

State of Maryland

FFY 2006 Annual Report



Maryland Highway Safety Office

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Maryland Highway Safety Office
2006 Annual Report

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Maryland Highway Safety Program Overview

FFY 2006 Highlights

- Maryland reduced overall traffic crash fatalities from 643 in 2004 to 614 in 2005.
- Alcohol-related fatalities decreased from 286 in 2004 to 235 in 2005, a reduction of approximately 18% and the second-highest reduction in the nation.
- The Fatality Rate in Maryland decreased from 1.17 in 2004 to 1.08 in 2005.
- Maryland maintained a 91.1% statewide safety belt use rate in 2006, currently the ninth highest in the nation.
- Maryland law enforcement conducted 160 sobriety checkpoints, an increase of more than 10% over FFY 2005.
- Maryland coordinated and submitted its Strategic Highway Safety Plan to the Federal Highway Administration on September 29, 2006.
- More than \$2 million of media airtime was earned.

Maryland's traffic safety programs are developed and implemented through collaborative efforts among federal, state, local, and private sector partners. Many of these efforts are designed, coordinated, implemented, and supported by the Maryland Highway Safety Office (MHSO), a division of the Maryland State Highway Administration's (SHA)'s Office of Traffic and Safety (OOTs). The State Highway Administrator is the Governor's Representative for Highway Safety (GR), while the Chief of the MHSO is the Highway Safety Coordinator for Maryland. With its highway safety program housed within the highway engineering arm of the Maryland Department of Transportation (MDOT), Maryland is efficiently and effectively able to coordinate engineering, education, and enforcement-related highway safety and improvement efforts, with a focus on the latter two.

Cooperative efforts and partnerships are critical to the overall success of Maryland's traffic safety program. Complementing the assistance received from the National Highway Traffic Safety Administration (NHTSA) and the Federal Highway Administration (FHWA), various agencies play integral roles in Maryland's highway traffic safety program. As with past years, the MHSO has come to rely on a number of consistent partners in the promotion of highway safety and enforcement efforts throughout the State, including the:

- District Court of Maryland
- Maryland State Police (MSP),
- Maryland Motor Vehicle Administration (MVA),
- Maryland Institute for Emergency Medical Services Systems (MIEMSS),
- Maryland State Department of Education (MSDE),
- Maryland Department of Health and Mental Hygiene (DHMH),
- Maryland Transit Administration (MTA),

- the Maryland Transportation Authority (MdTA), and
- the Office of the Chief Medical Examiner (OCME).

Local law enforcement agencies, Emergency Medical Services (EMS) and engineering agencies serve to bolster Maryland's traffic safety system and the State also relies heavily on external grantees. Grantees of the MHSO originate from a variety of backgrounds including non-profit and not-for-profit associations, hospitals, county agencies, municipalities, and institutions of higher learning. A full account of the grantees contained within each MHSO Program Area is listed under those specific Program Area narratives.

Strategic Highway Safety Plan

When the American Association of State Highway Transportation Officials (AASHTO) led the development of a Strategic Highway Safety Plan (SHSP) in 1997, targeting the nation's most serious highway safety problems, Maryland was one of the few states in the country to rise to the challenge and develop its own multi-agency statewide plan in 2003. With the passage of the Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users (SAFETEA-LU), an opportunity arose to improve the SHSP through a comprehensive, data-driven, approach for all public roads, with the support of a wider variety of stakeholders, some which have not participated in past traffic safety efforts.

While Maryland has made significant progress in reducing motor vehicle fatalities and injuries despite increases in population and vehicle miles of travel, there are reasons for continued and increased priority to be placed on highway safety. The positive trends evident in many of Maryland's safety measures have seemingly hit a plateau over the past five years and have, in some cases, shown disturbing increases. From 1996 to 2005 more than 6,000 people have died on Maryland roads and highways, and over 600,000 were injured at a cost of more than \$4.5 billion annually. These figures clearly demonstrated the need for the new, broader approach adopted by the State in the SHSP process completed during FFY 2006.

The development process was led by an Executive Committee comprised of twenty-three federal and state agencies and private sector organizations and supported by a fifty-five member Steering Committee which oversaw the selection of plan emphasis areas, measurable objectives and priority strategies. A review of data describing the nature and extent of the highway safety problem in Maryland resulted in the selection of the following priority emphasis areas, as listed in the order in which they are presented in Maryland's SHSP:

- Reduce Impaired Driving
- Improve Information and Decision Support Systems
- Eliminate Hazardous Locations
- Keep Vehicles on the Roadway
- Improve Safety at Intersections
- Create Safer Work Zones

- Make Walking and Crossing Streets Safer
- Increase Occupant Protection
- Improve Driver Competency
- Reduce Distracted Driving
- Enhance Safe Driving for Older Drivers
- Develop Safe Young Drivers
- Improve Motorcycle Safety
- Make Truck and Bus Travel Safer
- Curb Aggressive Driving
- Improve Emergency Response System

To generate interest and enthusiasm, Maryland convened a Traffic Safety Summit in July 2006 where over 320 people with diverse backgrounds and interests provided input on appropriate strategies for each of the emphasis areas. These participants generated over 168 strategies, which were then refined by the Executive and Steering Committees to a final list of 69 strategies. Data guided the process and enabled participants to select strategies that, when implemented, will aim to save lives.

As a result of these efforts, Maryland established a goal to eliminate motor vehicle fatalities and serious injuries on Maryland roads and highways. To track progress, the State's SHSP set the following measurable objectives:

- To reduce motor vehicle fatalities by 10.4 percent from 614 in 2005 to fewer than 550 in 2010, a reduction that would place Maryland below the national objective of 1.0 fatality per 100 million vehicle miles of travel (VMT).
- To reduce motor vehicle injuries by 10 percent from 55,303 in 2005 to 49,773 in 2010.

Emphasis Area Teams (EAT) have remained committed to staying involved after the SHSP was approved by Governor Robert L. Ehrlich, Jr. and submitted to the FHWA on September 29, 2006. Since the submission, the various EAT have participated in implementation activities including developing action steps for each strategy; identifying needed resources including funding, legislative approval, staffing, etc., and identifying agencies and organizations with the responsibility for implementing the specified requirements. The result of these activities will be the Maryland Strategic Highway Safety Action Plan (SHSAP).

Currently, Maryland is in the process of formalizing several teams with responsibilities that were universal to all Emphasis Areas, including improving and augmenting media efforts, creating more effective legislation, and conducting various activities and programs with the State's judicial system.

When completed the Maryland SHSP will be a living, guiding document to be reviewed and modified by both the Steering and Executive Committees with final approval granted by the Executive Committee. These committees will continue to meet periodically to track effectiveness and make changes as needed. The active involvement of both committees will ensure effective implementation by providing top-down support. The safety partnerships established during the plan

development process will carry on throughout the five-year life of the plan to make sure that Maryland applies the best solutions to its transportation safety issues.

The FFY 2006 MHSO Annual Report clearly demonstrates the statewide commitment to improving traffic safety throughout Maryland, and provides a comprehensive description of the activities undertaken in the various major traffic safety program areas.

The report is broken down into six major sections: a graphic display of Rates and Trends; a summary of Goals & Objectives with Data Analysis; Program Area Summaries; General Area Summaries; a Paid Media Summary; and a Program, Office, and Financial Management Summary.

Rates & Trends

The following tables represent various traffic safety-related rates and trends in the State of Maryland, and were generated in conjunction with guidelines supplied by the GHSA. The use of such trends is designed to allow a comparison of statistics from state to state and to provide a measure of consistency and benchmarking. In the following pages, graphs on these issues will be presented:

- Fatality Trends,
- Fatality Rate per 100M VMT,
- Injury Trends,
- Fatal and Serious Injury Rate per 100M VMT,
- Fatality Rate per 100K Population,
- Fatal and Serious Injury Rate per 100K Population,
- Alcohol-Related Fatalities,
- Alcohol-Related Fatalities as a Proportion of All Fatalities,
- Alcohol-Related Fatality Rate per 100M VMT, and
- Percent of Population Using Safety Belts.

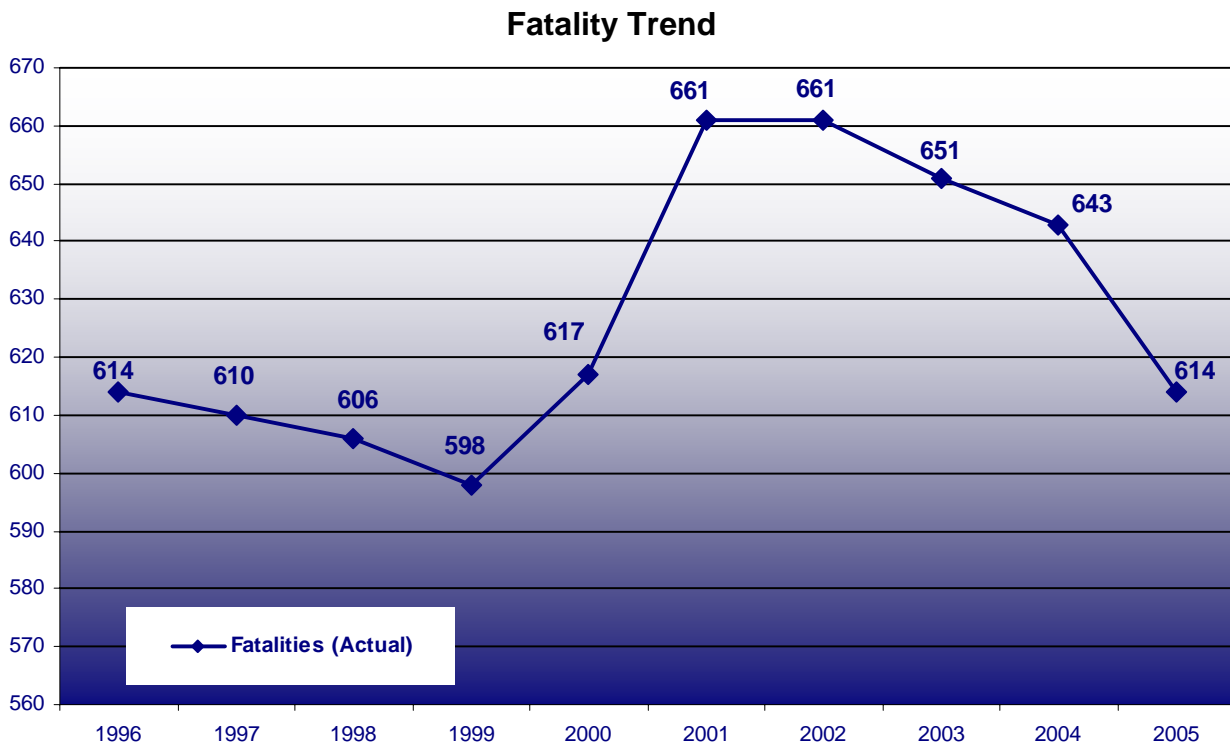


Figure 1 – Fatality Trends from 1996 to 2005

Fatalities have steadily decreased since 2002, and in 2005 reached the lowest level in five years.

Fatality Rate per 100M VMT

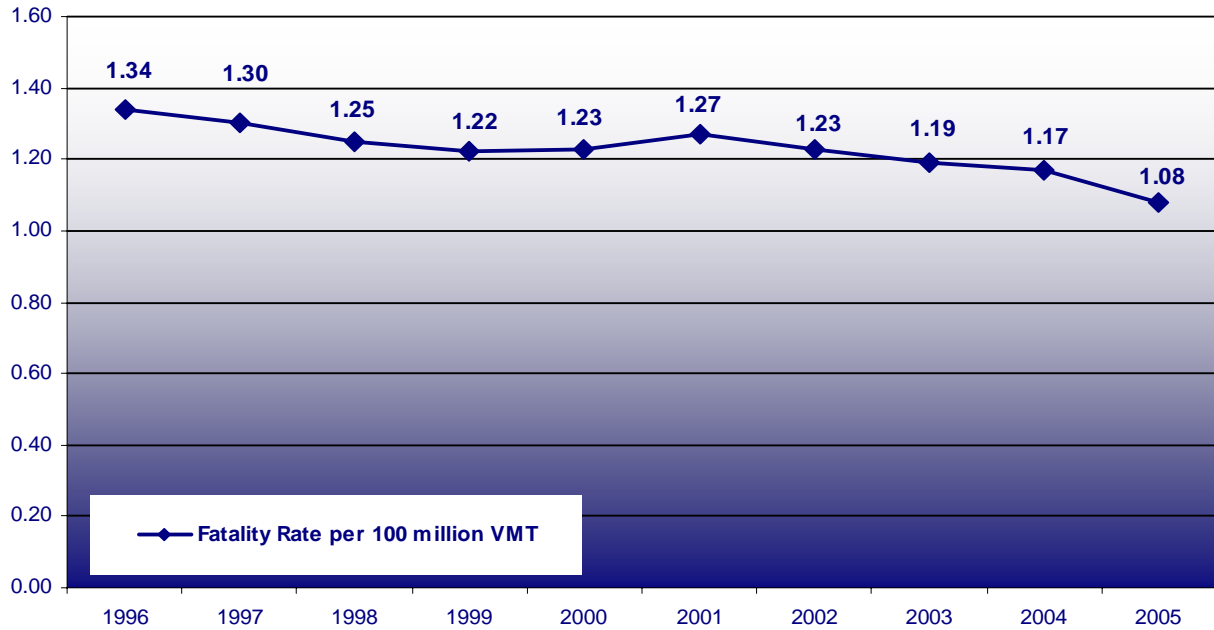


Figure 2 – Fatality Rate per 100 VMT from 1996 to 2005

The Fatality Rate per 100 million VMT has continued to decline over the past five years and has reached its lowest recorded level.

Injury Trend

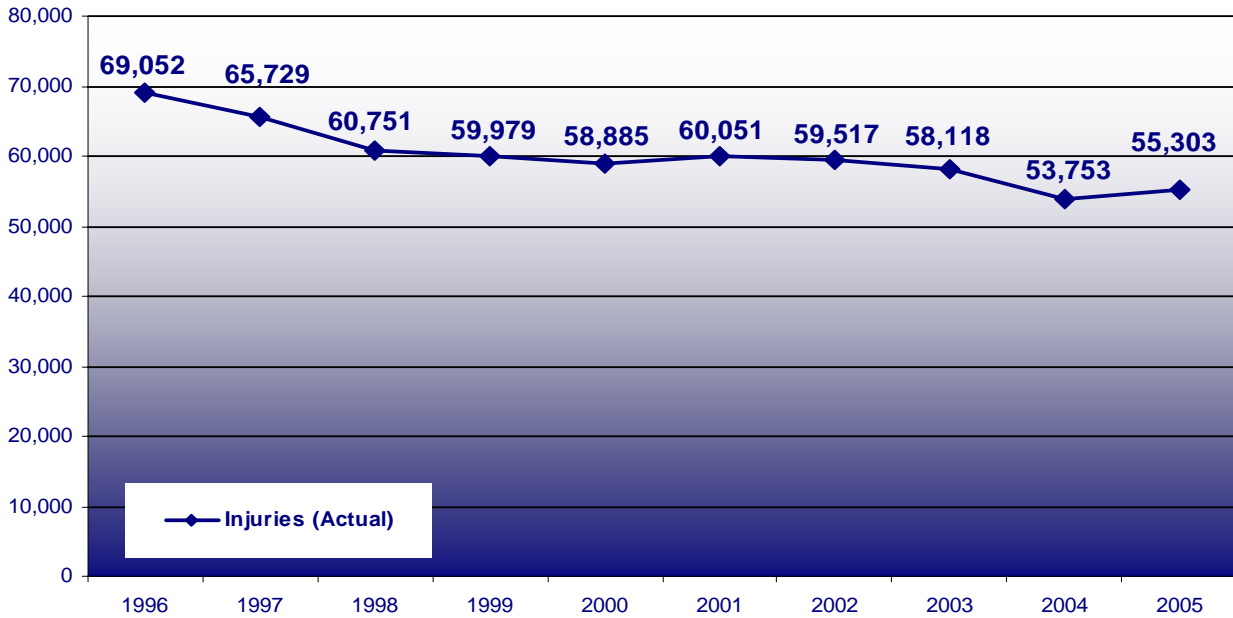


Figure 3 – Injury Trends from 1996 to 2005

Despite an increase from 2004, the number of injuries suffered in traffic crashes throughout Maryland during 2005 remained at one of the lowest levels in the past 10 years.

Fatality and Serious Injury Rate per 100M VMT

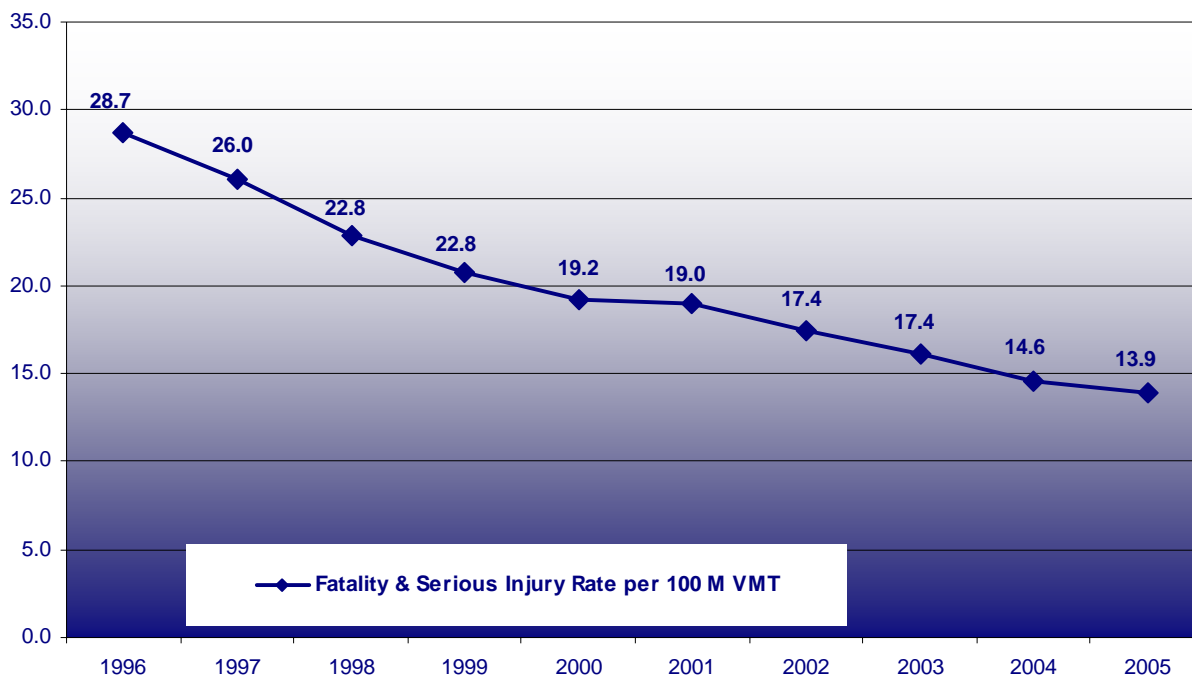


Figure 4 – Fatality and Serious Injury Rate per 100M VMT from 1996 to 2005

The rate of fatal and serious injuries per 100 million VMT has declined every year since 1995. Maryland's statistics for 2005 reflect crashes resulting in both fatalities and incapacitating injuries.

Fatality Rate per 100K Population

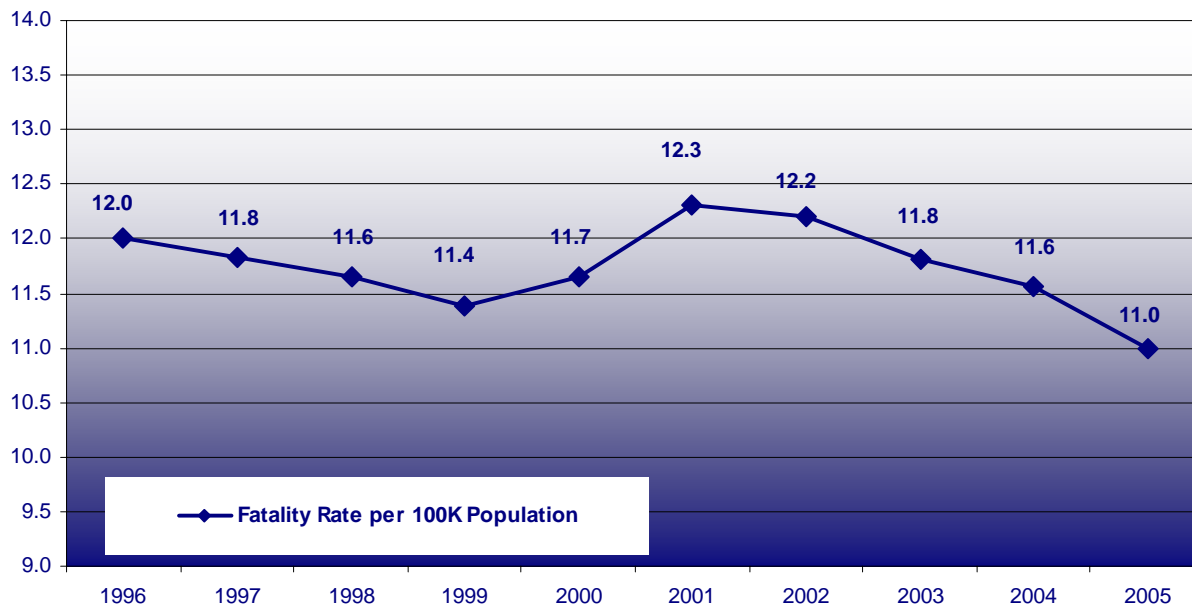


Figure 5 – Fatality Rate per 100K Population from 1996 to 2005

After spikes during 2000 and 2001, the fatality rate per 100,000 in population began to show a significant downward trend again in 2002 and continued its decline with yet another decrease in 2005.

Fatal and Serious Injury Rate per 100K Population

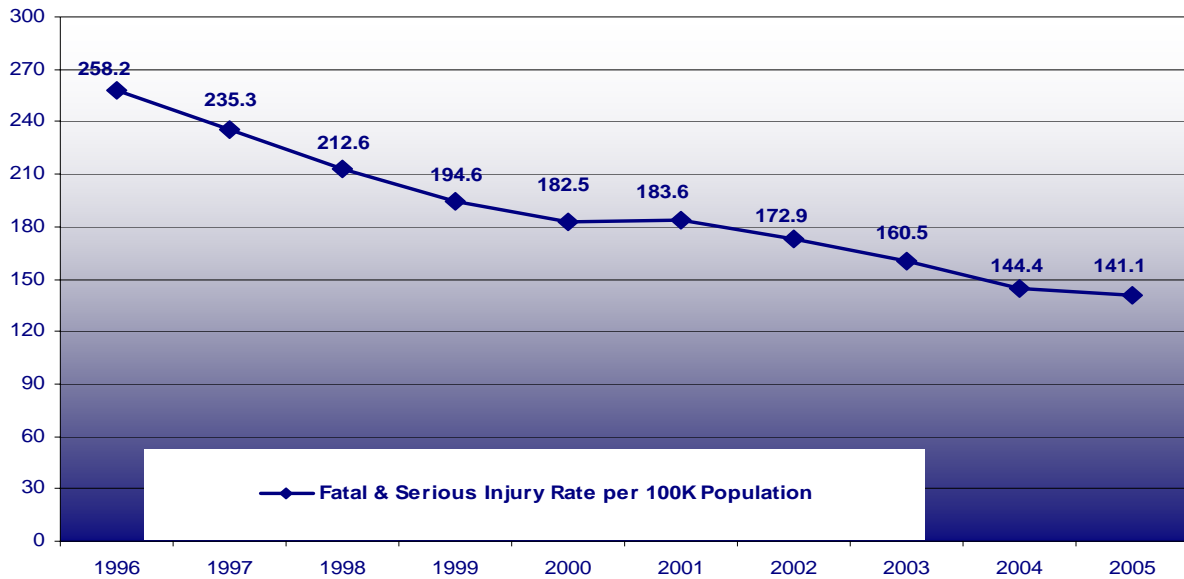


Figure 6 – Fatal and Serious Injury Rate per 100K Population from 1996 to 2005

The fatality and serious injury rate per 100,000 in population exhibits a similar trend as the VMT rate. The data shows a steady decline since 1996 and the rate reached its lowest level during that period in 2005.

