

DISTRICT OF COLUMBIA DEPARTMENT OF TRANSPORTATION



FISCAL YEAR 2008 HIGHWAY SAFETY ANNUAL REPORT

Adrian Fenty, Mayor
Frank Seales, Jr., Interim Director, DDOT
Carole A. Lewis, Coordinator, Highway Safety Office

D.C. Highway Safety Office

As a division of the District Department of Transportation, the Highway Safety Office (HSO) fulfills its mission through a variety of public information/education and enforcement initiatives. HSO staff members are committed to expanding partnerships, including law enforcement, transportation, emergency medical services, health care professional, the judiciary, business, educators, and private citizen organizations. We believe it is through these vital citywide links that effective promotion of safe driving practices will be accomplished.

By focusing on the City's identified highway safety priorities, developing citywide partnerships, and increasing public awareness of safe driving habits, the HSO, under the leadership and direction of Coordinator, Carole Lewis, is striving to make the District's roadways the safest in the country.



Office Staff

Carole Lewis, Coordinator – Responsible for planning, organizing, and directing the operations and programs of the DC HSO in accordance with Federal and City rules, regulations, and guidelines.

Karen Gay, Child Passenger Safety Specialist – Responsible for directing and monitoring the District's Child Passenger Safety Program.

Traffic Safety Research Prosecutor (Vacant) – Responsible for coordinating and organizing the District's impaired driving initiatives (the position did not become full-time until September 2007) and is housed within the Office of the Attorney General.



Carole Lewis
Coordinator



Carole Lewis, Coordinator
Karen Gay
Child Passenger Safety

PLANNING & ADMINISTRATION

Mission Statement: *The mission of the District Department of Transportation's Transportation Safety Office is to develop a comprehensive highway safety plan; procure and administer federal funds; and, coordinate traffic safety activities to ensure a comprehensive and effective District-wide traffic safety program.*

The DC HSO, was established in accordance with the Highway Safety Act of 1966, and is a city agency dedicated to promoting safe travel throughout Washington, D.C. In FY 2008, \$122,994 in planning and administration funds were awarded to the highway safety program, thirty-one (31) grants totaling \$5,796,550 were recommended and approved by the DC HSO.

Through the administration of Federal highway safety funds, the DC HSO employs a comprehensive approach to affecting each of the City's identified priority areas. The majority of the programming efforts are focused on the following traffic safety areas:

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

Demographic & Crash Data

Crashes by Year

The total number of crashes, injury crashes, fatal crashes, injuries, fatalities, fatality rate per 100 million Vehicle Miles Traveled (VMT) and number of vehicles involved in crashes from 2005 to 2007 are presented below.

There appears to be a moderate decrease in the total number of crashes and injury crashes from 2005 to 2006 and 2006 to 2007, 6.8% and 4.5% respectively. However, the number of fatal crashes and fatalities increased significantly from 2006 to 2007, 17.9% and 31.7% respectively.

Year	2005	2006	2007
Total Crashes	17,657	16,204	15,106
Total Persons Involved	43,318	39,505	35,052
# of Vehicles Involved	35,656	33,249	29,974
Fatal Crashes	43	35	46
Fatalities	49	41	54
Fatality/100 Million VMT	1.29	1.05	1.27
Injury Crashes	4,989	4,264	4,071
Injuries	7,524	7,061	6,571
Injured Pedestrians	702	626	507

Contributing Circumstances

Crash frequencies involving specific types of driver behavior or driver maneuvers include: excessive speeding, under the influence of alcohol/drugs, driver inattention, following too close, violating a traffic signal or sign, improper action, pedestrian violating the law, or driver failure to yield to a pedestrian. Improper actions by drivers include backing up, turning, passing, and parking in locations where those actions are prohibited or dangerous.

