH 45 (FOX)
Baltimore – June 21, 2005
- Fox 45 News At 5:30 – WBFF-TV CH 45 (FOX)
Baltimore – June 21, 2005
- 8 News At Noon – WRIC-TV CH 8 (ABC)
Richmond/Petersburg – June 22, 2005
- Good Morning Richmond –
WRIC-TV CH 8 (ABC)
Richmond/Petersburg – June 22, 2005
- 8 News 5 AM – WRIC-TV CH 8 (ABC)
Richmond/Petersburg – June 22, 2005
- 12 News At 5 – WWBT-TV CH 12 (NBC)
Richmond/Petersburg – June 22, 2005
- Univision Channel 47
Washington, DC – June 21, 2005



Brochure

Poster

Several websites posted Smooth Operator press releases, including:

- Telemundo CH 64
Washington, DC - June 21, 2005
- Goss' Garage – News Channel 8
Washington, DC – July 23, 2005 and
July 24, 2005
- Morning Report – News Channel 8
Washington, DC – July 23, 2005 and
July 24, 2005
- Midday Report – News Channel 8
Washington, DC – July 24, 2005
- Aviation News – News Channel 8
Washington, DC – July 24, 2005
- Entertainment Forecast – News Channel 8
Washington, DC – July 24, 2005
- VA Tech Football – News Channel 8
Washington, DC – July 24, 2005
- Fox5 Morning News – WTTG-TV CH 5 (FOX)
Washington, DC – July 21, 2005
- Fox5 Morning News At 6 AM –
WTTG-TV CH 5 (FOX)
Washington, DC – July 25, 2005
- 11 News At 5 – WBAL-TV CH 11 (NBC)
Baltimore – July 21, 2005
- 11 News At Noon – WBAL-TV CH 11 (NBC)
Baltimore – July 22, 2005
- Fox 45 News At Ten – WBFF-TV CH 45 (FOX)
Baltimore – July 21, 2005

- Fox 45 News At 5:30 – WBFF-TV
CH 45 (FOX) Baltimore – July
21, 2005
- Fox 45 Morning News –
WBFF-TV CH 45 (FOX)
Baltimore – July 22, 2005
- Eyewitness News At Six –
WJZ-TV CH 13 (CBS)
Baltimore – July 21, 2005
- Eyewitness News At Five –
WJZ-TV CH 13 (CBS) Baltimore
– July 21, 2005
- Eyewitness News Morning Edition –
WJZ-TV CH 13 (CBS)
Baltimore – July 23, 2005
- News Channel 3 At 11 – WTKR-TV CH 3 (CBS)
Norfolk/Portsmouth/Newport News –
July 22, 2005

- Automotive-esources.com
- DallasNews.com
- National Hispanic Corporate Council
- PR Newswire
- Yahoo!
- The Auto Channel

SMOOTH OPERATOR EVALUATION RESULTS

Riter Research of Edgewater, Maryland measured the results of the Smooth Operator Campaign. They conducted telephone interviews with drivers in the target areas before and after the campaign.

RESEARCH AND EVALUATION

The following findings are for male drivers aged 18-34, the campaign's primary target audience.

- The awareness of men 18-34 recalling or seeing **"any"** public service messages which addressed driving behavior increased significantly over the course of the campaign – from 30% in May to 55% in September.
- Those recalling the message volunteered that it was about **"aggressive driving,"** and awareness of the message increased during the campaign from a 27% to 44%.
- **Awareness of the Smooth Operator message increased from 60% to 72%** in the DC Metro and Maryland.
- Awareness of police efforts to crack down on aggressive drivers increased from 30% before the campaign began to 67% after the campaign ended.

The following findings are for male and female drivers, aged 18-54. Results reflect the distinct impact of the wide added media coverage given the campaign on television, radio, print and the Internet:

- Awareness of the campaign message and aggressive driving behaviors among all adult drivers increased from 51% to 58%.