Alcohol-Related Fatalities

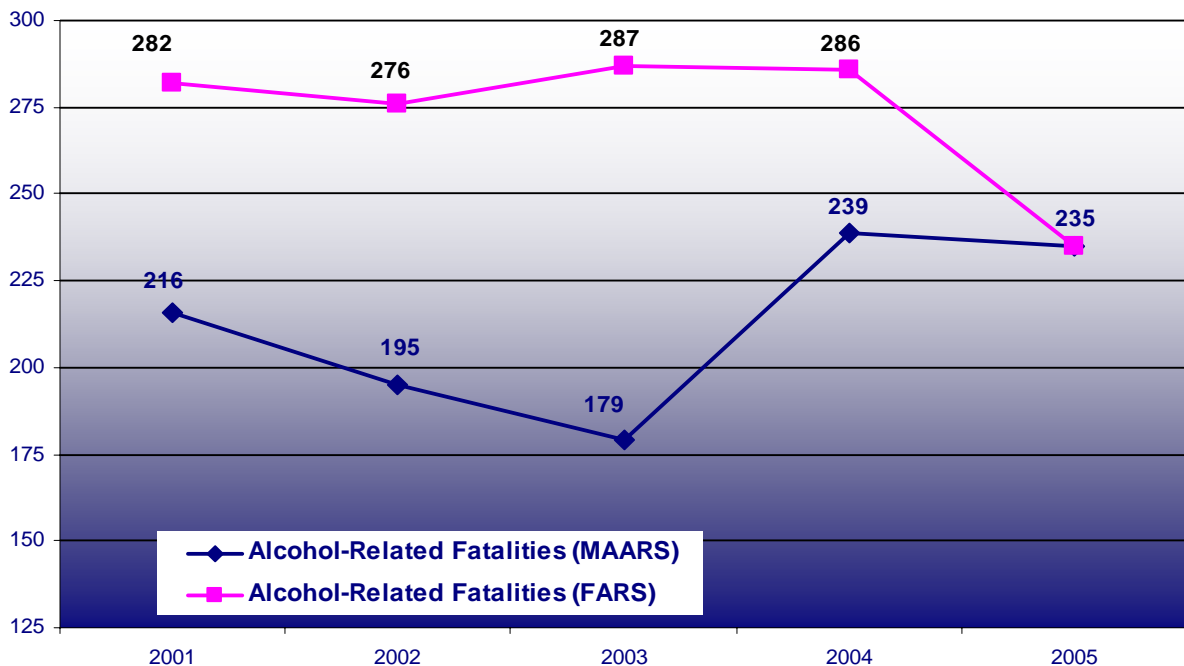


Figure 7 – Alcohol-Related Fatalities from 2001 to 2005

Maryland utilizes two different fatality reporting systems, the Maryland MAARS and the national FARS. The number of alcohol-related fatalities reported through MAARS increased sharply from 2003 to 2004, partly due to increasingly effective alcohol-related fatality reporting and, due to that same increased efficiency in reporting, alcohol-related fatalities as reported through FARS decreased sharply during 2005.

Alcohol-Related Fatalities as a Proportion of All Fatalities

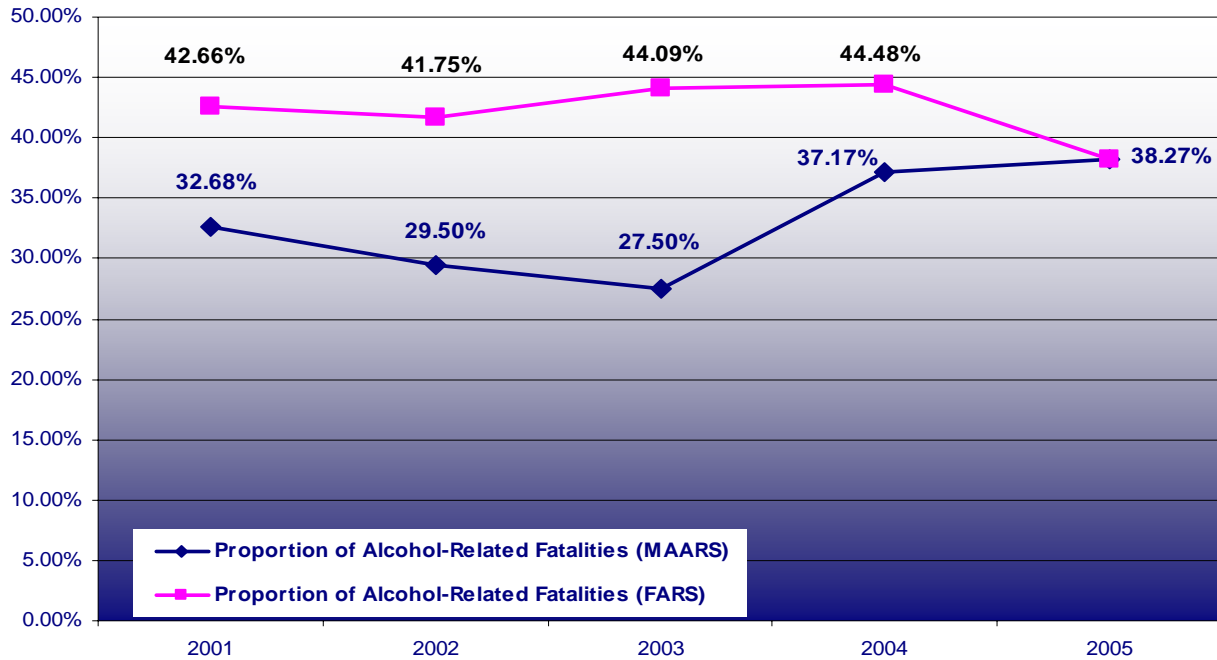


Figure 8 – Alcohol-Related Fatalities as Proportion of All Fatalities from 2001 to 2005

Alcohol-related fatalities as a portion of overall fatalities per FARS sharply decreased during 2005, most likely due to increased prevention efforts and an overall increase in the level of reporting.

Alcohol-Related Fatality Rate per 100M VMT

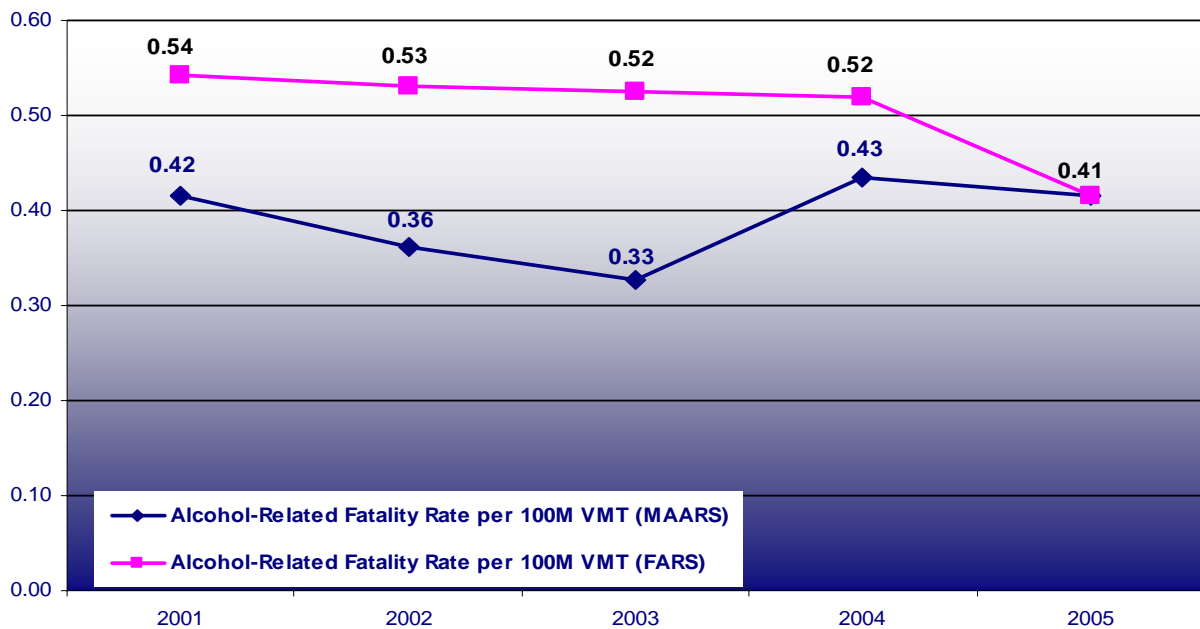


Figure 9 – Alcohol-Related Fatality Rate per 100M VMT from 2001 to 2005

The alcohol-related fatality rate per 100 million VMT is similar to alcohol-related fatalities and the proportion of total fatalities. Data displayed through the FARS systems shows a significant drop in the rate to roughly .41. The rate has continuously been decreasing since 2001.

Safety Belt Use Rate

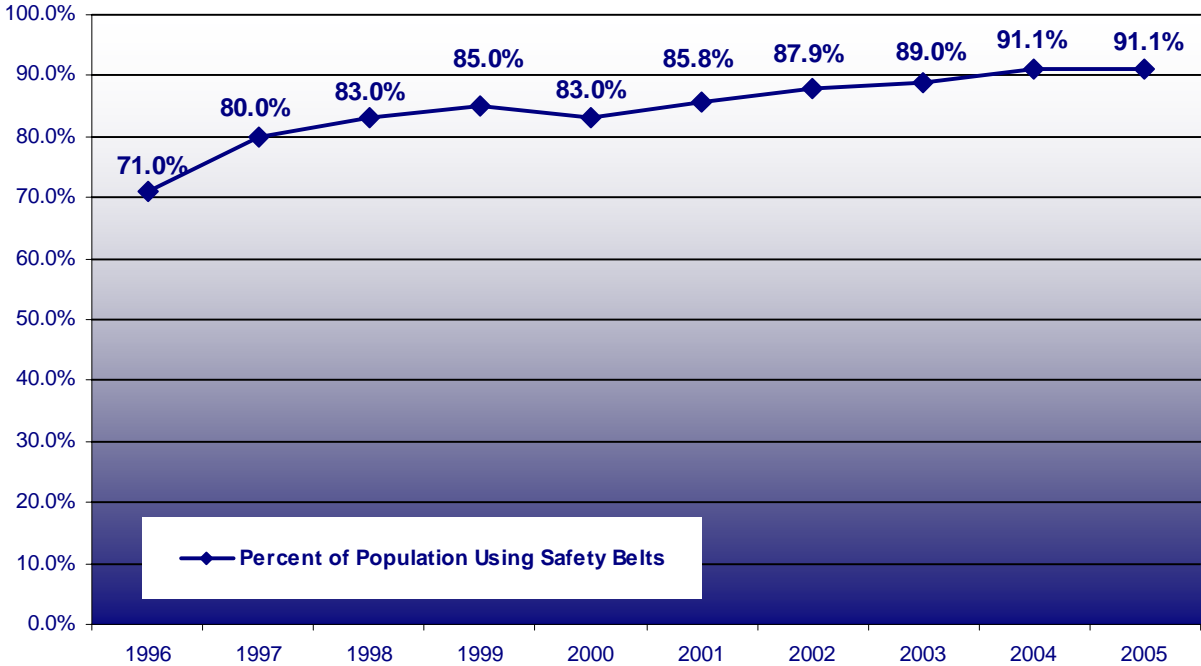


Figure 10 – Percent of Population Using Safety Belts from 1996 to 2005

Over the past ten years, the State of Maryland has continued to experience a rise in the percent of the population using safety belts. The percent of safety belt users increased from 71.0% in 1996 to 91.1% in 2004 and remained at that level during 2005.

Goals & Objectives – Data Analysis

The MHSO has participated in the NHTSA's annual goal evaluation process of federal highway safety funds for eleven straight years. The following section sets forth the standing performance (impact) objectives and describes the extent to which each objective was met. The results reflect crash data for 2005, the most complete data currently available.

Program Goal

To substantially reduce motor vehicle-related crashes and the resulting fatalities, injuries, and property damage.

The results for FFY 2006 show improvements in several major categories measured by the MHSO, including total fatalities and total injuries. Each Program Area will have detailed coverage in later sections, including an account of objectives, results, noteworthy programs, and future strategies. After each update of the specific Program Area General Goal within this section, a chart will be provided that reports on the programs of the various goals, as they relate to N, rate per VMT, and rate per 100K population. A green number indicates that a positive change has been made toward achieving the end goal, a red number indicates negative change, and a black number denotes that no significant statistical change was evident.

Performance Objectives

Overall

1. To reduce the overall crash rate per 100 M VMT from the 2004 rate of 188.8 to 177.3 in 2010.

The overall crash rate in 2005 was 180.9 crashes per 100 M VMT. This crash rate continues the downward trend of previous years and, should the decline continue, will allow Maryland to reach the stated 2010 goal.

2. To reduce the overall fatality rate per 100 M VMT from the 2004 rate of 1.17 to .98 in 2010.

The fatality rate decreased from 1.17 in 2004 to 1.08 in 2005, as Maryland experienced 29 fewer fatalities than the previous year and VMT increased by roughly 400,000 miles. Preliminary numbers indicate that the 2010 fatality rate will show a marked decrease from the 2004 rate.

3. To reduce the overall injury rate per 100 M VMT from the 2004 rate of 97.5 to 84.8 in 2010.

The injury rate decreased from 106.3 in 2003 to 97.5 in 2005. This injury rate is well on the way to meeting the stated 2010 goal.

Statewide	2004	2005	2010
Total Number of Crashes	104,103	102,624	99,981
Total Number of Fatal Crashes	576	577	527
Total Number of Injury Crashes	36,611	36,548	33,067
Total Number of Fatalities	643	614	608
Total Number of Injuries	53,753	55,303	52,469
Overall Crash Rate (per 100M VMT)	188.8	180.88	177.3
Fatal Crash Rate (per 100M VMT)	1.04	1.02	0.85
Injury Crash Rate (per 100M VMT)	66.4	64.42	53.4

Statewide	2004	2005	2010
Fatality Rate (per 100M VMT)	1.17	1.08	0.98
Injury Rate (per 100M VMT)	97.50	97.47	84.8
Overall Crash Rate (per 100K Population)	1,873.01	1,832.4	1,848.95
Fatal Crash Rate (per 100K Population)	10.36	10.30	8.89
Injury Crash Rate (per 100K Population)	658.7	652.60	557.3
Fatality Rate (per 100K Population)	11.57	10.96	10.26
Injury Rate (per 100K Population)	967.1	987.49	884.31
Fatality Rate (per 100M VMT)	1.17	1.08	0.98

Aggressive Driving

- **To decrease the total number of crashes involving aggressive drivers from 3,909 in 2004 to 3,754 in 2010.**

The number of aggressive driving crashes increased dramatically in 2005, increasing from 3,909 in 2004 to 5,653 in 2005. Better data collection by police officers has resulted in a dramatic decrease in the use of a somewhat “non-specific” code on the Maryland crash citation, namely Code 07 which is labeled as “Failure to give full time and attention.” A decrease in the use of this code has increased the use of other, more specific codes directly related to aggressive driving behaviors. Data from 2006 will provide a better indication of the prevalence of aggressive driving in Maryland.

Aggressive Driving Crashes	2004	2005	2010
Total Number of Crashes	3,909	5,653	3,754
Total Number of Fatal Crashes	52	56	46
Total Number of Injury Crashes	1,623	2,415	1,559
Total Number of Fatalities	58	62	52
Total Number of Injuries	2,262	4,060	2,552
Overall Crash Rate (per 100M VMT)	7.09	10.0	6.81
Fatal Crash Rate (per 100M VMT)	0.09	0.10	0.08
Injury Crash Rate (per 100M VMT)	2.94	4.30	2.83
Fatality Rate (per 100M VMT)	0.11	0.10	0.08
Injury Rate (per 100M VMT)	4.76	7.20	4.58
Overall Crash Rate (per 100K Population)	70.33	100.94	67.55
Fatal Crash Rate (per 100K Population)	0.94	1.00	0.78
Injury Crash Rate (per 100K Population)	29.20	43.12	28.04
Fatality Rate (per 100K Population)	1.04	1.11	0.88
Injury Rate (per 100K Population)	47.25	72.49	45.38

Alcohol-Impaired Driving

- **To decrease the total number of crashes involving alcohol-impaired drivers from 8,556 in 2004 to 8,173 in 2010.**

The number of alcohol-related crashes decreased only slightly, from 8,556 in 2004 to 8,479 in 2005.

Alcohol/Drug Impaired Driver Crashes	2004	2005	2010
Total Number of Crashes	8,556	8,479	8,173
Total Number of Fatal Crashes	183	187	176
Total Number of Injury Crashes	3,082	3,125	2,364
Total Number of Fatalities	215	204	206
Total Number of Injuries	4,572	4,863	3,069
Overall Crash Rate (per 100M VMT)	15.5	14.9	13.2
Fatal Crash Rate (per 100M VMT)	0.33	0.33	0.33
Injury Crash Rate (per 100M VMT)	5.6	5.5	4.0
Fatality Rate (per 100M VMT)	0.39	0.36	0.37
Injury Rate (per 100M VMT)	8.3	8.6	5.0
Overall Crash Rate (per 100K Population)	153.9	158.2	137.8
Fatal Crash Rate (per 100K Population)	3.3	2.5	3.2
Injury Crash Rate (per 100K Population)	55.4	58.0	39.8
Fatality Rate (per 100K Population)	3.9	2.8	3.7
Injury Rate (per 100K Population)	82.3	88.3	51.7

Inattentive Driving

- **To decrease the total number of crashes involving distracted drivers from 44,972 in 2004 to 43,191 in 2010.**

The number of inattentive driving crashes decreased by 12,641 between 2004 and 2005. The decreasing use of the "Failure to give full time and attention" code on the crash report is the principal underlying cause of this change.

- **To decrease the total number of crashes involving drowsy drivers from 795 in 2004 to 764 in 2010.**

After a two-year decrease, the number of drowsy driving crashes increased from 795 in 2004 to 838 in 2005.

Inattentive Driving Crashes	2004	2005	2010
Total Number of Crashes	44,972	32,231	43,191
Total Number of Fatal Crashes	134	69	112
Total Number of Injury Crashes	16,539	11,452	16,154
Total Number of Fatalities	187	73	139
Total Number of Injuries	24,860	17,405	21,655
Overall Crash Rate (per 100M VMT)	81.6	56.81	78.4
Fatal Crash Rate (per 100M VMT)	0.29	0.12	0.18
Injury Crash Rate (per 100M VMT)	30.0	20.18	27.9
Fatality Rate (per 100M VMT)	0.34	0.13	0.22
Injury Rate (per 100M VMT)	45.1	30.68	35.0
Overall Crash Rate (per 100K Population)	809.13	575.51	777.09
Fatal Crash Rate (per 100K Population)	2.90	1.23	1.89
Injury Crash Rate (per 100K Population)	297.6	204.49	290.8
Fatality Rate (per 100K Population)	3.36	1.30	2.34
Injury Rate (per 100K Population)	447.3	310.78	365.0

Motorcycle Safety

- **To decrease the total number of crashes involving motorcycles from 1,570 in 2004 to 1,508 in 2010.**

Motorcycle crashes increased from 1,570 in 2004 to 1,749 in 2005. Preliminary numbers indicate another increase in motorcycle crashes and fatalities will be seen in 2006, following a nationwide trend of increasing motorcycle crashes and fatalities.

Motorcycle Involved Crashes	2004	2005	2010
Total Number of Crashes	1,570	1,749	1508
Total Number of Fatal Crashes	65	86	62
Total Number of Injury Crashes	1,212	1,348	1,164
Total Number of Fatalities	68	88	65
Total Number of Injuries	1,388	1,599	1,333
Overall Crash Rate (per 100M VMT)	2.9	3.1	2.7
Fatal Crash Rate (per 100M VMT)	0.12	0.15	0.11
Injury Crash Rate (per 100M VMT)	2.2	2.4	2.1
Fatality Rate (per 100M VMT)	0.12	0.16	0.12
Injury Rate (per 100M VMT)	2.5	2.8	2.4
Overall Crash Rate (per 100K Population)	28.3	31.2	27.1
Fatal Crash Rate (per 100K Population)	1.17	1.54	1.12
Injury Crash Rate (per 100K Population)	21.8	24.1	20.9
Fatality Rate (per 100K Population)	1.22	1.57	1.18
Injury Rate (per 100K Population)	25.0	28.6	24.0

Occupant Protection

- **To increase the seat belt use rate from 90.8% in 2004 to 94.5% in 2010.**

Maryland's seat belt usage rate continues to climb and to be one of the highest rates in the nation. The seat belt usage rate increased to a regional high of 91.1% in 2006, a use rate maintained since 2005. The success achieved by Maryland's rising belt use rate has prompted an increase in the State's 2010 goal to 94.5%.

Statewide	2000	2006	2010
Autos	87.0	92.4	
Pick-Ups	73.5	84.6	
Combined	85.0	91.1	94.5

Older Driver Safety

- **To decrease the total number of crashes involving drivers 65 years of age and older from 10,266 in 2004 to 10,166 in 2010.**

The number of older drivers involved in a motor vehicle crash decreased slightly from 2004 to 2005. Older drivers continue to be a challenging demographic in Maryland but in positive news, Maryland is close to achieving the stated 2010 goal for crashes involving these drivers.

Older Driver (Age 65-100) Involved Crashes	2004	2005	2010
Total Number of Crashes	10,226	10,170	10,168
Total Number of Fatal Crashes	90	90	70
Total Number of Injury Crashes	4,348	4,373	3,631
Total Number of Fatalities	104	96	85
Total Number of Injuries	6,726	6,916	5,066
Overall Crash Rate (per 100M VMT)	18.6	17.9	16.4
Fatal Crash Rate (per 100M VMT)	0.16	0.16	0.11
Injury Crash Rate (per 100M VMT)	7.89	7.71	5.87
Fatality Rate (per 100M VMT)	0.19	0.17	0.14
Injury Rate (per 100M VMT)	12.2	12.2	8.19
Overall Crash Rate (per 10K Licensed Drivers age 65+)	205.7	212.7	193.15
Fatal Crash Rate (per 10K Licensed Drivers age 65+)	1.81	1.88	1.33
Injury Crash Rate (per 10K Licensed Drivers age 65+)	87.48	91.45	68.97
Fatality Rate (per 10K Licensed Drivers aged 65+)	2.09	2.01	1.67
Injury Rate (per 10K Licensed Drivers aged 65+)	135.32	144.63	96.23

Pedalcyclist Safety

- **To decrease the total number of crashes involving pedalcyclists from 875 in 2004 to 733 in 2010.**

The number of pedalcyclist crashes decreased from 875 in 2004 to 775 in 2005. Overall, the number of crashes involving pedalcyclists has decreased significantly since 1998 and Maryland continues to be on a pace to reach the projected goal of 733 crashes in 2010.

Pedalcyclist Involved Crashes	2004	2005	2010
Total Number of Crashes	875	775	733
Total Number of Fatal Crashes	12	7	10
Total Number of Injury Crashes	665	624	517
Total Number of Fatalities	12	7	10
Total Number of Injuries	702	655	552
Overall Crash Rate (per 100M VMT)	1.6	1.4	1.2
Fatal Crash Rate (per 100M VMT)	0.02	0.01	0.02
Injury Crash Rate (per 100M VMT)	1.2	1.1	0.8
Fatality Rate (per 100M VMT)	0.02	0.01	0.02
Injury Rate (per 100M VMT)	1.3	1.2	0.9
Overall Crash Rate (per 100K Population)	15.7	13.8	12.4
Fatal Crash Rate (per 100K Population)	0.22	0.12	0.17
Injury Crash Rate (per 100K Population)	12.0	11.1	8.7
Fatality Rate (per 100K Population)	0.22	0.12	0.17
Injury Rate (per 100K Population)	12.6	11.7	9.3

Pedestrian Safety

- **To decrease the total number of crashes involving pedestrians from 2,843 in 2004 to 2,528 in 2010.**

After 2004's decrease, 2005 showed a 4% increase in the number of pedestrian crashes to 2,955. High-density urban areas, such as Baltimore City, are locations for the majority of pedestrian crashes and will continue to be areas of high visibility enforcement operations and educational campaigns.

Pedestrian (On Foot) Involved Crashes	2004	2005	2010
Total Number of Crashes	2,843	2,955	2,528
Total Number of Fatal Crashes	95	102	86
Total Number of Injury Crashes	2,405	2,487	2,131
Total Number of Fatalities	96	103	85
Total Number of Injuries	2,626	2,755	2,237
Overall Crash Rate (per 100M VMT)	5.2	5.2	4.1
Fatal Crash Rate (per 100M VMT)	0.17	0.18	0.14
Injury Crash Rate (per 100M VMT)	4.4	4.4	3.4
Fatality Rate (per 100M VMT)	0.17	0.18	0.14
Injury Rate (per 100M VMT)	4.8	4.9	3.6
Overall Crash Rate (per 100K Population)	51.2	52.8	42.6
Fatal Crash Rate (per 100K Population)	1.7	1.8	1.4
Injury Crash Rate (per 100K Population)	43.3	44.4	35.9
Fatality Rate (per 100K Population)	1.73	1.84	1.43
Injury Rate (per 100K Population)	47.2	49.2	37.7

Young Driver Safety

- **To decrease the total number of crashes involving drivers aged 16-20 years from 20,882 in 2004 to 20,283 in 2010.**

Crashes involving young drivers pose a significant challenge for the MHSO. Although the number of young drivers involved in a crash decreased for a second straight year from 20,882 in 2004 to 20,318 in 2005, this number continues to be excessive. The travel patterns of young drivers are difficult to estimate but Maryland continues to expend resources to reach young drivers with traffic safety programming.