As shown in the below table, driver inattention is the most common violation accounting for approximately 15% of crashes from 2005 to 2007. The second common contributing factor is performing an improper action accounting for approximately 10% of the crashes each year. Speed and Following Too Close were noted for 7.5% and 8.2% of the crashes respectively. Analysis of the crash data shows only small changes in the number and distribution of factors for most categories. The exception is for crashes where driver violation of traffic signs and signals, which increased by 10.8% from 2006 to 2007.

The below tables present the number of fatality and injury crashes based on the cited contributing factor. Speeding and pedestrian violations were noted as contributing factors in the majority of fatal crashes. In 2007, speed was the contributing factor in 1134 crashes, resulting in 650 injuries and 15 fatalities. Speeding contributed to approximately 17% of the total number of injury crashes and 27% of the total number of fatal crashes.

Pedestrian violation-related crashes have increased since 2005. However, there has been a slight decrease in speeding related crashes since 2005. The number of alcohol-related fatality crashes have decreased since 2005.

FATALITIES BY CONTRIBUTING CIRCUMSTANCE

Year	Speed	Pedestrian Violation	Alcohol/ Drug	Traffic Control	Driver Inattention
2005	20	7	6	5	2
2006	16	10	2	3	3
2007	15	11	2	3	3

INJURIES BY CONTRIBUTING CIRCUMSTANCE

Contributing Circumstance	2005	2006	2007
Speed	731	696	650
Alcohol/Drug Influence	75	121	129
Pedestrian's Violation	309	257	235
Driver Inattention	976	846	918

Roadway Users

The Tables following summarizes the fatality and injury crash distributions by roadway users for each year from 2005 to 2007. Drivers, passengers, and pedestrians have significantly higher percentages of fatalities with an average over the three years of 30%, 19%, and 40%, respectively. The number of driver and passenger fatalities did not change from 2006 to 2007. Pedestrian, bicyclists, and motorcyclists are among the most vulnerable roadway users. When involved in a crash with a motor vehicle, they always suffer more serious injuries than vehicle occupants do.

- There is an upward trend in pedestrian fatalities and injuries over the three years. There were 25 pedestrian fatalities making up 48% of all fatalities for 2007.
- In 2007, there were 197 motorcycle crashes resulting in 121 injuries and 2 fatalities.
- There were 281 bicycle crashes resulting in 197 injuries and 3 fatalities in 2007. This is the highest number of injured bicyclists in one year during the three year period between 2005 and 2007

TRENDS IN FATALITIES BY ROAD USER TYPE

ROAD USER	2005	2006	2007
DRIVER	17	13	13
PASSENGER	7	10	10
PEDESTRIAN	16	17	25
BIKE RIDER	6	1	3
MOTORCYCLIST	3		2
OTHER			1
TOTAL	49	41	54

Pedestrians' Action

The top two pedestrians' actions that are involved in crashes are With Signal in Crosswalk and Not in Crosswalk at 19% and 20% respectively. However, With Signal in Crosswalk involved crashes decreased significantly by 27% from 2006 to 2007 as shown below.

PEDESTRIAN ACTION	2005	2006	2007
WITH SIGNAL IN CROSSWALK	170	152	111
AGAINST SIGNAL IN CROSSWALK	52	45	53
IN CROSSWALK – NO SIGNAL	64	70	48
IN UNMARKED CROSSWALK	11	8	5
NOT IN CROSSWALK	183	156	151
FROM BETWEEN PARKED CARS	64	52	40
OTHER	152	160	113
UNKNOWN	50	40	31
NOT APPLICABLE	36	43	40
TOTAL	782	726	592

DISTRICT OF COLUMBIA TOTAL ESTIMATED POPULATION AS OF JULY 2000 - 2007								
	2002	2003	2004	2005	2006	2007	Percent Change in Population 2006-2007	Percent Change in Population 2002-2007
	571,437	572,716	569,157	563,384	553,523	550,521	-1%	-3.7%

DISTRICT OF COLUMBIA ALCOHOL RELATED TRAFFIC CRASHES 2001 - 2005							
2001	2002	2003	2004	2005	Percent Change		
					2004-2005	1996-2005	
287	-	698	261	237	-9.2%	--	

