

MARYLAND MOTOR VEHICLE ADMINISTRATION



# 2014

MARYLAND HIGHWAY SAFETY OFFICE  
**ANNUAL REPORT**



Dedicated to saving lives and preventing  
injuries on Maryland roadways.



AGGRESSIVE DRIVING - DISTRACTED DRIVING - IMPAIRED DRIVING - MOTORCYCLE SAFETY  
OCCUPANT PROTECTION - OLDER DRIVER SAFETY - PEDESTRIAN AND BICYCLE SAFETY  
YOUNGER DRIVER SAFETY

# More Than Numbers...

Statistics and numbers are the basis of determining how Maryland directs its traffic safety programs and measures the effects of the countermeasures that the state employs. The Maryland Motor Vehicle Administration's Highway Safety Office's (MHSO) Federal Fiscal Year (FFY) 2014 Annual Report offers the opportunity to learn more about how Maryland addressed traffic safety through data-driven efforts.

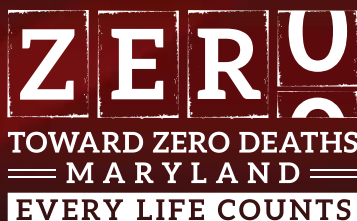
The MHSO never loses sight of the fact that the numbers presented in this report – whether they refer to crashes, injuries, or deaths – represent people. Each year, hundreds of lives are lost in Maryland to traffic crashes. These tragedies affect families, friends, employers, and communities in ways that have lasting and far reaching effects; the MHSO is committed to eliminating the human cost of driving on Maryland roadways.

The philosophy of the MHSO is embodied in the three simple words that form the basis of Maryland's *Toward Zero Deaths* campaign - Every Life Counts. The MHSO honors the memories of past victims of traffic crashes and will continue to work diligently to prevent the needless tragedies that occur on Maryland roadways each year.

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*In all facets of the MHSO's work, we seek to honor the past victims of traffic crashes and, perhaps more importantly, prevent future tragedies from occurring.*

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# 2014 MARYLAND HIGHWAY SAFETY OFFICE ANNUAL REPORT

Dedicated to Saving Lives and Preventing Injuries on Maryland Roadways

## TABLE OF CONTENTS

**MARYLAND HIGHWAY SAFETY OFFICE** .....4

    A Message from Our Governor’s Highway Safety Representative .....4

    A Message from Maryland’s Highway Safety Coordinator .....5

    Mission and Vision .....6

    Funding .....7

**AREAS OF CONCENTRATION** .....12

**REGIONAL LAW ENFORCEMENT & EDUCATION/OUTREACH GRANTEES** .....18

**STRATEGIC HIGHWAY SAFETY PLAN AND PROGRAM AREA MEASURES** .....22

**MARYLAND ANNUAL DRIVING SURVEY** .....38

**PROGRAM AREAS** .....48

    Impaired Driving .....48

    Occupant Protection .....52

    Aggressive Driving .....56

    Distracted Driving .....58

    Pedestrian and Bicycle Safety .....60

    Motorcycle Safety .....64

    Older Driver Safety .....66

    Younger Driver Safety .....68

    Police Traffic Services .....70

    Traffic Records .....74

    Communications and Social Media .....78

**LOOKING TO THE FUTURE** .....82

**GRANTS AND SPENT AMOUNTS** .....83



## A MESSAGE FROM OUR GOVERNOR'S HIGHWAY SAFETY REPRESENTATIVE

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Milton Chaffee,  
Administrator, Motor Vehicle  
Administration

In 2014, I had the privilege of becoming the Governor's Highway Safety Representative for the State of Maryland, as well as the Administrator of the Maryland Motor Vehicle Administration (MVA). Having served with this organization for many years, I can truly say that the MVA is not only customer focused at its branches, but we also strive to bring that same level of customer service and excellence in serving the needs of this state's dynamic traffic safety community.