Younger Driver (Age 16-20) Involved Crashes	2004	2005	2010
Total Number Crashes	20,882	20,318	20,283
Total Number of Fatal Crashes	109	100	88
Total Number of Injury Crashes	8,524	8,174	7,597
Total Number of Fatalities	122	113	100
Total Number of Injuries	13,927	13,281	9,643
Overall Crash Rate (per 100M VMT)	37.9	35.8	32.8
Fatal Crash Rate (per 100M VMT)	0.20	0.18	0.14
Injury Crash Rate (per 100M VMT)	15.5	14.4	12.3

Younger Driver (Age 16-20) Involved Crashes	2004	2005	2010
Fatality Rate (per 100M VMT)	0.22	0.20	0.16
Injury Rate (per 100M VMT)	25.3	23.4	15.6
Overall Crash Rate (per 10K Licensed Drivers aged 16-20)	921.70	910.24	768.50
Fatal Crash Rate (per 10K Licensed Drivers aged 16-20)	4.81	4.48	3.35
Injury Crash Rate (per 10K Licensed Drivers aged 16-20)	367.01	366.19	267.19
Fatality Rate (per 10K Licensed Drivers aged 16-20)	5.38	5.06	3.78
Injury Rate (per 10K Licensed Drivers aged 16-20)	572.92	594.98	365.38

Program Area Summaries

Throughout FFY 2006, the MHSO funded a variety of programs, projects and activities, with federal transportation dollars, which were intended to advance the traffic safety goals set forth by the State of Maryland. For FFY 2006, these Program Areas have been arranged to coincide with their position in the MHSO's overall set of priority Program Areas, as defined in Maryland's FFY 2006 Highway Safety Plan. Those priorities are as follows:

- Impaired Driving Prevention
- Occupant Protection
- Data Enhancement
- Community Traffic Safety Programs
- Aggressive Driving Prevention
- Pedestrian – Pedalcycle Safety
- Motorcycle Safety
- Inattentive Driving Prevention
- General Driver Safety, which includes, in priority order:
 - Young Driver Safety;
 - Older Driver Safety;
 - Public Awareness;
 - Business and Community Outreach;
 - Police Traffic Services;
 - Diversity in Traffic Safety; and
 - Emergency Medical Services

Each section will provide a complete set of significant results for the specified program, the objectives for the program area, a narrative, and an outline of future strategies to be employed in the future activities for that area. Roughly half of the Program Areas identified utilize a general set of Impact Objectives, namely Data Enhancement, the CTSPs, General Driver Safety, Police Traffic Services, Diversity in Traffic Safety, EMS, and Public Awareness. In these sections, only the Administrative Objectives will be stated, as these vary according to the Program being discussed.

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

Impaired Driving Prevention

- Objectives**
- 1) To decrease the total number of crashes from 8,556 in 2004 to 8,173 in 2010.
 - 2) To decrease the total number of fatal crashes from 183 in 2004 to 176 in 2010.

- 3) To decrease the total number of injury crashes from 3,082 in 2004 to 2,364 in 2010.
- 4) To decrease the total number of fatalities from 215 in 2004 to 206 in 2010.
- 5) To decrease the total number of injuries from 4,572, in 2004 to 3,069 in 2010.
- 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 15.52 to 13.21 in 2010.
- 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of 0.33 to 0.32 in 2010.
- 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 5.59 to 3.82 in 2010.
- 9) To reduce the fatality rate per 100M VMT from the 2004 rate of .39 to .37 in 2010.
- 10) To reduce the injury rate per 100M VMT from the 2004 rate of 8.29 to 4.96 in 2010.
- 11) To reduce the overall crash rate per 100K Population from the 2004 rate of 153.94 to 137.75 in 2010.
- 12) To reduce the fatal crash rate per 100K Population from the 2004 rate of 3.29 to 3.16 in 2010.
- 13) To reduce the injury crash rate per 100K Population from the 2004 rate of 55.45 to 39.84 in 2010.
- 14) To reduce the fatality rate per 100K Population from the 2004 rate of 3.87 to 3.72 in 2010.
- 15) To reduce the injury rate per 100K Population from the 2004 rate of 82.26 to 51.73 in 2010.

Results

- 176,504 pieces of educational material were distributed.
- 8,157 incentive items were distributed.
- 128 presentations were given statewide to a total of 2,645 people.
- 164 events held and/or attended by the MHSO and grantees and 22,000 people attended the events.
- 24,804 arrests were made:
 - 24,752 were offered chemical tests;
 - 7,021 refused the test;
 - 720 were arrested for controlled dangerous substances;
 - 2,452 of the arrests were between 16 and 20 years of age; and
 - 22,341 of the arrests were 21 years of age and older.
- Results from Checkpoint Strikeforce FFY 2006 include:
 - 160 total checkpoints were conducted;
 - 81,788 cars were contacted during checkpoints;
 - Over 7,126 hours on saturation patrol;
 - 1,214 DUI arrests were made during checkpoints and saturation patrols;
 - 204 drug arrests were also made;
 - 148 felony arrests were made during checkpoints and saturation patrols;
 - 55 fugitives were apprehended during saturation patrols; and
 - 1,934 other traffic citations were written, including 182 for driving on a suspended license.
- 3,549 motorists passed through the Prince George's County Project, BB24/7, a special checkpoint operations project conducted by the MSP:
 - 42 motorists were arrested for DUI offenses;
 - 35 citations were issued for a variety of vehicle violations; and
 - 2 drug arrests were made during these operations.

Noteworthy Programs

During FFY 2006, the MHSO continued to aggressively carry out its programs to reduce injuries and fatalities directly related to driving while impaired, most specifically targeting the 21 to 44 year old age group as its key demographic. Maryland experienced the second highest decrease in impaired driving fatalities in the nation from 2004 to 2005, an 18 percent decrease. This is credited to the fervent work of the *Impaired Driving Coalition (IDC)* in the areas of education and enforcement. Through diverse programs and

enforcement efforts, the program has taken a higher profile and an interactive approach to addressing the issue of impaired driving prevention.

The *IDC*, coordinated by the MHSO's Impaired Driving Prevention Coordinator, addresses matters related to impaired driving information and education programs; public relations as it relates to paid and earned media opportunities; campaign development; oversight and implementation; enforcement initiatives; and judiciary training programs. Coalition members participate in any of six sub-committees, all of which have developed and adopted a specific set of goals and objectives. The subcommittees include: (1) Public Awareness, (2) Education to Prevent Impaired Driving, (3) Checkpoint Strikeforce, (4) Data Collection, (5) Improved Practice of Law, and (6) Creating Effective Legislation. The entire IDC meets quarterly and in addition to regular business, speakers are incorporated into the agenda to help inform members about resources and programs available. The *IDC*'s membership consists of over 230 representatives from groups including the NHTSA, the MSP, Shock Trauma, the MVA, the AAA Mid-Atlantic, the WRAP, MADD, local law enforcement, elected officials, and others.

FFY 2006 marked the fifth year of the MHSO's participation in the *CPSF* campaign. Maryland's participation in *CPSF* utilizes a two-pronged approach toward impaired driving; highly visible law enforcement efforts coupled with strong media coverage. Maryland's law enforcement community carried out the *CPSF* initiative as a year-long program with periods of sustained and heightened enforcement in coordination with state and national paid and earned media campaigns. The slogan of "Every Week, Everywhere." continues to be the tagline for all television, print, and radio media which was developed to target the 21-34 year old motoring public.

CPSF has been a growing campaign among law enforcement this year. As one of its goals, the IDC's *CPSF* subcommittee approved an increase in checkpoints by 10 percent from FFY 2005 to FFY 2006, a goal that was eventually met and exceeded as statewide checkpoints actually increased by 12 percent. Impaired driving operations are reported on a regular basis to the MHSO and tracked on the *CPSF* calendar on a regular basis. The calendar is distributed to all law enforcement partners and CTSPs with the understanding that it is confidential and not for public consumption unless individual agencies authorize the release of checkpoint information.

The *CPSF* sub-committee as also embraced a new enforcement plan, TEAM DUI, where police departments statewide will pool resources to conduct impaired driving enforcement activities in compliance with the new Federal Section 410 Grant Funding criteria for enforcement. Each County throughout the State has the option to work together on operation in order to meet a minimum of 8 operations a year, one per quarter and 4 during the national impaired driving mobilization.

The *IDC* held a *CPSF* press event at the Anne Arundel Medical Center in Annapolis on September 7, 2006. Governor Robert L. Ehrlich was the featured speaker and Dr. Kenneth Gummerson, the hospital's Chief of Emergency Medicine, joined the Governor to address the terrible aftermath faced after a drunk driver takes their toll. The event focused on the accomplishments of law enforcement over the last year, having successfully prevented deaths in the State. Maryland had the second highest decrease in impaired driving fatalities nationwide, from 286 in 2004 to 235 in 2005. Complementing the speakers was the presence of a MSP helicopter, along with numerous members of the hospital's staff, law enforcement, MADD victims and *IDC* Coalition Members. The annual event marks a heightened law enforcement period, as well as increased paid and earned media opportunities, in conjunction with the National Impaired Driving mobilization. Earned media impressions for this event were estimated at more than one million, including 10 pieces of television coverage.

An additional component of the *CPSF* campaign is the State's overall impaired driving initiative called "*Maryland Remembers*" - a statewide memorial to the victims of impaired driving and a culminating event to publicize education programs, the dangers and

consequences of impaired driving, checkpoint dedications, and overall enforcement efforts. The 2nd Annual Maryland Remembers ceremony was held December 8, 2005, at the State House in Annapolis. The event featured Maryland's First Lady Kendel Ehrlich and over 30 families participated in a touching memorial to victims and families. The overall sobriety checkpoint program dedicated 11 checkpoints statewide throughout the year in honor of impaired driving victims. The event earned tremendous media coverage with a combined estimated reach of more than 1,360,000 media impressions.

During the 2005 holiday season, Maryland's CTSPs distributed 17,500 Christmas Tree Tags to local Christmas tree lots. These tags served as yet another reminder to Maryland's citizens to drive sober and buckle up.

FFY 2006 also brought several new cooperative partnerships between the MHSO and two local State's Attorney's Offices. The first occurred on March 17, 2006 in Prince George's County. In anticipation of the St. Patrick's Day weekend, the State's Attorneys' Office, in coordination with the MHSO and the Prince George's County CTSP, organized a statewide press event to highlight the consequences of a DUI conviction beyond the actual arrest. That same evening, law enforcement in Prince George's County conducted five checkpoints, netting 29 DUIs and more than 6,200 motorist contacts.

The day before Cinco de Mayo festivities, the Harford County State's Attorney also held a press conference and reiterated the jurisdiction's fervent commitment to impaired driving prevention. Complementing the State's Attorney's Office were the Harford County Liquor Board, Maryland State Police, local law enforcement and partners across Maryland. During the event, the County announced its use of compliance checks and "shoulder taps" intended to specifically prohibit the sale of alcohol to minors. National Interlock Services, Inc. demonstrated an ignition interlock vehicle, commonly used to assist in the prevention of impaired driving, during the press event and the Liquor Board provided access to a scanner used to identify fake ID's. Once again, this press conference received ample media coverage, as did the sobriety checkpoint that took place the evening following this event.

The IDC, in coordination with the Maryland State Fair, Pepsi Bottling Group, Chesapeake Fleet, and Winner Distributing, sponsored an interactive demonstration during the annual Maryland State Fair from August 25th through – September 4th. For five days, law enforcement from across the state volunteered to conduct Standardized Field Sobriety Testing and demonstrations using the Fatal Vision Goggles. These goggles simulate impairment at different BAC levels. In addition, the Pepsi Bottling Group donated over 5,000 cans of product to giveaway to visitors at each of the IDC's booths set up for the Fair. Fairgoers signed pledge cards in return for a free Pepsi and also had an opportunity to sit in an impaired driving simulator managed by the Worcester County Liquor Control Board. National Interlock Services demonstrated the company's Ignition Interlock device and the Century Council's Virtual Bar software was used to educate fairgoers on how on the physiological effects of alcohol over time. Based upon number of pledge cards collected and number of Pepsi's distributed, this project touched over 10,000 individuals. In addition to this effort, Winner Distributing provided incentive items for all individuals attending the State Fair's music concert. The IDC distributed coin purses filled with Taxi Cab information and Winner Distributing items for all concert goers who participated in a special scratch off game which presented questions and answers about impaired driving. This collaborative effort is estimated to have impacted another 10,000 individuals for a total reach at the State Fair of roughly 20,000 persons.

Safety advocates, law enforcement and the Baltimore City business community partnered to provide safe and free cab rides to would-be drunk drivers the 4th of July Weekend. AAA Mid-Atlantic, the Maryland SHA, the MHSO, Yellow Cab, the MSP, the Downtown Partnership of Baltimore, the Baltimore Police Department and Bond Distributors joined forces to launch a pilot initiative called, *Tipsy? Taxi!* The joint project focused on reducing impaired driving crashes during the 4th of July weekend in Maryland, and is modeled after the WRAP's *SoberRide* Campaign. More than 4,400 education materials including posters, brochures and flyers were distributed to Baltimore City bars, restaurants

and patrons prior to the event, in addition to more than 7,000 incentive items. A total of 529 phone calls were received during this project period and 168 rides were provided. FARS data indicates that there were no impaired driving crashes within the Baltimore City limits from June 30 through July 5, 2006. A total of 18 television, radio and print interviews were conducted with an earned media dollar value in excess of \$15, 000.

During FFY 2006 the *IDC* held its first ever Regional Prosecutor's and Law Enforcement Training at the Judiciary Training Center in Annapolis, Maryland. The statewide network of CTSPs and the *IDC* partners promoted the training. Ms. Bianca Bentzin from the City of Phoenix Prosecutor's Office presented a highly successful "Visual DUI Trial" program that helps prosecutors and officers more effectively prepare, prosecute and win DUI cases. Over twenty prosecutors and officers representing State's Attorney's Offices and police departments participated in the training.

The Passive Alcohol Sensor evaluation project was completed in late 2006 and a final report will be available in January 2007. Preliminary reports indicated that the PAS can improve detection from two to nine percent. Further data indicates that the device may be better suited and preferred in a checkpoint setting versus during regular traffic stops.

Additional programs and efforts carried out through the local CTSPs and law enforcement agencies include the continued use of 15 DUI trailers to support impaired driving enforcement efforts throughout the state, and continued law enforcement training in the area of SFST. In addition to training are high visibility campaigns such as: bill boards and bathroom stall stuffers at the Frederick Keys minor league baseball stadium with the message; the Carroll County Highway Safety Task Force's continued use a traffic safety story every Sunday in the Family Section of a local newspaper, an effort that provides a highly active underage drinking prevention program in coordination with local law enforcement; and Wicomico County's *Operation Red Zone*, a Super Bowl-themed effort in partnership with the Somerset County Highway Safety Program, Anheuser Busch, and the local Fraternal Order of Police. In addition, seven counties dedicated sobriety checkpoints to victims of impaired driving. St. Mary's and Wicomico Counties are among a growing number of counties to publish the names of DUI offenders in the local newspaper, a practice that has stirred controversy and attention, exactly the stigmatism that is needed to stop impaired driving. The on-going projects and campaigns by the MHSO's core and non-core grantees contribute to the overall success of the impaired driving program.

In FFY 2006, the MHSO granted funds for impaired driving prevention to the following agencies, which achieved the subsequent results:

AAA Mid-Atlantic – *Tipsy?Taxi!* Baltimore City

- Non-profit
- Target audience – 21-34 year old males
- Target area –Baltimore City Maryland

The *Tipsy?Taxi!* Program is a joint project, coordinated and funded through the AAA Mid-Atlantic, the MHSO, the SHA and Yellow Cab. The program is designed to provide an alternative to driving impaired after a night out of drinking. The program's target audience is 21 -34 year old males, in the Baltimore Metropolitan area, but it only provides service from within Baltimore City. The program, which is modeled after the WRAP's SoberRide Campaign, ran throughout the 4th of July weekend in Baltimore City and provided 168 free taxi rides. The project was designed to ultimately reduce the incidents of impaired driving crashes and related injuries and fatalities.

Maryland District Court - DUI/Drug Court Expansion – 2nd Year

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

The DUI/Drug Court pilot was funded to address individuals over the age of 18, who have been charged with a DUI or DWI or a violation of probation, on those charges, offering them a rehabilitative treatment program as a means to reduce recidivism and change hard core drinking habits. Eligible participants are those with a history of DUI or DWI arrests, but no pending warrants or sentences, and who are not on probation or parole. The program proposes to reduce recidivism by 50 percent. Participants, monitored by frequent alcohol and drug checks, meet regularly with their team, consisting of a judge, probation monitor, treatment personnel and their supervising officer. Participants are tracked for one year following discharge and an evaluation of the DUI Courts, completed by the University of Maryland, concludes that the program is positively received by participants and deemed effective. Evaluation statistics indicate that 70 percent of the program clients were still participating in the program, 24 percent of clients have successfully completed the program and only 8 percent were terminated from the court program.

Maryland State Police – High Visibility Enforcement Program

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

The main goal of this program is to increase traffic patrols and sobriety checkpoints in areas and at specific times where impaired driving has been identified as a problem in local communities and local roadways. Enforcement operations were conducted during heavily advertised enforcement waves, building the perception of coordinated enforcement across the state. Almost all law enforcement agencies in the state devoted some portion of traffic enforcement efforts to reducing impaired driving, and are supported at the local level through the local CTSP Coordinator.

Washington Regional Alcohol Program – Impaired Driving PI&E Program

- Non-profit
- Target audience – high schools, colleges and the general public
- Target area –Montgomery and Prince George’s counties, in Maryland, and statewide

The main focus of this grant-funded project was to prevent impaired driving through public education and information programs for young and adult drivers. During FFY 2006 a total of 3,283 high school and college students were reached with educational materials and presentations. The WRAP distributed the 2006 Youth Resource Guide to Preventing Underage Drinking among many other education materials, and continued to co-sponsor the Operation Party Safe where prom safety messages for teens and parents. This past year WRAP aired this program’s message in the Greater Washington Area. *Tips for a Safe Summer* is an annual publication that continues to be a big part of the WRAP’s program, as well as the *Moment of Silence* campaign. More than 250 employees and military personnel were reached as part of the WRAP’s adult outreach efforts titled *Safe and Vital Employee (SAVE)*. The WRAP coordinates and provides program support for the following statewide impaired driving activities: 2006 *CPSF* Campaign, the annual Maryland *IDC* DUI Law Enforcement Awards, the annual *Maryland Remembers* event, four SoberRide campaigns, WRAP’s annual law enforcement awards, and participation in highway safety and youth coalitions in Montgomery and Prince George’s counties. In addition, the WRAP provided support to the AAA Mid-Atlantic *Tipsy? Taxi!* Pilot program for the Baltimore area.

Future Strategies

- The MHSO will continue to develop and build upon the statewide participation in, and support of the new NHTSA campaign, “*Drunk Driving. Over the Limit. Under Arrest.*” As well as the *CPSF*, and *Maryland Remembers* campaigns.
- The MHSO will continue to recognize local and state law enforcement for saturation patrol and checkpoint efforts at the Annual Law Enforcement Recognition Awards

- The Impaired Driving Law Card will be updated, should any new laws pass in during the 2007 Maryland Generally Assembly, and be distributed by Maryland traffic enforcement officers and IDC members.
- The MHSO will provide the Hardcore Drunk Driving Guidelines workshop developed by The Century Council and the NAJE, to diversify and strengthen the Maryland Judiciary.
- The MHSO will lead the CTSP Coordinators to develop innovative programs that will foster relationships with local media outlets.
- The IDC and its sub-committees will continue to discuss and address statewide needs and develop goals and objectives related to the overall reduction in impaired driving crashes and their associated fatalities and injuries.

Occupant Protection

Objectives 1) To increase restraint use from 90.8% in 2004 to 94.5% in 2010.

- Results**
- Maryland's seat belt use rate remained 91.1%, an all-time high, with 92.4% of passenger car drivers and front seat occupants buckling up, and 84.6% of pickup truck drivers and occupants (a slight increase from FFY 2005) buckled.
 - The number of unbelted fatalities in the State has decreased significantly over the past several years, beginning with 226 in 2001, to just 181 in 2005.
 - More than 750,000 occupant protection brochures and publications were distributed this year, along with nearly 115,000 incentive items.
 - Law enforcement issued more than 54,000 seat belt and child safety seat citations during the two-month 2006 *Chiefs' Challenge*, with nearly 27,000 issued during the two-week *Click It or Ticket Mobilization (CIOT)* alone.
 - More than 200 law enforcement received *Traffic Occupant Protection Strategies (TOPS)* training and participated in Maryland's public service announcement tapings.
 - More than 1,200 child safety seats and booster seats were loaned to families in need through Maryland Kids In Safety Seats (KISS) loaner programs throughout the State (more were distributed through voucher, loaner, and other distribution programs that are not fully funded by the MHSO or KISS, including at least 60 provided by the *Business for Boosters* initiative).
 - Trained 262 students in the various nationally recognized CPS curricula.
 - All 47 hospitals in Maryland were provided with the latest occupant protection materials, including the Maryland-produced *Proper Occupant Protection* training DVD and the recently developed Spanish version of the *Rx for Your Child's Safety*.
 - A new brochure, *Buckle Up After Every Pit Stop*, was developed and nearly 150,000 were distributed.
 - 4 *Occupant Protection Task Force (OPTF)* meetings were held.
 - 3 *Child Passenger Safety (CPS) Advisory Board* meetings were held.
 - 2 *OPTF Sub-Committee (Young Driver Occupant Protection, Older Driver Occupant Protection, Keeping Kids in the Back Seat, and Pickup Truck)* meetings were held.
 - 2 *Chiefs' Challenge* training workshops were held.

Noteworthy Programs

During FFY 2006, the MHSO continued its very active role as the lead agency for all Occupant Protection initiatives in the State of Maryland. Having attained an observed

safety belt use rate of 91.1% in FFY 2005, the MHSO and its partners were gratified to maintain that same high percentage during this fiscal year. An extensive paid media campaign and strong enforcement of Maryland's occupant protection laws helped to maintain this rate, still one of the highest in the country. In fact, an additional 3,000 seat belt citations were issued by Maryland law enforcement during this year's *Chiefs' Challenge* safety belt campaign (54,000 vs. 51,000 last year), demonstrating the difficulty of increasing the use rate once the elusive 90% barrier has been crossed. Special efforts were continued in Prince George's County, Maryland's most populous county, which, until 2005, historically had a very low belt use. Although the County's use rate dropped slightly from 89% to 88% this year, regression toward the mean is very common and, prior to 2005, the County's average use rate was 76%. Therefore, the MHSO and its partners within Prince George's County were encouraged that this higher level of use was virtually unchanged. This level of maintenance is a testament to the hard work and dedication of Maryland's law enforcement community, and to the use of the *CLOT* model. Maryland's *OPTF*, is supported by the MHSO and consists of a diverse membership from more than 75 organizations including state agencies, local CTSP Coordinators, advocacy groups, businesses, and private organizations. Special education and technical assistance are provided by agencies and groups such as the Maryland Committee For Safety Belt Use, Inc. (MCFBSU), the KISS program, the *Safe Kids Maryland Coalition (SKMC)*, Maryland Child Passenger Safety Association (MCPA), the Maryland Chiefs of Police Association (MCPA), and the MIEMSS.

The *OPTF* met quarterly, following *SKMC* Meetings and Task Force Sub-Committees included: *Pickup Trucks*, the *CPS Advisory Board*, *Young Driver Occupant Protection*, *Older Driver Occupant Protection*, and an ad hoc Sub-Committee focused on *Keeping Kids in the Back Seat*. An additional Sub-Committee is comprised of Maryland's Regional Occupant Protection Law Enforcement Liaisons, who are funded through the 157 Innovative Grant and serve as an advisory board for various law enforcement initiatives. For all of these Sub-Committees, the number one priority is working on public information and education (PI&E) — in particular, high visibility PI&E about enforcement efforts — as it relates to their particular topic area. With the inception of the SHSP, and its *Occupant Protection EAT*, the *OPTF* welcomed some new members and received the benefit of their fresh perspectives. With the MHSO's Occupant Protection Program Coordinator as the Facilitator for the *Occupant Protection EAT* — and with the agreement of the SHSP Steering Committee — the *EAT* will become another Sub-Committee of the *OPTF*.

Major initiatives for FFY 2006 included the *Maryland Chiefs' Challenge* campaign, the *Pacesetter Seat Belt Awards Program*, participation in the November 2005 and May 2006 *CLOT Mobilizations*, Maryland's CPS Hospital Project and *Business for Boosters* recruitment campaign, four large regional *CLOT* media campaigns (including one billboard and three radio) and two overarching statewide television air buys, a continued focus on Prince George's County, and numerous trainings — including the 32-hour *NHTSA CPS Trainings* and *TOPS*.

Additional initiatives included the *Traveling Safely with the Grandkids* campaign, the *Road Rules* high school/college educational campaign, *Buckle Up Religiously*, and the development of a new pickup truck-focused initiative, the *Buckle Up After Every Pit Stop* program. The 2006 *Maryland Chiefs' Challenge* maintained the momentum of previous years, with 106 law enforcement entities (representing federal, State, county, local, university, and private security agencies) participating in this two-month enforcement and education campaign, and 87 of them "completing the Challenge" by submitting a final entry report—all without the benefit of overtime enforcement funding. Press events were held to kick off the May *Maryland Chiefs' Challenge/CLOT Mobilization*, and news releases were provided during the November *CLOT Mobilization*, *National CPS Awareness Week* in February, and *National Safe Kids Week* in May. Booster seats (and other types of child safety seats) continued to be distributed to families in need as part of the *SKMC's* partnership with the Chesapeake Region Safety Council, *Business for Boosters*. Maryland's First Lady Kendel Ehrlich, in her role as Honorary Chairwoman of the *SKMC*, continued her support of injury prevention initiatives by issuing press releases and including information

about injury prevention topics on her web page.

Awards ceremonies were held in appreciation of more than 240 *Pacesetter Award* recipients and supporters, and for the more than 470 participants in the *Maryland Chiefs' Challenge*. In addition, *Awards for Meritorious Service* were presented to 10 law enforcement agencies during their city or county council meetings, with more of these presentations planned for FFY 2007.