SNAPSHOT OF MOTOR VEHICLE CRASHES 2005				
Total Crashes	Total Fatalities	Alcohol Related Crashes	Percentage of Total Crashes that were Alcohol Related	Percentage Change Alcohol-related Crashes, 2004-2005
17,717	49	237	1.3%	-9.2%

FY 2008 INITIATIVES

Occupant Protection

Click It or Ticket Mobilization
 Child Passenger Safety Fitting Stations
 Child Passenger Safety Technician Training
 Booster Seat Distribution for Low Income Families
 SAFETEA-LU 406, 405, 2011, and 157 Incentive Grant Funding

Impaired Driving

DUI Enforcement & PIE Crackdown
 Traffic Safety Research Prosecutor
 Standard Field Sobriety Testing (SFST) training
 NHTSA Region 3 Youth Summit
 DUI Enforcement Equipment Purchases
 SAFETEA-LU 410, 406 and 157 Incentive Grant Funding

Aggressive Driving

“Smooth Operator” Enforcement Mobilizations
“Smooth Operator” Public Information Campaign
Red Light Running Enforcement
SAFETEA-LU 406 Incentive Grant Funding

Traffic Records

Coordinating Committee (TRCC)
Traffic Records 408 Grant Application
SAFETEA-LU 408 and 157 Incentive Grant Funding

Pedestrian/Bike Safety

Street Smart Campaign
School Assessment Safety Study
Pedestrian Safety Enforcement
SAFETEA-LU 406 Incentive Grant Funding

Roadway Safety

First Responder Training
Traffic Control Technician

2008 Summary of Highway Safety Priority Areas

Occupant Protection

Based on the Annual Citywide Observational Seat Belt Use Survey conducted in the District in June 2008, D.C.'s seat belt use rate is 90%, up from 87% in 2007. The nation's seat belt use rate is 83%.

Performance Goal

Increase Seat belt Usage Rates

2001	2002	2003	2004	2005	2006	2007	2008
84%	84.56%	84.93%	87.02%	88.78%	85.36%	87.13%	90.00%

Programming Accomplishments

The DC HSO coordinated the following programming initiatives in an effort to influence our occupant protection goals for 2008:

In May 2008, the HSO launched one of the city's most successful CIOT seat belt enforcement and education campaigns ever. The initiative combined high-visibility enforcement and education throughout the month of May.



Overall, the DC Metropolitan Police Department (MPD) conducted 343 hours of checkpoints and saturation patrols, resulting in 1,337 seat belt citations. In addition, the MPD conducted three (3) nighttime CIOT seat belt enforcement operations, which netted 118 DUI arrests.



On May 22, 2008, the HSO and MPD hosted the national kickoff CIOT press event at Calvin Coolidge High School in the District's 2nd Ward. The press coverage included all of the network affiliate stations in D.C., a radio interview with WAMU (NPR) and coverage in the Washington Examiner. In addition, Spanish language coverage was by both major broadcast (Univision) and two print outlets (Washington Hispanic and El Pregonero).



Throughout 2008, the HSO supported thirty-eight (38) CPS two-hour Safe and Secure workshops, one (1) 32 hour CPS certified trainings as well as 21 booster seat and 16 general CPS presentations. The District currently has 61 trained CPS technicians, 42 of which are active in the program. The DC HSO sponsored and maintained nine (9) CPS fitting stations, which installed 1,820 child restraint seats and conducted 37 car seat installation events.

The DC HSO CPS Coordinator was also responsible for the management of the city's booster seat program, which provided over 300 booster seats to the city's low income families.

Evaluation

Based on the Annual Citywide Observational Seat Belt Use Survey conducted in the District in June 2008, D.C.'s seat belt use rate is 90%, up from 87% in 2007. In addition, based on the National Highway Traffic Safety Administration's (NHTSA) conversion formula, D.C. converted 70 percent of its non-seat belt users to users by increasing the city's use rate to 90 percent. According to the National Occupant Protection use Survey (NOPUS), the nation's seat belt use rate is 83 percent. In 2007, 44 percent of the of D.C.'s traffic fatalities were not using seat belts.

