

# Annual Report Fiscal Year 2009

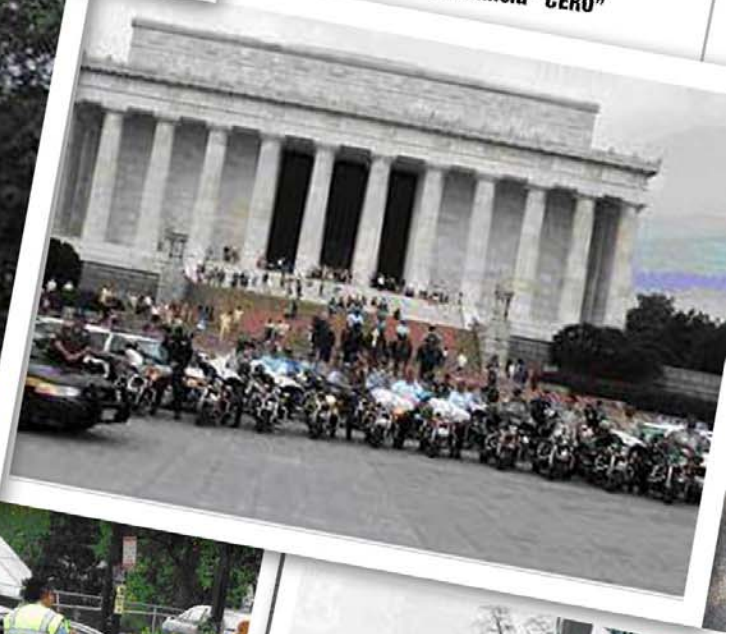


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En DC, la multa para los conductores es de \$50 y 2 puntos

**CLICK IT or TICKET**  
Día y Noche • Tolerancia "CERO"



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District Department of Transportation**

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**Towards Zero Fatalities  
and Injuries**

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**DISTRICT OF COLUMBIA  
TRAFFIC SAFETY  
ANNUAL REPORT**



**DISTRICT DEPARTMENT OF TRANSPORTATION  
Transportation Safety Policy Division  
2000 14<sup>th</sup> Street, NW,  
Washington, DC 20009**

Adrian Fenty  
Mayor

Gabe Klein  
Mayor's Representative for Highway Safety

Carole A. Lewis  
Highway Safety Coordinator

District of Columbia Highway Safety Office  
District Department of Transportation  
2000 14<sup>th</sup> Street, NW  
Washington, DC 20009  
(202) 671-0492

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## Glossary of Terms and Acronyms

A reference guide for some terms used on the following pages.

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

## Executive Summary

The Highway Safety Plan Annual Report for FY2009 (October 1, 2008–September 30, 2009) documents the DC Department of Transportation Highway Safety Office (DDOT HSO) use of Federal grant funding administered by NHTSA in accordance with 23 USC, Sections 402 (Highway Safety Program), 405 (Occupant Protection Incentive Grant), 408 (Data Program Incentive), 2010 (Motorcycle Safety Grant), and 2011 (Child Safety and Child Booster Seat Incentive Grant) of SAFETEA-LU.

For FY2009, various projects, strategies, and programs were either initiated or continued so as to further improve traffic safety in the District through the Federal highway safety funds under these sections of 23 USC. The majority of programming efforts are focused on six traffic safety areas:

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

This report also tracks the progress of the HSO pursuant to each program goal and performance measurement identified in the FY2009 Highway Safety Performance Plan (HSPP). For FY2009, six goals were identified, and the District HSO is pleased to report the following:

- Goals Achieved
  - Roadway Safety—Reduced fatalities from 54 in 2007 to 39 in 2008.
  - Impaired Driving—Reduced number of alcohol-related fatalities from 18 in 2007 to 7 in 2008 (61 percent decrease).
  - Pedestrian/Bicycle Safety—Decrease the percentage of pedestrian fatalities from 46 percent in 2007 to 36 percent in 2008.
  - Occupant Protection—Increase seat belt use from 87 percent in 2007 to 90 percent in 2008.
  - Traffic Records—Coordinated and conducted quarterly TRCC meeting.
- Goal Not Met
  - Aggressive Driving—Decrease percentage of fatal crashes resulting from aggressive behaviors. Aggressive driving crashes increased from 19 percent in 2007 to 36 percent in 2008.

The DC HSO continues to conduct thorough reviews of all programs and where the goals are met, more rigorous goals were developed .

## Introduction

In accordance with the U.S. Highway Safety Act of 1966 and any acts amendatory or supplementary thereto, the District Department of Transportation (DDOT) develops an annual comprehensive plan with the goal of reducing traffic crashes, deaths, injuries, and property damage.

The Annual Report for FY2009 (October 1, 2008–September 30, 2009) serves as a safety report card to measure how well the District performed in the past year in meeting the safety goals. These performances were based on the projects set forth in the FY2009 Highway Safety Performance Plan (HSPP).

The Annual Report also documents the use of Federal grant funding administered by NHTSA in accordance with 23 USC, Sections 402 (Highway Safety Program), 405 (Occupant Protection Incentive Grant), 408 (Data Program Incentive), 2010 (Motorcycle Safety Grant), and 2011 (Child Safety and Child Booster Seat Incentive Grant) of SAFETEA-LU.

This Annual Report provides information to showcase some of the District's most successful efforts including:

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

## Traffic Safety Report Card

In 2008, as compared to 2007, there were:

- In 2008, there were 39 traffic-related fatalities in the District, which represents a 27.8 percent decrease compared to 2007.
- The number of injuries increased from 6,571 in 2007 to 6,792 in 2008, which represents a 3.5 percent increase compared to 2007.
- The number of total crashes increased from 15,106 in 2007 to 16,147 in 2008, which is a 6.9 percent increase as compared to 2007.
- The District's fatality rate decreased by 28 percent (0.42 percent reduction) in 2008, as compared to 2007.
- Wards 1 and 3, despite having the largest populations according to 2000 Census Bureau data, have the lowest numbers of crashes and serious injuries in the District.
- Alcohol-related fatalities were reduced from 18 in 2007 to 7 in 2008 (a 61 percent decrease).
- The District is on track to significantly exceed the 2010 seat belt usage goal and achieve a nearly 100 percent restraint use by 2011.
- Speeding-related fatalities increased from 10 in 2007 to 14 in 2008 (40 percent increase). However, the number of crashes involving speed decreased from 1,132 in 2007 to 1,016 in 2008 (10 percent).
- Pedestrian fatalities were reduced from 25 in 2007 to 14 in 2008 (44 percent decrease). Likewise, bicycle fatalities were also reduced from 2 in 2007 to 1 in 2008 (50 percent decrease).
- While motorcycle fatalities unfortunately increased from 2 in 2007 to 8 in 2008 (300 percent increase), helmet use for motorcyclists in the District remains high.

Table 1 provides information on the District crash trends.



**Table 1: Crash Trends**

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatalities (Actual)	52	72	50	68	45	49	41	54	39
Fatality Rate/ (100 million VMT)	1.37	1.81	1.33	1.87	1.15	1.29	1.13	1.50	1.08
Injuries (Actual)	10,107	10,758	8,804	8,050	8,109	7,555	7,061	6,571	6792
Crashes	18,583	18,261	17,734	18,143	18,494	17,717	16,204	15,106	16,147
Alcohol-Related Fatalities w/≥BAC	15	24	20	25	15	20	18	24	10
Unrestrained Passenger Vehicle Occupant Fatalities	7	16	13	22	11	10	8	4	5
Speeding-Related Fatalities	25	39	29	32	30	22	22	10	14
Motorcyclist- Related Fatalities	7	5	7	7	7	6	1	2	8
Pedestrian Fatalities	18	11	7	18	9	16	17	25	14
Bicyclist Fatalities	1	2	1	0	3	4	1	2	1
% Observed Belt Use for Passenger Vehicles	83	84	84.56	84.93	87.02	88.78	85.36	87.13	90
<b>Observed Belt Use for Passenger Vehicles for 2009 is 93%</b>									

## **Program Funding (FY2009)**

The District of Columbia Highway Safety Office (HSO) is responsible for managing/distributing Federal funds through Federal grant funding disbursement to other District agencies, local governments, and other organizations. These funds are used in areas identified by the HSO to change driver behavior and reduce vehicle crashes.

In addition to the Section 402 program, the FY2009 HSPP included funding from the Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU). These included:

- Section 405—J2—Occupant Protection
- Section 405—K2—SAFETEA-LU Incentive Funds
- Section 406—K4—Primary Seat Belt Law
- Section 408—K9—State Traffic Safety Information System Improvement Funds
- Section 2011—K3—Child Safety and Child Booster Seat Incentive Grants

In FY2009, the following programs were funded:

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

Tables 2 and 3 provide information on the Federal Aid Allocation and the related Grant Expenditure, respectively

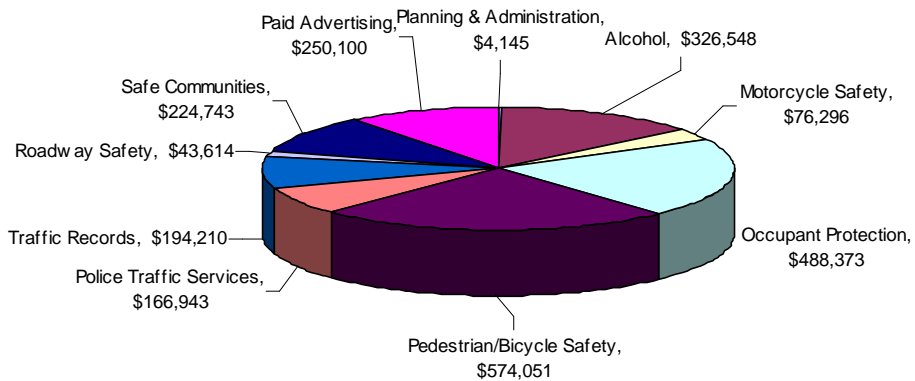
**Table 2: Federal Aid Allocation Report**

Program Area/Project	Total Project Amount Allocated						
	402	405	406	408	410	2011	157
<b>Funded Program</b>							
Planning & Administration	\$98,196						
Alcohol	\$588,665						
Motorcycle Safety	\$64,545						
Occupant Protection	\$164,671						
Pedestrian/Bicycle Safety	\$660,744						
Police Traffic Services	\$237,038						
Traffic Records	\$481,685						
Roadway Safety	\$166,521						
Safe Communities	\$675,849						
Paid Advertising	\$250,100						
<b>Total 402 Funds</b>	<b>\$3,388,014</b>						
405 Occupant Protection		\$52,958					
<b>Total 405 Funds</b>		<b>\$52,958</b>					
Occupant Protection		\$352,792					
<b>Total 405 SAFETEA-LU Funds</b>		<b>\$352,792</b>					
Planning & Administration			\$85,678				
Occupant Protection			\$105,360				
Safety Belt Paid Media			\$100,000				
OCME; WRAP			\$135,000				
Various Safety Projects			\$75,000				
Street Smart; School Assessment			\$385,174				
Safety Campaign			\$100,000				
Safe Communities			\$95,347				
<b>Total 406 Funds</b>			<b>\$1,081,559</b>				
<b>408 Data Program SAFETEA-LU</b>							
Traffic Records Programs				\$1,173,820			
<b>Total 408 SAFETEA-LU</b>				<b>\$1,173,820</b>			
<b>410 Alcohol SAFETEA-LU (carryover)</b>							
<b>Total 410 SAFETEA-LU</b>					\$578		
Child Seats						\$437,443	
<b>Total 2011 Child Seat</b>						<b>\$437,443</b>	
Incentive Funds							\$51,296
<b>Total 157 Incentive Funds</b>							<b>\$51,296</b>
<b>Totals</b>	<b>\$3,388,014</b>	<b>\$405,777</b>	<b>\$1,081,559</b>	<b>\$173,819</b>	<b>\$578</b>	<b>\$437,443</b>	<b>\$51,296</b>

**Table 3: FY2009 Grant Expenditure**

Funded Program	402	405	406	408	2011	157	Total	Percent
Planning & Administration	\$ 4,145.16						\$ 4,145.16	0.18%
Alcohol	\$ 326,547.77						\$ 326,547.77	13.90%
Motorcycle Safety	\$ 25,000.00					\$ 51,296.00	\$ 76,296.00	3.25%
Occupant Protection	\$ 129,674.67	\$ 208,017.56	\$ 127,374.03		\$ 23,307.12		\$ 488,373.38	20.79%
Pedestrian/Bicycle Safety	\$ 388,877.04		\$ 185,174.21				\$ 574,051.25	24.44%
Police Traffic Services	\$ 66,943.48		\$ 100,000.00				\$ 166,943.48	7.11%
Traffic Records	\$ 20,389.67			\$ 173,819.89			\$ 194,209.56	8.27%
Roadway Safety	\$ 43,614.42						\$ 43,614.42	1.86%
Safe Communities	\$ 201,193.10		\$ 23,550.00				\$ 224,743.10	9.57%
Paid Advertising	\$ 250,100.00						\$ 250,100.00	10.65%
<b>Totals</b>	<b>\$ 1,456,485.31</b>	<b>\$ 208,017.56</b>	<b>\$ 436,098.24</b>	<b>\$ 173,819.89</b>	<b>\$ 23,307.12</b>	<b>\$ 51,296.00</b>	<b>\$2,349,024.12</b>	<b>100.00%</b>

**FY2009 Highway Safety Grant Expenditures**



***Program Area Summaries***

## Impaired Driving Program

Alcohol and drug use continue to be a major factor in traffic crashes in the District, particularly for the most serious crashes. However, in 2008, only 10 out of the 39 driving fatalities were alcohol related, which represents a significant decrease compared to 2007 (24 out of 54 fatalities) and speaks to the District's successful efforts to combat drinking and driving.