Nearly 390,500 citations and warnings were issued by law enforcement during the 2005 campaign, 46% more than the number of citations and warnings issued in 2004.

- Awareness of the Smooth Operator Campaign to make all drivers aware of aggressive driving behavior and police enforcement increased over the campaign period. The bus back advertising message in general increased 8 points and the truck and bus message 14 points over the course of the campaign.
- There continues to be strong widespread public support for the use of cameras and other technologies to catch aggressive drivers.

Note: All samples are subject to sampling error. For the current study, the maximum error is plus or minus 5.0%



Officers demonstrate aggressive driving behaviors at the Maryland Public Safety Driver Training Facility in Sykesville, MD.

LOOKING TO THE FUTURE

Aggressive driving is a problem that isn't going away:

- Congestion is bad – second-worst in the nation today according to authorities – and will only get worse in the future.
- Demand on our road system will increase 40% by 2020 – but road capacity will increase only 9%.
- The metro area will grow by 1.4 million people (25%) with a million new jobs by 2020.

Because aggressive driving will continue to be a growing health problem in our area, the Smooth Operator program will continue to address it.



A Cooperative Interstate Effort to Combat Aggressive Driving in the District of Columbia, Maryland and Virginia.

SPONSORING ORGANIZATIONS

- Commonwealth of Virginia, Department of Motor Vehicles
- District of Columbia, District Department of Transportation
- Maryland Motor Vehicle Administration
- Maryland State Highway Administration, Highway Safety Office
- Metropolitan Police Department

PARTICIPATING ORGANIZATIONS

- AAA Mid-Atlantic
- District of Columbia, Department of Motor Vehicles
- District of Columbia Federal Motor Carrier Safety Administration
- Federal Highway Administration
- Maryland Federal Motor Carrier Safety Administration
- Inova Fairfax Hospital
- Maryland Department of Transportation
- National Highway Traffic Safety Administration
- Virginia Department of Transportation

PARTICIPATING AGENCIES AND ORGANIZATIONS

- Aberdeen Police Department
- Alexandria City Police Department
- Alleghany County Sheriff's Office
- Annapolis Police Department
- Anne Arundel County Police Department
- Arlington County Police Department
- Arlington County Sheriff's Office
- Baltimore City Police Department
- Baltimore County Police Department
- Bel Air Police Department
- Berlin Police Department
- Brunswick Police Department
- Calvert County Sheriff's Office
- Cambridge Police Department
- Caroline County Sheriff's Office
- Carroll County Sheriff's Office
- Cecil County Sheriff's Office
- Charles County Sheriff's Office
- Cheverly Police Department
- Chevy Chase Village Police Department
- Cumberland Police Department
- Department of Homeland Security
- Denton Police Department
- Dorchester Police Department
- Town of Dumfries Police Department
- Easton Police Department
- Elkton Police Department
- Fairfax City Police Department
- Fairfax County Police Department
- Falls Church City Sheriff's Office
- Fairmont Heights Police Department
- Fort Myers Military Police
- Frederick City Police Department
- Frederick County Sheriff's Office
- Fruitland Police Department
- Gaithersburg City Police
- Garrett County Sheriff's Office
- Greenbelt Police Department
- Greensboro Police Department
- Hagerstown Police Department
- Hampstead Police Department
- Harford County Sheriff's Office
- Havre de Grace Police Department
- Haymarket Police Department
- Town of Herndon Police Department
- Howard County Police Department
- Hurlock Police Department
- Kent County Sheriff's Office
- Laurel Police Department
- Loudoun County Sheriff's Office
- Manassas City Police Department
- Manassas National Battlefield Park Police
- Manchester Police Department
- Maryland State Police
- Maryland Natural Resources Police Department
- Maryland Transportation Authority Police Department
- Metropolitan Police Department
- Montgomery County Police Department
- Ocean City Police Department
- Ocean Pines Police Department
- Pentagon Police Department
- Perryville Police Department
- Pocomoke Police Department
- Prince George's County Police Department
- Prince William County Police Department
- Queen Anne's County Sheriff's Office
- Ridgely Police Department
- Rising Sun Police Department
- Rock Hall Police Department
- Salisbury Police Department
- Smithsburg Police Department
- St. Mary's County Sheriff's Office
- Somerset County Sheriffs' Office
- Spotsylvania County Police Department
- Stafford County Sheriff's Office
- Sykesville Police Department
- Talbot County Sheriff's Office
- Takoma Park Police Department
- Taneytown Police Department
- Thurmont Police Department
- United States Capitol Police
- United States Park Police
- Vienna Police Department
- Virginia State Police Department
- Washington County Sheriff's Office
- Westminster Police Department
- Wicomico County Sheriff's Office