As indicated above, Maryland unveiled its newest occupant protection campaign, focused on pickup truck drivers and occupants, *Buckle Up After Every Pit Stop*. This MHSO-developed, NASCAR-themed brochure was used extensively during the *Chiefs' Challenge* and beyond, by law enforcement and community advocates in special initiatives with pickup truck drivers—at such locations as landfills, RV parks, boat ramps, home improvement stores, and other places where pickups would likely be found. The Occupant Protection Program Coordinator made 17 presentations to law enforcement and other traffic safety professionals, team-taught portions of two *32-Hour National Standardized CPS Courses*, provided interactive educational displays at seven public events, co-coordinated the Maryland *CPS Advisory Board*, facilitated four *OPTF* meetings, and worked with CTSP Coordinators in lower belt use jurisdictions to help plan and coordinate their efforts. In addition, the Coordinator conducted 17 NHTSA seat belt surveys, responded to more than 480 citizen e-mail and phone inquiries, and coordinated and/or appeared on several radio and television interviews about occupant protection.

Six media buys (three radio, two TV, and one billboard campaign) were utilized during FFY 2006. The two larger radio buys focused on young (18-34 year old) male pickup truck drivers with WPOC FM, a Baltimore area country radio station; and on young African American males (also 18-34) with WPGC FM in Prince George's County. Both of these promotions included extensive web coverage, a new facet of Maryland's *CLOT* campaign this year, which assisted greatly with raising awareness within the 18-34 year old age group. A third, smaller radio buy also focused on young males in Prince George's County (WMMJ/WKYS). Two television buys—one utilizing Maryland law enforcement as media stars, the other using NHTSA-created national ads—ensured that viewers watching both network and cable TV would see the *CLOT* message, primarily at times during which the 18-34 year old male audience would be watching. Nineteen billboards were strategically placed near seat belt observational survey sites in the Baltimore and DC metropolitan areas. Additionally, the use of overhead variable message signs for the *CLOT* message greatly enhanced the program's reach, allowing thousands of extra motorists to see the message each day. During this year's observational safety belt surveys, it was noted that many young women were using their belts incorrectly, placing the shoulder harness under their arms or behind their backs. This group will be a focus of FFY 2007 campaigns.

In FFY 2006, the MHSO granted funds for occupant protection to the following agencies, which achieved the subsequent results:

Maryland Committee For Safety Belt Use, Inc. – Statewide Comprehensive Occupant Protection Outreach Effort

- Non-profit
- Target audience – general public
- Target area – State of Maryland

The primary grant-funded programs of this project include the *Maryland Chiefs' Challenge*, a 2-month, intensified enforcement & education campaign about the lifesaving benefits of child safety seats, booster seats, & safety belt use, and the statewide *Click It or Ticket* and *Buckle Up Religiously* campaigns. Additionally in FFY 2006, the MCFBSU Executive Director continued to serve as one of the team leaders for a group that worked together to maintain/increase the 89% safety belt use rate in Prince George's County. This year, despite once again having fewer materials to offer participating agencies, the MCFBSU maintained a high level of participation in the *Chiefs' Challenge* with 106 federal, state, county, and local agencies represented, along with additional participants from

universities and private security departments. Despite the number of participants being slightly lower than in FFY 2005, 3,000 additional citations were written during this year's *Challenge*. This continued level of enthusiasm for the campaign, along with another strong paid media component and a tremendous amount of earned media, provided the momentum needed to maintain Maryland's seat belt use rate at 91.1%. Focusing the media buy on the populations with the direst need — including pickup truck owners/drivers, Prince George's County residents, and young males in general — truly allowed the message to be seen and heard by the greatest number of people. Much of the earned media came about as the result of the *Chiefs' Challenge* criterion of *Nighttime Enforcement*, which required participating agencies to conduct some type of seat belt enforcement effort during the hours of darkness. Virtually all participating agencies devoted some sort of time and effort to this initiative, whether simply focusing additional attention on the use of seat belts during their regular nighttime patrols, setting up seat belt enforcement zones in well-lit areas, or distributing seat belt information during routine nighttime traffic stops or DUI checkpoints. In addition, the MCFSBU partnered with the MHSO on the *Pacesetters* Program, media outreach (including the FFY 2006 taping of new public service announcements used for this year's media buy), conducting the NHTSA safety belt surveys, and other occupant protection initiatives, particularly as related to law enforcement. The MCFSBU also serves as the parent organization for the *SKMC*, which provides technical support and other resources for member agencies to conduct childhood unintentional injury prevention programs throughout the State. The *SKMC* provides outstanding assistance to Maryland's child passenger safety program, and has helped to expand the network of agencies, businesses, and community volunteers who participate actively in all highway safety programs. In addition, the MCFSBU Executive Director/*SKMC* Coordinator worked closely with Maryland's First Lady Kendel Ehrlich to keep injury prevention information (including child passenger safety and pedestrian/bicycle issues) in the public eye on a year-round basis. The importance of the MCFSBU and *SKMC* to the State's Occupant Protection endeavors cannot be overstated, as these entities provide unmatched technical and programming assistance to the program on a daily basis.

Maryland Department of Health & Mental Hygiene – *Maryland Kids In Safety Seats (KISS)*

- State agency
- Target audience – children, low income families, general public, parents and caregivers
- Target area – State of Maryland

The main grant-funded programs of this project include distributing information to the public about child passenger safety (via a toll-free help line, e-mail address, website, and on-site visits/presentations/seat checks), coordinating CPS trainings for professionals and families, providing child restraint installation instruction to parents and caregivers at permanent and mobile fitting stations/events, collaborating with state and local safety coalitions in support of local child safety seat/seat belt enforcement initiatives, and overseeing 24 child safety loaner programs throughout the State. KISS staff gave 36 presentations to a number of diverse target audiences, with a total of 599 participants attending CPS presentations that ranged from a 20-minute awareness overview to a two-hour, more in-depth CPS seminar. KISS also continued to provide assistance with the *Seniors on the MOVE* presentation series this year, supplying participating senior citizens with information on both CPS and adult occupant protection issues. KISS staff also worked to ensure that the State's pool of nationally-certified CPS technicians remained up-to-date with the most recent technology and best practice information, sending bi-monthly *Technician Update* e-mails to all certified technicians and instructors in the State (currently 677 recipients). They facilitated or provided instruction at 17 standardized CPS courses throughout the State, helping to train 262 students in the 32-hour course, eight-hour renewal or technical update courses, or other nationally recognized curricula. KISS staff responded to 2,156 phone and 136 e-mail inquiries about CPS, and distributed more than 33,000 brochures, posters, fact sheets, and flyers about the topic. Additionally, there more than 20,000 total views on the KISS website during FFY 2006. A total of 516 child safety

restraints were checked for proper installation at 35 safety seat checkup events attended by KISS staff, and 1,206 safety seats were loaned to Maryland families in need through KISS loaner programs. KISS staff also worked with the DHMH Attorney General's Office to update all Loaner Program policies and procedures, and they sponsored a *KISS Loaner Program Appreciation Luncheon and Training* for more than 40 attendees. The KISS Coordinator served as the co-facilitator of the *Maryland CPS Advisory Board*, and provided the *Board* with invaluable technical assistance for numerous procedural updates, such as the creation of a new CPS Technician Introductory Packet and revisions to the Maryland *Senior Checker* application.

Maryland Institute for Emergency Medical Services Systems — MD CPS Hospital Assessment / Special Pops Project

- State agency
- Target audience – hospital personnel and other health care providers, CPS technicians and instructors, general public, parents and caregivers of children with special health care and transportation needs
- Target area – State of Maryland

The primary grant-funded initiatives of this project included attempting to gain further endorsement and enforcement of Maryland's occupant protection laws and best practices (with a special focus on Maryland's CPS Laws and the American Academy of Pediatrics' recommendations for rear facing practices); providing electronic updates and in-person continuing medical education for both hospital and office-based health care staff; and sending biannual mailings about the CPS project and best practices to all 47 acute care hospitals and 3 pediatric rehabilitation hospitals. Additionally, through onsite consultation, CPS Hospital project staff reviewed written information given to families, along with any changes in policies or practice. The FFY 2006 project added new dimensions to the outreach efforts to hospital contacts and CPS Technician Liaisons, with an increased focus on primary care practices. During this year of the project, 47 hospitals again received model CPS practice, policy, and training information that included: Maryland-specific CPS resources, including bilingual posters, articles, brochures, English and Spanish *Prescriptions for Your Child's Safety*, and the *Proper Occupant Protection* DVD and VHS educational video. Each hospital also was re-surveyed to confirm their CPS lead contact information, to determine how they have been using the resources provided, and to verify the most current information for their CPS Technician Liaison. When turnover occurred, new CPS Technicians and Instructors were recruited to serve as volunteer Hospital Liaisons, ensuring that each hospital received the most recent information and following up with them regarding questions or concerns. Project staff also provided more than 6,500 educational materials to health care providers upon request; utilized the CPS project interactive display at seven provider-focused conferences, where nearly 1,200 life safety professionals received information; loaned more than 50 resources (such as the CPS training seat, special needs car seats, and other restraint systems) for training purposes; planned, coordinated, and hosted a CPS-focused conference call for 40 members of the American Academy of Pediatrics Maryland chapter in February; conducted two *Safer Transport for Children in Ambulances* presentations for more than 40 participants; conducted four Best Practice workshops for Maryland hospitals who have demonstrated a commitment to their CPS programs; and maintained their user-friendly CPS website. The Best Practice workshop curriculum, developed by the Project Coordinator, has been shared with other CPS technicians, who in turn have used it and/or modified it for different audiences and purposes. In sum, during FFY 2006, the MIEMSS CPS project staff continued to monitor and provide educational resources for both hospital CPS-related activities and CPS liaison volunteers, focusing primarily on pediatric/nursery hospital providers and primary care providers—all of whom are instrumental in helping to ensure that Maryland's youngest and most fragile passengers are traveling safely.

Maryland Regional Law Enforcement Liaisons (LELs) – State Highway Administration District 7, Ridgely Police Department, and Denton Police Department.

- State and local agencies
- Target audience – law enforcement and the general public in their respective geographical regions; also serve as advisors to Maryland’s overall Occupant Protection Program
- Target area – State of Maryland

Maryland’s Regional Occupant Protection LELs continue to be a vital component of Maryland’s overall occupant protection program, serving as the Occupant Protection Program Coordinator’s “extra eyes and ears” around the State, and providing invaluable technical assistance on real-world enforcement methodology and judicial issues. The main grant-funded programs of these projects included attempting to gain further endorsement and enforcement of Maryland’s Occupant Protection laws by law enforcement in each region; obtaining more agency participation in such initiatives as the *Maryland Chiefs’ Challenge*, *National Child Passenger Safety Awareness* and *Buckle Up America Weeks*, and *ABC/CIOT*; assisting the MHSO and the MCFSBU with implementation of the *Pacesetter Awards* program, media kickoff events for special emphasis weeks, the law enforcement Sub-Committee of the Maryland *OPTF*, and in marketing programs to regional law enforcement agencies; and assisting with the implementation of *Click It or Ticket* throughout Maryland. Other duties include helping to coordinate statewide seat belt observational surveys, identifying unique mechanisms by which to distribute occupant protection materials, and providing technical support for the implementation of the *ECAMM (Enrollment Centered Approach to Media Marketing)* statewide media plan. LEL project coordinators continued to encourage and enhance the efforts of law enforcement throughout Maryland, finding out what their current issues and challenges were and working with them to ensure that occupant protection remained an important focus area. *Click It or Ticket*, increased enforcement initiatives, media activity in each region (including targeted messaging to part-time users, pickup truck drivers, and other low-use populations through billboards and the *ECAMM* videos and audio clips), *Chiefs’ Challenge*, and *Pacesetters* were promoted to all of the State’s law enforcement agencies.

The LELs served as special advisors to the Maryland Occupant Protection Program by providing a more direct link to the law enforcement community, and aided the Occupant Protection Program Coordinator in fine-tuning the messages that are being sent to both the law enforcement community and to the motoring public. They also provided invaluable technical support to those agencies who were participating in nighttime enforcement initiatives this year, particularly those who were attempting this type of organized enforcement effort for the first time. It was also through the recruitment efforts of these three individuals that participation in the *Maryland Chiefs’ Challenge* remained so strong at 106 agencies and barracks (with 87 actually reporting on their efforts, often with the direct assistance of the LEL), ultimately resulting in the State maintaining its 91% seat belt use rate. In addition to their many other duties, the LELs made nearly 110 site visits to the law enforcement agencies in their respective regions; attended 91 CTSP/local highway safety or other task force meetings; provided 3 TOPS courses, training more than 200 police officers; coordinated or assisted with 5 law enforcement cooperative seat belt enforcement zones/checkpoints; provided technical assistance to colleagues on the proper methods of nighttime seat belt enforcement; assisted with 3 large mailings of educational materials to law enforcement agencies around the State; distributed or delivered thousands of educational materials to law enforcement and the public; and coordinated the training efforts that took place during the *ECAMM* taping/*Chiefs’ Challenge* Workshops in March.

Future Strategies

- Continue successful initiatives such as the *Maryland Chiefs’ Challenge* campaign, *Pacesetter Seat Belt Awards Program*, *Buckle Up Baltimore*, *Buckle Up Prince George’s County*, participation in *ABC/CIOT Mobilizations*, and “*Buckle Up Religiously*”.
- Incorporate findings and recommendations from the *Occupant Protection EAT* and the *SHSP* into FFY 2007 plans.
- Maintain a focus on males 18-34 and pickup truck drivers, both of whom continue to show lower rates of seat belt use than the general population.

- Focus also on young women who are not wearing their belts properly, and thus would not receive the full benefit of the safety belt in the event of a crash.
- Give additional attention to areas of the State in which seat belt use rates traditionally have been lower than the statewide average, those in which seat belt use rates have been declining, or those which have shown high rates of unbuckled fatalities over the last several years.
- Continue to implement Prince George's and Baltimore County radio promotions, with a focus on young male drivers.
- Work with the Maryland KISS staff to help them maintain their local loaner seat programs, and help them continue their advisory role with current CPS Technicians and Instructors by giving them the latest technological and best practice information.
- Conduct another round of both CPS and seat belt observational surveys.
- Determine the safest and most efficient ways in which to measure current nighttime safety belt use, and establish standard operating procedures for conducting seat belt enforcement zones at night.
- Incorporate the agreed-upon SOPs for nighttime seat belt enforcement zones into the Maryland *Chiefs' Challenge* criteria in order to ensure their use by participating law enforcement.
- Conduct at least two statewide media events, including but not limited to a *CIOT* kickoff event, and a *10 Year Anniversary of Maryland's Primary Safety Belt Law* event.
- Provide press releases for other special emphasis times, such as *National Child Passenger Safety Awareness Week*.
- Create a pickup truck seat belt use campaign, using updated data and focusing on males who drive trucks at home and at work (i.e., contractors, landscapers, etc.).
- Continue to use PSAs featuring law enforcement personnel for paid and donated *CIOT* ad campaigns.

Data Enhancement

Results

- The *Traffic Records Coordinating Committee (TRCC)* reconstituted to a bi-level organization with a signed Memorandum of Understanding and mission charter.
- 5 meetings of the *TRCC Executive Council* were held.
- 12 meetings of the TRCC Technical Committee were held.
- A multi-year Traffic Safety Information System Strategic Plan was created.
- The District Court developed the initial infrastructure for statewide E-Citations.
- A partnership with the MSP was initiated to develop a relation database infrastructure for crash data collection.
- The OCME and the NSC's CODES program established a motorcycle collision analysis program and increased data access between the agencies.
- The NSC gave 39 presentations, reaching more than 600 people.
- A pilot program for Traffic and Criminal Software (TraCS) implementation was established in Howard County.
- 842 interviewees answered 43 questions from the UMCP's *Monitoring the Future* survey.

- 850 interviewees responded to the UMCP's *CPSF* survey.

Noteworthy Programs

In FFY 2006 the Maryland TRCC completed a new strategic plan and began implementation of the plan. The main strategy calls for the automation of field reporting by police officers and others, developing online reporter and data user training, continuing the development of technical infrastructure, and the development of a extensible data model to enable the establishment of a virtual data warehouse based on geospatial information.

The MSP and the SHA continued the development of the Maryland Safety Collection Analysis Network (MSCAN) which will incorporate several engineering and safety data systems. The first phase of the web-based crash report processing system met with some privacy policy challenges but is on track for implementation during FFY 2007. This system is anticipated to increase the timeliness of crash data to within 30 days of an incident and will enhance business processing accuracy.

The MHSO continues to facilitate improvements in the linkage of crash data with citation, conviction and other traffic safety data. As in past years, safety data was provided to State and local partners to aid them in their efforts, including law enforcement agencies.

Program Area and county data summaries were provided to all grantees, to better focus efforts. These included areas of over-representation in age, gender, time of day, day of week, month and county. The summaries assisted the coordinators in identifying high risk program areas, high-risk drivers, and high-risk temporal and spatial circumstances.

In FFY 2006, the MHSO granted funds for traffic records to the following agencies, which achieved the subsequent results:

Judicial Information Services – *ACT SAFE Project of Maryland Judiciary*

- State agency
- Target audience – general public & users of highway safety data
- Target area – State of Maryland

ACT SAFE establishes a similar system to MSCAN for judicial purposes. The system allows the agency level submission of electronic citation data and will enable the mobilized use of electronic citation systems. The District Court has created, and is in the early phases of implementing, an electronic citation collection system. The court has proven the ability to receive batch files of current citation information from a police department. The bigger challenges for this project in the near future are addressing legal usage rules, uniformity of documents, data and processes for the system and legislative changes enabling the use of electronic data transfer.

National Study Center for Trauma & EMS – *Comprehensive Crash Outcome Data Evaluation System (CCODES)*

- Non-profit
- Target audience – general public & users of highway safety data
- Target area – State of Maryland

The main goal of this project is to produce data analysis and reports to be used by state and local highway safety professionals to develop, evaluate and enhance current and potential highway safety initiatives. The NSC partners with a number of state agencies that provide various data sets from which information can be extracted both individually and collectively, including the MSP, the MIEMSS, the MVA, the District Court, the OCME, Shock Trauma, and the DHMH. Maryland continues to be one of the most successful states in the CCODES data network, being a member since 1996, due in part to the availability of statewide data sources and the outstanding cooperation among the participating agencies. Using probabilistic linkage methodology, police-reported crashes have been joined with hospital discharge data, as well as data on licensing, citations, emergency department

visits, toxicology and EMS. In 2006 NSC began the early phases of implementing an online data analysis tool developed in Alabama called the Critical Analysis Reporting Environment. This system will allow for dynamic reporting and a flatter learning curve for data users.

Office of the Chief Medical Examiner – Data Sharing & Data Quality Initiative

- State agency
- Target audience – general public & users of highway safety data
- Target area – State of Maryland

The goal of this project is to provide traffic fatality morbidity data to end users. Through the data-sharing project, a public access web site was created for the data sharing community to express concerns, to share ideas, and to display research results and topics for the improvement of traffic safety data in the state of Maryland. The MSP FARS unit, the NSC and several other partners are now utilizing the system and it will be expanded to incorporate additional partners in calendar year 2007.

University of Maryland, College Park / Department of Public & Community Health – Monitoring the Future of Maryland’s Traffic Safety Programs

- Institution of higher education
- Target audience – general public & users of highway safety data
- Target area – State of Maryland

The survey looks at how driver behaviors and concerns change from year to year. The purpose of the 43-question survey is to identify public concerns and behaviors regarding a variety of highway safety issues. The fourth annual University of Maryland survey of Maryland drivers shows that a lot more people are buckling up than they were four years ago, but a lot more are also concerned about other drivers who use cell phones behind the wheel. More drivers also report encounters with aggressive drivers, and most of them continue to be concerned about drunk drivers.

Future Strategies

- The MHSO will work toward implementing recommendations set forth from the NHTSA Traffic Records Assessment and Traffic Records Strategic Plan as feasible.
- The MHSO will work with the MSP to complete the automation of the MSP’s Central Records.
- Additional plans include moving toward establishing a web-based training and resource portal for all traffic safety workers.

Community Traffic Safety Programs

Results

- The following results were achieved through Maryland’s CTSPs:
 - 297,936 pieces of educational materials distributed
 - 14,0479 incentives were distributed
 - 510 presentations were given
 - 25,288 people at presentations
 - 2,028 events held or attended
 - 88,691 people attended events
 - 67,144 citations issued
 - 41,095 warnings issued

Noteworthy

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

Programs

Programs (CTSPs), are located in all 23 counties and Baltimore City. The CTSP program allows the MHSO to incorporate local efforts to address problems unique to a certain community and to allow for more effective local implementation of the MHSO's program areas.

The local CTSP Coordinators continued to work with their respective Task Forces in 2006 to identify traffic safety issues and problems, develop appropriate countermeasures, and implement or advocate solutions. The Task Forces are the focal point for communication and cooperation among government agencies and the private sector on traffic safety matters, and serve as community facilitators for local traffic safety programs. The diversity of the Task Force membership helps these programs adopt comprehensive approaches to their traffic safety issues and problems. The CTSP Coordinators and Task Forces again determined the distribution of State and federal funds (provided by the MHSO to each CTSP on a formula basis) to priority projects, consistent with their Project Agreements, and the MHSO guidelines and use limitations. Each local Highway Safety Task Force met at least quarterly to facilitate highway safety program planning, implementation, and coordination within the jurisdiction.

Each jurisdiction submits a Project Agreement (PA) which outlines its specific traffic safety problems, and measures to alleviate them within the context of the overall State program. Each PA includes a description of its priority program areas, and statements of its program objectives and strategies. Overall objectives include the reduction in crashes, injuries, and fatalities, as well as increased seat belt usage (each CTSP must conduct periodic observational seat belt use surveys). This provides a more accurate plan of action as the PAs use the most recent data in their assessments.

The fiscal year began with the Annual CTSP Project Directors' meeting, during which various programmatic and administrative issues were discussed. Some of the highlights were Best Practices presentations and a presentation by Johns Hopkins University on evaluation and training.

During the past year the MHSO has continued to track the progress of the CTSPs and evaluate the respective successes of each program. The MHSO tracks the number of CTSP meetings which the MHSO staff attends and the number of statewide coalitions meetings that the CTSP coordinators attend. Evaluations are required from the CTSPs upon completion of each activity conducted. The MHSO tracks this and other required forms (reimbursement claims, status reports, etc.) when they are submitted and sends notices to the CTSPs advising them if the forms are late. In past years, the MHSO had established an evaluation chart based on a point system which includes ratings based on submission of reports, attendance at various statewide meetings, task force involvement, and a review of grant activities. The MHSO has seen substantial improvement in its administrative evaluation of the CTSPs.

	FFY 2001	FFY 2002	FFY 2003	FFY 2004	FFY 2005
At least 80%	2	13	18	19	18
Below 70%	18	4	3	1	0

The MHSO reviewed and evaluates the final reports submitted by the CTSPs. The review is based upon guidelines developed and distributed by the MHSO. THE MHSO has also established an Advisory Committee composed of representatives from MHSO and CTSP Coordinators to meet and review common concerns and issues twice a year.

In FFY 2006, the MHSO granted funds to the following Community Traffic Safety Programs, which achieved the subsequent results:

Allegany County – Allegany County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired

driving, inattentive driving, motorcycle safety, occupant protection, older driver safety, pedestrian safety, and young driver safety.

- Activities included participating in the statewide *Smooth Operator Campaign*, distributing educational materials to soon-to-be released inmates who will be driving again, bicycle helmet purchase and distribution, producing and distributing bicycle safety incentive items, increasing saturation patrols, and conducting sobriety checkpoints, distributing impaired driving incentive items, placing motorcycle safety ad on local buses purchasing stuffed animals and child safety seats for distribution, offering educational materials for older drivers who participating in the AARP 55 Alive Course, placing young driver advertisement and underage drinking messages at local high school.

Anne Arundel County – Anne Arundel County Police Department

- The CTSP focused on activities for aggressive driving, impaired driving, inattentive driving, occupant protection, older driver safety, pedestrian safety, speeding, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, conducting 12 sobriety checkpoints, finalizing a report on Passive Alcohol Sensors, conducted saturation patrols, assisting with the broadcast of impaired driving PSAs, conducting pedestrian enforcement along Ritchie Highway corridor and in the City of Annapolis, increasing speed enforcement in the City of Annapolis, increasing enforcement in areas near schools during first 2 weeks of school (Operation H.A.S.T.E. – Helping Arriving Students Through Enforcement), and assisting with creating and distributing educational materials for After-Prom events.

Baltimore County – Baltimore County Police Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, increasing saturation patrols, increasing DUI patrols during peak holiday times, hosting a *Catch 'em If You Can* training, purchasing incentive items and DRE supplies, participating in 3D Month, partnering with local media to conduct impaired driving media campaign targeting 21-34 year olds, providing educational material and incentive items on occupant protection, conducting an older driver seminar at the Oakcrest Village, increasing enforcement for pedestrian safety related violations, providing training for drivers of limousines and buses regarding underage drinking laws for the prom season.

Baltimore City – Baltimore City Health Department of Transportation (partial grant year with Baltimore City Health Department)

- The CTSP focused on activities for aggressive driving, diversity, impaired driving, motorcycle safety, occupant protection, pedestrian safety, and speeding.
- Activities included participating in the statewide *Smooth Operator Campaign*, increasing DUI patrols and sobriety checkpoints, purchasing DUI Checkpoint Trailer and equipment, attending the NHTSA Mid-Atlantic Regional DUI Summit and national DRE Conference, increasing DUI patrols on Memorial and Labor Day holidays during “Operation Red, White and Blue”, co-hosting a motorcycle safety rally, sponsoring the Annual Walk Your Child To School Day, partnering with local dental offices in low income areas and distributing child safety seats, increasing enforcement for pedestrian and safety related violations, attending NHTSA Mid-Atlantic Regional Occupant Protection Summit.