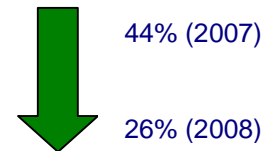
Alcohol-related injury crashes also decreased slightly in 2008. In 2008, 132 persons were injured in 306 alcohol-related crashes (43 percent), compared to 2007 when 129 injured persons were injured in 264 crashes (49 percent).

In 2008, alcohol-related crashes were more likely to occur at night, between the hours of 9 pm and 4 am. Likewise, these crashes were more common on the weekends (Fridays, Saturdays, and Sundays) than during the week.

### Performance Goals

To decrease alcohol-impaired driving fatalities.<sup>1</sup>

Goal was met and exceeded.



### Program Accomplishment

1. The HSO continued to fund the Washington Regional Alcohol Program (WRAP), which directed the Washington-metropolitan area's eighth-annual **Checkpoint Strikeforce Campaign**. This is a Mid-Atlantic States research-based, zero-tolerance initiative designed to catch and arrest drunk drivers through sobriety checkpoints and to educate the public about the dangers and consequences of drunk driving. Males between ages of 21 and 35 are the primary target audience.

In FY2009, there were two Checkpoint Strikeforce campaigns:

- October 30, 2008: Launch of DC's 2008 Checkpoint Strikeforce campaign in Georgetown; and
- August 28, 2009: Launch of DC's motorcycle safety-focused Checkpoint Strikeforce campaign in the Adams Morgan section of Washington, DC.

The highlights of these events are as follows:



<sup>1</sup> Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 or greater.

### **October 30, 2008**

The District of Columbia's Georgetown waterfront was the venue for visually conveying the starkly different vehicular experiences one faces when leaving a social occasion after having too much to drink: a taxi cab, a police cruiser, and *death car* (involved in a DUI fatal). The 2008 event was timed to capitalize on media focus on the following day's Halloween celebration in Georgetown and around the region.



Extensive media outreach produced an estimated 3,485,182 media impressions<sup>2</sup>, including three dozen placements (specifically mentioning Checkpoint Strikeforce or sobriety checkpoints) appearing on the five TV news stations in the Washington, DC metropolitan market. Additionally, the Checkpoint Strikeforce story was featured in the blog of *The Washington Post's* Dr. Gridlock. Additional outreach was made following the Thursday event, which included live in-studio interviews on NewsChannel 8 on the morning and the evening of Halloween. A taped interview with WMAL TV was aired on Thursday.

### **August 28, 2009**

The District of Columbia's Asylum Bar & Lounge in popular Adams Morgan served as the launch site for the 2009 kick-off of DC's motorcycle safety-themed **Checkpoint Strikeforce** campaign. Given the release of startling data from NHTSA indicating that traffic fatalities involving motorcycles in the District of Columbia quadrupled from 2007 to 2008, the Washington Regional Alcohol Program (WRAP) identified and received cooperation from this "biker bar" in Adams Morgan to serve as a unique and compelling visual with law enforcement officers serving up the stern reminder: Police are out in full force to apprehend those who drink and drive. The event was timed coincide with the launch of the campaign in Virginia and Maryland, emphasizing the regional coordination efforts of Checkpoint Strikeforce.

Media outreach resulted in nearly 200,000 (196,585) media impressions including seven broadcast television stories.



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<sup>2</sup> Total Impressions are the total number of times a message was heard or seen in a given schedule

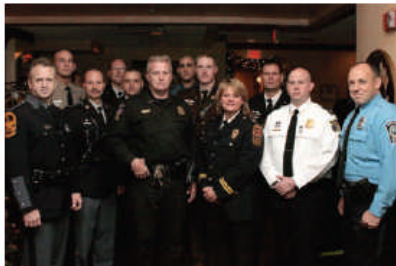
2. WRAP continued its efforts in the District through with implementation of a **Youth and Adult Outreach and Public Education** to reduce alcohol-related injuries and fatalities. Accomplishments for FY2009 included:

- Removing 3,110 would-be drunk drivers from Greater Washington’s roadways via WRAP’s free cab ride service, *SoberRide*—including an 85-percent increase in 2009 St. Patrick’s Day SoberRide ridership and nearly doubling Independence Day SoberRide ridership as compared to the previous year.



- Reaching over 6,000 Greater Washington high school students with WRAP’s multimedia outreach program, ***Alcohol Awareness for Teens***.

- GEICO Student Awards program (2009) giving \$50,000 to-date in prizes to area student organizations promoting alcohol and drug-free lifestyles to their peers.



- Hosting numerous high-profile events on continued vigilance in the region’s fight against drunk driving, including WRAP’s own 11<sup>th</sup> Anniversary Law Enforcement Awards (2008). These awards recognize a dozen local law enforcement professionals for serving on the frontline in the continuing fight against drunk driving.

3. Through the District’s Office of the Attorney General (OAG), an experienced attorney serves as the District’s **Driving Under the Influence (DUI) Prosecutor**. The DUI Prosecutor goal is to assist the District with ongoing efforts to improve DWI and DUI prosecution in the District.

In FY2009, the DUI Prosecutor handled over 200 cases. Of these cases, approximately 90 percent involved repeat offenders. The DUI Prosecutor continued to provide technical assistance and legal research to prosecutors



on DWI-related issues and serves as a liaison between prosecutors, DDOT, and Metropolitan Police Department (MPD). The DUI Prosecutor has tried five jury trials and seven bench trials. She has also conducted a Drug Recognition Expert Fyre hearing and conducted a Motion to Suppress.

A sample of activities completed by the DUI Prosecutor include:

- Briefs
  - Requested that the court to allow DREs to testify and provide an opinion regarding the drug or drugs that defendant was under the influence of.
  - Drafted a brief for the court to allow lay testimony on Standardized Field Sobriety Tests (SFSTs).
- Motions
  - Drafted and submitted to the court a response to defense's Motion to Compel the government to copy the manual for defense.
  - Wrote two motions pursuant to Rule 16 (A)(1)(E) to Allow the Forensic Toxicologist to Offer an Expert Opinion and to Testify About the Results of the Forensic Analysis of the Urine Samples.
- Memorandum
  - Assisted other AAGs in writing a memo for the court on Crawford and allowing the breath test documents obtained from the police departments to be allowed into evidence under the business record exception.
- File expert notices
  - In cases that the officer conducted the Horizontal Gaze Nystagmus (HGN) test.
  - For the DRE officers.
- Training
  - Prepare officers for trial on other AAGs' cases by reviewing the Horizontal Gaze Nystagmus test along with the other SFSTs prior to testifying.
  - For three new AAGs on how to prepare DUI cases.
  - On the use of the Intoxilyzer with US Capitol Police.

4. Through the District's OAG, an experienced attorney serves as the **District's Traffic Safety Resource Prosecutor (TRSP)**. The TRSP program provides training and assistance in developing programs and creating legislation to improve prosecution and enforcement of impaired driving and traffic safety laws.

The TRSP conducted and attended five DUI enforcement meetings with US Park Police, US Capitol Police, and the MPD. The purpose of these meetings was to discuss issues arising with DUI enforcement, training opportunities and sharing resources. The TRSP also attended three conferences for the National Partnership on Alcohol Misuse and Crime. She regularly attended Traffic Records Committee Meetings (TRCC).

TRSP serves as a liaison with DDOT, MPD, and Office of the Chief Medical Examiner (OCME) when issues arise with toxicology cases and also provides similar technical assistance to other prosecutors.

The TRSP, together with MPD and DDOT, is leading development of the Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) for the District. This included meeting with police agencies such as the US Park Police, US Secret Service, US Capitol Police, and the MPD to discuss strategy to implement the LEADRS program once it is in effect. The purpose of the LEADRS program is to condense and combine police paperwork from the four main police agencies and to create a database for all the DUI paperwork that each agency will be able to access.

TRSP has also provided technical assistance to prosecutors on a wide variety of issues, including probable cause, SFST, Advance Roadside Impaired Driving Enforcement (ARIDE) (once applicable in the District), Drug Evaluation and Classification Program, implied consent, breath/blood testing, pre-trial procedures, and trial practice.

5. Associates for Renewal in Education, Inc. (ARE) continued its programs to assist the HSO in the **Teen Highway Safety Program**. The program's primary focus is to educate and demonstrate to youth and teenagers the dangers of engaging in reckless driving behaviors. ARE's Teen Highway Safety Program is dedicated in decreasing underage drinking and reckless driving among teens. This year, ARE revised its Teen Highway Safety curriculum, emphasizing the dangers of using illegal substance while driving.

The following are accomplishments for 2009:

- May 1<sup>st</sup>—Attended the Drive 25, Stay Alive event at Scott Montgomery Elementary School (safety information was distributed).
- ARE created a NON-Driver Safe Passenger Pledge to target nondrivers and to encourage them not to ride with reckless drivers.

- May 14<sup>th</sup>—Attended a Safety pledge Assembly with DDOT (Karen Gay), DC Police, DC EMS at Ballou High School. 117 ARE Safe Driver Pledges were signed.
- ARE distributed 100 *Smooth Operator* pamphlets to parents during ARE parent meetings (April 28 and June 10) and at Scott Montgomery Elementary on May 1 to promote the District of Columbia *Smooth Operator* program.
- ARE conducted a Graduation/Prom Safe Driving Campaign on WPGC ration between May 8 and June 12, 2009, which resulted in 608 teens taking the Safe Driver Pledge posted on the ARE Web site.
- ARE distributed (16) WPGC Birthday Bash tickets to the winners of the ARE Teen Driver Safety Bumper Sticker Contest.
- (50) Students in the Juvenile justice system (ARE Group Homes) completed a 3-week safety curriculum that included workshops (conducted by Ms. Bailey), discussions following workshops (conducted by Group Home Staff) on Driver Safety; (31) completed both the PRE & POST for seat belts.
- Participated in Prom/Graduation assemblies at Spingarn and Dunbar High Schools on May 12<sup>th</sup> (218 pledges signed).
- 434 SYEP Students participated in a 6-week Teen Driver Safety curriculum.
- 1,377 Teens and young adults took the ARE Safe Driver Pledge.



## Occupant Protection Program

One of the most effective protections against a motor vehicle fatality and mitigating factor in the severity of a traffic crashes is proper installation and consistent uses of seat belts and child-restraint systems. The District has one of the most comprehensive seat belt laws in the nation and was rated as one of sixteen states that achieved 90 percent usage rate or higher in 2008. The District law also requires that any child up to 16 years of age must be properly installed in a child safety seat or properly restrained. Children under 8 years of age must be properly seated in an installed infant, convertible (toddler), or booster child seat.

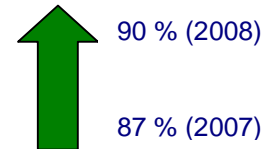


According to District's crash data, approximately 54 percent (13,397) of drivers or passengers involved in crashes used their seat belts in 2008. Approximately 42 percent (10,375) of drivers or passengers involved in crashes were reported with unknown seat belt usage. Only a small fraction (or approximately 2 percent) of drivers or passengers were reported with seat belt not installed or fastened.

### Performance Goals

To increase seat belt use from 87 percent in 2007 to 90 percent in 2008.

Goal was met and exceed.



### Program Accomplishments

1. In May 2009, the HSO participated in the national **Click It or Ticket (CIOT) Campaign**. This is the 6<sup>th</sup> year DC has participated in this high-visibility enforcement campaign with media coverage, coupled with the distribution of materials, to help create a comprehensive, targeted public education campaign across the Washington area.



The media coverage highlights are as follows:

- Audience impressions: 619,184 (est.)
- Publicity Value: \$31,887 (est.)
- Broadcast coverage:
  - Local Fox station, WTTG-TV (2.5 min segment)

- Radio interviews with MPD Chief Kathy Lanier over DC 101, Hot 99.5, El-Zol, and WMAL.



- Print and online coverage
  - *Washington Hispanic Reporter*
  - Influential DC blog “Greater Washington.”

The enforcement results of the CIOT included:

Enforcement Action	Number
Safety Belt Citations	427
Child Safety Citations	12
Speeding Citations	38
DWI Arrest	2
Unregistered Auto	6
Fugitives Apprehended	1
Suspended Licenses	2
Uninsured Motorists	109
No Permit	7
30 over arrest	14
Other	4



Overall, the DC MPD conducted 75 percent of the total hours in overtime and 10 percent of the total hours at the two seatbelt checkpoint locations.

2. The **2009 Seatbelt Usage Survey**, conducted by the University of the District of Columbia, found a 93 percent seatbelt compliance rate in the District. That is a 6.9 percent increase from 2007 and a 10 percent increase above the national average (83 percent). The District is one of sixteen States that achieved 90 percent usage rate or higher in 2008.
3. The George Washington University (GWU) Medical Facility Associates conducted **Infant/Child Car Safety Seat** checks at Gallaudet University in May 2009. Working with MPD, a total of 23 child car seats were checked. The importance of child safety seats were reinforced to 20 parents and caregivers through counseling and literature (brochures).
4. Associates for Renewal in Education, Inc (ARE) continued its programs to assist the HSO in **Teen Highway Safety**. The program’s primary focus is to educate and demonstrate to youth and teenagers the importance of seat belt use. ARE revised its Teen Highway Safety curriculum, expanding on the dangers of cell phone use and text messaging while driving and passenger seat belt safety.