Calendar year 2013 brought a huge drop in the number of roadway fatalities. In fact, it was the lowest number of traffic fatalities in Maryland since 1961. We experienced reductions in the number of deaths in several areas including impaired driving, distracted driving, younger and older drivers as well as speed-involved. In addition, the number of unbelted occupants that were killed in crashes decreased and Maryland's statewide seat belt use increased. Overall, there were many positive signs that our programs and commitment to our Strategic Highway Safety Plan (SHSP) are having the desired effect of driving Maryland *Toward Zero Deaths*.

Our motto is "Every Life Counts." While a reduction in the number of deaths on our roadways is a step in the right direction, our ultimate goal is zero traffic fatalities. Crashes, injuries and fatalities are not an acceptable consequence of driving and, we remain committed to working with all of our partners in highway safety at the federal, state and local levels to make Maryland's *Toward Zero Deaths* vision a reality.

I am proud to present the Maryland Motor Vehicle Administration's Highway Safety Office's (MHSO) Federal Fiscal Year (FFY) 2014 Annual Report. This report is a direct reflection of the accomplishments from the activities outlined in our FFY 2014 Highway Safety Plan.

The achievements outlined in this Annual Report would not be possible without our partners and the support we receive from the National Highway Traffic Safety Administration (NHTSA). I look forward to working with our partners in FFY 2015 to continue our mission of saving lives on Maryland's roadways.

A handwritten signature in black ink that reads "Milton Chaffee". The signature is written in a cursive, flowing style.

Milton Chaffee

# A MESSAGE FROM MARYLAND'S HIGHWAY SAFETY COORDINATOR

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*Thomas J. Gianni,  
Chief, Maryland Highway  
Safety Office*

As Maryland's Highway Safety Coordinator and Chief of the Maryland Highway Safety Office, it is my obligation to ensure that the projects and programs implemented and funded by our agency address Maryland's traffic safety problems. To accomplish that task, the entire MHSO staff undertakes a rigorous process to evaluate data, establish short and long-term project goals based upon that data, and serve our partners to the fullest capacity. It is the dedication to the mission of saving lives, both within the MHSO and with our partners, that has paved the way for the dramatic reductions in traffic crashes, injuries, and fatalities that we've witnessed over the past several years.

This annual report reflects the programs set forth in our FFY 2014 Highway Safety Plan (HSP), both illustrating the successes and challenges faced throughout the year. Maryland takes a "Four Es" approach to traffic safety and, the results of our programs are the outcome of efforts taking place in enforcement, engineering, education, and emergency medical services. Highway safety projects funded with federal grant dollars were fully integrated with strategies contained in Maryland's Strategic Highway Safety Plan. A total of 137 projects received grant funding in FFY 2014 and more than nine million dollars were spent with the goal of decreasing highway crashes and their associated injuries and fatalities.

Although no one can ever truly predict human behavior, we feel very strongly that the best approach is to provide a comprehensive framework from which to build our programs. This framework is based on extensive analysis of past trends to develop effective strategies designed to curb dangerous driving behaviors in areas where crashes are most prevalent. I am very proud of the progress that has been made and, especially Maryland's course to meet the goals stated in its SHSP. I am even more proud of the people that have made this progress possible and the productive relationships we have forged with external partners and stakeholders from across the state.

The MHSO remains committed to assisting our partners in preventing and eliminating the carnage on our roadways. We all look forward to bringing our state even further along in its mission to drive Maryland *Toward Zero Deaths*.

A handwritten signature in black ink that reads "Thomas J. Gianni". The signature is written in a cursive, flowing style.

Thomas J. Gianni

# MISSION & VISION

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## MISSION

The MVA's Maryland Highway Safety Office is dedicated to saving lives and preventing injuries by reducing motor vehicle crashes through the administration of a comprehensive network of traffic safety programs.

## VISION

Moving Maryland *Toward Zero Deaths* since death is not an acceptable consequence of driving.