Impaired Driving

Consumption of alcohol and drugs continues to be a factor in traffic crashes in the District, particularly the more serious crashes. The number of alcohol/drug involved traffic crashes has averaged about 260 per year for the past three years. The number of alcohol/drug related crashes has generally remained constant. However, the number of people injured or killed in alcohol/drug related crashes increased from 374 in 2006 to 410 in 2007. In 2007, alcohol and or drugs were a factor in 264 crashes, resulting in 2 fatalities and 129 injuries.

Crashes that involved alcohol and or drugs occurred more often at night than at any other time. In 2007 alcohol/drug related crashes were most likely to occur between 9:00 p.m. to 4:00 a.m., particularly during the period from Thursday evening to Monday morning. The highest number of crashes occurred between 3:00 a.m. and 4:00 a.m., which corresponds with many of the District Bars and Club closing time of 3:00 a.m. on the weekend.

An average 45% of the alcohol/drug related crashes occurred on weekends. The age groups from 21-25 to 41-45 have the highest frequency of crashes involved alcohol/drug. Among all alcohol male drivers cause female drivers cause involved crashes, almost 77% of the crashes, and only about 23% of crashes.

Alcohol Involvement in Traffic Crashes

YEAR	2001	2002	2003	2004	2005	2006	2007
Fatalities	70	47	67	45	48	41	54
Alcohol-related	11	24	34	15	19	13	15
% of Total	16%	51%	51%	34%	40%	37%	28%
Injuries	10,758	8,775	8,233	8,054	7,555	7,053	6,571

Alcohol/Drug Involved Drivers by Gender

Gender	2005	2006	2007	2005	2006	2007
Female	103	85	94	25.37%	22.73%	22.93%
Male	298	288	315	73.40%	77.01%	76.83%
No Record	5	1	1	1.23%	0.27%	0.24%
Total	406	374	410			

Performance Goals

To decrease the percentage of alcohol-related fatalities.

YEAR	2008	2009	2010	2011
% Alcohol	28%	26%	24%	20%

Programming Accomplishments

The DC HSO coordinated the following programming initiatives in an effort to influence our alcohol highway safety goals for 2008:

D.C. once again participated in the National DUI Crackdown as well as the NHTSA Region 3 Checkpoint Strikeforce Enforcement campaign. Because of these initiatives, the MPD worked more than 3,000 man-hours and conducted over 40 sobriety checkpoints and roving patrol operations resulting in 1,057 vehicles contacted and 134 DUI arrests, 33 of the 134 were made during the Crackdown. In addition, the MPD made four (4) drug arrests, eleven (11)

suspended/revoked license arrests and seventeen (17) no permit citations during the Crackdown timeframe.



Though the District's Traffic Safety Research Prosecutor (TSRP) position resigned her position in September, she was able to complete work on the LEADRS contract. In addition, the following law enforcement/prosecutor workshops were conducted: January 15, 2008; February 20, 2008; May 4, 2008; June 29, 2008; and September 12, 2008.

The MPD conducted, between February 12, 2008 – September 30, 2008, nine (9) SFST classes resulting in forty-four (44) new SFST certified officers.

WRAP activities for the District included the continuation of its very successful **SoberRide** program, while championing the re-criminalization of underage drinking in the District. This issue will be revisited during the 2009 legislative session.

Evaluation

Even through comprehensive efforts such as enforcement, public information, and education, DUI enforcement training, DC experienced a slight increase in the incidence of impaired driving. D.C.'s alcohol fatalities between 2007 and 2008 went from 13 alcohol fatalities to 15 in 2008. We believe that with an increased commitment to comprehensive efforts like Checkpoint Strikeforce, we can once again show a reduction in alcohol fatalities in the coming year.