ARE established partnerships with the following agencies:

- American Automobile Association (AAA)
- Nationwide Insurance Company
- The Safe Teen Driving Club
- WPGC Radio Station
- DC Safe Kids Collation
- Community collaborative within the District of Columbia.

These collaborations help increase the goal of spreading awareness and knowledge of the importance of seat belt use, car seat use and wheel safety. ARE was able to complete its goals by using radio campaigns, Web pledges, safety pamphlets, posters, safety materials, and promotional giveaways to reach out to the surrounding communities. ARE's goals were further accomplished with the assistance of neighboring churches, community organization and schools.

The following are a list of accomplishments for 2009:

- ARE created a NON-Driver Safe Passenger Pledge to target nondrivers and to encourage them not to ride with reckless drivers.
- May 14<sup>th</sup>—Attended a Safety pledge Assembly with DDOT (Karen Gay), DC Police, and DC EMS at Ballou High School. 117 ARE Safe Driver Pledges were signed.
- Conducted safety workshops for children ages 4–12 during National Buckle Up America Week, May 25–31. Safety stickers and coloring books were distributed.
- (2) High-back booster seats were raffled off to parents at the parent meeting on June 10th. During Child Passenger Safety Week, fliers were posted around the ARE headquarters to promote car seat and booster seat use.



- Conducted (2) Safety workshops in Pre-K, Grades 3, and 4 on the importance of child safety seats with children and teachers. Children took the Booster Seat pledge and 30 parents signed off and returned the pledges.

- (50) Students in the Juvenile justice system (ARE Group Homes) completed a 3-week safety curriculum on Driver Safety that included workshops (conducted by Ms. Bailey) and discussions following workshops (conducted by Group Home Staff). (31) Completed both the PRE & POST for seat belts.
  - Brochures and pamphlets were distributed to parents and students during Buckle Up America Week (May 24-31)
5. In FY2009, the DC Child Passenger Safety (CPS) Coordinator conducted over 40 Child CPS 2-hour workshops. Two 4-hour courses were taught through a combination of lectures, discussions of new issues, role playing, and hands-on practice with both child safety seats and vehicle belt system. The District currently has 30 newly certified CPS technicians.

The CPS Coordinator was also responsible for the management of the city's booster seat program, which provided over 1,024 booster seats to the city's low-income families.

The DDOT, Department of Motor Vehicles (DMV), Emergency Medical Services for Children, MPD, and DC Fire/EMS Department together properly installed over 1,500 child restraint seats for residents of the District and visitors.

Car seat inspections events during FY2009 are as follows:

- Giant Food Stores, car seat check event.
  - Gallaudet University, four car seat check-up events.
  - Rosemount Center, car seat check-up event.
  - Fire and Emergency Medical Services Department Safety Day.
  - Ward 1 DC Night Out Public safety event.
  - Associate for Renewal in Education Community Safety Fun Day International.
  - US Capitol Police car seat check up event.
  - Department of the Navy's Celebrating Military Families Fun Day event.
  - Gallaudet Kendal School, car seat check event.
  - HSC Pediatric Center Michigan Park, June Fair 2009.
  - Navy NSA Washington Safety Stand Division, 101 Critical Days of Summer.
  - La Petite Academy, car seat check event.
  - CentroNia and Nationwide free car seat distribution event.
6. DDOT partners with Volvo. DC Councilman Michael Brown welcomes Martens Volvo as partners in Child Safety Week.

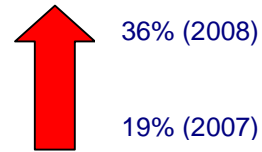


## **Aggressive Driving Program**

Aggressive driving is characterized as violations such as speeding, tailgating, unsafe lane changes, and running both red lights and STOP signs. Aggressive driving, especially speeding, continues to be a growing problem through the District, with speeding-related fatalities increasing from 10 (18.5 percent) in 2007 to 14 (35.7 percent) in 2008. Data show that male drivers between the ages of 21 and 35 were more likely to be involved in speeding-related crashes than any other group.

### **Goals**

To decrease the percentage of fatal crashes resulting from aggressive driving behaviors.



Goal not met.

### **Program Accomplishments**

1. The District, in conjunction with Virginia, Maryland, and Pennsylvania, participated in the **2009 Smooth Operator Program**. This is a regional program that responds to the public concern regarding aggressive driving through news media efforts, public education and awareness campaigns, and increased law enforcement and engineering activities. The campaign is aimed at 18- to 25-year-old high-risk males. The educational theme the campaign emphasizes speed and how this aggressive driving behavior “shatters lives.”

More than 70 law enforcement agencies from the District of Columbia, Maryland, and Virginia coordinated their efforts to target aggressive drivers, conducting enforcement “waves” over a 4-month period.

- Wave 1: May 31—June 6, 2009
- Wave 2: July 5—July 11, 2009
- Wave 3: August 2—August 8, 2009
- Wave 4: September 6—September 19, 2009



On Tuesday, June 16, 2009, in front of the Lincoln Memorial, law enforcement agencies and government officials from DC, Maryland, and Virginia jointly launched the 2009 Smooth Operator Campaign. On Tuesday, July 7, 2009, on the helipad atop the R. Adams Cowley Shock Trauma Center in Baltimore, highway safety officials, law enforcement officers, and the medical community kicked off the 2009 Maryland Smooth Operator Campaign.

These agencies issued more than 408,557 citations and warnings for aggressive driving behaviors—an increase of 89,198 citations and warnings



compared to the 2008 campaign. In the 2009 campaign, 68,363 citations and warnings were issued in the District alone.



A public awareness campaign was conducted simultaneously with the four waves of law enforcement. Radio and Internet ads ran in the Washington Designated Marketing Area (DMA) and Baltimore DMA. Cable TV spots were purchased in the Washington DMA. Over the duration of the campaign, 1,082 radio spots with 35,203,000 impressions, a 63.8 percent reach, and an 11.5 frequency ran in the Washington DMA; 836 radio spots with 8,771,000 impressions with a 60.9 percent reach and a 12.1 frequency<sup>3</sup> in the Baltimore DMA. The weekly Total Rating Point (TRP) rating was 184.9.

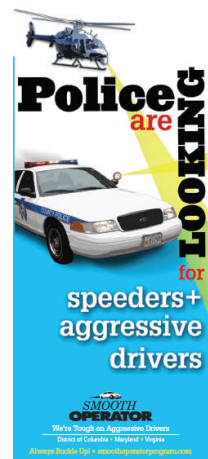
The Smooth Operator Program's funded budget for 2009 was \$584,160. Value-added dollars from media (\$264,710) plus Earned Media dollars (\$187,754) added \$452,464 to the campaign. The 2009 Total Campaign Value exceeded \$1 million dollars (\$1,036,624).

The earned media push throughout the campaign produced more than 4.5 million impressions with a conservatively estimated publicity value at \$187,754.63.

Total awareness of all Smooth Operator messages was 72 percent, up from 64 percent in the pre-survey.

An 8-panel, 4-color brochure, *Police are looking for speeders + aggressive drivers*, was created to define the Smooth Operator Program and explain how it provides solutions for the problems of speeding and aggressive driving. 100,000 brochures were printed and distributed to the funding partners in 2009.

The brochures were distributed at 54 locations including the DDOT, HSO, MVA, Virginia's DMV, regional CTSPs, and law enforcement agencies. Washington and Baltimore area radio stations distributed the materials at various station events.



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<sup>3</sup> 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.

A Members Only page was added to the smoothoperatorprogram.net Web site to help determine agency/officer eligibility for awards and agency wave participation. This page became an interactive tool for law enforcement to use to enter citations and warnings, nominate officers for the awards luncheon, and monitor the number of awards officers had received. Awards were given to 60 coordinators, 115 first-year recipients, 15 second-year recipients, 10 third-year recipients, 5 fourth-year recipients, and 5 fifth-year recipients.



## ***Pedestrian and Bicycle Safety Program***

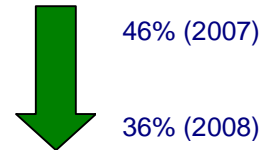
Pedestrian and bicycle safety remains one of the top priorities for safety planners in the District. As the Nation's Capitol, the city is the eighth most popular tourist attraction in the country. Additionally, DC has the country's third worst traffic congestion. These factors, combined with the high numbers of pedestrians and bicyclists traveling to work, school, or other locations, make this group particularly vulnerable.

While pedestrian and bicycle fatalities have been reduced since 2005, the HSO remains committed to further reducing both these rates and the rates of injuries for pedestrian and bicycle roadway users.

### **Goals**

To decrease the percentage of pedestrian fatalities.

Goal has been achieved.



### **Program Accomplishments**

1. Washington Area Bicycle Association (WABA) provided **D.C. Adult Bike Education Program** throughout District. Accomplishments include:

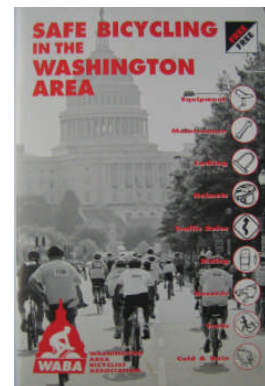
- Confident City Cycling (CCC)—Eight classes were held in 6 wards, with 107 participants.



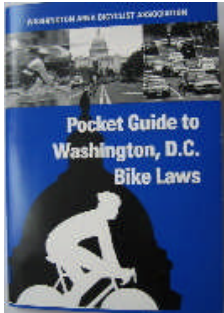
efficient, and more enjoyable commuting.



- Learn to Ride (L2R)—These classes were intended for the nonriding adults. Two classes were attended by 44 nonriding adults.
- Additionally, WABA offers a variety of 1-hour commuter seminars for local organizations, businesses, and special interest groups. These events provided 113 local bicyclists with basic bicycling information for safer, more



- *Safe Bicycling in the Washington Area Guide* (English reprint)—Distributed 5,000 copies of this 32-page 5 ½x 8 in. booklet, which describes Equipment, Maintenance, Locking, Helmets, Traffic Rules, Riding, Hazards, Trails, and Cold & Rain tips for bicyclists. Web version of this booklet was also made available on the WABA Web site.



- *Pocket Guide to DC Bike Laws*—An additional 10,000 hard copies of this popular guide was made available. An electronic version is also available for download from the Internet.

- **Bicycle Light Campaign**—WABA held four **Got Lights?** events in autumn 2009. This focus of this campaign is to provide free bike lights to cyclists using the road in the evening rush hour. As a result, 590 sets of bike lights were distributed and installed. In addition, a bilingual tri-fold *Safety Tip* brochure was also distributed.



As a Spanish Outreach follow-up to this event, the WABA Education Program Director taught Confident City Cycling classes on rules-of-the-road, demonstrated helmet fitting and other safety gear for making yourself visible at night, and distributed bike lights at the Carlos Rosario PCS.



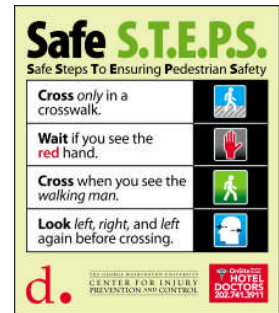


- DC Bicycle Ambassador Program—WABA hired a full-time Bicycling Ambassador (BA) in early March 2009. During the next few months, the BA and other WABA staff researched BA programs in other cities, particularly Chicago, and designed logos and printed material including signage for the bike

trailer. By summer 2009, the BA was appearing at city events with the educational sign-bearing trailer in tow. The BA also appeared regularly in locations where a high numbers of commuters pass bicyclists. He appeared in front of over 75,000 people. The BA trained a group of 20 volunteers in the basics of promoting bicycling and Confident City Cycling.

2. GWU Medical Faculties Associates was engaged to develop the **Pedestrian Safety for District Visitors Project**. Under this program, a Safe Steps Map was successfully designed and placed on the Official DC Tourism Map. Over 700,000 copies of the map were printed and distributed.

Based on the results of an evaluation survey (412 participants), the ad reached as many as 15–20 percent of the total number of visitors, or 2.4 to 3.2 million visitors. At least 47.8 percent of responders felt “safer or much safer” crossing the street in DC as compared to at home.



3. **Street Smart Campaigns** is conducted across the greater Washington metropolitan area— the District of Columbia, suburban Maryland, and Northern Virginia. The goal of this campaign is to:
  - Educate motorists, pedestrians, and bicyclists about pedestrian and bicycle safety.
  - Increase law enforcement of pedestrians and bicyclists traffic safety laws.
  - Build on awareness of pedestrian/bicycle traffic safety issues established in prior campaigns in order to change behaviors.
  - Develop a program that can be easily replicated by other localities wanting to decrease pedestrian and bicycle injuries and fatalities.

Two campaigns were conducted in FY2009: fall 2008 and spring 2009.

***Fall 2008—Cross Like Your Life Depends on It***

The theme for the fall 2008 campaign reminded pedestrians to be careful when crossing any road. The kick-off event was held on November 13, 2008, at the Bethesda Chevy Chase High School.