## OUR VALUES

1. **Life** – Even one person lost or injured on our roadways is too many.
2. **Professionalism** – We seek to be leaders, innovators and facilitators in the highway safety arena; the MHSO management team is committed to assisting employees to realize their full potential through training and professional development.
3. **Respect** – People are our greatest resource. We welcome and respect the ideas and opinions of our staff, stakeholders and the public; we respect individual differences and diversity within the state.
4. **Integrity** – We are honest and ethical in our dealings and strive to perform in a manner consistent with achieving trust among the community.
5. **Dedication** – We are steadfastly dedicated to pursuing our vision and mission.
6. **Excellence** – We achieve results by evaluating our efforts and continually improving the quality of our work.
7. **Performance Management** – We are committed to analyzing available data to maximize the effectiveness of programs, personnel and funding, and to create strategies that result in desired outcomes.
8. **Teamwork** – We strive to function as a cohesive unit at the statewide and local levels to provide the best possible impact for programs and funding.
9. **Customer Focus** – We seek to provide the highest quality service to all customers.
10. **Collaboration** – The MHSO's management and staff value the input of stakeholders and seek to capitalize on the knowledge and experience of partner organizations to help accomplish our mission.

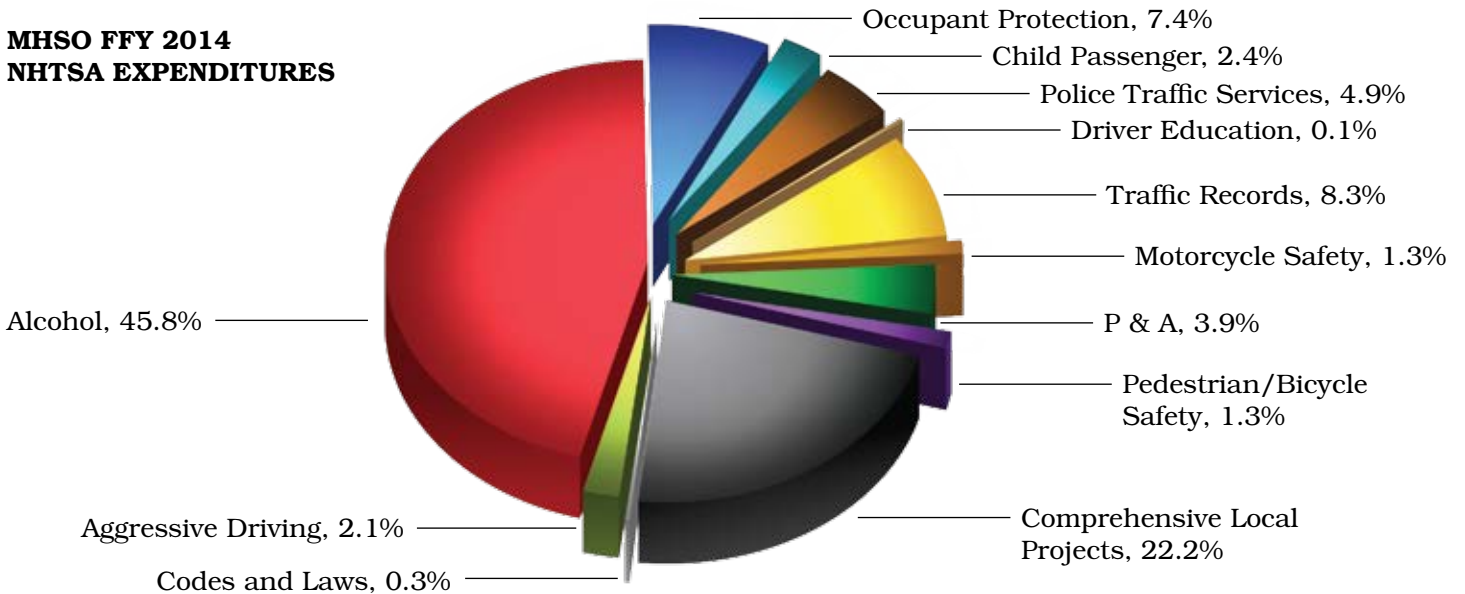
## MARYLAND HIGHWAY SAFETY OFFICE

# FUNDING

As Maryland's designated Highway Safety Office, the MHSO receives funding from the National Highway Traffic Safety Administration for use at the statewide and local levels. The Highway Safety Act of 1966 authorized the first federal highway safety program, the State and Community Highway Safety Grant Program (Section 402). Since then, Congress has revised national highway safety grant programs many times through reauthorizing legislation, creating new incentive grants, penalties and sanctions. Maryland's highway safety program is funded through federal appropriations. State laws can impact the amount and type of funding the state receives. Moving Ahead for Progress in the 21st Century (MAP-21) is the surface transportation bill that authorizes the federal transportation programs, including Maryland's highway safety program for Federal Fiscal Year 2014.

Each year, the MHSO submits its plan for allocating these funds to the NHTSA by way of a document called the Highway Safety Plan. The MHSO utilizes formulas and strategic planning models to allocate these funds into the jurisdictions and grant-funded projects that are evaluated as having the best potential at meeting the state's traffic safety goals, also outlined in the state's HSP.

The percentage of funds expended by program area is provided below:



*Note: The figures above represent only funds from the NHTSA. In addition to these funds, the MHSO distributes funds from the Federal Highway Administration, as well as, state funds for highway safety programming.*