Aggressive Driving

In an analysis of aggressive driving-related fatal crashes in 2007, males were 2:1 more likely to be involved in an aggressive driving-related crash. In 2006, 44% of the fatalities were aggressive driving-related compared to 51% in 2003. Aggressive driving-related fatalities involved more 20+ year olds than any other age group (7 of 18). The

primary contributing circumstance for fatal aggressive driving-related crashes in 2006 was speed.

Percentage of fatal crashes resulting from aggressive driving behaviors

YEAR	2000	2001	2002	2003	2004	2005	2006
Total fatal crashes	52	71	50	68	43	49	41
Aggressive driving related	25	39	29	32	30	22	22
Percentage	48%	55%	58%	47%	70%	45%	54%

Performance Goal

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

YEAR	2008	2009	2010	2011
%	40	37	35	32

Programming Accomplishments



During Fiscal Year 2008, DC MPD once again participated in the regional Smooth Operator enforcement and education campaign. The MPD worked more than 1,800 man-hours, which resulted in 3,877 speeding citations issued. Though the majority of citations issued were for speeding, other citations included 282 DUI arrests, 115 reckless driving arrests, and 25 felony/misdemeanor arrests. In addition to the enforcement component of the Smooth Operator campaign, the District also supported the following paid and earned media efforts:

- *The DC HSO, in conjunction with its partners on the Smooth Operator Task Force purchased \$ 415,997.38 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. In the Washington DC metro market, \$63,604.35*

was spent on billboards and bus backs, while an additional \$153,501.51 was spent on radio PSA's.

- *Based upon the marketing plan for this campaign, 768 radio spots were aired, with a net reach of 372,203 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 65.90% of the target audience hearing the message 20.4 times.*
- *Internet advertising included: Atom Films Preroll and Big Box; AF Leader board; Shockwave Preroll, Big Box and Leader board; Comedy Central Leader board; Action Games Big Box and Leader board; WWDC-FM Video Download and Banner Ads; WJFK-FM Podcasts and Streaming. These ads were seen 2,087,297 times.*
- *Bus back advertising was purchased on WMATA buses servicing the DC metro area. 115 bus backs were purchased. This outdoor media resulted in a reach of 79.6% of the target audience saw the message 4.6 times.*
- *The 2008 Smooth Operator campaign kick-off, was held on June 17th in Springfield, Virginia. We conservatively estimate the kick-off produced more than 1.4 million media impressions.*
 - *Estimated audience reach: 1,490,304*
 - *Estimated dollar value: \$60,871.54*

Key campaign coverage results include:

 - *Print: Coverage in The Examiner (DC), Washington Hispanic, El Pregonero and The Washington Post*
 - *Radio: German Public Radio, WTOP and WAMU (NPR affiliate)*
 - *Broadcast: At least 11 hits on WJLA, News Channel 8, WTTG, WRC and Univision*
 - *Hispanic: Coverage by major broadcast (Univision) and print (Washington Hispanic and El Pregonero)*

Evaluation

MPD will continue on-going analysis of aggressive driving-related crash data to assist in more targeted program planning in this priority area. Continued implementation of coordinated data collection systems will enable a more efficient and accurate problem identification process related to the problem of aggressive driving. By identifying high crash locations and the primary contributing circumstances, special emphasis can be placed on target areas.

Traffic Records

The DC HSO recognizes that with the volume of requests for crash information from various sources, (e. g. federal, city, and local agencies, general public, legislators, citizen activist groups, etc.) all of the city's traffic records systems are in constant demand. There is an increased interest and need for more accurate and timely data and a better understanding of the information. This is evident in the numbers of requests for additional information in relation to the initial crash; the automobile, occupant protection devices, court disposition, trauma and discharge information, and economic cost related factors.

Traffic Records Performance Goal:

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

Program Accomplishments:

The DC HSO has developed a Traffic Records Strategic Plan. The Plan specifies the requirements for and from each component of the traffic records system; identifies the goals for improvements for each of the traffic records system components; sets priorities for each goal with a timeline for implementation; secures commitment to the goal implementation and the timeline; and contains a monitoring process to track progress for each goal and a mechanism to modify, or replace goals as required.