Calvert County – Maryland State Police – Prince Frederick Barracks

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired

driving, older driver safety, occupant protection, pedestrian safety, and speeding.

- Activities included participating in the statewide *Smooth Operator Campaign*, purchasing and distributing bicycle helmets and educational materials, increasing saturation patrols, sobriety checkpoints, conducting enforcement activities during the Tiki Bar opening, increasing enforcement for underage drinking, providing PADD speakers at local high schools, holding a child safety seat check, distributing occupant protection educational materials, purchasing stuffed animals and child safety seats and supplies, attending the NHTSA Mid-Atlantic Regional Law Enforcement Summit, increasing saturation patrols for speeding, and purchasing, targeting high crash locations involving young drivers, and distributing pens with traffic safety statistics.

Caroline County – Town of Ridgely

- The CTSP focused on activities for aggressive driving, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, purchasing and distributing child safety seats, purchasing and distributing Halloween incentive items with pedestrian safety message, and increasing speed enforcement throughout the county.

Carroll County – Carroll County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, motorcycle safety, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, purchasing incentive items with aggressive driving safety message, distributing bicycle helmets and educational materials throughout the County, attending the NHTSA Mid-Atlantic Regional Summit, displaying boards and incentive items to be distributed at checkpoints, distributing “mocktails” cups with impaired driving safety message at Local Heroes Day, promoting an impaired driving billboard contest in local high schools, providing incentive items to City of Westminster for its summer movie program, participating in Pacesetters Program, and conducting coordinated speed enforcement patrols throughout the county.

Cecil County – Cecil County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, underage drinking, and young driver safety.
- Activities included participating the statewide *Smooth Operator Campaign*, purchasing and distributing bicycle helmets, increasing DUI saturation patrols, increasing MSP saturation patrols, purchasing and distributing Buckle Up Animals, participating in Cops in Shops, and sponsoring ride-a-longs and visits to the Shock Trauma center by young DUI offenders with MSP.

Charles County – Charles County Sheriff’s Office

- The CTSP focused on activities for aggressive driving, impaired driving, motorcycle safety, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, increasing overtime aggressive driving enforcement, purchasing and distributing bicycle helmets, increasing DUI patrols, attending the NHTSA Mid-Atlantic Regional DUI Summit, purchasing and distributing impaired driving incentive items, hosting a Buckle Up with Austin Cody concert featuring buckle up messages and developing a Parents Who Host brochure.

Dorchester County – Dorchester County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, older driver, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, providing for overtime enforcement targeting aggressive driving, distributing bicycle helmets and educational materials, increasing DUI patrols, attending the NHTSA Regional DUI Summit, purchasing child safety seats, conducting inspections at the health department, partnering with other Eastern Shore Counties for the “Shorebirds Program” which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), participating in the Dorchester County Senior Celebration, providing incentives and support for post-prom parties, and providing PSAs on local radio to encourage teen drivers not to Drink and Drive and to Buckle Up.

Frederick County – Maryland State Highway Administration District # 7

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, older driver safety, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, increasing aggressive driving enforcement patrols, increasing DUI patrols, attending the NHTSA Mid-Atlantic Regional DUI Summit and National DRE Conference, displaying DUI messages at local movie theaters, displaying impaired driving messages on an outfield billboard for the Frederick Keys and near the main entrance to the stadium, co-sponsoring a joint DUI saturation patrols between Frederick and Washington Counties, purchasing and distributing Buckle Up Animal, conducting pedestrian enforcement along the Route 40 corridor, and providing four presentations from national speaker regarding impaired driving issues.

Garrett County – Garrett County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, purchasing and distributing bicycle helmets, participating in the County’s Operation Jumpstart Program for employers, increase DUI patrols, purchasing child safety seats for distribution and additional child safety seat supplies, conducting crosswalk enforcement, and developing an interactive display for Alcohol Free After-Prom parties.

Harford County – Harford County Risk Management

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, inattentive driving, occupant protection, older driver safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, distributing bicycle helmets in Havre de Grace, increasing DUI patrols and conducting 4 sobriety checkpoints, attending NHTSA Mid-Atlantic Regional DUI Summit and National DRE Conference, distributing a Drowsy Driver Tray liner to local establishments, purchasing and distributing Buckle Up Animals, attending the NHTSA Mid-Atlantic Regional Law Enforcement Summit, providing overtime enforcement to Rocks & Susquehanna State Park to address speeding near or around the parks, conducting pedestrian safety enforcement within the Town of Bel Air, and conducting underage alcohol compliance checks.

Howard County – Howard County Police Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired

driving, motorcycle safety, occupant protection, older driver safety, pedestrian safety, speeding, underage drinking, and young driver safety.

- Activities included participating in the statewide *Smooth Operator Campaign*, distributing bicycle helmets and educational materials, increasing DUI patrols and conducting 4 sobriety checkpoints, and distributing Buckle Up Animals, attending the NHTSA Mid-Atlantic Regional Occupant Protection Summit, purchasing and distributing traffic safety coloring books focusing on occupant protection issues, increasing enforcement targeting pedestrian safety violations, increasing enforcement on high speed roadways, increasing patrols targeting underage drinking at concerts at Merriweather Post Pavilion and participating in A MADD Poster Contest with the local schools.

Kent County – Kent County Prevention Office

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, and occupant protection.
- Activities included participating in the statewide *Smooth Operator Campaign*, purchasing and distributing bicycle helmets, conducting bicycle safety clinics, increasing DUI saturation patrols, attending the NHTSA Mid-Atlantic Regional Law Enforcement Summit, and purchasing child safety seats for distribution.

Montgomery County – Montgomery County Department of Health & Human Safety

- The CTSP focused on activities for aggressive driving, bicycle safety, diversity in traffic safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, increasing aggressive driving enforcement patrols, initiating a "Safe Truck, Safe Driver" Program, Cops in Shops Program, displaying impaired driving messages on an outfield billboard for the Frederick Keys and near the main entrance to the stadium, attending the NHTSA Mid-Atlantic Regional DUI Summit and National DRE Conference, partner with SAFE KIDS and Fire & Rescue in providing bicycle helmets and educational pamphlets, recognizing officers who excel during the Maryland Chiefs' Challenge, participating in Southern Metro Area Buckle Up media campaign, increasing enforcement targeting pedestrian safety violations, and providing support to the local schools to host alcohol free after prom parties.

Prince George's County – Prince George's County Police Department

- The CTSP focused on activities for aggressive driving, diversity in traffic safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, targeting aggressive driving violations around the University of Maryland at College Park and Bowie State University campuses, conducting enforcement in high aggressive driving areas such as the cities of Laurel, Greenbelt, Landover Hills, and University Park, purchasing child safety seats for distribution in the Hispanic community, distributing Spanish educational materials to the Hispanic community, airing PSAs on impaired driving on the local Hispanic radio, conducting 15 sobriety checkpoints, attending the NHTSA Mid-Atlantic Regional DUI Summit, attending NHTSA Mid-Atlantic Regional Occupant Protection Summit, conducting pedestrian safety enforcement, partner with Andrews Air Force Base on traffic related issues, purchasing educational materials and incentive items related to the Keep Kids Alive program, and participating in the Driver's Edge Program and the 'Driving Skills for Life' Program.

Queen Anne's County – Queen Anne's County Sheriff's Office

- The CTSP focused on activities for aggressive driving, impaired driving,

occupant protection, pedestrian safety, and underage drinking.

- Activities included participating in the statewide *Smooth Operator Campaign*, increasing DUI saturation patrols, purchasing and distributing Buckle Up Animals, purchasing and distributing child safety seats, targeting crosswalk areas for pedestrian safety enforcement, and partnering with the local liquor board in targeting underage drinking and driving enforcement activity.

St. Mary's County – St. Mary's County Department of Recreation, Parks & Community Services

- The CTSP focused on activities for aggressive driving, impaired driving, motorcycle safety, occupant protection, pedestrian safety, and underage drinking.
- Activities included participating in the statewide *Smooth Operator Campaign*, conducting DUI saturation patrols and compliance checks, attending the NHTSA Mid-Atlantic Regional DUI Summit, partnering with local cab companies in the Topsy Taxi safe ride program, using newspaper ads and flyers to promote impaired driving education at the Freedom Fest event, purchasing and distributing educational materials on motorcycle safety, distributing reflective bags to promote pedestrian safety during Halloween, and providing magnetic sign for county buses with various traffic-related messages.

Somerset County – Somerset County Sheriff's Office

- The CTSP focused on activities for aggressive driving, impaired driving, occupant protection, pedestrian safety, speeding, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, participating with Wicomico County in *Operation Red Zone* promoting impaired driving messages during Super Bowl Weekend, purchasing a child safety animal and child safety seats, attending the NHTSA Mid-Atlantic Regional Occupant Protection Summit, partnering with other Eastern Shore Counties for the "Shorebirds Program" which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), and distributing reflective bags and glow sticks for Halloween.

Talbot County – Talbot County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, underage drinking, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, providing bicycle helmets and safety materials, conducting DUI patrols, sobriety checkpoints and compliance checks, attending the NHTSA Mid-Atlantic Regional DUI Summit, conducting a multi-agency enforcement called *Boats and Booze* near boat ramps and marinas, attending the NHTSA Mid-Atlantic Regional Law Enforcement Summit, collaborate with Dorchester CTSP to assist in 'Mon and Me' classes, participating in "Keep Kids Alive/Drive 25" Program, providing support for post-prom parties, and conducting an awareness campaign for teens to drive responsibly.

Washington County – Washington County Health Department

- The CTSP focused on activities for aggressive driving, impaired driving, occupant protection, pedestrian safety, and speeding.
- Activities included participating in the statewide *Smooth Operator Campaign*, participating with a speed enforcement campaign on the July 4th weekend, conducting saturation patrols and sobriety checkpoints, conducting a joint DUI saturation patrol with Frederick County, participating in Walk You Child to School Day, and distributing Buckle Up parrots.

Wicomico County – Wicomico County Sheriff's Office

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, and speeding.
- Activities included participating in the statewide *Smooth Operator Campaign*, airing *Smooth Operator* PSAs on local television, participating with Somerset County in *Operation Red Zone* promoting impaired driving messages on Super Bowl Weekend, partner with Anheuser Busch in a Designated Driver Specialty Drink Program, conducting DUI patrols and sobriety checkpoints, purchasing a variety of child safety seats for Hispanic communities, partnering with other Eastern Shore Counties for the "Shorebirds Program" which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), attending the NHTSA Mid-Atlantic Regional Occupant Protection Summit, conducting a mock crash at local high school, and conducting a Battle of the Belts at local high schools.

Worcester County – Worcester County Health Department

- The CTSP focused on activities for aggressive driving, bicycle safety, impaired driving, occupant protection, pedestrian safety, and young driver safety.
- Activities included participating in the statewide *Smooth Operator Campaign*, distributing bicycle helmets, conducting DUI patrols, sobriety checkpoints, and compliance checks, distribute coasters with impaired driving message to local bars, purchasing Buckle Up Animals, provide support for SAFE KIDS event, purchasing child safety seats, partnering with other Eastern Shore Counties and for the "Shorebirds Program" which sponsors occupant protection promotions with a local minor league baseball team (Delmarva Shorebirds), increasing enforcement for pedestrian safety violations, and providing support for post-prom parties.

Aggressive Driving Prevention

- Objectives**
- 1) To decrease the total number of crashes from 3,909 in 2004 to 3,754 in 2010.
 - 2) To decrease the total number of fatal crashes from 52 in 2004 to 46 in 2010.
 - 3) To decrease the total number of injury crashes from 1,623 in 2004 to 1,559 in 2010.
 - 4) To decrease the total number of fatalities from 58 in 2004 to 52 in 2010.
 - 5) To decrease the total number of injuries from 2,262 in 2004 to 2,552 in 2010.
 - 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 7.09 to 6.81 in 2010.
 - 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of 0.09 to 0.08 in 2010.
 - 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 2.94 to 2.83 in 2010.
 - 9) To reduce the fatality rate per 100M VMT from the 2004 rate of 0.11 to 0.08 in 2010.
 - 10) To reduce the injury rate per 100M VMT from the 2004 rate of 4.76 to 4.58 in 2010.
 - 11) To reduce the overall crash rate per 100K Population from the 2004 rate of 70.33 to 67.55 in 2010.
 - 12) To reduce the fatal crash rate per 100K Population from the 2004 rate of 0.94 to 0.78 in 2010.
 - 13) To reduce the injury crash rate per 100K Population from the 2004 rate of 29.20 to 28.04 in 2010.
 - 14) To reduce the fatality rate per 100K Population from the 2004 rate of 1.04 to 0.88 in 2010.

15) To reduce the injury rate per 100K Population from the 2004 rate of 47.25 to 45.38 in 2010.

Results

- 10 meetings of the *Smooth Operator Task Force's* Executive Committee were held.
- 85 law enforcement officers and highway safety officials attended a regional Law Enforcement meeting preceding the initiation of the FFY 2006 enforcement campaign. Attendees were able to preview segments of the 2006 media campaign that was to support their enforcement waves and enforcement strategies were discussed by attendees as part of a 'Best Practices' session.
- 4 Smooth Operator Law Enforcement Waves were held and supported by an extensive media and public education campaign.
- 3 major press events were held to kick off the FFY 2006 *Smooth Operator Campaign* - one in Harrisburg, PA; one in the Washington DC area; and one in the metropolitan Baltimore area.
- 55 municipal police departments in Maryland conducted aggressive driving prevention efforts, 36 of which participated in all four *Smooth Operator* enforcement waves.
- 365,009 citations and warnings were issued to drivers by all police in the quad-jurisdictional region of Maryland, Pennsylvania, Virginia, and Washington DC.
 - 80,819 citations and warnings were issued to drivers by the MSP
 - 101,251 citations and warnings were issued to drivers by other Maryland Law Enforcement
- 128,000 pieces of educational material distributed throughout the tri-jurisdictional region of Maryland, Virginia and Washington DC.
- 210 awards were presented to officers for their enforcement efforts during the program, including 88 from Maryland.
- 3 Law Enforcement Focus Groups were conducted in Virginia, Maryland and the District of Columbia. A total of 26 officers attended these meetings.
- 62 offenders attended Offender Focus Groups in Virginia and Maryland. Data gathered will be used to help shape future campaign messaging.

Noteworthy Programs

For the ninth year in a row the State of Maryland partnered with Virginia and the District of Columbia in the tri-jurisdictional *Smooth Operator Task Force (SOTF)*; its mission being to stop aggressive driving through the use of coordinated, regional enforcement waves and accompanying public awareness efforts throughout the expanded Washington, DC metropolitan area, including the entire state of Maryland.

Representatives from the following meet regularly to discuss concerns over the aggressive driving situation in the area and to formulate, and implement, a plan of action:

<ul style="list-style-type: none"> • State highway safety offices • Departments of Motor Vehicles' • State law enforcement agencies • The NHTSA • The FHWA 	<ul style="list-style-type: none"> • The Injury Prevention Center at INOVA Fairfax Hospital • The FMCSA • Private safety organizations • Other "technical" experts
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Funds pooled by these jurisdictions again supported a research-based aggressive driving public awareness and enforcement campaign in FFY 2006. Additionally, the MHSO continued to dedicate a region-wide Program Coordinator to the tri-jurisdictional *SOTF*. This coordinator provides full-time administrative oversight to the program and facilitates the implementation of initiatives, as well as the fulfillment of directives, agreed upon by the *Smooth Operator* Executive Advisory Committee (EAC). Included in this Task Force are Law Enforcement, Engineering, and Media Sub-Committees. The Commonwealth of

Pennsylvania joined the Smooth Operator program in 2006 broadening the program's cooperative law enforcement and media reach.

The *Smooth Operator* program continues to serve as the focal point for coordinated aggressive driving enforcement efforts by state, district and local law enforcement agencies. A significant number of Maryland law enforcement agencies across the state devoted some of their traffic enforcement efforts in FFY 2006 to reducing aggressive driving. The MSP barracks aimed their enhanced traffic enforcement to areas of heavy traffic congestion on the Capital and Baltimore Beltways, as well as seasonally congested areas, school zones before and after school hours, roadways around major events, and travel routes around selected major holidays. In addition to the pre-designated enforcement wave periods, the MSP barrack commanders assigned troopers to aggressive driving enforcement assignments based on a variety of local considerations including crash trends and travel patterns around holidays and special events.

The EAC, in conjunction with representatives from the Federal Highway Administration, the NHTSA, and the Maryland SHA, further refined its Engineering Sub-Committee. This sub-committee conducted road safety audits on a variety of highway corridors in Maryland with aggressive driving related problems. In conjunction with SHA's Assistant District Engineers, and through a comprehensive approach, this committee will attempt to identify and implement low cost engineering solutions.

The overall theme for Smooth Operator's 2006 public awareness and education campaign was, "*I'm An Aggressive Driver – I'm Going to Stop.*" The primary target audience for the campaign was adult drivers aged 18 to 34, with special emphasis on males primarily during afternoon and evening drive times. The campaign was built on the awareness of previous campaigns and, in accordance with the accepted '4-Step of Behavioral Change' model (Awareness, Knowledge, Acceptance, Change), this year's message moved from "Awareness & Knowledge" to "Acceptance." As in year's past the opening events of this year's campaign, focused on the prevalence of enforcement, as well as law enforcement's heavy vigilance during the campaign's waves. The campaign made extensive use of both paid and earned media throughout the enforcement waves.

In FFY 2006, the MHSO granted funds for aggressive driving prevention to the following agencies, which achieved the subsequent results:

INOVA Fairfax Hospital – *Aggressive Driving in Maryland: Impact of Smooth Operator Program*

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

The main objective of this program was to provide a comprehensive evaluation system that can assess the degree to which the Smooth Operator education and enforcement campaigns have affected public levels of awareness, as well as the impact of enforcement strategies on aggressive driving behaviors. This component of the overall *Smooth Operator* program collected and assessed data regarding the trends of aggressive driving crashes through a variety of measures including the C.O.D.E.S. application (analyzing hospital emergency department data in addition to crash reports and EMS reports from the target area). Additionally, during this grant year, focus groups for law enforcement were conducted to evaluate the degree to which the program supports their law enforcement activities, as well as document enforcement comments regarding program direction. Likewise, offender focus groups were conducted of motorists attending driver schools (D.I.P.) to assess the circumstances and reasons why people drive aggressively.

Local Law Enforcement – *Aggressive Driving Enforcement*

- County & local government

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

The main objective of this program was to increase traffic patrols in local communities and local roadways across the state where aggressive driving was identified as a problem, and at specific times when aggressive driving was most likely to occur. Increased enforcement was conducted during heavily advertised enforcement waves, building the perception of coordinated efforts across the state. Almost all law enforcement agencies in the state devoted some portion of their traffic enforcement efforts to reducing aggressive driving, and many were supported at the local level through the county CTSP. During the past grant year, a total of 55 municipal police departments (not including the MSP), participated in the four enforcement waves. These agencies represented law enforcement participation in almost every county of the state.

Maryland Motor Vehicle Administration – *Smooth Operator Aggressive Driving Campaign*

- State Agency
- Target audience –General Public
- Target area – State of Maryland

The main goal of this program was to conduct a massive education and awareness campaign through a collaborative effort between the SHSOs and law enforcement agencies in Maryland, Virginia, and Washington DC. In addition to the metropolitan Washington area, the media campaign continued to reach Baltimore, the Eastern Shore region of Maryland, and traditional ‘truck corridors’ in the western reaches of Maryland, such as Hagerstown. The program consisted primarily of a mass media campaign using radio public service announcements, bus backs, brochures, posters, press conferences, and new for this year, web-based initiatives. In addition to messages for motorists regarding Aggressive Driving around Commercial Vehicles, this year’s campaign also included messages about motorcyclists and Aggressive Driving. An award luncheon was conducted at the conclusion of the campaign, to honor law enforcement officers who had actively participated in the enforcement waves, during which officials from state and federal highway agencies, and the Metropolitan Police Department addressed the honorees. An independent research firm was hired to conduct an evaluation of the media campaign through pre- and post-campaign telephone surveys.

Maryland State Police – *Aggressive Driving / Smooth Operator Enforcement*

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

The main objective of this program was to increase patrols in areas where aggressive driving was identified as a problem and also at specific times when these problems were found to most likely occur. Every barrack of the MSP continued to participate in the four enforcement waves and provided an agency representative to sit on the EAC of the *SOTF*.

Future Strategies

- Evaluate *Smooth Operator Campaign* for effectiveness in reducing aggressive driving and raising public awareness of the dangers of aggressive driving.
- Continue to participate in, as well as provide oversight of, the regional *Smooth Operator* Program.
- Continue to recruit and develop additional law enforcement partners across the State, as well as provide training through informational statewide meetings.
- Attempt to expand the program by recruiting other regional states to join and partner in

the *Smooth Operator* program.

- Identify aggressive driving corridors and implement low cost engineering solutions.
- Identify aggressive driving corridors in counties with the greatest incidence of aggressive driving related crashes, post highway signs during the campaign indicating that these corridors are enforcement zones, and ensure that extra enforcement takes place in those specific corridors.
- Continue to publicize Maryland *Smooth Operator* enforcement initiatives during the four enforcement waves which coincide with major media campaigns in the region.
- Target high-risk aggressive drivers, locations, and behaviors.
- Increase public awareness of aggressive driving behaviors and the many destructive consequences through increased education and enforcement initiatives.
- Explore and analyze the information provided in the Offender Focus Groups to develop more effective strategies to curb aggressive driving.
- Explore and analyze the information provided in the Law Enforcement Focus Groups to better support enforcement efforts, as well as develop more effective enforcement strategies.

Pedestrian-Pedalcycle Safety

Objectives

Pedestrian:

- 1) To decrease the total number of crashes from 2,843 in 2004 to 2,528 in 2010.
- 2) To decrease the total number of fatal crashes from 95 in 2004 to 86 in 2010.
- 3) To decrease the total number of injury crashes from 2,405 in 2004 to 2,131 in 2010.
- 4) To decrease the total number of fatalities from 96 in 2004 to 85 in 2010.
- 5) To decrease the total number of injuries from 2,626 in 2004 to 2,237 in 2010.
- 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 5.16 to 4.08 in 2010.
- 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of 0.17 to 0.14 in 2010.
- 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 4.36 to 3.44 in 2010.
- 9) To reduce the fatality rate per 100M VMT from the 2004 rate of .17 to .14 in 2010.
- 10) To reduce the injury rate per 100M VMT from the 2004 rate of 4.76 to 3.62 in 2010.
- 11) To reduce the overall crash rate per 100K Population from the 2004 rate of 15.74 to 12.35 in 2010.
- 12) To reduce the fatal crash rate per 100K Population from the 2004 rate of .22 to .17 in 2010.
- 13) To reduce the injury crash rate per 100K Population from the 2004 rate of 11.96 to 8.72 in 2010.
- 14) To reduce the fatality rate per 100K Population from the 2004 rate of .22 to .17 in 2010.
- 15) To reduce the injury rate per 100K Population from the 2004 rate of 12.63 to 9.30 in 2010.

Pedalcycle:

- 1) To decrease the total number of crashes from 875 in 2004 to 733 in 2010.
- 2) To decrease the total number of fatal crashes from 12 in 2004 to 10 in 2010.
- 3) To decrease the total number of injury crashes from 665 in 2004 to 517 in 2010.
- 4) To decrease the total number of fatalities from 12 in 2004 to 10 in 2010.

- 5) To decrease the total number of injuries from 702 in 2004 to 552 in 2010.
- 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 1.59 to 1.18 in 2010.
- 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of 0.02 to 0.02 in 2010.
- 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 1.21 to 0.84 in 2010.
- 9) To reduce the fatality rate per 100M VMT from the 2004 rate of 0.02 to 0.02 in 2010.
- 10) To reduce the injury rate per 100M VMT from the 2004 rate of 1.27 to 0.89 in 2010.
- 11) To reduce the overall crash rate per 100K Population from the 2004 rate of 15.74 to 12.35 in 2010.
- 12) To reduce the fatal crash rate per 100K Population from the 2004 rate of .22 to .17 in 2010.
- 13) To reduce the injury crash rate per 100K Population from the 2004 rate of 11.96 to 8.72 in 2010.
- 14) To reduce the fatality rate per 100K Population from the 2004 rate of .22 to .17 in 2010.
- 15) To reduce the injury rate per 100K Population from the 2004 rate of 12.63 to 9.30 in 2010.

Results

- 1 *Pedestrian Safety Task Force (PSTF)* was held.
- 2,940 citations/warnings were issued for pedestrian-pedalcycle safety violations.
- 69,905 pieces of educational material were distributed.
- 1,800 people attended pedestrian-pedalcycle safety presentations.
- 1,955 people attended pedestrian-pedalcycle events sponsored or participated in by the MHSO and its grantees.
- 3,355 pedestrian-pedalcycle resources were distributed throughout the State.

Noteworthy Programs

Efforts in the area of pedestrian and pedalcycle safety were limited in FFY 2006. The Coordinator position remained vacant despite multiple efforts being made to fill the position. One *PSTF* meeting was held during which sub-committee chairpersons were designated.

Further progress in this vital Program Area will come as a result of the hire of a new coordinator in FFY 2007, and the partnership with Maryland's SRTS Program, also housed at the MHSO.