This event, promoted through broadcast and print media mentions and media time, was conservatively valued at more than \$58,000, with an audience reach estimated at over 4.4 million impressions.

Radio coverage was provided by WMAL and WTOP. Broadcast coverage included Univision, NewsChannel 8, WTTG(Fox), WJLA(ABC), and WUSA(CBS).

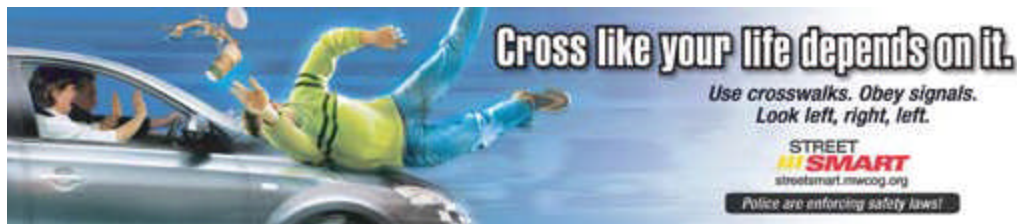
Print and online coverage included articles in *The Washington Post* and WashingtonPost.com, *Washington Examiner*, *The Gazette*, a blog posting in LivingintheDistrict.com, and an article by Associated Press, which was picked up by several online outlets. Also in November were mentions of the program in Dr. Gridlock's column in *The Washington Post*, MyFoxDC.com, and InsideNOVA.com.

Radio Messages—570 radio spots ran in November, in conjunction with enforcement efforts. Radio spots were recorded and aired in English and Spanish. The campaign used 15-second and 30-second versions to increase frequency. Spots ran on following stations:

- WITH-FM—Pop Contemporary
- WKYS—Urban Contemporary
- WLZL-FM—Spanish Tropical
- WPGC-FM—Rhythmic Contemporary Hits
- WWDC-FM—Alternative

The radio advertising delivered 3,992,000 total impressions. The total net reach was 1,489,688. The total reach amongst the target of adult men, 18-34 was 63.7%. Frequency was 10.8.

Transit Messages—The campaign also used a variety of outdoor media in transit shelters and on bus sides. Messages appeared in key locations along corridors with a high incidence of pedestrian injuries and fatalities. Sixteen transit shelters delivered 170,400 total impressions. There were 500 bus interior cards and 150 bus sides employed across the region, and these added another almost 60 million impressions to the campaign for transit media.



Bus side for the 2008 fall campaign



Interior bus card—An alternate message aimed toward commuter bus passengers.

Additional Outreach—In addition to the paid media, each radio station offered bonus spots, PSA interviews, internet links and/or literature distribution at their various events.

***Spring 2009—Targeting Five Specific Behaviors.***

In spring 2009, the campaign focused on five specific actions of drivers, pedestrians, and cyclists:

1. USE crosswalks.
2. STOP for pedestrians at crosswalks and yield to them when turning.
3. OBEY signs and signals (cyclists) and ride with traffic.
4. CROSS after a bus leaves the stop and make sure drivers can see you.
5. YIELD to cyclists when turning and give them room to ride.

***Spring Campaign Kick-Off Event***

On March 25, 2009, transportation leaders from around the region gathered at 14<sup>th</sup> Street and U Streets in Northwest Washington, DC to kick-off the spring Street Smart Campaign. Media coverage reached more than 2.9 million people across the Washington region. Print and online articles reached nearly 2.3 million area readers and TV stories reached at least 600,000 viewers.



Results of coverage included broadcast and print coverage with a publicity value of at least \$42,637. Local television broadcast outlets Fox-5, NBC-4, ABC-7/New Channel 8 attended. An extended segment airing on NewsChannel 8 captured all aspects of the campaign.

WTOP-FM, WAMU-AM (NPR) radio covered the event, and WMAL-AM conducted an interview with MPD Assistant Chief Patrick Burke that aired to coincide with the news conference.

Two print and two online stories were featured in *The Washington Post* and *The Washington Examiner* also published an article. Hispanic media outlets Univision and El Pregonero both covered the event. Capital News Service wire outlet also reported from the event.

Additional television broadcast coverage came from ABC-7/NewsChannel 8 and CBS-9 mentioned the campaign's ongoing efforts. It delivered almost 609,000 media impressions and an estimated publicity value of \$27,836.

Radio coverage offered a publicity value of almost \$9,000 and online audiences reach of 9,111. Print and online reach was estimated at 2,346,657 with a publicity value of \$6,051.



The spring campaign ran March 23–April 19, 2009.

**Radio Messages**—The radio campaign ran in conjunction with stepped-up enforcement efforts, which targeted specific driving, cycling, and pedestrian behaviors, as well. Messages were focused on afternoon/evening rush hours Wednesday through Sunday, and some spots also ran in the morning, midday, evening, and during the day on weekends to increase reach for the message. Spots were recorded in both English and Spanish. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. The campaign was designed to reach predominantly men aged 18-49. Spots ran on the following stations:

- WASH-FM—Adult Contemporary
- WITH-FM—CHR/Pop
- WKYS—Urban Contemporary
- WLZL-FM—Spanish Tropical
- WPGC-FM—Urban Contemporary



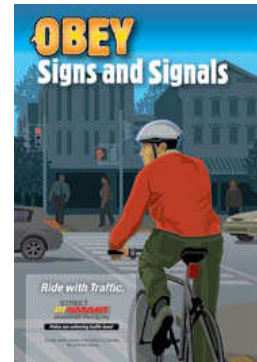
- WTOP-M—All Users
- WWDC-FM—Alternative Rock

A total of 604 paid media spots ran, totaling 17,560,000 impressions. Total net reach was 148,267,240. Reach was 63.4 percent. Frequency was 11.9.

PSA Radio Messages—Besides the paid radio messages, 406 public service announcements ran during the campaign, donated to the Street Smart cause from the various media outlets. These dramatically increased the value of the campaign and its total reach.

Transit Messages—Like its fall predecessors, the spring 2009 campaign targeted pedestrians and drivers with a mix of messages in transit shelters and on bus backs. Messages were created in English and Spanish and concentrated in high-risk, high-incidence areas.

Fifty-seven transit shelters featured the colorful messages; 34 in English, 13 in Spanish, and 10 extra donated as PSAs. These resulted in more than 15 million total impressions.



Transit shelter poster

200 Metro bus backs and over 1,000 bus cards carried the Street Smart message on Metro, Ride On, Fairfax Connector ART and DASH buses, adding up to another more than 23 million impressions.



One of five messages carried by area buses

Internet Messages—Like the fall campaign, pedestrians, drivers and bicyclists were further targeted with Internet advertising.

Ads ran either at the top of the page under the Web site masthead or along the right side of the Web page. Video ads and banner ads ran on a variety of Web sites through advertising.com and wtopnews.com. Placement was geographically targeted to reach only people who live in the Washington, DC metropolitan area.

There were 1,200,977 total impressions via Internet over the course of the spring campaign.

Highlights of added value efforts for both campaigns included:

1. \$63,387 in free radio spots.
2. \$109,930 in free outdoor advertising messages including transit shelters, interior bus cards, bus kings and bus backs.
3. \$10,350 in free internet advertising.
4. 4.4 million media impressions with 48 broadcast stories and mentions and at least 14 print and online articles about the campaign messages.

Total Added and Earned Media Messages Value was approximately \$284,316.00.

Earned Broadcast, Print and Online Value: \$100,649.

Added Media Value: \$183,667.

Public awareness efforts were conducted in conjunction with increased law enforcement waves, a strategy that has been shown to positively affect behavior.

More than 38,900 citations and 4,803 warnings were issued to motorists, pedestrians, and cyclists in Alexandria, Fairfax County, Montgomery County, and the District of Columbia during the campaign.



## ***Traffic Records Program***

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

### **Goals**

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

### **Program Accomplishments**

The District's Traffic Records Coordinating Committee (TRCC) was established in FY07.

Some key project highlights are as follows:

- TRCC meetings were convened on December 9, 2008, March 25, 2009, and July 21, 2009.
- Third Year Application for Section 408 grant program was submitted and approved.
- Automation of Crash Reporting—PD-10 automated application system (Phase 1) was rolled out in mid-2008. By mid-2010, all crash reporting within the District will be electronic.
  - Training program completed for 75 percent of officers and 90 percent of sergeants.
- EMS Repository—More than 85 percent of EMS runs were entered into an electronic system in 2009 compared to about 64 percent in 2008.
- Web-based scheduling system for DMV hearings to inform MPD officers—A Web-based system was developed to inform/remind officers of future hearing/s to improve enforcement of all traffic violations (about 20–30 percent deficiency rate prior).
- Data Exchange between the Superior Court of the District of Columbia (SCDC) and DMV: Nightly batch reporting takes place between SCDC and DMV to ensure accurate driver/vehicle records.
- Law Enforcement Advanced DUI/DWI Reporting System (LEADRS): LEADRS application initiated with rollout expected in spring 2010. This is expected to improve the timeliness, accuracy, and completeness of DWI/DUI reporting and increase the overall reporting rate (reporting time is decreased by approximately 50 percent).
- DUI/DWI Court—Discussions were initiated and OAG is taking the lead.

- A District of Columbia team participated in the 35th International Traffic Records Forum (July 12–16, 2009). Subsequently, some of the emerging technologies for data capture, best practices, and lessons learned were presented at the July 21, 2009 TRCC Meeting.

## **Police Traffic Services**

The HSO has continued to provide funding for the MPD to conduct Traffic Enforcement Programs (TEP) on District roadways as well as training for law enforcement and other highway safety personnel. MPD is committed to assisting the HSO in participating in the District-wide Checkpoint Strikeforce, Smooth Operator, and Click It or Ticket campaigns.

Below is a summary of the MPD FY2009 results:

<i>Citations</i>	<i>Totals</i>	<i>Arrests</i>	<i>Totals</i>
Child Passenger	480	DUI/DWI	1,044
Seatbelt	4,433	DUI Refusal	131
Distracted Driver	1,026	No Permit	1,581
Cell Phone/Other Devices	5,559	Operating after Suspension	1,032
Speed	5,640	Operating after Revocation	47
Other	611	Reckless Driving	139
Total Citations	18,993	Drugs	7
		30 Over Posted Speed	133
Sobriety Checkpoints	23	Other Traffic	1,149
Saturation Patrols	14	Felonies	15
		Misdemeanors	19
		Total Arrests	5,330

MPD also participated in the following events:

- Bolling Air Force Base Safety Information Booth on car seat installation
- Whittier Elementary School
- Channel 7 Drive 2 Stay Alive Safety training at Catholic University
- Latino Montessori School seat belt and car seat training for parents
- Safe Kids Week Children’s Hospital
- Car Seat Event Engine 33 (101 Atlantic Street, SE) Safe Kids Week
- Patterson Elementary School Child Safety seat installations event
- Centro Nia car seat installation event
- Chesapeake Street & Nebraska Avenue, NW car seat installation
- Georgetown Day Elementary School
- Deal Middle School pedestrian safety day
- School without Walls Prevention of Underage Drinking
- Sidwell Friends High School Prevention of Underage Drinking

- Reeves Center car seat installation station
- DMV Installation station
- Safe Kids Week Children's Hospital
- Car Seat Event Engine 8 1620 C Street, SE
- Martens Volvo 4800 Wisconsin Avenue, NW
- THEARC child seat installation and inspection station
- National Children's Center child safety seat installations event
- NBC 4 Health Expo
- Pedestrian training Third District police station (MPD and TCOs)
- Garrison Elementary School child passenger safety assembly

Training received:

- Child Passenger Safety (CPS) Training—25 newly certified technicians
- Pedestrian Training (pedestrians, bicyclist, driver and commercial vehicles) —39 MPD and 16 civilians
- SFST Training Classes—13 certified MPD
- DUI Recertification class—15 recertified MPD

## Roadway Safety

The District of Columbia seeks to reduce the serious and fatal injuries in the District. Through a collaborative effort between the public and private stakeholders groups, the District has begun implementing the strategies outlined in the Strategic Highway Safety Plan (SHSP).

### Goals

The District of Columbia seeks to reduce the number of serious and fatal injuries in the District by 50 percent by 2025.



54 (2007) Fatalities

39 (2008) Fatalities

Goal was met.