## OUR ORGANIZATION

Serving as Maryland's Governor's Highway Safety Representative, the MVA Administrator, Milt Chaffee, provides overall leadership for the state's highway safety program. The MHSO is housed within the MVA, with direct supervision provided by the MVA's Chief Deputy Administrator, Christine Nizer.

The MHSO's topmost leadership consists of a Chief and Deputy Chief who oversee the MHSO's two Safety Sections, a Finance Section, an Administrative Unit and a Communications Team.

The Safety Programs Section is comprised of six Program Managers that specialize in the areas of Occupant Protection, Impaired Driving, Aggressive Driving and High-Risk Groups. This section also includes a Traffic Records Program Manager, who manages the State Traffic Records Coordinating Committee (TRCC), and a Law Enforcement Liaison (LEL) Program Manager who coordinates special projects and law enforcement outreach.

The Regional Traffic Safety Program (RTSP) Section is comprised of ten RTSP Managers who coordinate statewide objectives and goals at the local level,



fostering grassroots partnerships and serving as grant managers for Maryland's 24 jurisdictions.

The MHSO's Finance Section manages and coordinates the financial operations of MHSO and houses MHSO's data analysis personnel.

The Administrative Unit consists of an Office Manager, a Business Services Specialist and Special Projects Coordinator who provide human resource and administrative support for the MHSO.

The Communications Team houses a Communication Manager and an Online Community Resource Manager, who serve to augment ongoing enforcement and education activities through media and online resources, working with MHSO staff and partners to provide further exposure to the efforts of the MHSO.



## MARYLAND HIGHWAY SAFETY OFFICE HIGHLIGHTS

For any traffic safety professional, the true test of success comes from preventing crashes, and resulting injuries and fatalities. While all crash data for calendar year 2014 has not been fully analyzed at the time of this publication, Maryland is on pace to again see a record low year in the number of lives lost on our roadways. In 2013, the number of fatalities decreased by almost nine percent from 2012.



Throughout 2014, as individual sections of this report will show, the MHSO and its partners utilized innovative methods to combat existing problems, such as the inception of a dedicated Driving Under the Influence (DUI) enforcement team and a special seat belt focused demonstration project. Greater emphasis was placed on night time enforcement and in making enforcement efforts more highly visible to the public. Existing campaigns were continually tweaked and in particular, the MHSO rededicated itself to social media and recruiting new partners in its quest to move *Toward Zero Deaths* by way of the state's very robust SHSP. In addition, the MHSO spearheaded the organization of the Maryland Highway Safety Summit, a huge undertaking that brought together roughly 300 people to formulate the future of Maryland's upcoming SHSP planning.