“It was a short trip”

ex•cuse (ik•skyooz) v.t.

1. To pardon and overlook (the fact that seat belts save lives and may one day save your life.) 2. To try to free from blame (getting a \$50 fine and 2 points for not wearing your seatbelt.) 3. To minimize (the fact that seat belts protect everyone.)

Click it or Ticket it

2005 Campaign Report

No Excuses. Use Seat Belts.



In May 2005, the District of Columbia joined states and communities across the nation in “Click It or Ticket,” an annual campaign to educate motorists about the importance of wearing seat belts through targeted law enforcement and intense public education and outreach.

About this report This report describes the results of the 2005 “Click It or Ticket” campaign, which is conducted by the Metropolitan Police Department, in partnership with the District of Columbia Department of Transportation.

“Click It or Ticket” is an important component of the District’s Policing for Prevention strategy, whose goal is to prevent crime by focusing law enforcement efforts, building partnerships with community stakeholders and using the resources of government and other organizations to address the underlying causes of crime.

The 2005 “Click It or Ticket” campaign built on the District’s successful 2004 campaign, which used targeted law enforcement and public education efforts to increase the motoring public’s awareness of the serious consequences of violating the District of Columbia’s seat belt law.

Seat Belt Use Reaches Record Levels Across the Nation

The U.S. Department of Transportation reported that a record 82 percent of American motorists and passengers wore seat belts in 2005, up two percentage points from the previous year. Over the past five years, seat belt use nationally has increased from 71 percent to 82 percent.

The two percentage point increase in seat belt use from 2004 levels saved an estimated 540 lives, averted 8,000 serious injuries and saved \$1.8 billion in economic costs.

Throughout the nation, seat belt use annually prevents 15,700 fatalities and 350,000 serious injuries and saves \$67 billion in lost productivity, health care and other costs of traffic injuries and deaths.

Primary seat belt laws send a message to motorists that seat belt use is an important safety issue. The District of Columbia, Puerto Rico and 21 states now have primary seat belt laws, which allow police to stop motorists for not wearing their seat belts. All other states, except New Hampshire, have secondary seat belt laws, which allow police to issue citations

for seat belt violations only if motorists are stopped for another infraction. New Hampshire has no adult seat belt law.

The National Highway Traffic Safety Administration (NHTSA) estimates that in states with primary seat belt laws, approximately 85 percent of motorists wear their seat belts, compared to 75 percent of motorists who buckle up in states with secondary laws. The use of seat belts by teenagers is significantly higher in states with primary seat belt laws than in states with secondary laws.

The Insurance Institute for Highway Safety (IIHS) estimates that when states change from secondary enforcement to primary enforcement, driver death rates decline by an estimated seven percent. IIHS also estimates that nearly 5,400 lives could have been saved from 1996 to 2003 if the states with secondary laws had made seat belts a primary offense.

In attitude surveys, law enforcement officers say they prefer primary seat belt laws, adding that secondary enforcement laws are a major deterrent to issuing citations.