### Performance

Summary Highlights:

- Strategies—140
  - Work active in 112
  - Work active/completed 80 %
1. High Risk Drivers
    - Strategies—43
    - Work active/completed in 28
  2. Pedestrian and Bicyclist Safety
    - Strategies—22
    - Work active/completed in 22
  3. Engineering
    - Strategies—37
    - Work active/Completed in 30
  4. Special Vehicles
    - Strategies—21
    - Work active/completed in 19
  5. Special Target Areas
    - Strategies—17
    - Work active/completed in 13

Detailed Accomplishments:

#### High-Risk Drivers

- High-visibility enforcement (MPD)
- Implemented technologies to deter speeding and red-light running (MPD)
- Used LIDAR and other technologies in enforcement (MPD)
- Created court to expedite prosecution of DWI cases (SCDC)

- Created a DWI Prosecutor (OAG) to expedite prosecution of DWI cases (OAG)
- Nightly electronic exchange of data between SCDC and DMV (traffic conviction data)
- Ignition interlock program (DMV, FY2010 start)
- Developed new driving manual and testing system (DMV)

#### Pedestrian and Bicyclist Safety

- Reviewed/implemented the **Adult School Crossing Guard** program (now under DDOT administration, previously under MPD)
- Developed/implemented Pedestrian Master Plan
- Implemented sidewalk program
- Reviewed/implemented pedestrian/bicyclist design guidelines
- Accelerated the Bike and Trail program
- Trained MPD officers in general pedestrian safety issues

#### Engineering

- Reviewed/implemented the **Traffic Control Officer** program (now under DDOT administration, previously under DPW)
- Continued/accelerated the HSIP Program
- Revised the Design and Engineering Manual (2009) and Standard Drawings (2009)
- Trained in Road Safety Audits, Transportation Management Plans, etc.
- Reviewed and implemented new Work Zone fines policy

#### Special Vehicle

- Automated PD-10 crash form—May 19, 2008 (Phase 2 enhancements ongoing, MPD)
- Developed Traffic Records Information System Strategic Plan (Implementation ongoing, District-wide)
- Improved safety procedures at WMATA.
- Bus pilot program using *bus-avoidance* technologies (WMATA)
- Bus pilot program using roof-mounted strobe lights for increased bus visibility (WMATA)
- Implemented Motorcycle Safety information campaign (DDOT)

#### Special Target Areas

- Community outreach on importance and proper fitting of seat belt and child seat use



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**Towards Zero Fatalities  
and Injuries**

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**DISTRICT OF COLUMBIA  
TRAFFIC SAFETY  
ANNUAL REPORT**



**DISTRICT DEPARTMENT OF TRANSPORTATION  
Transportation Safety Policy Division  
2000 14<sup>th</sup> Street, NW,  
Washington, DC 20009**

Adrian Fenty  
Mayor

Gabe Klein  
Mayor's Representative for Highway Safety

Carole A. Lewis  
Highway Safety Coordinator

District of Columbia Highway Safety Office  
District Department of Transportation  
2000 14<sup>th</sup> Street, NW  
Washington, DC 20009  
(202) 671-0492

December 31, 2009

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## Glossary of Terms and Acronyms

A reference guide for some terms used on the following pages.

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

## Executive Summary

The Highway Safety Plan Annual Report for FY2009 (October 1, 2008–September 30, 2009) documents the DC Department of Transportation Highway Safety Office (DDOT HSO) use of Federal grant funding administered by NHTSA in accordance with 23 USC, Sections 402 (Highway Safety Program), 405 (Occupant Protection Incentive Grant), 408 (Data Program Incentive), 2010 (Motorcycle Safety Grant), and 2011 (Child Safety and Child Booster Seat Incentive Grant) of SAFETEA-LU.

For FY2009, various projects, strategies, and programs were either initiated or continued so as to further improve traffic safety in the District through the Federal highway safety funds under these sections of 23 USC. The majority of programming efforts are focused on six traffic safety areas:

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

This report also tracks the progress of the HSO pursuant to each program goal and performance measurement identified in the FY2009 Highway Safety Performance Plan (HSPP). For FY2009, six goals were identified, and the District HSO is pleased to report the following:

- Goals Achieved
  - Roadway Safety—Reduced fatalities from 54 in 2007 to 39 in 2008.
  - Impaired Driving—Reduced number of alcohol-related fatalities from 18 in 2007 to 7 in 2008 (61 percent decrease).
  - Pedestrian/Bicycle Safety—Decrease the percentage of pedestrian fatalities from 46 percent in 2007 to 36 percent in 2008.
  - Occupant Protection—Increase seat belt use from 87 percent in 2007 to 90 percent in 2008.
  - Traffic Records—Coordinated and conducted quarterly TRCC meeting.
- Goal Not Met
  - Aggressive Driving—Decrease percentage of fatal crashes resulting from aggressive behaviors. Aggressive driving crashes increased from 19 percent in 2007 to 36 percent in 2008.

The DC HSO continues to conduct thorough reviews of all programs and where the goals are met, more rigorous goals were developed .

## Introduction

In accordance with the U.S. Highway Safety Act of 1966 and any acts amendatory or supplementary thereto, the District Department of Transportation (DDOT) develops an annual comprehensive plan with the goal of reducing traffic crashes, deaths, injuries, and property damage.

The Annual Report for FY2009 (October 1, 2008–September 30, 2009) serves as a safety report card to measure how well the District performed in the past year in meeting the safety goals. These performances were based on the projects set forth in the FY2009 Highway Safety Performance Plan (HSPP).

The Annual Report also documents the use of Federal grant funding administered by NHTSA in accordance with 23 USC, Sections 402 (Highway Safety Program), 405 (Occupant Protection Incentive Grant), 408 (Data Program Incentive), 2010 (Motorcycle Safety Grant), and 2011 (Child Safety and Child Booster Seat Incentive Grant) of SAFETEA-LU.

This Annual Report provides information to showcase some of the District's most successful efforts including:

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

## Traffic Safety Report Card

In 2008, as compared to 2007, there were:

- In 2008, there were 39 traffic-related fatalities in the District, which represents a 27.8 percent decrease compared to 2007.
- The number of injuries increased from 6,571 in 2007 to 6,792 in 2008, which represents a 3.5 percent increase compared to 2007.
- The number of total crashes increased from 15,106 in 2007 to 16,147 in 2008, which is a 6.9 percent increase as compared to 2007.
- The District's fatality rate decreased by 28 percent (0.42 percent reduction) in 2008, as compared to 2007.
- Wards 1 and 3, despite having the largest populations according to 2000 Census Bureau data, have the lowest numbers of crashes and serious injuries in the District.
- Alcohol-related fatalities were reduced from 18 in 2007 to 7 in 2008 (a 61 percent decrease).
- The District is on track to significantly exceed the 2010 seat belt usage goal and achieve a nearly 100 percent restraint use by 2011.
- Speeding-related fatalities increased from 10 in 2007 to 14 in 2008 (40 percent increase). However, the number of crashes involving speed decreased from 1,132 in 2007 to 1,016 in 2008 (10 percent).
- Pedestrian fatalities were reduced from 25 in 2007 to 14 in 2008 (44 percent decrease). Likewise, bicycle fatalities were also reduced from 2 in 2007 to 1 in 2008 (50 percent decrease).
- While motorcycle fatalities unfortunately increased from 2 in 2007 to 8 in 2008 (300 percent increase), helmet use for motorcyclists in the District remains high.

Table 1 provides information on the District crash trends.

**Table 1: Crash Trends**

Year	2000	2001	2002	2003	2004	2005	2006	2007	2008
Fatalities (Actual)	52	72	50	68	45	49	41	54	39
Fatality Rate/ (100 million VMT)	1.37	1.81	1.33	1.87	1.15	1.29	1.13	1.50	1.08
Injuries (Actual)	10,107	10,758	8,804	8,050	8,109	7,555	7,061	6,571	6792
Crashes	18,583	18,261	17,734	18,143	18,494	17,717	16,204	15,106	16,147
Alcohol-Related Fatalities w/≥BAC	15	24	20	25	15	20	18	24	10
Unrestrained Passenger Vehicle Occupant Fatalities	7	16	13	22	11	10	8	4	5
Speeding-Related Fatalities	25	39	29	32	30	22	22	10	14
Motorcyclist- Related Fatalities	7	5	7	7	7	6	1	2	8
Pedestrian Fatalities	18	11	7	18	9	16	17	25	14
Bicyclist Fatalities	1	2	1	0	3	4	1	2	1
% Observed Belt Use for Passenger Vehicles	83	84	84.56	84.93	87.02	88.78	85.36	87.13	90
<b>Observed Belt Use for Passenger Vehicles for 2009 is 93%</b>									



## **Program Funding (FY2009)**

The District of Columbia Highway Safety Office (HSO) is responsible for managing/distributing Federal funds through Federal grant funding disbursement to other District agencies, local governments, and other organizations. These funds are used in areas identified by the HSO to change driver behavior and reduce vehicle crashes.

In addition to the Section 402 program, the FY2009 HSPP included funding from the Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU). These included:

- Section 405—J2—Occupant Protection
- Section 405—K2—SAFETEA-LU Incentive Funds
- Section 406—K4—Primary Seat Belt Law
- Section 408—K9—State Traffic Safety Information System Improvement Funds
- Section 2011—K3—Child Safety and Child Booster Seat Incentive Grants

In FY2009, the following programs were funded:

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

Tables 2 and 3 provide information on the Federal Aid Allocation and the related Grant Expenditure, respectively

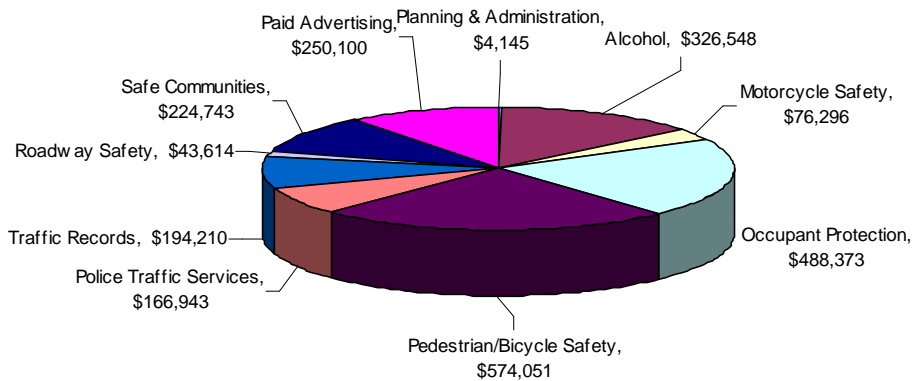
**Table 2: Federal Aid Allocation Report**

Program Area/Project	Total Project Amount Allocated						
	402	405	406	408	410	2011	157
<b>Funded Program</b>	<b>402</b>	<b>405</b>	<b>406</b>	<b>408</b>	<b>410</b>	<b>2011</b>	<b>157</b>
Planning & Administration	\$98,196						
Alcohol	\$588,665						
Motorcycle Safety	\$64,545						
Occupant Protection	\$164,671						
Pedestrian/Bicycle Safety	\$660,744						
Police Traffic Services	\$237,038						
Traffic Records	\$481,685						
Roadway Safety	\$166,521						
Safe Communities	\$675,849						
Paid Advertising	\$250,100						
<b>Total 402 Funds</b>	<b>\$3,388,014</b>						
405 Occupant Protection		\$52,958					
<b>Total 405 Funds</b>		<b>\$52,958</b>					
Occupant Protection		\$352,792					
<b>Total 405 SAFETEA-LU Funds</b>		<b>\$352,792</b>					
Planning & Administration			\$85,678				
Occupant Protection			\$105,360				
Safety Belt Paid Media			\$100,000				
OCME; WRAP			\$135,000				
Various Safety Projects			\$75,000				
Street Smart; School Assessment			\$385,174				
Safety Campaign			\$100,000				
Safe Communities			\$95,347				
<b>Total 406 Funds</b>			<b>\$1,081,559</b>				
<b>408 Data Program SAFETEA-LU</b>							
Traffic Records Programs				\$1,173,820			
<b>Total 408 SAFETEA-LU</b>				<b>\$1,173,820</b>			
<b>410 Alcohol SAFETEA-LU (carryover)</b>							
<b>Total 410 SAFETEA-LU</b>					<b>\$578</b>		
Child Seats						\$437,443	
<b>Total 2011 Child Seat</b>						<b>\$437,443</b>	
Incentive Funds							\$51,296
<b>Total 157 Incentive Funds</b>							<b>\$51,296</b>
<b>Totals</b>	<b>\$3,388,014</b>	<b>\$405,777</b>	<b>\$1,081,559</b>	<b>\$173,819</b>	<b>\$578</b>	<b>\$437,443</b>	<b>\$51,296</b>

**Table 3: FY2009 Grant Expenditure**

Funded Program	402	405	406	408	2011	157	Total	Percent
Planning & Administration	\$ 4,145.16						\$ 4,145.16	0.18%
Alcohol	\$ 326,547.77						\$ 326,547.77	13.90%
Motorcycle Safety	\$ 25,000.00					\$ 51,296.00	\$ 76,296.00	3.25%
Occupant Protection	\$ 129,674.67	\$ 208,017.56	\$ 127,374.03		\$ 23,307.12		\$ 488,373.38	20.79%
Pedestrian/Bicycle Safety	\$ 388,877.04		\$ 185,174.21				\$ 574,051.25	24.44%
Police Traffic Services	\$ 66,943.48		\$ 100,000.00				\$ 166,943.48	7.11%
Traffic Records	\$ 20,389.67			\$ 173,819.89			\$ 194,209.56	8.27%
Roadway Safety	\$ 43,614.42						\$ 43,614.42	1.86%
Safe Communities	\$ 201,193.10		\$ 23,550.00				\$ 224,743.10	9.57%
Paid Advertising	\$ 250,100.00						\$ 250,100.00	10.65%
<b>Totals</b>	<b>\$ 1,456,485.31</b>	<b>\$ 208,017.56</b>	<b>\$ 436,098.24</b>	<b>\$ 173,819.89</b>	<b>\$ 23,307.12</b>	<b>\$ 51,296.00</b>	<b>\$2,349,024.12</b>	<b>100.00%</b>

**FY2009 Highway Safety Grant Expenditures**



***Program Area Summaries***

## Impaired Driving Program

Alcohol and drug use continue to be a major factor in traffic crashes in the District, particularly for the most serious crashes. However, in 2008, only 10 out of the 39 driving fatalities were alcohol related, which represents a significant decrease compared to 2007 (24 out of 54 fatalities) and speaks to the District's successful efforts to combat drinking and driving.