Throughout the year, the MHSO takes time to recognize the outstanding efforts of others in special awards programs geared toward individual law enforcement officers and departments. Likewise, the MHSO has been recognized by its partners for outstanding partnership and service, most recently by the Washington Regional Alcohol Program (WRAP).

Individually, the MHSO recognizes its own internal excellence. For FFY 2014, three individuals were recognized by the management staff and their peers for dedication and commitment to traffic safety.

- Ms. Christina Sinz, the MHSO's Occupant Protection and Distracted Driving Program Manager, was recognized with the MHSO's Olympian Award, presented to the most outstanding employee as voted by her peers. The award signified Tina's dedication to leadership, assisting her fellow MHSO team members, and for the innovation displayed in her programs.



- Ms. Jessica Lambertson, the MHSO's Impaired Driving Prevention Program Manager, was presented with the MHSO Step-Up Award. Given by management, Jessica received the award for her commitment, selflessness, and her personification of the ideals of the MHSO.



- Mr. Mike Bible, the RTSP Manager of the Western Region, was presented with the MHSO's Chief's Award for his outstanding organization of the 2014 Maryland Highway Safety Summit. This award is presented to the person or team that managed a program or event that was deemed to have the greatest impact on highway safety for the past year.



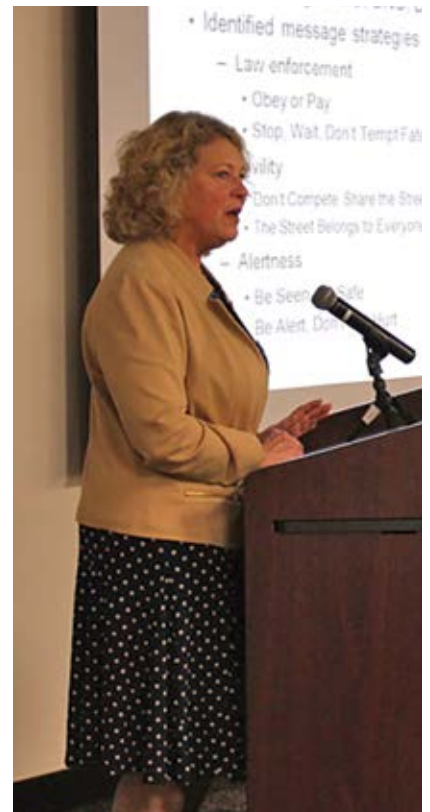
There has been much to applaud over the past year, and the MHSO's staff is keenly aware that the mission to reduce crashes must persist until the last needless tragedy has been prevented. The drop in the number of fatalities for calendar year 2013 looks to be continuing in 2014 and gradually the hard work of the MHSO and its partners is helping make the goal of moving *Toward Zero Deaths* a reality.

## MARYLAND HIGHWAY SAFETY SUMMIT

In February, the MHSO hosted the 2014 Maryland Highway Safety Summit. This ambitious event took place over a three day period and was the successful culmination of more than a year's worth of planning and coordination. The summit, which carried the theme of "Connecting the Dots", emphasized the need for collaboration across the four Es to meet Maryland's traffic safety goals. Roughly 300 people from a wide variety of organizations and disciplines attended the event and, the efforts of everyone that took part in the Summit will shape Maryland's traffic safety landscape for years to come.

Opening remarks were provided by Maryland's Secretary of Transportation, James T. Smith, who emphasized Maryland's *Toward Zero Deaths* goal and reported Maryland's preliminary fatality data for 2013. Tom Gianni, Chief of the MHSO, outlined the goals and objectives of the Summit, including setting the framework for the 2016-2020 SHSP. Then, members of the SHSP Executive Council offered brief remarks on various aspects of the Summit before the work began in earnest for attendees.