The District has one of the strictest seat belt laws in the nation

The District enacted its primary seat belt law in 1997. The following year, seat belt use in the District increased 24%. Since 1997, fatalities in D.C. have decreased and seat belt use has increased dramatically. By 2004, an impressive 87% of motorists in the District buckled up, and the number of fatalities in the city declined to 45, a dramatic decrease from the 65 people who lost their lives in traffic crashes in the District in 1996.

An observational survey, conducted by the University of the District of Columbia in May and June 2005, concluded that nearly 89 percent of District motorists used their seat belts.

The District of Columbia has one of the toughest seat belt laws in the nation. In the District, the driver and all passengers in a vehicle – whether in the front or back seats – must be buckled up. The penalty for not wearing seat belts in the District is a \$50 fine and two points on the motorist’s driving record. Drivers are responsible for ensuring that they and all of their passengers are buckled up.

Stiffer penalties face drivers who do not properly secure children in their vehicle. District law requires that all children under the age of eight be secured in an infant, toddler or booster seat. Children age eight and up must wear a seat belt. The first offense brings a \$75 fine and two points on the motorist’s driving record. Penalties escalate to a \$150 fine for the fourth and subsequent child safety seat offenses.

Year	Seat Belt Usage Rate	Number of Fatalities
1996	58%	65
1997	66%	63
1998	82%	59
1999	78%	47
2000	83%	52
2001	84%	71
2002	85%	50
2003	85%	69
2004	87%	45

Seat Belt Use Saves Lives and Reduces Health Care Costs

- In the United States, someone is killed every 13 minutes and injured every nine seconds in a traffic crash.
- The number of injuries in highway crashes declined 4.6 percent in 2004, to 2.9 million.
- Between 2003 and 2004, the District of Columbia had the largest decrease in fatalities in the nation, with a 36 percent reduction in highway fatalities.
- In 2004, fatalities of unrestrained passenger vehicle occupants declined by 3.4 percent. This reflects the increasing use of seat belts, which helped reduce fatalities of passenger vehicle occupants.
- Traffic crashes are the leading killer of Americans for every age from 3 to 33.
- Because of the number of young victims, motor vehicle crashes ranked third, behind cancer and heart disease, in terms of the number of years of life lost – the number of years that people would have lived had they not died.

Highway Fatalities are Costly

- In addition to the human tragedy, highway crashes are costly for everyone. The general public pays nearly 75 percent of all crash costs, with increased medical costs, higher insurance premiums, taxes, delays and lost productivity.
- Between 1975 and 2000, seat belts prevented 135,000 fatalities and 3.8 million injuries, and saved \$585 billion in medical and other costs. If everyone in a vehicle during that time had worn a seat belt, nearly 315,000 deaths and 5.2 million injuries could have been prevented. More than \$900 billion in medical and other costs would have been saved.
- In 2003, seat belts saved society an estimated \$63 billion in medical care, lost productivity and other injury-related costs. That same year, the deaths and injuries to those not using seat belts cost an estimated \$18 billion.



Traffic crashes are the leading killer of Americans for every age from 3 to 33.

Seat Belts are the Most Effective Way to Reduce Highway Fatalities

- Between 2004 and 2005, 10 percent of the people who had not used seat belts in 2004 were converted to using seat belts in 2005.
- In 2003, an estimated 14,900 lives were saved by seat belt use in the United States. If all passenger vehicle occupants over the age of four had worn seat belts, more than 6,000 additional lives could have been saved.
- Each percentage point increase in seat belt use represents 2.8 million more people buckling up, about 270 more lives saved and 4,000 injuries prevented each year.
- In 2003, 73 percent of passenger vehicle occupants involved in a fatal crash who were restrained survived. Of those who were not restrained, 42 percent survived.
- The Automotive Coalition for Traffic Safety reported on a 2001 survey that showed higher fines are associated with higher seat belt use rates. Their survey showed that seat belt use averaged six percentage points higher in states with fines of \$30 and more, than in states with fines less than \$30.
- In the District in 2004, only 58 percent of fatally injured drivers and passengers were buckled up. The only child under age five who died in a vehicle crash was not in a child restraint.