The District has a nine-member TRCC whose membership covers each area of traffic records information systems in the city. The TRCC serves as a forum to discuss concerns and needs for traffic safety data, with the Committee developing solutions to improve and correct deficiencies. The Committee, under the direction of the District Department of Transportation is tasked with the advancement of electronic data capture, appropriate integration of data, effective utilization of the data through the GIS and other means and education of data collectors and users.

Evaluation

The DC HSO developed, submitted, and received a \$500,000 Section 408 Data Incentive Grant in 2008.

Pedestrian /Bike Safety

In 2007, there were 4,071 injury crashes in the District of Columbia, 592 involved pedestrians and 25 were killed in pedestrian crashes. This number is up from 2006 when there were 17 pedestrian fatalities. Approximately 3,000 pedestrians are involved in crashes with motor vehicles every year in the DC Metro region. The majority – more than 90% – of these pedestrians sustains injuries and about 80 of these pedestrians die each year.



Pedestrian safety is an especially big challenge in the greater Washington, DC metro area for several reasons. To start, walking and bicycle riding are important modes of transportation for many people in the area. In addition, the area has the nation's third worst traffic congestion and is the eighth most popular tourist destination. Too many cars and careless drivers combined with too little roadway and too many unfamiliar pedestrians all add up to a major pedestrian safety challenge. In addition, that is exactly what we face today.

Pedestrian fatalities accounted for 22% of the total traffic fatalities the District of Columbia, suburban Maryland and northern Virginia from

1994-2003 based on regional average motor vehicle traffic fatalities. Pedestrian fatalities outnumber homicides in many of Street Smart's participating jurisdictions. Officials realize that most injuries and deaths can be prevented. Methods include measures such as changing road designs and improving signage.

Program Accomplishments

“CROSS LIKE YOUR LIFE DEPENDS ON IT”

Spring 2008 Street Smart Campaign

For the spring 2008 Street Smart campaign, the theme for outdoor media and Internet was “Cross Like Your Life Depends On It,” this emphasized to pedestrians the importance of following the basic rules of crossing streets and the importance of paying attention to vehicles.

In conjunction with the outdoor media and Internet, radio ads ran targeting drivers with the message “Drive Like Their Life Depends On It.” This campaign successfully got its point across because it stressed the importance – to both drivers and pedestrians – of paying careful attention to traffic rules, as well as to each other.

Radio Messages

The radio campaign ran in conjunction with enforcement efforts, for three weeks from March 10 - 30, 2008.

Along with concentrated broadcast efforts focusing on afternoon/evening rush hours from Wednesdays through Sundays, the spring campaign also ran spots in the morning, midday, evening and during the day on weekends to increase reach for the message.

Like the fall 2007 campaign, radio spots were recorded in both English and Spanish versions and provided frequency for the message. The campaign ran a variety of spot lengths to increase frequency, using 15-second and 30-second versions. The campaign was designed to reach predominantly men

18-49. Spots ran on the following stations:

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

560 spots ran, adding up to 3,992,000 total impressions.* Total net reach was 11,672,000. Reach was 51.5 percent.** Frequency was 9.7.

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

**Reach is the percentage of different people reached in a given schedule.

Frequency is the average number of times a person is exposed to a radio spot during the schedule.

Transit Messages

Like the fall 2007 campaign, the spring 2008 campaign targeted pedestrians and drivers with a mix of messages in transit shelters and on bus sides and mobile billboards. An additional message telling bus riders to “Be Alert Around Buses” along with safety tips was combined with the “Cross Like Your Life Depends On It” message targeting pedestrians in key locations along corridors with a high incidence of pedestrian injuries and fatalities.