In FFY 2006, the MHSO granted funds for pedestrian-pedalcycle safety to the following agencies, which achieved the subsequent results:

Metropolitan Washington Council of Governments – *Street Smart- Washington Regional Pedestrian, Bicycle & Traffic Safety Media Campaign*

- Municipal planning organization
- Target audience – younger male drivers and all pedestrians and cyclists
- Target area – Metropolitan Washington DC region

The *StreetSmart* media campaign is a regional campaign aimed at drivers, pedestrians, and cyclists. A regional approach is used since the Washington metropolitan area is one media market that can be effectively tapped. The campaign promotes safe driving, pedestrian, and cycling behaviors through radio and print PSAs, bus and transit system posters, and promotional brochures. The campaign message features an emphasis on pedestrian safety enforcement that will coincide with and promote local law enforcement efforts made possible by the *Maryland Pedestrian Enforcement Initiative*.

National Center for Bicycling & Walking – *Maryland Walkable Communities Workshops*

- Non-profit
- Target audience – local community stakeholders and officials
- Target area – populated urban and suburban areas of the state

The focus of this program is to provide tools for communities to improve conditions for walking and bicycling, and enhance pedestrian and bicycle safety. The Workshops bring together community stakeholders, such as planners, engineers, advocates and political officials, in focused sessions designed to increase awareness and understanding of the problems and opportunities for improving pedestrian and bicycle safety and access. Participants consider how other communities are responding to similar challenges, and local stakeholders take an expert-guided walking tour of the community to assess conditions and create an action plan to begin interventions. The approach is to adopt a flexible notion of the term “walkability,” that allows the instructors to respond to specific interests or concerns of participants, including traffic safety problems, safe routes to school, bicycling trails, economic development, and context sensitive design issues among others. This year, there will be an increased effort in two areas – enhancing community participation in the workshops and focusing on child safety.

Washington Area Bicyclist Association – Maryland Statewide Pedestrian & Bicycle Safety Education Program Expansion

- Non-profit
- Target audience – K-5 elementary school children and their teachers and parents
- Target area – those jurisdictions over-represented for pedestrian and bicycle related accidents

The focus of this program is to provide an elementary-age curriculum that consists of traffic safety lessons for kindergarten through 5th grade students, aimed at reducing bicycle and pedestrian injuries and fatalities. The FFY 2006 program continued to utilize the three trailers containing bicycles, equipment and supplies for use in the education program. WABA will continue to offer the expansion of the *Maryland Pedestrian and Bicycle Safety Education Program* to elementary schools in high crash areas of Montgomery, Prince George’s, Howard, Anne Arundel, Baltimore, Harford and Cecil counties and the City of Baltimore by means of teacher trainings and mentoring, rather than by direct teaching of classes by WABA staff as was done in the previous grant year. The program will continue to conduct train-the-trainer workshops and will deliver the program to jurisdictions in the Central Maryland region. The program will also host a website that will be a forum for disseminating information on the program and technical assistance to all interested schools, organizations, and individuals.

Future Strategies

- The MHSO will hire a Pedestrian/Pedalcycle/School Zone Coordinator.
- The MHSO will reactivate its Pedestrian Enforcement Recognition initiative, honoring officers and their departments for their commitment to pedestrian safety.
- The MHSO will advise the Metropolitan WASHCOG on improvements to the effectiveness of pedestrian and pedalcyclist safety messages in the FFY 2007 *Street Smart* campaign, and will work with the BMC to develop a complimentary *StreetSmart* campaign for the Baltimore Region.
- The MHSO will advise the WABA as it expands the Maryland Pedestrian and Bicycle Safety Education Program for elementary students in the Baltimore and Washington regions, and throughout the State.
- The MHSO will partner with the Maryland SRTS Program in an effort to reach the important target audience of students in grades K-8.

Motorcycle Safety

- Objectives**
- 1) To decrease the total number of crashes from 1,570 in 2004 to 1,508 in 2010.
 - 2) To decrease the total number of fatal crashes from 65 in 2004 to 62 in 2010.
 - 3) To decrease the total number of injury crashes from 1,212 in 2004 to 1,164 in 2010.
 - 4) To decrease the total number of fatalities from 68 in 2004 to 65 in 2010.
 - 5) To decrease the total number of injuries from 1,388 in 2004 to 1,333 in 2010.
 - 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 2.85 to 2.74 in 2010.
 - 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of 0.12 to 0.11 in 2010.
 - 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 2.20 to 2.11 in 2010.
 - 9) To reduce the fatality rate per 100M VMT from the 2004 rate of 0.12 to 0.12 in 2010.
 - 10) To reduce the injury rate per 100M VMT from the 2004 rate of 2.52 to 2.42 in 2010.
 - 11) To reduce the overall crash rate per 100K Population from the 2004 rate of 28.25 to 27.13 in 2010.
 - 12) To reduce the fatal crash rate per 100K Population from the 2004 rate of 1.17 to 1.12 in 2010.
 - 13) To reduce the injury crash rate per 100K Population from the 2004 rate of 21.81 to 20.94 in 2010.
 - 14) To reduce the fatality rate per 100K Population from the 2004 rate of 1.22 to 1.18 in 2010.
 - 15) To reduce the injury rate per 100K Population from the 2004 rate of 24.97 to 23.98 in 2010.

- Results**
- More than 70 motorcyclist contacts were made during coordinated enforcement efforts in St. Mary's and Calvert Counties in August and September, 2006.
 - A motorcycle safety PSA was aired more than 17,000 times during FFY 2006, with an estimated value of approximately \$130,000.
 - More than 1,000,000 motorists in Maryland were exposed to motorcycle safety messages carried on Maryland's dynamic message signs (DMS), located above major Interstates (estimate provided using annualized average daily traffic figures).
 - A series of new press releases and letters to the editor were created as model program materials to be used by CTSPs. These will be broadly distributed in FFY 2007. A new "Be aware. We're out there." tip sheet was created for use by CTSPs and T-SAFE members, state agencies and others as paycheck stuffers and as a standalone awareness handout.
 - 4 quarterly *Motorcycle Task Force (MTF)* meetings were held during FFY 2006, involving stakeholders from the motorcycle rider community, motorcycle dealers, state and local agencies and others.

Noteworthy Programs

This year, the MHSO continued to build its motorcycle safety program. The FFY 2006 program focused on two priority areas: broad public awareness among motorists of motorcycles on Maryland roadways, and aggressive driving by motorcyclists.

The MHSO convened four meetings of the *MTF* which invited the input of rider organizations and CTSPs to provide input to the FFY 2006 campaign for motorcycle safety, to review campaign materials, and to discuss emerging issues and program priorities. The *MTF* served as the coordination point for the 2006 motorcycle safety awareness ride, organized by the MVA and supported by the MHSO and the *MTF*.

The MHSO worked in collaboration with the Maryland Broadcasters Association to air motorcycle safety radio PSAs during the month of May. The motorcycle safety PSAs were aired more than 17,000 times during the campaign. In addition, for the first year, the

SHA displayed a motorcycle safety message on the DMS on interstates across Maryland during motorcycle safety week from May 7th – May 12th. The week culminated in the motorcycle safety awareness ride across the Bay Bridge on May 12th, 2006.

The MHSO co-developed a motorcycle safety-specific law enforcement training session with the St. Mary's County CTSP. Officers from four counties in Southern Maryland were trained on motorcycle equipment standards and licensing, recognition of non-compliant motorcycle helmets, recognition of motorcyclists impaired by drugs and/or alcohol and innovative enforcement techniques.

A targeted motorist awareness billboard campaign was launched in the four counties with the most motorcycle crashes in the prior calendar year: Prince George's, Anne Arundel, Baltimore and Frederick. Billboard locations were matched with spatial maps of actual crashes to target high-priority problem areas.

In FFY 2006, the MHSO granted funds for motorcycle safety to the following agencies, which achieved the subsequent results:

Calvert County Sheriff's Office – *Motorcycle Aggressive Driving Pilot – Calvert County*

- County agency
- Target audience – Motorcyclists driving aggressively
- Target area – Calvert County

The Calvert County Sheriff's Office continued its enforcement program to control aggressive driving by motorcyclists and to implement countermeasure evasion tactics by suspect motorcyclists. Calvert County Sheriff ground units coordinated with ground units from Charles and St. Mary's counties to target high-priority corridors in the Southern Maryland region. A special enforcement wave was coordinated to coincide with motorcycle racing events at the Maryland International Raceway in St. Mary's County. Innovative enforcement techniques and lessons learned were also presented to various law enforcement agencies as a part of this project.

Maryland Motor Vehicle Administration – *Motorcycle Rider & Driver Awareness*

- State agency
- Target audience – general driving public and motorcycle riders
- Target area – State of Maryland

The focus of this program is to educate motorists on the importance of "seeing" motorcyclists. The program conducted outreach to current and prospective motorcyclists about the importance of formal motorcycle rider training. The MVA's rider training specialists staffed displays at prominent motorcyclist events, including the Baltimore International Motorcycle Show, the Mid-Atlantic Motorcycle Show, the motorcycle safety awareness ride, and the Dick Gelfman Ride Across Maryland. MVA staff displayed videos on group riding, sharing the road with motorists, and riding while impaired. The MVA Motorcycle Safety Program answered questions regarding their training programs, including the Basic Rider Course and the Experienced Rider Course to encourage new and seasoned riders to continue to learn skills for safe motorcycling.

Future Strategies

- The MHSO will work collaboratively with the Maryland MVA and the NHTSA to implement recommendations provided through a comprehensive Motorcycle Safety Program Assessment.
- The MHSO will convene a Summit on motorcycle safety problem identification to guide the development of focused PI&E and enforcement campaigns.
- The MHSO will develop a coordinated communications plans involving CTSPs and non-governmental partners.

- The MHSO will expand law enforcement training to each region of the State.
- New motorist and motorcyclist awareness radio PSAs will be developed in coordination with the Maryland Broadcasters Association.
- The MHSO will evaluate FFY 2007 campaigns for effectiveness.

Inattentive Driving Prevention

- Objectives**
- 1) To decrease the total number of crashes from 44,972 in 2004 to 43,191 in 2010.
 - 2) To decrease the total number of fatal crashes from 134 in 2004 to 112 in 2010.
 - 3) To decrease the total number of injury crashes from 16,539 in 2004 to 16,154 in 2010.
 - 4) To decrease the total number of fatalities from 187 in 2004 to 139 in 2010.
 - 5) To decrease the total number of injuries from 24,860 in 2004 to 21,665 in 2010.
 - 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 81.59 to 78.36 in 2010.
 - 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of 0.29 to 0.18 in 2010.
 - 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 30.01 to 26.10 in 2010.
 - 9) To reduce the fatality rate per 100M VMT from the 2004 rate of 0.34 to .022 in 2010.
 - 10) To reduce the injury rate per 100M VMT from the 2004 rate of 117.1 to 91.2 in 2010.
 - 11) To reduce the overall crash rate per 100K Population from the 2004 rate of 809.13 to 777.09 in 2010.
 - 12) To reduce the fatal crash rate per 100K Population from the 2004 rate of 2.90 to 1.89 in 2010.
 - 13) To reduce the injury crash rate per 100K Population from the 2004 rate of 297.571 to 272.26 in 2010.
 - 14) To reduce the fatality rate per 100K Population from the 2004 rate of 3.36 to 2.34 in 2010.
 - 15) To reduce the injury rate per 100K Population from the 2004 rate of 447.28 to 364.98 in 2010.

- Results**
- 1200 Pledge Cards were developed and signed
 - 5,000 pay check stuffers were distributed
 - Over 2,000 other educational items were distributed throughout the state
 - 3,000 eyeglass repair kits were distributed featuring the JUST DRIVE message

Noteworthy Programs

In Maryland, statewide data related to inattentive driving-related crashes showed a dramatic decrease, a situation which reflects a change in the reporting of the primary and secondary cause of crash on the Maryland State crash report. During FFY 2006, Maryland law enforcement began to process to eliminate the over-usage of the code "07 – Failure to Give Full Time and Attention." This code had previously been used as a "catch-all" by numerous agencies and thus, inattentive driving crashes were being over-reported.

Despite the fact that the number of inattentive driving-related crashes decreased, the MHSO continued its proactive approach to provide resources to all partners and the public. The MHSO Coordinator continues to develop and distribute materials that focus on distracted and drowsy driving prevention. The MHSO created two radio spots that focused on distracted driving. The spots were created to support the need to increase awareness and address driver behaviors while driving. Through the MHSO's network of partners, the PSAs were shared with local stations and other communication outlets to spread the message and continue raising awareness about the dangers of distracted and drowsy driving. Complementing the outreach achieved through the use of the PSAs, the *JUST DRIVE* paycheck stuffer and the drowsy driving fact sheet were reprinted and provided to

partners for local distribution across the State.

A major initiative in FFY 2006 was the National Sleep Awareness Week (NSAW) programming. The MHSO's Inattentive Driving Program Coordinator, in conjunction with the Baltimore County CTSP and the Baltimore County Public School System, coordinated the program. The weeklong program focused on distracted and drowsy driving due to the prevalence of these issues as common problems among inexperienced, young drivers. The MHSO Inattentive Driving Program Coordinator developed a pledge card that was used to educate the students about the risks of driving drowsy. A designated wall at the local high school was used to have each student place his or her signed pledge. The MHSO coordinated a press event kicking off NSAW at the school and a local newspaper covered this event.

Another important initiative was the Distracted and Drowsy Driving Awareness Seminar held at the SHA's OOTS. Participants included state government employees, law enforcement officers, nurses, private industry employees and T-SAFE members. The program focused on drowsy driving, sleep and sleep-related disorders that could possibly affect driving ability, health, performance, and quality of life. The seminar received great feedback and generated numerous requests from participants for the MHSO to host a seminar for their agency or organization. As a follow up, each participant received copies of the aforementioned PSAs.

Several new educational materials were developed in FFY 2006, including the "Sharing is Caring – Driver Alert Tip Card." The Inattentive Driving Program Coordinator made a total of six presentations to high school health classes, military personnel, state government and private sector employees, displayed at three events, and participated at two conferences.

In FFY 2006, no additional funds were granted to outside agencies for driver inattention prevention, due in part to a lack of applications for such projects. However, the MHSO continues to fund the aforementioned statewide efforts geared at driver inattention.

Future Strategies

- The MHSO will identify, develop and implement programs that respond to the need to provide inattentive and drowsy driving prevention awareness.
- The MHSO will continue to develop the *Maryland Inattentive Driving Program-JUST DRIVE Program* by:
 - targeting high-risk inexperience drivers, and the general public;
 - creating educational awareness seminars to stress the importance of addressing risky driving behaviors; and
 - distributing the driver alert card
- The MHSO will continue to conduct community outreach initiatives is imperative and this will be achieved by:
 - coordinating with the Sleep Services of American Association to implement awareness seminars around the State; and
 - continuing to work with the CTSPs to stress the importance of risky driving behaviors for all drivers and specifically the young driver target group
- The MHSO will Evaluate FFY 2006 campaigns for effectiveness.

General Driver Safety

Several MHSO programs function in support of multiple other Program Areas. Consequently, the efforts listed in this section contribute to the overall decrease of crashes throughout the State. These programs are provided here, in order as they correspond to the priority listing provided at the beginning of the Program Area Summaries section. With the exceptions of Older Driver Safety and Young Driver Safety, these General Areas share a set of universal Impact Objectives for FFY 2006. With respect to Older Driver Safety and Young Driver Safety, each will have an individual set of objectives listed within the section. For all remaining sections (Business and Community Outreach, Public Awareness, Diversity in Traffic Safety, Police Traffic Services, and Emergency Medical Services), the impact objectives are listed below:

GENERAL AREA IMPACT OBJECTIVES

- 1) To decrease the total number of crashes from 104,103 in 2004 to 99,981 in 2010.
- 2) To decrease the total number of fatal crashes from 576 in 2004 to 527 in 2010.
- 3) To decrease the total number of injury crashes from 36,611 in 2004 to 33,067 in 2010.
- 4) To decrease the total number of fatalities from 643 in 2004 to 608 in 2010.
- 5) To decrease the total number of injuries from 53,753 in 2004 to 43,069 in 2010.
- 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 188.87 to 177.27 in 2010.
- 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of 1.05 to 0.85 in 2010.
- 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 66.42 to 53.43 in 2010.
- 9) To reduce the fatality rate per 100M VMT from the 2004 rate of 1.17 to 0.98 in 2010.
- 10) To reduce the injury rate per 100M VMT from the 2004 rate of 97.52 to 69.60 in 2010.
- 11) To reduce the overall crash rate per 100K Population from the 2004 rate of 1,873.01 to 1,848.95 in 2010.
- 12) To reduce the fatal crash rate per 100K Population from the 2004 rate of 10.36 to 8.89 in 2010.
- 13) To reduce the injury crash rate per 100K Population from the 2004 rate of 685.70 to 557.32 in 2010.
- 14) To reduce the fatality rate per 100K Population from the 2004 rate of 11.57 to 10.26 in 2010.
- 15) To reduce the injury rate per 100K Population from the 2004 rate of 967.12 to 725.90 in 2010.

Young Driver Safety

- Objectives**
- 1) To decrease the total number of crashes from 20,980 in 2004 to 9,643 in 2010.
 - 2) To decrease the total number of fatal crashes from 109 in 2004 to 88 in 2010.
 - 3) To decrease the total number of injury crashes from 8,315 in 2004 to 7,052 in 2010.
 - 4) To decrease the total number of fatalities from 122 in 2004 to 100 in 2010.
 - 5) To decrease the total number of injuries from 12,980 in 2004 to 9,643 in 2010.
 - 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 37.89 to 32.78 in 2010.
 - 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of 0.20 to 0.14 in 2010.
 - 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 15.09 to 11.40 in 2010.
 - 9) To reduce the fatality rate per 100M VMT from the 2004 rate of .22 to .16 in 2010.
 - 10) To reduce the injury rate per 100M VMT from the 2004 rate of 23.55 to 15.58 in 2010.
 - 11) To reduce the overall crash rate per 10K (16-20) Licensed Drivers from the 2004 rate of 921.70 to 768.50 in 2010.
 - 12) To reduce the fatal crash rate per 10K (16-20) Licensed Drivers from the 2004 rate of 4.81 to 3.35

in 2010.

- 13) To reduce the injury crash rate per 10K (16-20) Licensed Drivers from the 2004 rate of 367.01 to 267.19 in 2010.
- 14) To reduce the fatality rate per 10K (16-20) Licensed Drivers from the 2004 rate of 5.38 to 3.78 in 2010.
- 15) To reduce the injury rate per 10K (16-20) Licensed Drivers from the 2004 rate of 572.92 to 365.38 in 2010.

Results

- 3 television PSAs were produced in collaboration with a local television station and Toyota.
- Developed handouts highlighting the changes in the graduated licensing system enacted October 1st, 2005 for use by CTSPs and others.
- 19 law enforcement agencies from 12 Maryland counties participated in the pilot *Alcohol Compliance Enforcement Stings (ACES)* campaign.
- More than 10,000 pieces of educational material on young driver safety and the dangers of alcohol, drugs and impaired driving were distributed to CTSPs and other traffic safety partners.
- 4 meetings of the *Young Driver Task Force (YDTF)* were held.
- 3 meetings of the Maryland Coalition to Prevent Underage Drinking were held.

Noteworthy Programs

The MHSO continued its proactive and highly visible approach to young driver safety during FFY 2006. The *YDTF*, coordinated by the MHSO's Special Programs Coordinator, held four quarterly meetings. Its membership consists of more than 50 partners from state and local agencies and non-governmental organizations. Innovative programs and resources were featured, including the *16 Minutes* program created by Buckle Up PA and the *Branded: DUI* underage impaired driving video, produced by the Maryland Bar Association and the Office of Administrative Hearings. The YDTF also served as the coordination point for statewide and regional young driver initiatives.

In FFY 2006, the Special Programs Coordinator participated as a Maryland Delegate in the *Preventing Underage Alcohol Use: A National Meeting of the States* sponsored by the federal Interagency Coordinating Committee on the Prevention of Underage Drinking. Following this national conference, the Special Programs Coordinator worked closely with the Governor's Office of Crime Control and Prevention (GOCCP) to involve CTSPs in producing 19 community town hall meetings as a part of the national *Let's Start Talking Before They Start Drinking* campaign. CTSP involvement was critical to making underage impaired driving an important part of these meetings. The Special Programs Coordinator also served as co-Chair of the Maryland Coalition to Prevent Underage Drinking.

In May 2006, the MHSO initiated a pilot program - the *ACES* campaign. Nineteen agencies from twelve counties participated in a wave of alcohol compliance enforcement operations in the month and this activity was held in coordination with *CPSF*. The *ACES* program was a featured part of the *CPSF*-related press event in Harford County, bringing together underage and adult impaired driving prevention messages.

In FFY 2006, in partnership with Toyota, the Maryland MVA, the MSP, and the MIEMSS, the MHSO sponsored *Taking the Lead*, a young driver safety program produced by WBAL-TV (Channel 11) in the Baltimore region. The project developed three new public service announcements, which were aired on WBAL-TV. Two public special events were organized, one in Baltimore County and another in Anne Arundel County. Each of the sponsor organizations produced displays and special activities to promote safe driving concepts to teen drivers and parents. The MHSO conducted impaired-driving simulation activities using Fatal Vision goggles and the Fatal Reaction headset to simulate impaired

and distracted driving. Participants were asked to complete basic motor coordination tests and then were counseled on the consequences of impaired and distracted driving when tests were failed. A wrecked vehicle was displayed with critical young driver crash statistics and safety messages written on the vehicle to remind participants of the risks and consequences of aggressive, inattentive and impaired driving and inexperience.

Also in FFY 2006, the MHSO, in partnership with the Maryland District Court, began the development of the *LAW2U* outreach program to educate young drivers on the current driving laws that impact their lives and how these laws are designed to improve safety outcomes for young drivers. The MHSO Special Programs Coordinator and District Court Chief Judge Ben Clyburn presented the program concept to the Chesapeake Regional Association of Student Councils Fall Leadership Conference.

In FFY 2006, the MHSO granted funds for young driver safety to the following agency, which achieved the subsequent results:

Maryland Motor Vehicle Administration – Young Driver Parent Involvement

- State agency
- Target audience – New drivers and their parents/guardians
- Target area – State of Maryland

This program is a continuation of previous efforts to conduct outreach to parents of young drivers entering the driver education and driver licensing processes. A DVD was produced to provide parents with an orientation to the driver education process and the parents' role in monitoring their young driver and encouraging their involvement in promoting safe driving strategies and behaviors. Copies of the DVD were distributed to each of the more than 300 driver education school locations throughout the state for use in the opening session of each driver education course delivered in the state. Parents are encouraged by not required to attend this important session.

Future Strategies

- The *ACES* program will be refined and expanded to emphasize Prom/Graduation in spring and Homecoming in the fall.
- The *LAW2U* young driver outreach program will continue to be implemented with the District Courts.
- A formative evaluation of young driver programs in Maryland will be conducted to identify priority program area needs.
- Ten presentations on young driver safety will be made to CTSP Task Forces in over-represented counties.
- MVA outreach and initiatives will be promoted to CTSPs and other traffic safety partners.
- The MHSO will evaluate FFY 2007 campaigns for effectiveness.

Older Driver Safety

Objective

- 1) To decrease the total number of crashes from 10,266 in 2004 to 10,166 in 2010.
- 2) To decrease the total number of fatal crashes from 90 in 2004 to 70 in 2010.
- 3) To decrease the total number of injury crashes from 4,348 in 2004 to 3,631 in 2010.
- 4) To decrease the total number of fatalities from 104 in 2004 to 85 in 2010.
- 5) To decrease the total number of injuries from 6,726 in 2004 to 5,066 in 2010.
- 6) To reduce the overall crash rate per 100M VMT from the 2004 rate of 18.55 to 16.43 in 2010.

- 7) To reduce the fatal crash rate per 100M VMT from the 2004 rate of .16 to .11 in 2010.
- 8) To reduce the injury crash rate per 100M VMT from the 2004 rate of 7.89 to 5.87 in 2010.
- 9) To reduce the fatality rate per 100M VMT from the 2004 rate of .19 to .14 in 2010.
- 10) To reduce the injury rate per 100M VMT from the 2004 rate of 12.20 to 8.19 in 2010.
- 11) To reduce the overall crash rate per 10K (65+) Licensed Drivers from the 2004 rate of 205.74 to 193.15 in 2010.
- 12) To reduce the fatal crash rate per 10K (65+) Licensed Drivers from the 2004 rate of 1.81 to 1.33 in 2010.
- 13) To reduce the injury crash rate per 10K (65+) Licensed Drivers from the 2004 rate of 87.48 to 68.97 in 2010.
- 14) To reduce the fatality rate per 10K (65+) Licensed Drivers from the 2004 rate of 2.09 to 1.67 in 2010.
- 15) To reduce the injury rate per 10K (65+) Licensed Drivers from the 2004 rate of 135.32 to 96.23 in 2010.

Results

- 12 *Seniors on the MOVE* older driver training programs were conducted.
- 160 older drivers were trained using the *Seniors on the MOVE* curriculum.
- The MHSO and its partners completed a scientific evaluation of the *Seniors on the MOVE* program on driver knowledge, attitudes and intent.
- 2 meetings of the Maryland Research Consortium on older drivers were attended by the MHSO's Special Programs Coordinator.

Noteworthy Programs

The FFY 2006 Older Driver Safety program focused on support and expansion of the *Seniors on the MOVE* (Mature Operators Vehicular Education) training program developed in cooperation with the Johns Hopkins University (JHU). The Special Programs Coordinator and JHU staff worked with the CTSPs in Howard, Baltimore and Montgomery Counties to refine the program's curriculum and design a rigorous program evaluation.