“Click It or Ticket” is an Effective Deterrent

- Strong occupant protection laws, coupled with high visibility law enforcement campaigns, are the most effective ways to increase seat belt use.
- When seat belt enforcement campaigns

began eight years ago, only 61 percent of motorists used their seat belts. Today’s 82 percent belt use rate means that people are getting the message that seat belt use saves lives.

- Programs like “Click It or Ticket” are important for increased seat belt use. People tend to use seat belts more in states where there is strong law enforcement and effective media support for the existing law.
- According to NHTSA, “Click It or Ticket” has been enormously successful in increasing seat belt use at community, state and regional levels.

Children Need to be Protected

- The use of seat belts is the strongest predictor of the use of child restraints. Restrained drivers are three times more likely to restrain their children in a vehicle.
- When drivers are buckled up, the use of restraints for children up to the age of 15 is 87 percent. However, when drivers are not buckled up, the use of restraints for children up to the age of 15 is only 24 percent.
- All 50 states and the District of Columbia have child restraint laws, which require that children be buckled into approved child restraint devices. The age at which seat belts can be used instead of child restraints differs from state to state.
- Since the national “Click It or Ticket” campaign began, child fatalities have decreased by more than 20 percent.
- Since “Click It or Ticket” began, the use of child restraints for infants has increased from 85 percent to 99 percent. Restraint use among toddlers from one to four years of age skyrocketed from 60 percent to 94 percent.

By June 2005, *including free radio and television spots, distribution of materials, Internet advertising, and earned media, the added value for the entire campaign totaled \$83,865.*



Seat belt checkpoints are used by Metropolitan Police Department to enforce and educate drivers about seatbelt laws.

The District's 2005 "Click It or Ticket" Campaign

More than 12,000 law enforcement agencies throughout all 50 states and Puerto Rico participated in the National "Click It or Ticket" campaign during two weeks in May and June 2005, including the District of Columbia's Metropolitan Police Department. The two-week national law enforcement effort was supported by \$10 million in targeted national advertising and \$16 million in local advertising, which ran in 47 states, the District of Columbia and Puerto Rico. This advertising was targeted primarily to teens and young adults, particularly males, whose seat belt use is less than the overall population.

The District of Columbia's 2005 "Click It or Ticket" campaign built on the success of the 2004 campaign. Its goals were to create awareness that the Metropolitan Police Department enforces the District's primary seat belt laws, to influence people to buckle up and to prevent injuries and fatalities.

Campaign Elements

Enforcement

The Metropolitan Police Department conducted a concentrated wave of enforcement of the District's seat belt law from May 23 to June 5, 2005.

Police operated seat belt checkpoints at a number of locations that had been the scene of crashes, and conducted roving patrols throughout the District. The enforcement and the use of checkpoints were publicized at a news conference that was held on May 26, 2005. In the mid-Atlantic area, more than 1,200 seat belt checkpoints and roving patrols occurred on May 25 and 26, 2005.

Program Management

The Traffic Safety Coordinator for the Metropolitan Police Department managed the enforcement component of the "Click It or Ticket" campaign. In addition, police representatives discussed the campaign in interviews on local radio stations.

Kick-off News Conference

On May 26, 2005, a news conference about the "Click It or Ticket" campaign was held at the intersection of Belmont Road and Columbia Road, in Adams Morgan. Representatives of NHTSA, the Metropolitan Police Department, and the District of Columbia Department of Transportation, and two people whose lives had been saved because they buckled their seat belts participated in the news conference. Following the news conference, a seat belt checkpoint was held. That evening, the media was offered an opportunity to get live shots and interviews during a nighttime seat belt checkpoint.



A nighttime seat belt checkpoint held after the May 16, 2005 news conference.

The Media Campaign

A concentrated paid and earned media campaign that focused on the upcoming "Click It or Ticket" law enforcement efforts and the dangers of not using seat belts was conducted from May 16 to 29, 2005. Motorists were made aware that they would be stopped and given citations for violating the District's seat belt law if they didn't buckle up.