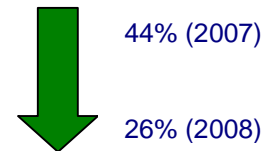
Alcohol-related injury crashes also decreased slightly in 2008. In 2008, 132 persons were injured in 306 alcohol-related crashes (43 percent), compared to 2007 when 129 injured persons were injured in 264 crashes (49 percent).

In 2008, alcohol-related crashes were more likely to occur at night, between the hours of 9 pm and 4 am. Likewise, these crashes were more common on the weekends (Fridays, Saturdays, and Sundays) than during the week.

### Performance Goals

To decrease alcohol-impaired driving fatalities.<sup>1</sup>

Goal was met and exceeded.



### Program Accomplishment

1. The HSO continued to fund the Washington Regional Alcohol Program (WRAP), which directed the Washington-metropolitan area's eighth-annual **Checkpoint Strikeforce Campaign**. This is a Mid-Atlantic States research-based, zero-tolerance initiative designed to catch and arrest drunk drivers through sobriety checkpoints and to educate the public about the dangers and consequences of drunk driving. Males between ages of 21 and 35 are the primary target audience.

In FY2009, there were two Checkpoint Strikeforce campaigns:

- October 30, 2008: Launch of DC's 2008 Checkpoint Strikeforce campaign in Georgetown; and
- August 28, 2009: Launch of DC's motorcycle safety-focused Checkpoint Strikeforce campaign in the Adams Morgan section of Washington, DC.

The highlights of these events are as follows:



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<sup>1</sup> Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of 0.08 or greater.

### **October 30, 2008**

The District of Columbia's Georgetown waterfront was the venue for visually conveying the starkly different vehicular experiences one faces when leaving a social occasion after having too much to drink: a taxi cab, a police cruiser, and *death car* (involved in a DUI fatal). The 2008 event was timed to capitalize on media focus on the following day's Halloween celebration in Georgetown and around the region.



Extensive media outreach produced an estimated 3,485,182 media impressions<sup>2</sup>, including three dozen placements (specifically mentioning Checkpoint Strikeforce or sobriety checkpoints) appearing on the five TV news stations in the Washington, DC metropolitan market. Additionally, the Checkpoint Strikeforce story was featured in the blog of *The Washington Post's* Dr. Gridlock. Additional outreach was made following the Thursday event, which included live in-studio interviews on NewsChannel 8 on the morning and the evening of Halloween. A taped interview with WMAL TV was aired on Thursday.

### **August 28, 2009**

The District of Columbia's Asylum Bar & Lounge in popular Adams Morgan served as the launch site for the 2009 kick-off of DC's motorcycle safety-themed **Checkpoint Strikeforce** campaign. Given the release of startling data from NHTSA indicating that traffic fatalities involving motorcycles in the District of Columbia quadrupled from 2007 to 2008, the Washington Regional Alcohol Program (WRAP) identified and received cooperation from this "biker bar" in Adams Morgan to serve as a unique and compelling visual with law enforcement officers serving up the stern reminder: Police are out in full force to apprehend those who drink and drive. The event was timed coincide with the launch of the campaign in Virginia and Maryland, emphasizing the regional coordination efforts of Checkpoint Strikeforce.

Media outreach resulted in nearly 200,000 (196,585) media impressions including seven broadcast television stories.



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<sup>2</sup> Total Impressions are the total number of times a message was heard or seen in a given schedule

2. WRAP continued its efforts in the District through with implementation of a **Youth and Adult Outreach and Public Education** to reduce alcohol-related injuries and fatalities. Accomplishments for FY2009 included:

- Removing 3,110 would-be drunk drivers from Greater Washington’s roadways via WRAP’s free cab ride service, *SoberRide*—including an 85-percent increase in 2009 St. Patrick’s Day SoberRide ridership and nearly doubling Independence Day SoberRide ridership as compared to the previous year.



- Reaching over 6,000 Greater Washington high school students with WRAP’s multimedia outreach program, ***Alcohol Awareness for Teens***.

- GEICO Student Awards program (2009) giving \$50,000 to-date in prizes to area student organizations promoting alcohol and drug-free lifestyles to their peers.



- Hosting numerous high-profile events on continued vigilance in the region’s fight against drunk driving, including WRAP’s own 11<sup>th</sup> Anniversary Law Enforcement Awards (2008). These awards recognize a dozen local law enforcement professionals for serving on the frontline in the continuing fight against drunk driving.

3. Through the District’s Office of the Attorney General (OAG), an experienced attorney serves as the District’s **Driving Under the Influence (DUI) Prosecutor**. The DUI Prosecutor goal is to assist the District with ongoing efforts to improve DWI and DUI prosecution in the District.

In FY2009, the DUI Prosecutor handled over 200 cases. Of these cases, approximately 90 percent involved repeat offenders. The DUI Prosecutor continued to provide technical assistance and legal research to prosecutors

on DWI-related issues and serves as a liaison between prosecutors, DDOT, and Metropolitan Police Department (MPD). The DUI Prosecutor has tried five jury trials and seven bench trials. She has also conducted a Drug Recognition Expert Fyre hearing and conducted a Motion to Suppress.

A sample of activities completed by the DUI Prosecutor include:

- Briefs
  - Requested that the court to allow DREs to testify and provide an opinion regarding the drug or drugs that defendant was under the influence of.
  - Drafted a brief for the court to allow lay testimony on Standardized Field Sobriety Tests (SFSTs).
- Motions
  - Drafted and submitted to the court a response to defense's Motion to Compel the government to copy the manual for defense.
  - Wrote two motions pursuant to Rule 16 (A)(1)(E) to Allow the Forensic Toxicologist to Offer an Expert Opinion and to Testify About the Results of the Forensic Analysis of the Urine Samples.
- Memorandum
  - Assisted other AAGs in writing a memo for the court on Crawford and allowing the breath test documents obtained from the police departments to be allowed into evidence under the business record exception.
- File expert notices
  - In cases that the officer conducted the Horizontal Gaze Nystagmus (HGN) test.
  - For the DRE officers.
- Training
  - Prepare officers for trial on other AAGs' cases by reviewing the Horizontal Gaze Nystagmus test along with the other SFSTs prior to testifying.
  - For three new AAGs on how to prepare DUI cases.
  - On the use of the Intoxilyzer with US Capitol Police.



4. Through the District's OAG, an experienced attorney serves as the **District's Traffic Safety Resource Prosecutor (TRSP)**. The TRSP program provides training and assistance in developing programs and creating legislation to improve prosecution and enforcement of impaired driving and traffic safety laws.

The TRSP conducted and attended five DUI enforcement meetings with US Park Police, US Capitol Police, and the MPD. The purpose of these meetings was to discuss issues arising with DUI enforcement, training opportunities and sharing resources. The TRSP also attended three conferences for the National Partnership on Alcohol Misuse and Crime. She regularly attended Traffic Records Committee Meetings (TRCC).

TRSP serves as a liaison with DDOT, MPD, and Office of the Chief Medical Examiner (OCME) when issues arise with toxicology cases and also provides similar technical assistance to other prosecutors.

The TRSP, together with MPD and DDOT, is leading development of the Law Enforcement Advanced DUI/DWI Reporting System (LEADRS) for the District. This included meeting with police agencies such as the US Park Police, US Secret Service, US Capitol Police, and the MPD to discuss strategy to implement the LEADRS program once it is in effect. The purpose of the LEADRS program is to condense and combine police paperwork from the four main police agencies and to create a database for all the DUI paperwork that each agency will be able to access.

TRSP has also provided technical assistance to prosecutors on a wide variety of issues, including probable cause, SFST, Advance Roadside Impaired Driving Enforcement (ARIDE) (once applicable in the District), Drug Evaluation and Classification Program, implied consent, breath/blood testing, pre-trial procedures, and trial practice.

5. Associates for Renewal in Education, Inc. (ARE) continued its programs to assist the HSO in the **Teen Highway Safety Program**. The program's primary focus is to educate and demonstrate to youth and teenagers the dangers of engaging in reckless driving behaviors. ARE's Teen Highway Safety Program is dedicated in decreasing underage drinking and reckless driving among teens. This year, ARE revised its Teen Highway Safety curriculum, emphasizing the dangers of using illegal substance while driving.

The following are accomplishments for 2009:

- May 1<sup>st</sup>—Attended the Drive 25, Stay Alive event at Scott Montgomery Elementary School (safety information was distributed).
- ARE created a NON-Driver Safe Passenger Pledge to target nondrivers and to encourage them not to ride with reckless drivers.

- May 14<sup>th</sup>—Attended a Safety pledge Assembly with DDOT (Karen Gay), DC Police, DC EMS at Ballou High School. 117 ARE Safe Driver Pledges were signed.
- ARE distributed 100 *Smooth Operator* pamphlets to parents during ARE parent meetings (April 28 and June 10) and at Scott Montgomery Elementary on May 1 to promote the District of Columbia *Smooth Operator* program.
- ARE conducted a Graduation/Prom Safe Driving Campaign on WPGC ration between May 8 and June 12, 2009, which resulted in 608 teens taking the Safe Driver Pledge posted on the ARE Web site.
- ARE distributed (16) WPGC Birthday Bash tickets to the winners of the ARE Teen Driver Safety Bumper Sticker Contest.
- (50) Students in the Juvenile justice system (ARE Group Homes) completed a 3-week safety curriculum that included workshops (conducted by Ms. Bailey), discussions following workshops (conducted by Group Home Staff) on Driver Safety; (31) completed both the PRE & POST for seat belts.
- Participated in Prom/Graduation assemblies at Spingarn and Dunbar High Schools on May 12<sup>th</sup> (218 pledges signed).
- 434 SYEP Students participated in a 6-week Teen Driver Safety curriculum.
- 1,377 Teens and young adults took the ARE Safe Driver Pledge.



## Occupant Protection Program

One of the most effective protections against a motor vehicle fatality and mitigating factor in the severity of a traffic crashes is proper installation and consistent uses of seat belts and child-restraint systems. The District has one of the most comprehensive seat belt laws in the nation and was rated as one of sixteen states that achieved 90 percent usage rate or higher in 2008. The District law also requires that any child up to 16 years of age must be properly installed in a child safety seat or properly restrained. Children under 8 years of age must be properly seated in an installed infant, convertible (toddler), or booster child seat.

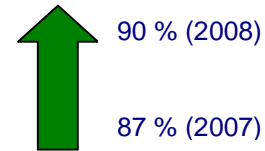


According to District's crash data, approximately 54 percent (13,397) of drivers or passengers involved in crashes used their seat belts in 2008. Approximately 42 percent (10,375) of drivers or passengers involved in crashes were reported with unknown seat belt usage. Only a small fraction (or approximately 2 percent) of drivers or passengers were reported with seat belt not installed or fastened.

### Performance Goals

To increase seat belt use from 87 percent in 2007 to 90 percent in 2008.

Goal was met and exceed.



### Program Accomplishments

1. In May 2009, the HSO participated in the national **Click It or Ticket (CIOT) Campaign**. This is the 6<sup>th</sup> year DC has participated in this high-visibility enforcement campaign with media coverage, coupled with the distribution of materials, to help create a comprehensive, targeted public education campaign across the Washington area.



The media coverage highlights are as follows:

- Audience impressions: 619,184 (est.)
- Publicity Value: \$31,887 (est.)
- Broadcast coverage:
  - Local Fox station, WTTG-TV (2.5 min segment)

- Radio interviews with MPD Chief Kathy Lanier over DC 101, Hot 99.5, El-Zol, and WMAL.



- Print and online coverage
  - *Washington Hispanic Reporter*
  - Influential DC blog “Greater Washington.”

The enforcement results of the CIOT included:

Enforcement Action	Number
Safety Belt Citations	427
Child Safety Citations	12
Speeding Citations	38
DWI Arrest	2
Unregistered Auto	6
Fugitives Apprehended	1
Suspended Licenses	2
Uninsured Motorists	109
No Permit	7
30 over arrest	14
Other	4



Overall, the DC MPD conducted 75 percent of the total hours in overtime and 10 percent of the total hours at the two seatbelt checkpoint locations.

2. The **2009 Seatbelt Usage Survey**, conducted by the University of the District of Columbia, found a 93 percent seatbelt compliance rate in the District. That is a 6.9 percent increase from 2007 and a 10 percent increase above the national average (83 percent). The District is one of sixteen States that achieved 90 percent usage rate or higher in 2008.
3. The George Washington University (GWU) Medical Facility Associates conducted **Infant/Child Car Safety Seat** checks at Gallaudet University in May 2009. Working with MPD, a total of 23 child car seats were checked. The importance of child safety seats were reinforced to 20 parents and caregivers through counseling and literature (brochures).
4. Associates for Renewal in Education, Inc (ARE) continued its programs to assist the HSO in **Teen Highway Safety**. The program’s primary focus is to educate and demonstrate to youth and teenagers the importance of seat belt use. ARE revised its Teen Highway Safety curriculum, expanding on the dangers of cell phone use and text messaging while driving and passenger seat belt safety.

ARE established partnerships with the following agencies:

- American Automobile Association (AAA)
- Nationwide Insurance Company
- The Safe Teen Driving Club
- WPGC Radio Station
- DC Safe Kids Collation
- Community collaborative within the District of Columbia.