The focus of this project is providing a series of four training and education modules for older drivers, including: self-assessment; driving skill and strategy training; occupant protection; and medication/impairment issues. The MHSO and JHU continued to develop partnerships to deliver these programs. Partners include the Peter Lamy Center for Drug Therapy and Aging at the University of Maryland School of Pharmacy, the AAA Foundation for Traffic Safety, Kids In Safety Seats, the Maryland Police and Correctional Training Commission Public Safety Education and Training Center, county departments of aging, the Ellicott City Senior Center, and the Erickson Retirement Communities' Oak Crest Village and Riderwood Village locations.

The MHSO participated in a focus group of previous participants to solicit their opinions on the effectiveness of the program, and potential improvements to the curriculum and its delivery. Focus group participants expressed strong approval of and support for the programs and encouraged the MHSO to expand its offerings. The group also expressed a desire to have more hands-on exercises within the curriculum, particularly involving their own personal vehicles. The MHSO and staff from JHU have explored the incorporation of the *CarFit* program, developed through collaboration among the American Society on Aging, the AARP, the American Occupational Therapy Association, and the AAA. An in-car supplemental driver training program, in collaboration with private driving instruction businesses, was also considered for potential future inclusion into the program curriculum.

In FFY 2006, the MHSO granted funds for older driver safety to the following agencies, which achieved the subsequent results:

Johns Hopkins University – *Central Maryland Seniors on the MOVE*

- Institute of Higher Education
- Target audience – Maryland licensed drivers aged 65 and older
- Target area – Central Maryland

This project was focused specifically on the evaluation of the Seniors on the MOVE curriculum. Staff of the Bloomberg School of Public Health designed a scientific evaluation of the impacts of the Seniors on the MOVE intervention on mature driver knowledge, beliefs, self-efficacy, intention, and behavior. Pre- and Post-training surveys of intervention groups were compared to results from a control group (who were given the training after the surveys were completed). A total of 85 drivers aged 55 years or older participated in the evaluation. Preliminary results indicate that the program is effective at increasing the knowledge, beliefs and intent of participants with regard to critical traffic safety issues, including occupant protection, medication/impairment, self-assessment and vehicle operation. Model materials were developed to assist the CTSP Coordinators in organizing and delivering future *Seniors on the MOVE* programs.

Future Strategies

- Results of the FFY 2006 *Seniors on the MOVE* evaluation study will be published.
- A hands-on, in-car option for the *Seniors on the MOVE* curriculum will be developed and implemented.
- The MHSO will conduct 20 *Seniors on the MOVE* programs in counties that are over-represented in older driver crashes.
- A media contact list for senior news publications in Maryland will be compiled and distributed to statewide safety partners.
- Model press releases and letters to the editor on critical mature driver issues will be developed for distribution among the MHSO's traffic safety partners and grantees.
- The MHSO will evaluate FFY 2007 Older Driver Safety campaigns for effectiveness.

Public Awareness

Results

- 8 Maryland/DC/Delaware Broadcasters Association-run NCSAs received a better-than 20:1 return, receiving airtime valued at roughly \$2 million for a cost of \$100,000.
- 4 new NCSAs were produced in FFY 2006.

Noteworthy Programs

Throughout FFY 2006, the MHSO utilized public awareness events in a variety of Program Areas, most notably through press events and the granting of funds to the Maryland/DC/Delaware Broadcaster's Association. The main purpose of such events is to create an awareness of a particular traffic safety issue and, eventually, to affect a change in negative behavior. The major areas of emphasis during FFY 2006 were aggressive driving prevention, alcohol-impaired driving prevention, inattentive driving prevention, motorcycle safety, safety belt use, and young driver safety.

Many of the MHSO's public awareness campaigns and programs have been described in the specific Program Area sections. Such efforts include *CPSF*, *CIOT*, *Smooth Operator*, the various PSAs that were produced and distributed, and other PI&E efforts devoted to various programs.

Maryland achieved substantial results yet again from its partnership with the Maryland/DC/Delaware Broadcasters Association and its *Non-Commercial Sustained Announcement (NCSA)* Program. The MHSO aired eight different NCSAs in FFY 2006. The estimated value for the total of 21,077 individual airplays was more than \$2 million. During FFY 2006, the *NCSA* program was utilized to produce four new spots, two dealing with inattentive driving prevention and two to augment Maryland's media buys for *CPSF*.

During the 2005 *Maryland Remembers* campaign, an impaired driving prevention holiday impaired driving prevention advertisement was scripted and was filmed with both the Governor and First Lady. The spot was aired on local television station WJZ-TV and ran throughout the month of December, culminating with special coverage on the station during the New Year's celebration.

In general, the MHSO continued to produce educational materials, create PSAs, and to distribute incentive items as necessary. As in the past, the MHSO's Public Relations Coordinator continues to provide support for various public relations initiatives, including *Smooth Operator*, *CPSF*, and *CIOT*, as well as other projects as needed.

As a general FFY 2006 goal, the MHSO, in conjunction with the SHA's Office of Communications and other statewide PI&E partners, focused public awareness efforts on increasing the public's knowledge of traffic safety problems, laws, programs and practices. In addition to purchasing media, materials were distributed to enhance all of the MHSO's traffic safety programs, posters and press releases were generated for the CTSPs, PSAs were created for local media outlets, and various other projects were undertaken to support the MHSO's priority Program Areas.

In FFY 2006, the MHSO granted funds for public awareness to the following agencies, which achieved the subsequent results:

Maryland/DC/Delaware Broadcasters Association – NCSA Public Awareness Media Campaign

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

The Broadcasters Association utilized funds to purchase high quantities of airtime in different media markets throughout the State of Maryland. This airtime purchased is the unused inventory of local radio stations and the grant provided the MHSO with the exceptional ability to receive a return of over 20:1 by purchasing airtime valued at \$2,012,944. In addition to the airtime purchase, the Broadcaster's Association was contracted to produce two specific themes for new radio spots. The first set of spots, a combination of two 30-second spots, focused upon a driver's need to pay attention on the roadway and to prepare in advance for car trips to prevent distraction. The second set of spots, a combination of a one-minute spot as well as a 30 second version, capitalized upon the perception that checkpoints will be more prevalent throughout the State and that an intoxicated driver is likely to face arrest if stopped. The strength of the program continues to be the ratio of airtime versus cost and the grant consistently provides excellent value in terms of broadcasting and radio airtime.

Future Strategies

- The MHSO will identify, evaluate, and implement new techniques for reaching target audiences, whether by new programs or innovative methods for conducting public awareness.
- The MHSO will evaluate the PSAs utilized by the MD/DC/DE Broadcaster's Association and modify them as required to create more effective messaging.
- The MHSO will continue to explore local media options, specifically television and radio.
- PR efforts will be utilized to support the MHSO's Program Areas as necessary and where media options are deemed both effective and efficient.

Business & Community Outreach

Results

- 120 people attended a T-SAFE-sponsored function during the third annual *Drive Safely Work Week (DSWW)* Symposium.
- 10,000 DSWW fliers were created and distributed.
- 2 T-SAFE Executive Council Members were recruited.
- 1 Executive Council meeting was held.
- Increased T-SAFE membership by 25 percent.

Noteworthy Programs

FFY 2006 continued as a transitional period for the Maryland Traffic Safety Awareness For Employers (T-SAFE) Project. The new coordinator, hired in April 2005, went on extended sick leave from November 2005 through the middle of February 2006. On her return, she was assigned to the Management Team of the SHSP, a temporary, but time-consuming project.

During FFY 2006, T-SAFE continued to serve as the lead employer traffic-safety program for the State. The T-SAFE Executive Council (EC), made up of a diverse group of top Maryland employers, met once in the summer of 2006. EC members continued to serve out their second term based on the fact that each member agreed to serve for an additional two years.

In FFY 2006, the MHSO granted funds for Business and Community Outreach initiatives to the following agencies, which achieved the subsequent results:

Chesapeake Region Safety Council, Inc. – *Comprehensive Corporate Highway Safety Training*

- Non-profit
- Target audience – Employers/Businesses
- Target area – State of Maryland

The main grant-funded programs of this project included training professional drivers through corporate fleets or general employers, encouraging employers to conduct regular traffic-safety training/education programs, and encouraging employers to establish and enforce corporate policies regarding traffic-safety. The program did not meet its target number of 100 presentations due to the change in agency leadership and a three-month vacancy of the traffic safety director's position. The program completed 26 presentations/trainings to employers, associations and high schools across Maryland. More than 1,600 people attended the classes.

Network of Employers for Traffic Safety –*Drive Safely Work Week Employer Symposium*

- Not-for-profit
- Target audience – employers and highway safety professionals
- Target area – State of Maryland

This grant helped to develop the third annual DSWW Employer Symposium with the sponsorship of a breakfast networking function and opening session. Three thousand symposium brochures were distributed to publicize the event and nearly 120 participants attended the two-day conference. There were five conference speakers and an interactive breakout session with six moderator-led groups. One hundred and fifty participant packets, filled with fact sheets, brochures, and contact information on impaired driving, and employer costs associated with motor vehicle crashes were distributed.

Positive Alternatives to Dangerous & Destructive Decisions – *Positive Alternatives to Dangerous Decisions*

- Non-profit
- Target audience – employers, judicial system
- Target area – State of Maryland

Due to administrative circumstances, the grant did not start until the second quarter. The main focus of this grant-funded project was to present, teach, or exhibit for court systems, public and private statewide employers and schools throughout the State. PADD has grown from serving two counties in 2003 to serving 10 counties in 2006, and continues plans to expand. The PADD presentation is a multi-tiered message that includes information about speeding, impaired driving, inattentive driving, and safety belt usage. The number of participants increased from about 5,194 people in 2004 to 13,693 people during FFY 2006.

Future Strategies

- Develop a campaign to increase T-SAFE members by 25 percent.
- The MHSO will develop a program to increase recruitment among small businesses throughout the State.
- T-SAFE toolkits will continue to be distributed to new members.
- The MHSO will conduct a *DSSW* Activity for employers during FFY 2007.
- Materials and presentations will be developed in coordination with all MHSO program area coordinators that appeal to and meet the needs of employers related to workplace traffic safety.

Police Traffic Services

Results

- 1 Session of the University of Maryland's Institute for Advanced Law Enforcement Studies was conducted, resulting in 25 law enforcement personnel receiving this accelerated training (22 from Maryland; 2 from S. Carolina, & 1 from Pennsylvania.)
- 2 *Catch 'em If You Can* training events were conducted over the year (including one during the University of Maryland's Institute for Advanced Law Enforcement Training), resulting in 45 law enforcement personnel attending this innovative training seminar.
- 1 Session of the Northwestern University's School of Police Staff and Command was conducted, resulting in 32 law enforcement personnel receiving this accelerated management training (26 from Maryland; 4 from Delaware, & 2 from Pennsylvania.)
- 69 troopers, deputies and police officers from across Maryland were trained in *Advanced Collision Investigation*.
- 50 troopers, deputies and police officers from across the state of Maryland were trained in *Crash Reconstruction*.
- 27 troopers, deputies and police officers from across the state of Maryland were trained in *Commercial Vehicle Crash Reconstruction*.
- 29 troopers, deputies and police officers from across the state of Maryland were trained in *Advanced Pedestrian Crash Reconstruction* and *Photography Techniques in Crash Reconstruction*.

Noteworthy Programs

Law enforcement remains a significant component of almost every highway safety program funded by the MHSO and many police activities are described in other sections of this report. Given the critical nature of Police Traffic Services to the success of some of

these programs, the MHSO's Law Enforcement Program Coordinator continues to serve as a Police Liaison by assisting in the coordination of law enforcement activities. Needs assessments, training and coordination efforts are required for the most efficient deployment of enforcement resources across Maryland on the state, county, and local levels. Additionally, the Law Enforcement Program Coordinator served on the Executive Board of the Maryland Chiefs of Police Association as the co-chairman of the Training Committee.

Law enforcement continued to focus on reducing the number of impaired driving related crashes, increasing the use of occupant protection devices, encouraging compliance with the rules of the road and reducing unsafe and aggressive driving practices. The principal support for local highway safety programs was provided by the local CTSPs in the 23 counties and Baltimore City. A substantial portion of these resources were dedicated to traffic law enforcement activities both as part of coordinated statewide campaigns, most notably the enforcement of laws against impaired and aggressive driving, and for activities associated with specific/unique local traffic safety problems/issues. Law enforcement agencies throughout the state remain active participants in the local CTSP task forces, providing technical assistance and serving as networking partners.

Long range support of highway safety initiatives requires the mentoring of future law enforcement leaders. Toward this end the MHSO partnered with both the Maryland Police & Correctional Training Commission, and the University of Maryland to offer advanced training to Maryland's top law enforcement personnel. A ten week police command school, with a major focus in traffic management, developed through the Northwestern University was offered to Maryland's law enforcement commanders. Likewise, a week-long accelerated Impaired Driving Enforcement training was conducted in conjunction with the University of Maryland. Funding support for these training opportunities was provided to augment the training given in the standard traffic law enforcement curriculum. Other training support included a range of training courses and materials addressing subjects such as SFST, DRE, Crash Reconstruction, Instructor/Facilitator, as well as existing innovative programs such as "Catch 'em If You Can." Additionally, police officers from state, county and local agencies represented Maryland in attendance at the NHTSA sponsored 'Risky Driver' Summit in Ocean City, Maryland.

In FFY 2006, the MHSO granted funds for training initiatives to the following agencies, which achieved the subsequent results:

Baltimore County Police – Police Crash Reconstruction Training

- Local agency
- Target audience – state and local police
- Target area – State of Maryland

The main objective of this program was to increase the number of police officers across the State with the capability of conducting advanced, complex crash investigations and reconstruction activities. Increased numbers of officers trained in these advanced skills will result in more precise data collection and causal analysis relating to fatal and near-fatal collisions. Likewise, items of concern such as reporting deficiencies in alcohol-related fatal crashes were immediately addressed by adding information regarding FARS to the training curriculum. In addition to training new specialists, this program was also intended to enhance the skills of officers already trained in Crash Reconstruction, by offering advanced training in specialized fields, such as Pedestrian and Commercial Motor Vehicle Crash Reconstruction, and Photo Techniques at Crash Scenes. This training was accomplished through the continued guidance of the Maryland Crash Reconstruction Committee (MCRC), a unique partnership of state, county and local police officers. This committee meets several times a year to develop training agendas and curriculums. The committee is responsible for the formulation of all advanced collision investigation training for officers from all across the state. Additionally, by pooling the talent of investigators from around the state, the MCRC developed a highly regarded advanced photography school intended solely for crash investigators, at relatively little or no cost. As a result of its

continued successful efforts, the MCRC was responsible for training 204 state and allied police officers in various phases of advanced collision investigation. Although this number represents a slight decrease in officers trained from the previous year, funding for the training seminars was significantly less than in previous years.

Statewide Law Enforcement – Ten Week School of Police Staff & Command Traffic Management

- State Agency
- Target audience – state, county and local police
- Target area – State of Maryland and Regional Law Enforcement

The main objective of this program was to provide accelerated administrative and command training to top law enforcement executives across the State. The MPCTC contracted with the Northwestern University's Center for Public Safety to bring their ten-week School of Police Staff and Command to Maryland. This internationally renowned training was modified by the university to include a heavy emphasis on Traffic Law Enforcement and Management, and was open to law enforcement officers from across the multi-state region. Maryland law enforcement officers were provided partial scholarship opportunities through their CTSP, as well as free room and board at the Maryland Public Safety Training Center in Sykesville, Maryland. The curriculum for this challenging university level training required each student to complete two traffic-related staff studies regarding issues within their agency. The ultimate purpose of this extensive training was to groom future law enforcement leaders and to reinforce the importance of traffic management and highway safety within their agency.

Statewide Law Enforcement – University of Maryland's Institute of Advanced Law Enforcement Studies

- Institute of Higher Education
- Target audience – state, county and local police
- Target area – State of Maryland (& Regional Law Enforcement)

The main objective of this program was to provide accelerated training to top law enforcement officers across the state in advanced alcohol-impaired driving detection and enforcement. In addition to expanding officers' skills sets in impaired driving arrests, instruction was provided at university level in all aspects of DUI cases. Training included historical, social and physiological aspects of alcohol usage, as well as instruction on innovative approaches to alcohol enforcement, adjudication and treatment of DUI offenders. This year's training was open to law enforcement officers from across the multi-state region, while Maryland law enforcement were provided scholarship opportunities through their CTSP. The MHSO's Law Enforcement Coordinator served as the facilitator for this weeklong course providing insight for students regarding the MHSO's mission and objectives. A single session of this innovative training was conducted at the University of Maryland's main campus in College Park, and officers in attendance were subjected to intensive weeklong instruction followed by a comprehensive test.

Future Strategy

- The MHSO will continue to provide law enforcement agencies with training on issues such as SFST, DRE, Crash Reconstruction and CPS.
- The MHSO will expand the *Catch 'em If You Can* Training Program by offering it in counties across the State.
- The MHSO will serve as liaison with the University of Maryland to ensure continued development of the accelerated Impaired Driving Enforcement School, known as the Institute of Advanced Law Enforcement Studies, as well as actively participate in the actual training.
- The MHSO will continue to expand the working relationship with the Maryland Chiefs of

Police Association to ensure continued top-down support for highway safety initiatives, and to identify gaps in training across the State.

- The MHSO will identify other areas of training and implement programs as necessary.
- The MHSO will assist agencies in formulating DUI Task Forces.
- The MHSO will mentor future law enforcement leaders in the science of Traffic Management and Highway Safety

Diversity in Traffic Safety

Results

- More than 5,000 Spanish *Friends Don't let Friends Drive Drunk* pamphlets were distributed.
- 24 CTSPs & 8 other *Diversity in Traffic Safety Task Force (DTF)* members received NHTSA's Spanish-language PSAs.
- The MHSO distributed numerous spreadsheets, graphs, maps, ethnic population data, county projection data and crash data regarding younger and older drivers in each ethnic group.

Noteworthy Programs

The *DTF* focused on growth and expansion in FFY 2006. The MHSO worked diligently to continue its positive approach to provide, resources and partnerships to increase the number of initiatives implemented statewide to address diversity in traffic safety. Programs are implemented through education, training, and cultural awareness. The *DTF*, held three meetings during FFY 2006. Its membership consists of 40 partners from agencies such as state government, local government, law enforcement and several non-profit organizations. Throughout the year, several key issues were addressed by the *DTF*, which included translating key safety materials into other languages and providing new resources for the group to use.

One major enhancement in FFY 2006 was the partnership of the Governor's Commission on Asian and Hispanic Affairs. Representatives from the two groups are currently active on the *DTF* and provide insight and resourceful information to the group. Another important association was the partnership between Millennium Health & Human Services Development Corporation, Inc. and the Power Moves association. The MHSO played a significant role in organizing events where the directors for the above-mention programs provided cultural insight and programs that are specifically designed to reach a particular targeted community. Several new educational materials were developed this year, including the multi-cultural, bi-lingual tip card insert, the bi-lingual Pedestrian Law Card and the Spanish Pedestrian Safety Shoe Card. The Diversity in Traffic Safety Program Coordinator made a presentation at the International Populations Meeting, provided a variety of materials to the Operation Lifesavers Event and displayed at two events.

Future Strategies

- The MHSO will build upon programs that target community outreach for diverse populations.
- The MHSO will continue to develop the *DTF* by:
 - targeting high-risk groups;
 - creating awareness opportunities based on county specific needs; and
 - creating new messages that will be appealing to diverse audiences.
- The MHSO will team with Millennium Health & Human Services Development Corporation, Inc. and the Power Moves organization to effectively communicate traffic safety messages to target populations.
- The MHSO will evaluate FFY 2006 campaigns for effectiveness

Emergency Medical Services

Results

- 6 instructors were trained to teach the Bystander Care Program.
- 12 Bystander Care classes were conducted with 118 participants.
- 22 businesses committed to attend Bystander Care sessions.
- An evaluation tool to gather and analyze students' use of skills following training was developed.
- 130 businesses were contacted regarding EMS training activities.
- 22 local fire & rescue companies were provided with equipment and/or training.

Noteworthy Programs

The EMS community continues to serve as an important partner in Maryland's statewide highway safety program. Representatives from the MIEMSS and local fire and rescue services assisted in planning and implementing traffic safety efforts at the community level. Funding support was provided to those EMS-related projects given highest priority by the regional EMS councils and the Statewide EMS Advisory Council.

In FFY 2006, the MHSO granted funds for EMS to the following agencies, which achieved the subsequent results:

Maryland Institute for Emergency Medical Services Systems – *Statewide EMS Equipment Project*

- State agency
- Target audience – local fire & rescue companies
- Target area – State of Maryland

This project has allowed the State of Maryland to enhance its comprehensive Highway Safety program through providing the MIEMSS with funds to distribute as sub-awards to the EMS Community. This project makes available equipment and training to Fire, Ambulance and Rescue companies in local jurisdictions and municipalities Statewide. Often local funding is limited or non-existent for rescue equipment. The impact of the MHSO's funding of these purchases addresses a critical need as reported on a daily basis by local and national media through its coverage of life saving events on Maryland's highways. Swift, adequate and well-equipped EMS response is critical in the reduction of motor vehicle-related injuries and fatalities. Overall, 22 of Maryland's local fire and rescue companies were provided with pieces of equipment representing an amount of \$100,000. The breakdown for this amount was \$64,000 for highway extrication equipment and \$36,000 for scene safety.

Maryland Institute for Emergency Medical Services Systems, Region I – *Bystander Care Program – Western Maryland Pilot*

- Non-profit organization
- Target audience – Employers
- Target area – Western Maryland

The main objective of this grant-funded program is to provide individuals with the knowledge, skills and confidence to act in roadside emergencies. The program, jointly conducted by the MIEMSS Region I and the MHSO, was initiated as a pilot program to serve Allegany, Carroll, Frederick, Garrett and Washington Counties. Pending an evaluation of the program and a determination of its success, the intention is to expand the program to other rural areas of the State. Twelve Bystander care classes, with 118

students, were conducted during the grant period. Twenty-three presentations promoting the program were made throughout the region to potential partners. A strong partnership with the MHSO's T-SAFE program provided leads for the potential clients, and a relationship with Garrett Community College resulted in the Bystander Care Program being offered in the college's Continuing Education program for Fall 2006. Next semester the college's Truck Driver Training Institute will also incorporate the Bystander Care Program into its curriculum. The program will continue to target employers whose workforce spends the majority of their day on the roadways and a push will be made to partner with public sector companies with fleets.

Future Strategy

- The MHSO will continue to be more involved in the initial selection of equipment purchased by the MIEMSS.
- The MHSO will use its T-SAFE Program to enhance the future implementation of the Bystander Care Program.

Finally, during FFY 2006, a new program was introduced which was not a component of the FFY 2006 Highway Safety Plan as submitted by the MHSO. Information on this new program, Safe Routes to School (SRTS) is provided here as an addendum to the programs and projects projected in the FFY 2006 Highway Safety Plan submission.

Safe Routes to School

Results

- 65 potential applicants attended a SRTS Grant Applicant Seminar (GAS) in August 2006.

Noteworthy Programs

Maryland's SRTS program began in earnest on May 1, 2006 with the hire of full time SRTS Coordinator. Prior to that time, the position was being partially filled by the Pedestrian, Bicycle & School Zone Program Coordinator.

As a new program introduced with the passage of SAFETEA-LU, the purposes of the SRTS Program are to:

- 1) enable & encourage children, including those with disabilities, to walk & bicycle to school;
- 2) make walking & bicycling to school a safer and more appealing transportation alternative;
- 3) encourage a healthy & active lifestyle from an early age; and to
- 4) facilitate the planning, development, and implementation of projects & activities that will improve safety & reduce traffic, fuel consumption, & air pollution in the vicinity of schools (within two miles).

SRTS posed several challenges to the State of Maryland, most notably in the proper evaluation and promotion of the project itself. After considerable research, the SRTS program has received heavy support and a significant amount of interest for both infrastructure and non-infrastructure projects.

Since the hiring of the SRTS Coordinator, the program has been heavily promoted throughout the State and the guidelines of the program are a continual focal point for presentations given to prospective grantees. In addition, the SRTS Coordinator has completed an SHA-sponsored engineering class, given by the University of Maryland, in order to have a better understanding of traffic engineering and design as it relates to pedestrian and bicyclist safety. In addition, the SRTS Coordinator has participated in monthly conference calls with all of the state coordinators and officials from the FHWA, discussing common issues of concern to all of the state coordinators.

A grants application, review, and award process was developed by the MHSO's Safety Program Section that is being used for the potential SRTS grantees. A GAS was held with roughly 65 individuals in attendance, representing school districts, police departments, health departments, CTSPs, and numerous other organizations throughout the State. At this seminar, a binder was distributed to all attendees with all of the necessary information on how to apply for SRTS funds. Presentations were made by officials from the FHWA, the Maryland SHA, and the NSC, along with the MHSO's Safety Programs Section and the SRTS Coordinator.

An application deadline of November 15, 2006 was established for grantees for the application for funds.

**Future
Strategy**

- The MHSO will work closely with the SHA's District Offices on SRTS project implementation.
- The MHSO will continue to work closely with the CTSPs to facilitate the implementation of SRTS programs in additional jurisdictions throughout Maryland.

Paid Media Summary

The following table lists the paid media purchased during FFY 2006 for each of the specified program areas. This list does not include media purchased as a part of the Maryland Broadcasters Association grant since the value of such media far exceeds the purchase cost.