A \$110,000 paid media campaign aired on radio and selected cable television stations in the Washington market. The focus of the media campaign was on stations favored by males age 18 to 24 and on the Hispanic market. These two groups tend to use seat belts less than the general motoring population. The radio spots were designed to reach motorists in their vehicles; they were supplemented by cable television spots. A total of 325 paid spots aired on seven **radio** stations, **reaching an estimated 2,696,000 area residents**. Paid spots also aired 589 times on **cable television stations, reaching nearly 1,373,000 people**.

Radio Script

Voiceover: "There's no excuse for not buckling up every time you get in a vehicle. And now the Metropolitan Police are cracking down on the law with zero tolerance. It's an automatic \$50 fine and 2 points if you or your passengers are caught not wearing your seat belt in Washington, DC. Buckle up every trip, every time. Click it or Ticket. This message brought to you by the District Department of Transportation and the Metropolitan Police Department."

The radio stations at no charge aired additional radio spots, and brochures were distributed at several stations' events, for a total of **\$48,065 in added value**. In addition, the "Click It or Ticket" logo was printed on programs and bags given out at an event sponsored by one station, and was placed on three radio stations' websites. Viewers were redirected to the "Click It or Ticket" web site by clicking on the logo.

DesignHouse, a prominent District of Columbia marketing and communications firm, coordinated the media placements and developed collateral marketing materials for the "Click It or Ticket" campaign. DesignHouse has coordinated several other traffic and public safety initiatives over the past several years, including the acclaimed "Smooth Operator" program, which combats aggressive driving in the District, Maryland and Virginia; "Street Smart," a pedestrian safety campaign in the D.C. metropolitan area; and "Checkpoint Strikeforce," which focuses on preventing drunk driving.

Radio

Sixty-second radio spots were produced, targeting males aged 18 to 24, who use seat belts less than the general public. The spots were produced in Spanish, to reach the area's growing Hispanic population.

Television Spots

A 30-second television spot was produced and aired on Comcast SportsNet, BET, CNN, Comedy Central, Discovery, ESPN, Fox News Channel, FX, the History Channel, MTV, SciFi, TBS, TNT and USA.



TV spot storyboard.

The Following media

which resulted in an earned media value of \$35,800, ran stories about "Click It or Ticket" as a direct result of the news conference and live shot and interview opportunities:

WRC (NBC-4)
Area Police Begin Annual Safety Campaign Violators Face Fines, Points
May 27, 2005

Washington Hispanic (clip not translated)
Exitosa campaña en Virginia, Maryland y DC
¡Abróchelo... o multa!
May 27, 2005

WTOP Radio
Memorial Day Motorists Need to Prepare
May. 27, 2005 - 10:04 AM

WAMU
No clip available as of June 2, 2005

TV Broadcast

Primetime Report
News Channel 8 (—) Washington, DC
05/25/2005
09:00 PM - 09:30 PM
Estimated Audience: N/A

Latenight Report
News Channel 8 (—) Washington, DC
05/26/2005
10:30 PM - 11:00 PM
Estimated Audience: N/A

Latenight Report
News Channel 8 (—) Washington, DC
05/26/2005
10:00 PM - 10:30 PM
Estimated Audience: N/A

Maryland Report
News Channel 8 (—) Washington, DC
05/26/2005
5:00 PM - 5:30 PM
Estimated Audience: N/A

News 4 At 6:00
WRC-TV CH 4 (NBC) Washington, DC
05/26/2005
6:00 PM - 07:00 PM
Estimated Audience: 275,161

News 4 At 5:00
WRC-TV CH 4 (NBC) Washington, DC
05/26/2005
5:00 PM - 06:00 PM
Estimated Audience: 214,348