Pedestrians, cyclists, and drivers were also targeted with 125 bus sides of Metro buses (including 25 “ultra” bus sides that are twice the size of a regular bus side ad) that were concentrated on routes in high-risk areas for pedestrian accidents. In addition, 500 interior bus cards ran to target bus riders. Bus side messages on 25 Fairfax Connector buses provided additional outdoor exposure in Fairfax County. In addition, a mobile billboard was used to provide exposure in key target areas. The huge size (10 feet by 22 feet) of the billboard made it difficult to miss.

streetsmart.mwcog.org 7

Posters and Transit Shelter posters, Spring 2008

Mobile billboard, spring 2008

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

- The number of law enforcement agencies participating in the program more than doubled this year.
- The Metropolitan Police Department handed out more than 1,700 citations and distributed more than 10,000 brochures during the campaign.
- The Metropolitan Police Department conducted two targeted crosswalk enforcement events during the campaign.
- The District Department of Transportation conducted pedestrian/bicyclist enforcement training for 65 Metropolitan Police Department officers as part of the program.

Evaluation

There was a significant increase in awareness of the Street Smart campaign that talks about the need for drivers to watch out for pedestrians.

- The awareness of males under 35 years old increased from 11% in March to 40% in April 2006. This is a net increase of 29%.
- The general audience increased awareness from 15% in March to 26% in April 2006. This is a net increase of 11%.

While the campaign could not be correlated with short-term changes in behavior, long-term change in driver and pedestrian behavior have surfaced, specifically:

- The frequency of drivers observing pedestrians who jaywalk or walk into the roadway without concern for motor vehicles has improved.
- In 2002, 40% of motorists frequently observed pedestrians either jaywalking or walking into the roadway without concern for motor vehicles. In 2006, 30% of motorists observed this.
- Observing drivers who do not yield to pedestrians in crosswalks has also improved. In 2002, 76% of motorists reported they

- 'frequently/occasionally' observed drivers who did not yield to pedestrians in crosswalks. That number dropped to 54% in 2006.
- Motorists in 2006 were less likely to have had to swerve to avoid a pedestrian who was jaywalking or walking on the roadway without concern for vehicle traffic in 2006 than in 2004 – 32% vs. 14%.

Highlights of Evaluation Findings

- While the public is very aware of laws pertaining to yielding to pedestrians in crosswalks, motorists still readily report it is not likely that drivers will be issued a ticket for a law violation.
- Since Street Smart's inception in 2002, awareness of laws regarding yielding to pedestrians in crosswalks is unchanged and is at a plateau where nearly all motorists are aware of laws relating to drivers needing to yield to pedestrians in crosswalks.
- The reported incidence of drivers reporting they had to swerve to avoid a pedestrian declined in 2006 to 14% from 19% in May 2005 – an improvement of 5 points.
- Overall awareness of police efforts to crack down on motorists who do not yield to pedestrians in crosswalks increased from 12% in March 2006 to 14% in April 2006. The increase in awareness between the pre and post waves is consistent with findings from 2005 i.e. awareness increased during the campaign period regarding police enforcement.
- Among male drivers under 35 years of age, awareness of police efforts to crack down on drivers who did not yield to pedestrians increased 9 points from 11% to 20%.
- Between the March and April period, overall awareness of hearing about the Street Smart Program or about cracking down enforcement on drivers who do not yield to pedestrians in crosswalks increased from 15% to 26%.
- Among target drivers – males under 35 – awareness increased 29 percent from 11% to 40%.

Roadway Safety

The District has consistently addressed highway safety through the years by including engineering improvements in construction and maintenance programs. Therefore, it follows that the engineering approach is an integral part of the Department setting a highway safety goal in alignment with the national (USDOT) highway safety goal of 1.0 fatality per 100 million vehicle miles traveled by the year 2008.

From 2005 and 2007, there were 941 crashes in work zones, which resulted in 214 injuries and 1 fatality. Based on the data, there is a downward trend for work-zone crashes in the District. All types of crashes in work zones substantially decreased from 2006 to 2007. Pedestrian-involved crashes went down 66.7%; injuries were down 36.5% and Hit & Run down 38.4%. In 2007, the number of work zone crashes was down significantly to 203, 54 of which have been classified as injury crashes and zero fatality crashes.