Rounding out the first day, representatives from the National Study Center for Trauma & EMS (NSC) gave an overview of traffic crash data and available data sources while a prominent physician from the R. Adams Cowley Shock Trauma Center provided a global perspective on traffic injuries as a preventable public health issue.



A local sheriff spoke about his county-specific SHSP, encouraging similar local plans, and a representative from Maryland's State Highway Administration (SHA) discussed the role that partnerships play in effective traffic safety initiatives at the local level.

On the second day, attendees were greeted with an opening session that provided an overview of the evolution of the public health approach to motor vehicle injuries. At this time, attendees were divided, according to their areas of preference, into breakout sessions, with Distracted Driving, Impaired Driving, Pedestrian Safety, Aggressive Driving, Occupant Protection, and Highway Infrastructure all being highlighted. Each session was facilitated by a prominent member of Maryland's traffic safety community and up to four speakers were featured in each session to present information and spark discussion. During this time, a special session was held for Public Information Officers and, as the first of its kind in Maryland, was specifically geared toward coordinating public safety awareness messaging.

The third and final day opened with a presentation concerning a traffic safety model that described two "paths to a crash" and outlined the big three factors, belts, booze and speed, as increasing crash numbers and determining their severity. Afterwards, attendees were provided with opportunities to attend breakout sessions and at the end of the conference, everyone was brought together for a final wrap-up.

The event was an extreme success on many levels. Partners were successfully engaged in a wide variety of areas and much needed new ideas and experiences were infused into the Emphasis Area Teams (EAT). Moreover, the event served as a perfect springboard into planning for the 2016-2020 SHSP and continuing to decrease traffic crashes, injuries and fatalities across the state.



# AREAS OF CONCENTRATION

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## IMPAIRED DRIVING PREVENTION

Impaired driving prevention, both alcohol and drug-related, was the largest area of concentration for the MHSO in terms of grant funding this year. Over the past five years, an average of 7,884 impaired driving crashes have occurred annually on Maryland's roadways. Of these crashes, 171 people lost their lives and 4,026 were injured each year on average. This loss of life represents approximately one-third of all of Maryland's traffic fatalities.

Maryland devoted a significant amount of grant funds to enforcement initiatives, such as DUI checkpoints and saturation patrols, in the pursuit of reducing the number of impaired drivers on Maryland roads. As part of this effort, the team of Maryland State Police (MSP) troopers dedicated to DUI enforcement known as the State Police Impaired Driving Effort (SPIDRE) removed 589 impaired motorists from Maryland roadways in FFY 2014 alone.



Maryland also invested in impaired driving prevention education and media components. This included the development of the ENDUI app, which was developed as a resource to enable drivers to locate and call a taxi service, find public transportation, store contact information for

designated drivers and report suspected drunk drivers directly to 911. The app also features a Blood Alcohol Concentration (BAC) guide, skills tests that measure reaction times and several other education components.

In an effort to curb impaired driving, Maryland also funded county-level DUI Courts, conducted compliance checks to prevent underage drinking, funded two Traffic Safety Resource Prosecutors (TSRP) and coordinated prevention efforts with major partners such as Mothers Against Drunk Driving (MADD) and the Washington Regional Alcohol Program.

Maryland is continuing to take action to combat impaired driving through collaborative partnerships between state government agencies, legislative and adjudication leaders, regional authorities, local government agencies and nongovernmental organizations. Together these agencies have joined forces and formed Maryland's Impaired Driving Emphasis Area Team, and their mission is to strengthen and enforce impaired driving laws and educate the public about the dangers of impaired driving. This team addresses the complex issue of impaired driving via public information, education, enforcement and judicial issues and is tasked with fulfilling strategies ranging from increasing the effectiveness of enforcement to ensuring that data is received by all partners in a timely fashion.