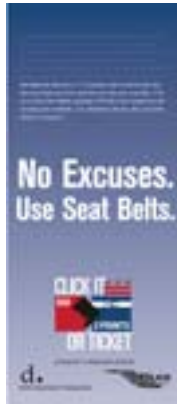
Univision Channel 47
Univision CH 47 (—) Washington, DC
5/26/2005 Time N/A
Estimated Audience: N/A

OX5 7/8ORNING 1/3EWS
WTTG-TV CH 5 (FOX) Washington, DC
05/25/2005
7:00 AM - 08:00 AM
Estimated Audience: 110,341

The total net reach of the radio and television spots was 464,120, for a reach of 82%, and a frequency of 9.2.*

Campaign Brochure

A campaign brochure emphasizing the danger of driving without seat belts was produced, and 25,000 copies were printed in both English and Spanish. Copies were distributed at “Click It or Ticket” checkpoints, community health centers, area hospitals, and radio station events, sporting events, concerts, movie premieres and other events throughout the city.



Campaign Posters

Campaign posters were designed and printed in both English and Spanish in two sizes, 22” x 27” and 11” x 14.” They were displayed throughout the District on local police stations, government office buildings, community health care centers, emergency rooms, storefronts, coffee shops, and other locations.

Campaign Banners

Campaign banners were displayed at the media event that kicked off the “Click It or Ticket” campaign, in which NHTSA, Metropolitan Police Department and District of Columbia Department of Transportation officials participated. Banners also were used at police checkpoints throughout the city.

Program Evaluation

An observational survey of seat belt use was conducted by the University of the District of Columbia at 155 locations throughout the District of Columbia from May 15 through June 23, 2005. The study took place on major roads, other principal roads and local roads during both rush hours and non-rush periods. Only front seat occupants were counted, due to the difficulty of accurately observing seat belt use in back seats. The study found that 88.78 percent of drivers and front seat passengers buckled up compared to 87.09 percent of occupants who used seat belts during a similar study last year.

Pre- and Post-Campaign Survey

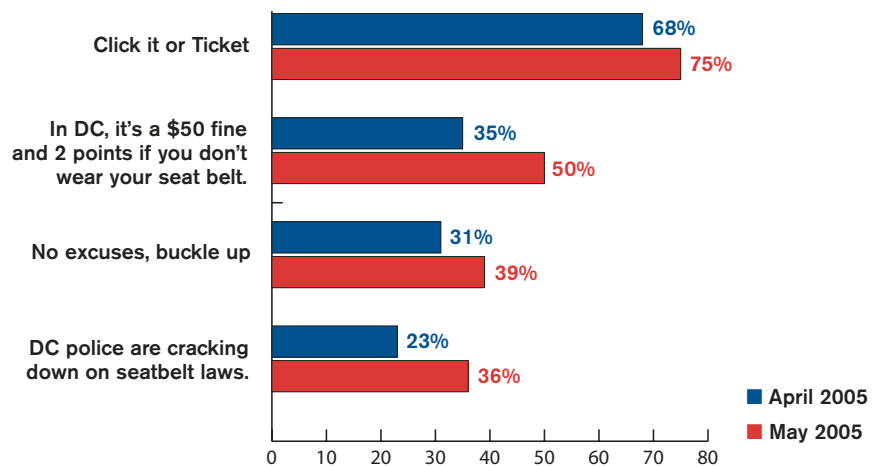
- Prior to this year’s campaign, 200 licensed male drivers between the ages of 16 and 49 who live in the District were surveyed about their awareness of the District’s seat belt law and the “Click It or Ticket” campaign. Following the campaign, another 200 people with similar characteristics were surveyed to determine the effectiveness of the campaign.
- The objectives of the pre- and post-campaign surveys were to:
 - Evaluate the “Click It or Ticket” campaign to increase the public awareness of seat belt compliance in the District.
 - Determine if awareness of the “Click It or Ticket” has affected seat belt usage.
 - Determine changes in consumer awareness and behavior regarding seat belt usage since the inception of the “Click It or Ticket” campaign in 2003.
- The survey showed that the “Click It or Ticket” campaign was effective in raising motorists’ awareness of the District’s law enforcement efforts to get people to use their seat belts. The survey results showed that awareness of the District’s seat belt laws increased from 81% in May 2003 to

91% in May 2005. Compared with 2003, motorists report they are now more aware of the District’s seat belt law and are more likely to comply with the law.