These collaborations help increase the goal of spreading awareness and knowledge of the importance of seat belt use, car seat use and wheel safety. ARE was able to complete its goals by using radio campaigns, Web pledges, safety pamphlets, posters, safety materials, and promotional giveaways to reach out to the surrounding communities. ARE's goals were further accomplished with the assistance of neighboring churches, community organization and schools.

The following are a list of accomplishments for 2009:

- ARE created a NON-Driver Safe Passenger Pledge to target nondrivers and to encourage them not to ride with reckless drivers.
- May 14<sup>th</sup>—Attended a Safety pledge Assembly with DDOT (Karen Gay), DC Police, and DC EMS at Ballou High School. 117 ARE Safe Driver Pledges were signed.
- Conducted safety workshops for children ages 4–12 during National Buckle Up America Week, May 25–31. Safety stickers and coloring books were distributed.
- (2) High-back booster seats were raffled off to parents at the parent meeting on June 10th. During Child Passenger Safety Week, fliers were posted around the ARE headquarters to promote car seat and booster seat use.



- Conducted (2) Safety workshops in Pre-K, Grades 3, and 4 on the importance of child safety seats with children and teachers. Children took the Booster Seat pledge and 30 parents signed off and returned the pledges.

- (50) Students in the Juvenile justice system (ARE Group Homes) completed a 3-week safety curriculum on Driver Safety that included workshops (conducted by Ms. Bailey) and discussions following workshops (conducted by Group Home Staff). (31) Completed both the PRE & POST for seat belts.
  - Brochures and pamphlets were distributed to parents and students during Buckle Up America Week (May 24-31)
5. In FY2009, the DC Child Passenger Safety (CPS) Coordinator conducted over 40 Child CPS 2-hour workshops. Two 4-hour courses were taught through a combination of lectures, discussions of new issues, role playing, and hands-on practice with both child safety seats and vehicle belt system. The District currently has 30 newly certified CPS technicians.

The CPS Coordinator was also responsible for the management of the city's booster seat program, which provided over 1,024 booster seats to the city's low-income families.

The DDOT, Department of Motor Vehicles (DMV), Emergency Medical Services for Children, MPD, and DC Fire/EMS Department together properly installed over 1,500 child restraint seats for residents of the District and visitors.

Car seat inspections events during FY2009 are as follows:

- Giant Food Stores, car seat check event.
  - Gallaudet University, four car seat check-up events.
  - Rosemount Center, car seat check-up event.
  - Fire and Emergency Medical Services Department Safety Day.
  - Ward 1 DC Night Out Public safety event.
  - Associate for Renewal in Education Community Safety Fun Day International.
  - US Capitol Police car seat check up event.
  - Department of the Navy's Celebrating Military Families Fun Day event.
  - Gallaudet Kendal School, car seat check event.
  - HSC Pediatric Center Michigan Park, June Fair 2009.
  - Navy NSA Washington Safety Stand Division, 101 Critical Days of Summer.
  - La Petite Academy, car seat check event.
  - CentroNia and Nationwide free car seat distribution event.
6. DDOT partners with Volvo. DC Councilman Michael Brown welcomes Martens Volvo as partners in Child Safety Week.

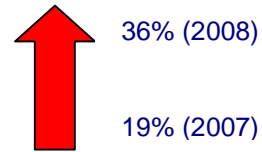


## **Aggressive Driving Program**

Aggressive driving is characterized as violations such as speeding, tailgating, unsafe lane changes, and running both red lights and STOP signs. Aggressive driving, especially speeding, continues to be a growing problem through the District, with speeding-related fatalities increasing from 10 (18.5 percent) in 2007 to 14 (35.7 percent) in 2008. Data show that male drivers between the ages of 21 and 35 were more likely to be involved in speeding-related crashes than any other group.

### **Goals**

To decrease the percentage of fatal crashes resulting from aggressive driving behaviors.



Goal not met.

### **Program Accomplishments**

1. The District, in conjunction with Virginia, Maryland, and Pennsylvania, participated in the **2009 Smooth Operator Program**. This is a regional program that responds to the public concern regarding aggressive driving through news media efforts, public education and awareness campaigns, and increased law enforcement and engineering activities. The campaign is aimed at 18- to 25-year-old high-risk males. The educational theme the campaign emphasizes speed and how this aggressive driving behavior “shatters lives.”

More than 70 law enforcement agencies from the District of Columbia, Maryland, and Virginia coordinated their efforts to target aggressive drivers, conducting enforcement “waves” over a 4-month period.

- Wave 1: May 31—June 6, 2009
- Wave 2: July 5—July 11, 2009
- Wave 3: August 2—August 8, 2009
- Wave 4: September 6—September 19, 2009



On Tuesday, June 16, 2009, in front of the Lincoln Memorial, law enforcement agencies and government officials from DC, Maryland, and Virginia jointly launched the 2009 Smooth Operator Campaign. On Tuesday, July 7, 2009, on the helipad atop the R. Adams Cowley Shock Trauma Center in Baltimore, highway safety officials, law enforcement officers, and the medical community kicked off the 2009 Maryland Smooth Operator Campaign.

These agencies issued more than 408,557 citations and warnings for aggressive driving behaviors—an increase of 89,198 citations and warnings

compared to the 2008 campaign. In the 2009 campaign, 68,363 citations and warnings were issued in the District alone.



A public awareness campaign was conducted simultaneously with the four waves of law enforcement. Radio and Internet ads ran in the Washington Designated Marketing Area (DMA) and Baltimore DMA. Cable TV spots were purchased in the Washington DMA. Over the duration of the campaign, 1,082 radio spots with 35,203,000 impressions, a 63.8 percent reach, and an 11.5 frequency ran in the Washington DMA; 836 radio spots with 8,771,000 impressions with a 60.9 percent reach and a 12.1 frequency<sup>3</sup> in the Baltimore DMA. The weekly Total Rating Point (TRP) rating was 184.9.

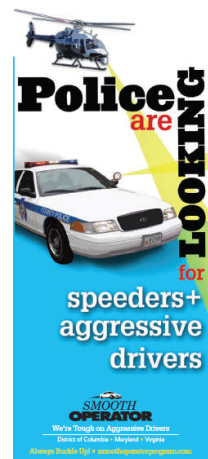
The Smooth Operator Program's funded budget for 2009 was \$584,160. Value-added dollars from media (\$264,710) plus Earned Media dollars (\$187,754) added \$452,464 to the campaign. The 2009 Total Campaign Value exceeded \$1 million dollars (\$1,036,624).

The earned media push throughout the campaign produced more than 4.5 million impressions with a conservatively estimated publicity value at \$187,754.63.

Total awareness of all Smooth Operator messages was 72 percent, up from 64 percent in the pre-survey.

An 8-panel, 4-color brochure, *Police are looking for speeders + aggressive drivers*, was created to define the Smooth Operator Program and explain how it provides solutions for the problems of speeding and aggressive driving. 100,000 brochures were printed and distributed to the funding partners in 2009.

The brochures were distributed at 54 locations including the DDOT, HSO, MVA, Virginia's DMV, regional CTSPs, and law enforcement agencies. Washington and Baltimore area radio stations distributed the materials at various station events.



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<sup>3</sup> 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.



A Members Only page was added to the smoothoperatorprogram.net Web site to help determine agency/officer eligibility for awards and agency wave participation. This page became an interactive tool for law enforcement to use to enter citations and warnings, nominate officers for the awards luncheon, and monitor the number of awards officers had received. Awards were given to 60 coordinators, 115 first-year recipients, 15 second-year recipients, 10 third-year recipients, 5 fourth-year recipients, and 5 fifth-year recipients.



## ***Pedestrian and Bicycle Safety Program***

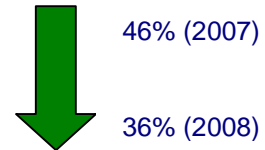
Pedestrian and bicycle safety remains one of the top priorities for safety planners in the District. As the Nation's Capitol, the city is the eighth most popular tourist attraction in the country. Additionally, DC has the country's third worst traffic congestion. These factors, combined with the high numbers of pedestrians and bicyclists traveling to work, school, or other locations, make this group particularly vulnerable.

While pedestrian and bicycle fatalities have been reduced since 2005, the HSO remains committed to further reducing both these rates and the rates of injuries for pedestrian and bicycle roadway users.

### **Goals**

To decrease the percentage of pedestrian fatalities.

Goal has been achieved.



### **Program Accomplishments**

1. Washington Area Bicycle Association (WABA) provided **D.C. Adult Bike Education Program** throughout District. Accomplishments include:

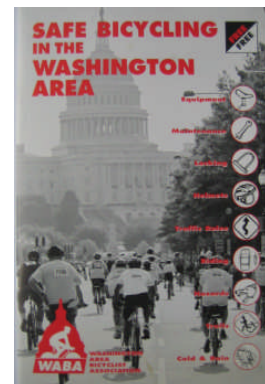
- Confident City Cycling (CCC)—Eight classes were held in 6 wards, with 107 participants.



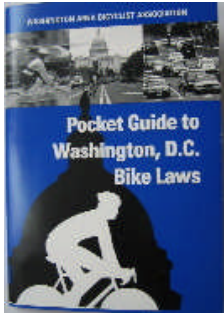
efficient, and more enjoyable commuting.



- Learn to Ride (L2R)—These classes were intended for the nonriding adults. Two classes were attended by 44 nonriding adults.
- Additionally, WABA offers a variety of 1-hour commuter seminars for local organizations, businesses, and special interest groups. These events provided 113 local bicyclists with basic bicycling information for safer, more



- *Safe Bicycling in the Washington Area Guide* (English reprint)—Distributed 5,000 copies of this 32-page 5 ½x 8 in. booklet, which describes Equipment, Maintenance, Locking, Helmets, Traffic Rules, Riding, Hazards, Trails, and Cold & Rain tips for bicyclists. Web version of this booklet was also made available on the WABA Web site.



- *Pocket Guide to DC Bike Laws*—An additional 10,000 hard copies of this popular guide was made available. An electronic version is also available for download from the Internet.

- **Bicycle Light Campaign**—WABA held four **Got Lights?** events in autumn 2009. This focus of this campaign is to provide free bike lights to cyclists using the road in the evening rush hour. As a result, 590 sets of bike lights were distributed and installed. In addition, a bilingual tri-fold *Safety Tip* brochure was also distributed.



As a Spanish Outreach follow-up to this event, the WABA Education Program Director taught Confident City Cycling classes on rules-of-the-road, demonstrated helmet fitting and other safety gear for making yourself visible at night, and distributed bike lights at the Carlos Rosario PCS.



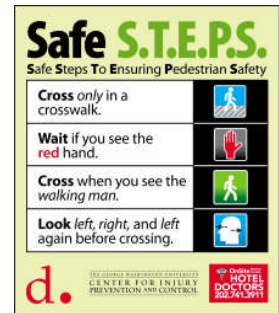


- DC Bicycle Ambassador Program—WABA hired a full-time Bicycling Ambassador (BA) in early March 2009. During the next few months, the BA and other WABA staff researched BA programs in other cities, particularly Chicago, and designed logos and printed material including signage for the bike

trailer. By summer 2009, the BA was appearing at city events with the educational sign-bearing trailer in tow. The BA also appeared regularly in locations where a high numbers of commuters pass bicyclists. He appeared in front of over 75,000 people. The BA trained a group of 20 volunteers in the basics of promoting bicycling and Confident City Cycling.

2. GWU Medical Faculties Associates was engaged to develop the **Pedestrian Safety for District Visitors Project**. Under this program, a Safe Steps Map was successfully designed and placed on the Official DC Tourism Map. Over 700,000 copies of the map were printed and distributed.

Based on the results of an evaluation survey (412 participants), the ad reached as many as 15–20 percent of the total number of visitors, or 2.4 to 3.2 million visitors. At least 47.8 percent of responders felt “safer or much safer” crossing the street in DC as compared to at home.



3. **Street Smart Campaigns** is conducted across the greater Washington metropolitan area— the District of Columbia, suburban Maryland, and Northern Virginia. The goal of this campaign is to:
  - Educate motorists, pedestrians, and bicyclists about pedestrian and bicycle safety.
  - Increase law enforcement of pedestrians and bicyclists traffic safety laws.
  - Build on awareness of pedestrian/bicycle traffic safety issues established in prior campaigns in order to change behaviors.
  - Develop a program that can be easily replicated by other localities wanting to decrease pedestrian and bicycle injuries and fatalities.

Two campaigns were conducted in FY2009: fall 2008 and spring 2009.

#### ***Fall 2008—Cross Like Your Life Depends on It***

The theme for the fall 2008 campaign reminded pedestrians to be careful when crossing any road. The kick-off event was held on November 13, 2008, at the Bethesda Chevy Chase High School.

This event, promoted through broadcast and print media mentions and media time, was conservatively valued at more than \$58,000, with an audience reach estimated at over 4.4 million impressions.

Radio coverage was provided by WMAL and WTOP. Broadcast coverage included Univision, NewsChannel 8, WTTG(Fox), WJLA(ABC), and WUSA(CBS).

Print and online coverage included articles in *The Washington Post* and WashingtonPost.com, *Washington Examiner*, *The Gazette*, a blog posting in LivingintheDistrict.com, and an article by Associated Press, which was picked up by several online outlets. Also in November were mentions of the program in Dr. Gridlock's column in *The Washington Post*, MyFoxDC.com, and InsideNOVA.com.