Program Area	Amount of Paid Media Dollars <small>(Rounded to nearest thousand)</small>
Aggressive Driving Prevention	\$ 503,000
Impaired Driving Prevention	400,000
Inattentive Driving Prevention	5,000
Motorcycle Safety	24,000
Occupant Protection	441,000
Pedestrian & Pedalcycle Safety	34,500
Total	\$ 1,407,500

Aggressive Driving Prevention:

- During FFY 2006, the MHSO, in conjunction with its partners on the Smooth Operator Task Force purchased \$503,406 of paid media for the regional campaign. This campaign was geared to all drivers between the ages of 18-34 and addressed risky aggressive driving behaviors, as well as stepped up enforcement efforts in that regard. \$170,148 was spent on radio PSAs, \$65,354 on outdoor advertising, and \$68,975 for Cable TV spots in the DC metro market. In the Baltimore market, \$100,089 was spent on radio PSAs and \$21,829 for Cable TV spots. In the Hagerstown market, \$16,562 was spent on Radio PSAs, and in the Salisbury market, \$10,077 was spent on Radio PSAs. A total of \$50,369 was spent on web-based advertising.
- Based upon the marketing plan for this campaign, 1,129 radio spots were aired, with a net reach of 41,851,680 listeners in the Washington, DC metro market (including Northern Virginia, Suburban Maryland, and the District of Columbia). The net reach of this campaign resulted in 74.1% of the target audience hearing the message 15 times. In the Baltimore market, 790 radio spots were aired with a net reach of 19,018,300 – 65.4% of the target audience heard the message 16.7 times. In the Salisbury market, 704 spots were aired with a net reach of 2,107,240 – 55.6% of the target audience heard the message 15.1 times. And in the Hagerstown market, 1,045 radio spots aired with a net reach of 2,047,680 – 63.2% of the target audience heard the message 18.4 times. Free radio and cable television PSAs resulted in \$303,595 worth of Added Media Value. Many of the bus backs continue to remain in place at no charge. Additionally, during this campaign, 509 Cable TV spots were aired with a net reach of 37,615,680 listeners in the DC metro market; the net reach of this campaign resulted in 66.6% of the target audience hearing the message 2.4 times. In the Baltimore market, 208 Cable TV spots were aired with a net reach of 14,191,040 - 48.8% of the target audience hearing the message 2.4 times.
- Internet advertising included: Atom Films Preroll and Big Box; AF Leaderboard; Shockwave Preroll, Big Box and Leaderboard; Action Games Big Box and Leaderboard; WWDC-FM Video Download and Banner Ads; WJFK-FM Podcasts and Streaming.
- Busback advertising was purchased on WMATA buses servicing the DC metro area including suburban Maryland. A total of 210 busbacks were purchased. This outdoor media resulted in a net reach of 1,560,000– 78% of the target audience saw the message 5.3 times.

- Pre- and Post-campaign telephone surveys, conducted by an independent research firm indicate that overall awareness of the *Smooth Operator Campaign* increased significantly with the target audience (adult drivers aged 18-34) during the campaign. Between May and September respondents reported a 20% improvement in aggressive driving behavior. When asked if you have driven aggressively in the last seven days, 51% said yes in May and 31% said yes in September. Awareness of hearing or seeing the Smooth Operator aggressive driving message increased 35%. Pre to post awareness rose from 30% to 65% over the course of the campaign. One third of drivers interviewed reported seeing enforcement during the waves. Six in 10 feel enforcement was somewhat to very strong and 8 in 10 believe you can be ticketed for aggressive driving. Aggressive driving was still drivers' main concern on roads today with 75% reporting the aggressive driving of cars around trucks being their greatest concern. When asked who drove aggressively, responses were divided evenly among cars, trucks and motorcycles at about one third each.
- \$22,500 was spent on Public Relations and Outreach, including the June District of Columbia media event at the Woodrow Wilson Bridge, and the July Baltimore media event at the Francis Scott Key Bridge. This outreach and expenditure resulted in approximately \$679,500 of earned media exposure through September 30, 2006, including news stories and interviews at various times throughout the campaign.

Alcohol-Impaired Driving Prevention:

- During FFY 2006, a total of 4,532 spots were purchased as a part of *CPSF* in Maryland's major radio markets of Baltimore, DC, Salisbury and Hagerstown, with the bulk of those spots being purchased in the Baltimore and DC markets. More than \$170,000 was provided in added-value placements by the radio stations.
- *Maryland Remembers*, held in December 2005, received heavy media coverage with more than 800,000 individuals being reached through television and print media coverage.
- For the FFY 2006 *CPSF* press event held in August 2006, a conservative reach of more than one million media impressions from television and print media was generated.

Inattentive Driving Prevention:

- During FFY 2006, the MHSO purchased \$5,000 of paid media for the *JUST DRIVE Campaign*, which was geared to target all drivers and the concern with drivers multitasking while driving. Approximately \$5,000 was spent on radio PSAs, which included the talent's voice-over and airing the PSAs statewide which were written by the MHSO.
- Based upon the evaluation plan for this campaign, over 23,154 radio spots were aired.

Motorcycle Safety:

- During FFY 2006, the MHSO purchased \$24,000 of paid media for the targeted motorist motorcycle safety awareness billboard campaign, which was geared to drivers in counties with the highest number of motorcycle-motor vehicle crashes to raise awareness of motorcycles on the roadway and the need to be alert to their presence. The \$24,000 was spent on motorcycle safety billboards in Prince George's, Anne Arundel, Baltimore, and Frederick counties.
- Based upon the evaluation plan for this campaign, the billboards generated over 9,752,000 exposures over the four-week period, equating to reaching 46% of all adults on the targeted roadways an average of 4 times.

Occupant Protection:

- During FFY 2006, the MHSO purchased \$441,000 of paid media for the statewide *Click It or Ticket Campaign*--\$300,000 for the May *CLOT* television ads, a combined total of \$116,000 for three radio and web-based media campaigns, and \$25,000 for billboards. More than \$230,000 was provided by way of matching media placements provided by cable television providers, broadcast television stations, all three radio stations, and ClearChannel Outdoor Advertising. Additional "in-kind" radio spots were provided through

Maryland's T-SAFE program and the Maryland Broadcasters Association. Billboards, print/cinema ads, radio, and television PSAs all utilized a strong enforcement message, and were funded through a combination of prior year and current year 157 Innovative grants.

- The primary focus for the television airtime buy was on the young male risk-taking driver, with PSAs being played on such channels as ESPN, BET, Spike TV/TNN, and MTV. Evaluation of this media outreach and enforcement campaign included a pre-May *CIOT Mobilization* mini-observational survey in April, and the annual statewide observational seat belt use survey during the month of June to measure increases in seat belt use. Finally, based on records provided by ClearChannel Outdoor Advertising, it is estimated that more than 1.7 million drivers were reached through Maryland's billboard ad campaign.

Pedestrian & Pedalcycle Safety:

- During FFY 2006, the MHSO purchased \$34,500 of paid media for the *Street Smart* media campaign, which was primarily geared toward drivers, aged 18-34, and was designed to make motorists, pedestrians, and cyclists more safety conscious. The entire campaign consisted of a one-month blitz of local media outlets and transit services with a total expenditure among all participating jurisdictions of more than \$210,000.
- Based upon the evaluation plan for this campaign, the radio spots achieved a total reach of approximately 8,525,000 impressions with a total net reach of 7.9% of the target audience with a frequency of 7.9. The total added-value provided by radio stations to compliment the media purchase was \$100,025.
- Outdoor media placements resulted in an additional 15,839,600 impressions and interior bus cards displayed in Metro buses resulted in a further 738,000 impressions. Bus transit shelter displays, placed primarily in Hispanic neighborhoods, resulted in 28,784 impressions for a total of more than 18,690,000 impressions achieved through the use of outdoor media.
- Newspaper advertisements accounted for 886,612 impressions.
- Total added-value reported for all components of the campaign, including free radio spots, the distribution of information and Internet advertising, and earned media from public relations activities, amounted to \$309,175.
- Self-reported behavioral changes, also noted in the *Street Smart* evaluation plan, included a reported decrease in motorists failing to yield to pedestrians from 76% in 2002 to 54% in 2006. A reduction in the number of motorists that responded that they have had to swerve to avoid a pedestrian who was walking "without concern for vehicle traffic" was observed as well, decreasing from 32% in 2004 versus 14% in 2006.

Program, Office & Financial Management Summaries

The Program, Office & Financial Management Areas are measured using the general set of goals and objectives found in the General Area narration.

Program Management

Results

- Developed grant application/review/award system for SRTS funds to compliment the existing SAFETEA-LU system.
- Continued to work with the University of Maryland at College Park to rework CTSP base funds formula, which allocates according to data.

Noteworthy Programs

The MHSO entered the fifth year of implementation of its new Grants Process, which is detailed below. The timeline for the FFY 2006 grants process was as follows:

- The MHSO reviewed Maryland's highway safety status in December 2004, as a result of the Annual Evaluation Report to NHTSA, and used this information to identify problem areas and prioritize program areas, resulting in a more focused approach for the FFY 2006 plan.
- The MHSO's Financial Parameters Team met in January 2005 to discuss Maryland's financial status, including a review of present and expected funds. This Team continued to meet and discuss alternate plans of action throughout the year, as SAFETEA-LU would have an uncertain affect on the FFY 2006 budget.
- Postcards were sent to existing and potential grantee agencies in early January 2005 to encourage them to attend the upcoming March Grant Applicant Seminar for Existing Grantees (GAS-E) or the Grant Applicant Seminar for Potential Grantees (GAS-P). Special focus was put on those Maryland agencies that could most greatly affect the statistics in the prioritized program areas.
- A follow up letter/e-mail was sent to the same group in early February 2005 to explain in more detail the highway safety grant process and to formally invite the agencies to the GAS.
- Both GAS-E and GAS-P took place in early March 2005, for existing and potential grantee agencies, followed by a Semi-Annual Project Directors' Meeting (SAM) in early April 2005 for the CTSP program, both mandatory meetings for those agencies wishing to apply for funds. (The first GAS took place in March 2001.)
 - The seminars focused on the grant year process and requirements, as well as policies and procedures, but also included a session on problem identification, and MHSO program and priority area small group sessions. Participants left with a binder of pertinent grant information, along with a disk containing the forms needed throughout the grant year.
 - Special attention was given to the Expression of Interest (EOI) form, which serves as the grant application and was due to the MHSO at the end of April 2005. The EOI forms elicit information on problem identification, proposed objectives, action plan for implementation, project evaluation plan, and projected budget.
- The MHSO Grants Review Team (GRT) met for an entire week in May 2005, reviewing and judging each EOI individually. Each team was made up of the

NHTSA Regional Program Manager for Maryland and the MHSO's Chief, Chief of Safety Programs, Chief of Financial Management, Financial and Monitoring Management Specialist, as well as the MHSO Coordinator assigned to the particular grant. The EOIs were reviewed for the clarity and understanding of an identified traffic safety problem/program deficiency, likelihood of project success, appropriateness of funding, proposed budget, and conformity to state priorities. The EOI Review Form allowed team members to judge potential grantees based on a variety of programmatic and administrative criteria (total possible score of 100).

- Throughout June, July and August of 2005, the core group of the GRT met to finalize the proposed funding recommendations. These recommendations were then proposed to the Director and Deputy Director of the SHA's OOTS for semi-final review, and the GR for Highway Safety / SHA Administrator for final review. These meetings resulted in highway safety funding being granted, denied or granted in part.
 - The MHSO found it necessary to eliminate some proposed projects from the FFY 2006 program and reduce funding for a substantial number of projects that were selected for implementation. The GRT took these actions in an effort to maintain a comprehensive highway safety program and to optimize its safety benefits.
- Commitment letters went out to grantees in August and September of 2005. Agencies were required to make the noted budgetary changes, get the required high-level signatures on the Project Agreement and initials on the Project Conditions, and return the package to the MHSO. An extended due date was set to give agencies additional time to complete the required narrative changes, due to the delay in getting the Commitment Letters out. Executed Agreement Letters went out in October, November and December of 2005, making the Project Agreements binding contracts.
 - All non-core projects were executed at 100% of funding, but agencies were advised not to request for reimbursement over 75%, due to the uncertainty of final funding from SAFETEA-LU.
- Status Reports, Reimbursement Claims and Reimbursement Itemization Reports were due to the MHSO thirty days after the end of each quarter. Equipment Accountability Forms, Project Evaluation Forms, Educational Material Pre-Approval Forms and Incentive Pre-Approval Forms were due in when appropriate. A Final Report, financial and programmatic, was due forty-five days after the end of the federal fiscal year.

A number of state agencies proposed projects that support statewide and agency priorities. The MHSO worked closely with, and provided funding support to a number of non-profit and not-for-profit organizations, associations and other agencies dedicated to enhancing highway safety – all providing unique services which support highway safety goals.

Future Strategy

- The MHSO will follow recommendations set forth from the NHTSA Special Management Review.
- The MHSO, under the guidance of the MHSO Automation Team, will continue to improve its forms and processes, including internal employee and procurement-related processes, as well as external grants-related processes.
- The MHSO will automate its internal and external processes, including progression to a web-based grants management system.
- The MHSO will rework its Non-Core EOI Form and Core Project Agreement Form (functionality issues).

- A Non-Core EOI Template will be created.
- The MHSO will create an internal MHSO Policies and Procedures Manual.
- A grantee Policies and Procedures Manual will be created.
- A Grant Application Policy will be finalized and implemented.
- The MHSO will create an Equipment Tracking Log.
- The MHSO will continue to incorporate training on all new policies, procedures, forms, logs, etc. into appropriate settings, such as MHSO Staff Meetings and Grant Applicant Seminars.
- A Customer Service Survey will be created – one for grantees, one for general public.
- The MHSO will work toward finalizing a public traffic safety website.

Office Management

- Results**
- More than 800,000 pieces of education material were distributed by the MHSO during FFY 2006.
 - The MHSO loaned out costumes and equipment to be used at events a total of 25 times, including Vince and Larry (crash test dummies) costumes, a Buckle Bear costume and *Fatal Vision Goggles*.

Noteworthy Programs

In FFY 2006, improvements and updates were made to the ACT contact database system, the Grants Management Log database, and the Grants Review Team database, in an effort to streamline internal processes. The SHA transitioned away from the GroupWise email software during FFY 2006, migrating to Microsoft Outlook. Further modifications will be necessary to smoothly transition the new email software and ensure full compatibility with existing MHSO databases.

As in past years, the MHSO's office management staff continues to implement improvements to the physical inventory control component of the resource database of educational materials and resources. This inventory system stores facility location information, as well as tracking information, such as when the resource was last ordered, the number of each resource ordered, and the vendor used to reproduce the resource. Through the more advanced inventory tracking system, the MHSO's Coordinators are able to determine logistical information such as peak months for individual resource items, and plan accordingly.

Other projects addressed during FFY 2006 included the improvement of the general office filing system, the revamping of the grant filing system, a complex reorganization of the office's physical internal structure (such as office locations, equipment, etc.), preparing for numerous GAS and semi-annual meetings for the CTSPs and grantees, and installing modifications to the Internal MHSO Policies & Procedures Manual / Employee Handbook and UMCP Hiring Binder.

- Future Strategies**
- The MHSO will continue to improve its grants management systems, with the ultimate goal of making the process web-based.
 - The MHSO will continue to work toward universalizing and automating its internal processes, to maximize office efficiency and effectiveness.

Financial Management

Noteworthy Programs

During FY 2006, the Financial Management Section (FMS) and the Grant Process Review Team continued to develop recommendations for changes to MHSO's grant process. A number of recommendations relating to grant payment processing have already been implemented. The MHSO has formed a team to begin work on an effort to automate much of MHSO's grant management processes, including project agreement, reimbursement and status report forms, monitoring and site visit forms as well as "marriage" of the multiple financial programs into a coherent system. This effort is intended to reduce the number of redundant entries and inherent errors associated with keying in data to different systems. The system will give the MHSO a much-needed financial management tool to improve the ability to award, manage, and complete highway safety projects throughout Maryland. Ultimately it should interface with NHTSA's Grant Tracking System (GTS) and the State's Financial Management System (FMIS). This will eliminate the need to make individual entries in to three plus separate systems. The team is also exploring the development and implementation of a policy to improve fund liquidation rates.

As in past years, the FMS again revised, updated, and reissued the *Rules for Highway Safety Project Financial Management* to clarify and simplify a number of the items and to make sure that they are consistent with the NHTSA Highway Safety Grants Management Manual. The document covers all of the guidelines associated with the management and operation of highway safety projects funded by the MHSO. Additional updates will continue to be made as needed. In addition to the *Rules*, a number of the project agreement *Conditions of Approval* were revised and updated to ensure consistency with federal and state guidelines.

During FFY 2006, some 50 different organizations, outside of the MHSO, participated in the program. In addition, there were roughly 150 individual sub-recipient agencies, receiving funding through the CTSP Program. The total of all claims processed during the fiscal year was \$6,093,297

Future Strategies

- The MHSO will set up regular monitoring and/or additional training for certain grantee agencies – for instance, state agencies or grantees over \$100,000.
- A self-assessment tool for annual use by all grantee agencies will be developed, in addition to the proposed once-a-year monitoring by the MHSO.
- The FMS will continue to update the MHSO's Financial Management Rules.
- The FMS will continue to update the MHSO's Project Conditions.
- The Grants Management System and interfaces with FMIS & GTS will continue to be developed.

Fiscal Summary

Area	402	405	405 (New)	410	157	157 Inn	163	Total	% of Total
Aggressive Driving Safety	\$25,426	\$0	\$0	\$0	\$543,147	\$0	\$0	\$568,573	9.33%
Inattentive Driving Safety	\$68,764	\$0	\$0	\$0	\$0	\$0	\$0	\$68,764	1.13%
Impaired Driving Safety	\$377,145	\$0	\$0	\$119,122	\$68,055	\$0	\$156,720	\$721,042	11.83%
Motorcycle Safety	\$26,306	\$0	\$0	\$0	\$0	\$0	\$0	\$26,306	0.43%
Occupant Protection	\$0	\$639,276	\$25,765	\$0	\$0	\$178,754	\$39,065	\$882,860	14.49%
Pedestrian/Bicycle Safety	\$158,981	\$0	\$0	\$0	\$0	\$0	\$0	\$158,981	2.61%
Traffic Safety Programs	\$455,112	\$16,667	\$0	\$0	\$37,903	\$0	\$0	\$509,682	8.36%
Diversity Programs	\$0	\$0	\$0	\$0	\$3,261	\$0	\$0	\$3,261	0.05%
Data Enhancement	\$0	\$0	\$0	\$0	\$395,159	\$0	\$180,535	\$575,694	9.45%
Community Traffic Safety	\$1,255,330	\$0	\$0	\$0	\$43,984	\$0	\$811,230	\$2,110,544	34.64%
Police Traffic Services	\$195,843	\$0	\$0	\$0	\$0	\$0	\$0	\$195,843	3.21%
Emergency Medical Services	\$42,682	\$0	\$0	\$0	\$0	\$0	\$0	\$42,682	0.70%
Roadway Safety/Engineering	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	0.00%
Planning & Administration	\$229,065	\$0	\$0	\$0	\$0	\$0	\$0	\$229,065	3.76%
TOTAL	\$2,834,654	\$655,943	\$25,765	\$119,122	\$1,091,509	\$178,754	\$1,187,550	\$6,093,297	100.00%

Looking to the Future

As the State's lead office for highway safety, the MHSO places great emphasis on the necessity to improve traffic safety as a method of improving overall public safety for all Maryland citizens and motorists. Partnerships and commitments from outside organizations are vital to achieving this success and one of the top priorities for the future of traffic safety in Maryland is a successful implementation of the SHSP.

As a vessel for cultivating partnerships, the SHSP is invaluable. The mandate for the SHSP within the SAFETEA-LU legislation empowers the MHSO to enlist new partners in traffic safety endeavors, as well as to increase its expectations of past partners. Agencies such as the MSP, the MVA, and the MIEMSS have always played important roles but the Maryland SHA and the MHSO will require the commitment of more agencies if success is to be achieved in their lead roles for SHSP implementation. The outcome of the transition to a new Governor is uncertain at this point but the enthusiasm of current SHSP participants is an encouraging reassurance to the State's overall dedication to reducing traffic crashes, and the resulting injuries and fatalities.

The MHSO will also expend tremendous energies in securing a more efficient model of data collection and dissemination among traffic safety partners. The timely collection and dispersal of information from traffic crash reports is vital to implementing effective highway safety programs and will be a top priority for years to come. Existing projects such as E-Citation and MSCAN will allow a more efficient data collection effort and will greatly benefit the entire State of Maryland.

The MHSO maintains a high level of commitment to remaining visible in the traffic safety community and to the general populace of the State. Nationally, Maryland maintains its status as a proactive traffic safety leader through participation with the Governors Highway Safety Association (GHSA) and other groups having an interest/role in traffic safety. The MHSO Chief became the Vice Chairman for GHSA in FFY 2006, and continues to play an active role in representing the interests of Delaware, the District of Columbia, Pennsylvania, Virginia, West Virginia and Maryland as its regional representative. MHSO staff members also participate in numerous statewide and national committees and serve various advisory roles within the State's traffic safety network.

Innovative activities are continually being introduced, evaluated, and implemented to prevent the needless loss of life on Maryland's highways due to preventable traffic crashes. Maryland will continue to emphasize activities carried out through the network of CTSPs, enforcement agencies, State and local governmental agencies, community-based groups, non-profit and not-for-profit organizations, associations, hospitals, institutions of higher education, and the private sector. Strong links with these agencies and organizations having a primary role in traffic safety will be maintained and new partnerships will also be sought.

Programmatically, the MHSO achieved several major successes during FFY 2006. Most notable were the 18 percent reduction in alcohol-related fatalities, the maintenance of the 91.1 percent safety belt use rate, and the establishment of a TRCC Executive Committee in December 2005. Furthermore, a renewed emphasis has been

placed on statewide data collection with top public officials being firmly behind the advancement of timely data collection efforts. Finally, during FFY 2006 a Motorcycle Safety Assessment was begun with the actual session taking place in December 2006. A critical look at Maryland's Motorcycle Safety Program revealed several major potential areas of improvement as the State moves forward in reversing a disturbing and persistent upward movement in the number of motorcycle crashes, a trend shared by many other states in the nation. Recommendations stemming from this Assessment will be major components of the MHSO's programmatic goals during FFY 2007.

The MHSO will work throughout FFY 2006 to create new and improved performance measures in all areas – Program, Financial, and Administrative – to maximize the efficiency and the results of its operations. Diligence in furthering enhancements to existing operations will ultimately lead to reductions in statistical areas where meaningful changes in the number of crashes, injuries, and fatalities are often difficult to achieve.

The MHSO's ultimate objective is to save lives and prevent crashes and subsequent injuries on Maryland's roads. The MHSO maintains a firm commitment to Maryland's traffic safety needs and remains staunchly dedicated to its partnership with NHTSA. Maryland will continue to work to strengthen the State's traffic safety relationships with other states, particularly those in the Mid-Atlantic Region, to save lives throughout Maryland and beyond.

Index of Acronyms

AAA	American Automobile Association
AAP	American Academy of Pediatrics
ATS	American Trauma Society
BAC	Blood Alcohol Content
CCODES	Comprehensive Crash Outcome Data Evaluation System
CIOT	Click It or Ticket
CPS	Child Passenger Safety
CPSF	Checkpoint Strikeforce
CTSP	Community Traffic Safety Program
DEAC	Driver Education Advisory Committee
DHMH	Department of Health and Mental Hygiene
DRE	Drug Recognition Expert
DSWW	Drive Safely Work Week
DTF	Diversity Task Force
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EOI	Expression of Interest
ER	Emergency Room
EMS	Emergency Medical Services
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FMIS	Financial Management Information System
FMS	Financial Management Section
GAS	Grant Applicant Seminar
GHSA	Governors Highway Safety Association
GOCCP	Governor's Office of Crime Control and Prevention

GR	Governor's Representative
GRT	Grants Review Team
IDC	Impaired Driving Coalition
KISS	Kids In Safety Seats
LEL	Law Enforcement Liaison
MADD	Mothers Against Drunk Driving
MCFSBU	Maryland Committee for Safety Belt Use, Inc.
MCPA	Maryland Chiefs of Police Association
MCRC	Maryland Crash Reconstruction Committee
MCRD	Maryland Central Records Division
MDC	Mobile Data Computer
MdTA	Maryland Transportation Authority
MHSO	Maryland Highway Safety Office
MIEMSS	Maryland Institute for Emergency Medical Services Systems
MRC	Mobility Research and Development Consortium
MSP	Maryland State Police
MTA	Maryland Transit Administration
MTF	Motorcycle Task Force
MVA	Motor Vehicle Administration
NHTSA	National Highway Traffic Safety Administration
NSAW	National Sleep Awareness Week
NSC	National Study Center for Trauma and EMS
OCME	Office of the Chief Medical Examiner
OOTs	Office of Traffic and Safety
OPTF	Occupant Protection Task Force
PADDD	Positive Alternatives to Dangerous and Destructive Decisions
PAS	Passive Alcohol Sensor

PIRE	Pacific Institute for Research and Evaluation
PR	Public Relations
PSA	Public Service Announcement
SFST	Standardized Field Sobriety Testing
SHA	State Highway Administration
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
SKMC	SAFE KIDS Maryland Coalition
SOTF	Smooth Operator Task Force
SRTS	Safe Routes to School
TOPS	Traffic Occupant Protection Strategies
TraCS	Traffic and Criminal Software
TRCC	Traffic Records Coordinating Committee
VMT	Vehicle Miles Traveled
WABA	Washington Area Bicyclist Association
WASHCOG	Washington Council of Governments
WRAP	Washington Regional Alcohol Program
YDTF	Young Driver Task Force