Awareness of Seat Belt Enforcement

- Prior to the 2003 “Click It or Ticket” campaign, only 36% of motorists felt they would be ticketed for not wearing a seat belt. Prior to the 2005 campaign, 53% were aware they would be ticketed if they did not buckle up.
- Following the 2005 “Click It or Ticket” campaign, the proportion of motorists who believed they would be ticketed for not wearing a seat belt increased 3 percentage points to 56%.
- The number of people who believed police would strictly enforce the seat belt law increased a significant 10 percentage points, from 42% prior to the 2005 “Click It or Ticket” campaign to 52% following the campaign.
- Awareness of the District’s efforts to get drivers and passengers to use seat belts increased a significant 14 percentage points, from 29% before the 2005 “Click It or Ticket” campaign to 43% after the campaign.

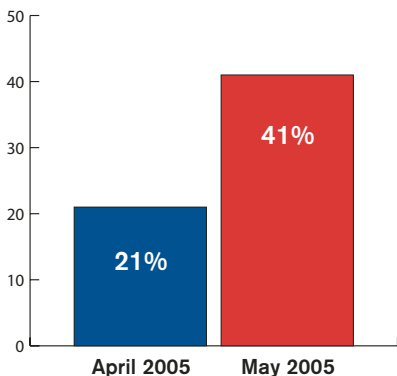
Awareness on Specific Seatbelt Messages





The number of people who believed police would strictly enforce the seat belt law increased a significant 10 percentage points, from 42% prior to the 2005 “Click It or Ticket” campaign to 52% following the campaign.

Heard About Police Efforts in Past Month to Crackdown on Seatbelt Violations



- Awareness of police efforts to crack down on drivers and passengers who do not use seat belts increased a significant 20 percentage points, from 21% prior to the 2005 “Click It or Ticket” campaign to 41% after the campaign.

Awareness of the “Click It or Ticket” Campaign

- Prior to the 2005 “Click It or Ticket” campaign, 68% of motorists were aware of the campaign. Following the campaign, awareness increased a significant 7 percentage points to 75%.

- People surveyed were more aware of all of the 2005 “Click It or Ticket” messages following the campaign. The message, “It’s a \$50 fine and 2 points if you don’t wear a seat belt” had the largest increase (15%) in recognition following the campaign.

Use of Seat Belts

- Use of seat belts in the District has increased since the initial 2003 “Click It or Ticket” campaign. The reported use of seat belts in the District increased from 83% in May 2003 to 90% in May 2005.
- The reported use of seat belts the last time a person was in a vehicle increased from 98% prior to this year’s “Click It or Ticket” campaign to 99% following the campaign.



“but....”

No Excuses. Use Seat Belts.

In a Crash, *the Laws of Physics Work Against You*

- *In a crash, a vehicle comes to a sudden stop. However, passengers in the vehicle will keep moving – until they are stopped by the dashboard, windshield or pavement. People who are not buckled up can be thrown through a window, tossed onto the road or crushed under a vehicle.*
- *Wearing seat belts stops people from being thrown around inside a vehicle – or from being ejected from the vehicle. Seat belts decrease the chance that passengers will be killed or injured in a crash.*
- *In a crash, seat belts hold people in place, protect the head and spinal cord, allow the body to slow down gradually, and distribute the forces of the crash over the stronger parts of the body, including the chest, hips and shoulders.*

And, Your Best Defense Against a Drunk Driver Is to Wear Your Seatbelt.

Buckle Up – Every Trip. Every Time

\$50 and 2 points

No Excuses. Use Seat belts.

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Anthony A. Williams
Mayor

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