Radio Messages—570 radio spots ran in November, in conjunction with enforcement efforts. Radio spots were recorded and aired in English and Spanish. The campaign used 15-second and 30-second versions to increase frequency. Spots ran on following stations:

- WITH-FM—Pop Contemporary
- WKYS—Urban Contemporary
- WLZL-FM—Spanish Tropical
- WPGC-FM—Rhythmic Contemporary Hits
- WWDC-FM—Alternative

The radio advertising delivered 3,992,000 total impressions. The total net reach was 1,489,688. The total reach amongst the target of adult men, 18-34 was 63.7%. Frequency was 10.8.

Transit Messages—The campaign also used a variety of outdoor media in transit shelters and on bus sides. Messages appeared in key locations along corridors with a high incidence of pedestrian injuries and fatalities. Sixteen transit shelters delivered 170,400 total impressions. There were 500 bus interior cards and 150 bus sides employed across the region, and these added another almost 60 million impressions to the campaign for transit media.



Bus side for the 2008 fall campaign



Interior bus card—An alternate message aimed toward commuter bus passengers.

Additional Outreach—In addition to the paid media, each radio station offered bonus spots, PSA interviews, internet links and/or literature distribution at their various events.

***Spring 2009—Targeting Five Specific Behaviors.***

In spring 2009, the campaign focused on five specific actions of drivers, pedestrians, and cyclists:

1. USE crosswalks.
2. STOP for pedestrians at crosswalks and yield to them when turning.
3. OBEY signs and signals (cyclists) and ride with traffic.
4. CROSS after a bus leaves the stop and make sure drivers can see you.
5. YIELD to cyclists when turning and give them room to ride.

***Spring Campaign Kick-Off Event***

On March 25, 2009, transportation leaders from around the region gathered at 14<sup>th</sup> Street and U Streets in Northwest Washington, DC to kick-off the spring Street Smart Campaign. Media coverage reached more than 2.9 million people across the Washington region. Print and online articles reached nearly 2.3 million area readers and TV stories reached at least 600,000 viewers.



Results of coverage included broadcast and print coverage with a publicity value of at least \$42,637. Local television broadcast outlets Fox-5, NBC-4, ABC-7/New Channel 8 attended. An extended segment airing on NewsChannel 8 captured all aspects of the campaign.

WTOP-FM, WAMU-AM (NPR) radio covered the event, and WMAL-AM conducted an interview with MPD Assistant Chief Patrick Burke that aired to coincide with the news conference.

Two print and two online stories were featured in *The Washington Post* and *The Washington Examiner* also published an article. Hispanic media outlets Univision and El Pregonero both covered the event. Capital News Service wire outlet also reported from the event.

Additional television broadcast coverage came from ABC-7/NewsChannel 8 and CBS-9 mentioned the campaign's ongoing efforts. It delivered almost 609,000 media impressions and an estimated publicity value of \$27,836.

Radio coverage offered a publicity value of almost \$9,000 and online audiences reach of 9,111. Print and online reach was estimated at 2,346,657 with a publicity value of \$6,051.



The spring campaign ran March 23–April 19, 2009.

**Radio Messages**—The radio campaign ran in conjunction with stepped-up enforcement efforts, which targeted specific driving, cycling, and pedestrian behaviors, as well. Messages were focused on afternoon/evening rush hours Wednesday through Sunday, and some spots also ran in the morning, midday, evening, and during the day on weekends to increase reach for the message. Spots were recorded in both English and Spanish. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. The campaign was designed to reach predominantly men aged 18-49. Spots ran on the following stations:

- WASH-FM—Adult Contemporary
- WITH-FM—CHR/Pop
- WKYS—Urban Contemporary
- WLZL-FM—Spanish Tropical
- WPGC-FM—Urban Contemporary

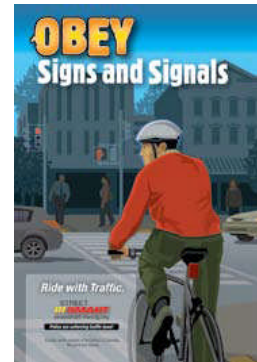
- WTOP-M—All Users
- WWDC-FM—Alternative Rock

A total of 604 paid media spots ran, totaling 17,560,000 impressions. Total net reach was 148,267,240. Reach was 63.4 percent. Frequency was 11.9.

PSA Radio Messages—Besides the paid radio messages, 406 public service announcements ran during the campaign, donated to the Street Smart cause from the various media outlets. These dramatically increased the value of the campaign and its total reach.

Transit Messages—Like its fall predecessors, the spring 2009 campaign targeted pedestrians and drivers with a mix of messages in transit shelters and on bus backs. Messages were created in English and Spanish and concentrated in high-risk, high-incidence areas.

Fifty-seven transit shelters featured the colorful messages; 34 in English, 13 in Spanish, and 10 extra donated as PSAs. These resulted in more than 15 million total impressions.



Transit shelter poster

200 Metro bus backs and over 1,000 bus cards carried the Street Smart message on Metro, Ride On, Fairfax Connector ART and DASH buses, adding up to another more than 23 million impressions.



One of five messages carried by area buses

Internet Messages—Like the fall campaign, pedestrians, drivers and bicyclists were further targeted with Internet advertising.

Ads ran either at the top of the page under the Web site masthead or along the right side of the Web page. Video ads and banner ads ran on a variety of Web sites through advertising.com and wtopnews.com. Placement was geographically targeted to reach only people who live in the Washington, DC metropolitan area.



There were 1,200,977 total impressions via Internet over the course of the spring campaign.

Highlights of added value efforts for both campaigns included:

1. \$63,387 in free radio spots.
2. \$109,930 in free outdoor advertising messages including transit shelters, interior bus cards, bus kings and bus backs.
3. \$10,350 in free internet advertising.
4. 4.4 million media impressions with 48 broadcast stories and mentions and at least 14 print and online articles about the campaign messages.

Total Added and Earned Media Messages Value was approximately \$284,316.00.

Earned Broadcast, Print and Online Value: \$100,649.

Added Media Value: \$183,667.

Public awareness efforts were conducted in conjunction with increased law enforcement waves, a strategy that has been shown to positively affect behavior.

More than 38,900 citations and 4,803 warnings were issued to motorists, pedestrians, and cyclists in Alexandria, Fairfax County, Montgomery County, and the District of Columbia during the campaign.



## ***Traffic Records Program***

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

### **Goals**

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

### **Program Accomplishments**

The District's Traffic Records Coordinating Committee (TRCC) was established in FY07.

Some key project highlights are as follows:

- TRCC meetings were convened on December 9, 2008, March 25, 2009, and July 21, 2009.
- Third Year Application for Section 408 grant program was submitted and approved.
- Automation of Crash Reporting—PD-10 automated application system (Phase 1) was rolled out in mid-2008. By mid-2010, all crash reporting within the District will be electronic.
  - Training program completed for 75 percent of officers and 90 percent of sergeants.
- EMS Repository—More than 85 percent of EMS runs were entered into an electronic system in 2009 compared to about 64 percent in 2008.
- Web-based scheduling system for DMV hearings to inform MPD officers—A Web-based system was developed to inform/remind officers of future hearing/s to improve enforcement of all traffic violations (about 20–30 percent deficiency rate prior).
- Data Exchange between the Superior Court of the District of Columbia (SCDC) and DMV: Nightly batch reporting takes place between SCDC and DMV to ensure accurate driver/vehicle records.
- Law Enforcement Advanced DUI/DWI Reporting System (LEADRS): LEADRS application initiated with rollout expected in spring 2010. This is expected to improve the timeliness, accuracy, and completeness of DWI/DUI reporting and increase the overall reporting rate (reporting time is decreased by approximately 50 percent).
- DUI/DWI Court—Discussions were initiated and OAG is taking the lead.

- A District of Columbia team participated in the 35th International Traffic Records Forum (July 12–16, 2009). Subsequently, some of the emerging technologies for data capture, best practices, and lessons learned were presented at the July 21, 2009 TRCC Meeting.

## ***Police Traffic Services***

The HSO has continued to provide funding for the MPD to conduct Traffic Enforcement Programs (TEP) on District roadways as well as training for law enforcement and other highway safety personnel. MPD is committed to assisting the HSO in participating in the District-wide Checkpoint Strikeforce, Smooth Operator, and Click It or Ticket campaigns.

Below is a summary of the MPD FY2009 results:

<b><i>Citations</i></b>	<b><i>Totals</i></b>	<b><i>Arrests</i></b>	<b><i>Totals</i></b>
Child Passenger	480	DUI/DWI	1,044
Seatbelt	4,433	DUI Refusal	131
Distracted Driver	1,026	No Permit	1,581
Cell Phone/Other Devices	5,559	Operating after Suspension	1,032
Speed	5,640	Operating after Revocation	47
Other	611	Reckless Driving	139
Total Citations	18,993	Drugs	7
		30 Over Posted Speed	133
Sobriety Checkpoints	23	Other Traffic	1,149
Saturation Patrols	14	Felonies	15
		Misdemeanors	19
		Total Arrests	5,330

MPD also participated in the following events:

- Bolling Air Force Base Safety Information Booth on car seat installation
- Whittier Elementary School
- Channel 7 Drive 2 Stay Alive Safety training at Catholic University
- Latino Montessori School seat belt and car seat training for parents
- Safe Kids Week Children’s Hospital
- Car Seat Event Engine 33 (101 Atlantic Street, SE) Safe Kids Week
- Patterson Elementary School Child Safety seat installations event
- Centro Nia car seat installation event
- Chesapeake Street & Nebraska Avenue, NW car seat installation
- Georgetown Day Elementary School
- Deal Middle School pedestrian safety day
- School without Walls Prevention of Underage Drinking
- Sidwell Friends High School Prevention of Underage Drinking

- Reeves Center car seat installation station
- DMV Installation station
- Safe Kids Week Children's Hospital
- Car Seat Event Engine 8 1620 C Street, SE
- Martens Volvo 4800 Wisconsin Avenue, NW
- THEARC child seat installation and inspection station
- National Children's Center child safety seat installations event
- NBC 4 Health Expo
- Pedestrian training Third District police station (MPD and TCOs)
- Garrison Elementary School child passenger safety assembly

Training received:

- Child Passenger Safety (CPS) Training—25 newly certified technicians
- Pedestrian Training (pedestrians, bicyclist, driver and commercial vehicles) —39 MPD and 16 civilians
- SFST Training Classes—13 certified MPD
- DUI Recertification class—15 recertified MPD

## Roadway Safety

The District of Columbia seeks to reduce the serious and fatal injuries in the District. Through a collaborative effort between the public and private stakeholders groups, the District has begun implementing the strategies outlined in the Strategic Highway Safety Plan (SHSP).

### Goals

The District of Columbia seeks to reduce the number of serious and fatal injuries in the District by 50 percent by 2025.



54 (2007) Fatalities

39 (2008) Fatalities

Goal was met.

### Performance

Summary Highlights:

- Strategies—140
  - Work active in 112
  - Work active/completed 80 %
1. High Risk Drivers
    - Strategies—43
    - Work active/completed in 28
  2. Pedestrian and Bicyclist Safety
    - Strategies—22
    - Work active/completed in 22
  3. Engineering
    - Strategies—37
    - Work active/Completed in 30
  4. Special Vehicles
    - Strategies—21
    - Work active/completed in 19
  5. Special Target Areas
    - Strategies—17
    - Work active/completed in 13

Detailed Accomplishments:

#### High-Risk Drivers

- High-visibility enforcement (MPD)
- Implemented technologies to deter speeding and red-light running (MPD)
- Used LIDAR and other technologies in enforcement (MPD)
- Created court to expedite prosecution of DWI cases (SCDC)

- Created a DWI Prosecutor (OAG) to expedite prosecution of DWI cases (OAG)
- Nightly electronic exchange of data between SCDC and DMV (traffic conviction data)
- Ignition interlock program (DMV, FY2010 start)
- Developed new driving manual and testing system (DMV)

#### Pedestrian and Bicyclist Safety

- Reviewed/implemented the **Adult School Crossing Guard** program (now under DDOT administration, previously under MPD)
- Developed/implemented Pedestrian Master Plan
- Implemented sidewalk program
- Reviewed/implemented pedestrian/bicyclist design guidelines
- Accelerated the Bike and Trail program
- Trained MPD officers in general pedestrian safety issues

#### Engineering

- Reviewed/implemented the **Traffic Control Officer** program (now under DDOT administration, previously under DPW)
- Continued/accelerated the HSIP Program
- Revised the Design and Engineering Manual (2009) and Standard Drawings (2009)
- Trained in Road Safety Audits, Transportation Management Plans, etc.
- Reviewed and implemented new Work Zone fines policy

#### Special Vehicle

- Automated PD-10 crash form—May 19, 2008 (Phase 2 enhancements ongoing, MPD)
- Developed Traffic Records Information System Strategic Plan (Implementation ongoing, District-wide)
- Improved safety procedures at WMATA.
- Bus pilot program using *bus-avoidance* technologies (WMATA)
- Bus pilot program using roof-mounted strobe lights for increased bus visibility (WMATA)
- Implemented Motorcycle Safety information campaign (DDOT)

#### Special Target Areas

- Community outreach on importance and proper fitting of seat belt and child seat use