Program Accomplishments

Four one-day TCT classes provided an introduction to temporary traffic control in work zones for individuals who work in the field installing and removing traffic control devices. The course deals with concepts, techniques, and practices in the installation, and maintenance of traffic control devices. The students are provided an American Traffic Safety Services Association (ATSSA) Guide, which is used as the basic text material for the course. This Guide booklet contains material condensed from the Manual on Uniform Traffic Control Devices (MUTCD) but in a simplified, easy to understand and use format.

We also sponsored 12 "Traffic Control Technician" Classes through the American Traffic Safety Services Association (ATSSA). This class is an introductory training in the principles of temporary work zone traffic control for individuals who work in the field installing and removing traffic control devices. It teaches concepts, techniques, and practices in the installation, and maintenance of traffic control devices.

Paid Media Summary

Overview

In FY 2008, The DC HSO continued to use a combination of paid and earned media to increase awareness of critical highway safety issues in the District. The paid media efforts were used to support its enforcement campaigns as national research shows that the greatest impact can be made by combining the two efforts. The paid media buy plan was based on crash data to identify the primary and secondary audiences and to determine when the paid media messages would run.

In FY 2007, approximately \$350,000 in Section 402 and other Incentive Grants to support the paid media initiative. The following section provides a breakdown of the projects funded with Section 402 and other Incentive Funds as well as a narrative of the highlights and achievements of the paid media and earned media efforts by program area:

Aggressive Driving

Smooth Operator 2007 Campaign Results Summary

- During FFY 2008, the Smooth Operator Task Force purchased \$ 415,997.38 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. \$292,926.03 was spent on radio PSA's, \$63,604.35 was spent on billboards and bus backs in the Washington DC metro market and an additional \$45,000 was spent on bus backs in the Baltimore market. \$59,467 was spent on Internet advertising. In the Baltimore market, \$139,424.52 was spent on radio PSA's and \$153,501.51 was spent on radio PSA's on the Washington market.
- Based upon the marketing plan for this campaign, 768 radio spots were aired, with a net reach of 372,203 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 65.90% of the target audience hearing the message 20.4 times. In the Baltimore market, 1,365 radio spots were aired with a net reach of 204,723 / 70.40% of the target audience heard the message 13.7 times. Free radio PSA's bus backs, resulted in \$142,700 worth of Added Media Value. Many of the bus backs continue to remain in place at no charge.

- Internet advertising included: Atom Films Preroll and Big Box; AF Leader board; Shockwave Preroll, Big Box and Leader board; Comedy Central Leader board; Action Games Big Box and Leader board; WWDC-FM Video Download and Banner Ads; WJFK-FM Podcasts and Streaming. These ads were seen a total of 2,087,297 times.
- Bus back advertising was purchased on WMATA buses servicing the DC metro area including suburban Maryland. 115 bus backs were purchased. This outdoor media resulted in a reach of 79.6% of the target audience saw the message 4.6 times. In Baltimore 100 bus backs were purchased. This resulted in a reach of 79.17% of the targeted audience saw this message 9.60 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 4% improvement in aggressive driving behavior. There was a 9% improvement reported on "entering an intersection after the light turned yellow." When asked if you have driven aggressively in the last seven days, 22% said yes in May and 18% said yes in September. Awareness of hearing or seeing the Smooth Operator aggressive driving message increased 13%. Pre to post awareness rose from 54% to 67% over the course of the campaign. 22% of drivers interviewed reported seeing enforcement during the waves. Five in 10 feel enforcement was somewhat to very strong and 8 in 10 believe you can be ticketed for aggressive driving. Use of cell phones

by drivers was respondent's greatest concern followed by aggressive driving. When asked who drove aggressively, responses were divided evenly among cars, trucks, and motorcycles at about one third each.