## OCCUPANT PROTECTION

In 2014, Maryland announced an increase in the state's seat belt use rate from 90.7 percent to 92.1 percent. With recent legislative changes to Maryland seat belt laws, all occupants, regardless of age, are now required to be restrained in all seating positions. Although enforcement of seat belt use in rear seating positions is a secondary violation, changes to the law fulfilled a significant strategy as outlined in the Maryland SHSP.

Over the past five years, an average of 116 people have lost their lives and more than 2,000 were injured each year while unrestrained in a crash. Roughly 38 percent of all passenger vehicle fatalities were unbelted.



Occupant protection efforts including enforcement and education projects, such as *Click it or Ticket* (CIOT), took place throughout the year. The 2014 CIOT campaign kicked-off with a press event featuring a pickup truck rollover, highlighting the lifesaving properties of proper seat belt use and garnering major media attention. The MHSO also funded a Daytime Seat Belt enforcement project, which focused on high visibility enforcement at high traffic locations with low seat belt use rates.

For the past several years, Maryland has participated in a nighttime demonstration seat belt project to determine the characteristics of unbelted drivers at night. This project concluded in 2013 and the final research results provided in FFY 2014 showed significant declines in injury crashes involving unbelted occupants as a result of high visibility enforcement efforts.

Child passenger safety (CPS) remains a key component of Maryland's Occupant Protection Program. Maryland celebrated the 30 year anniversary of its CPS law this past year, hosting a press event during National CPS week to remind Marylanders of the importance of CPS.

As a pillar of Maryland's SHSP, occupant protection receives the attention of a dedicated EAT. Throughout the year, members of this team provide oversight of *Click it or Ticket*, provide feedback on enforcement strategies and programs, and ensure

that the needs of Maryland's CPS community are met. The EAT is guided by the strategies set forth in the SHSP.

## AGGRESSIVE DRIVING PREVENTION

Aggressive driving, such as speeding, tailgating, excessive speed, running red lights or stop signs and making unsafe lane changes, is one of the leading causes of crashes on Maryland's roadways. Over the past five years, an average of 5,867 aggressive driving crashes have occurred annually in Maryland. Additionally, 52 people have lost their lives and 3,908 were injured each year on average. This loss of life represents approximately 10 percent of all of Maryland's traffic fatalities. Speeding is a major aggressive driving behavior and the most pervasive. Over the past five years, approximately 15,800 speed-involved crashes have occurred on Maryland roads each year. Additionally, 128 people have lost their lives and 8,449 were injured each year as the result of a speed-related driving crash.



# SMOOTH OPERATOR

*We're Tough on Aggressive Drivers!*

Aggressive driving prevention forms a major component of Maryland's traffic safety program. Education and outreach concerning aggressive driving behaviors, specifically speeding, continued to be a focal point in complementing enforcement as primary methods for addressing aggressive and speeding motorists. By far the largest component of the Aggressive Driving Prevention Program was the state's *Smooth Operator* campaign, a combination of enforcement and education that sought to eliminate the dangers posed by aggressive and speeding drivers.

In 2014, Maryland spent an estimated \$200,000 for campaign development and media placement. The MHSO's Deputy Chief participated in a joint, regional press conference at MedStar Washington Hospital Center, an event which garnered significant local media coverage. Throughout the course of the campaign's four major enforcement waves, in excess of 2,000 radio spots were aired in Maryland media markets and more than 150,000 citations for aggressive driving behaviors were issued.

Aggressive driving prevention is a major component of the Maryland SHSP and numerous representatives from Maryland's traffic safety community sit on the Aggressive Driving EAT. Throughout the year, members of this EAT met to discuss enforcement strategies, manage educational initiatives and oversee the *Smooth Operator* campaign. This team addresses the complex issue of preventing aggressive driving and speeding and is tasked with fulfilling strategies as set forth in the current SHSP.

## DISTRACTED DRIVING PREVENTION

Across the nation and statewide, distracted driving has remained a growing issue. The MHSO continued to support legislation to reduce distracted driving and legislative changes, and in 2013 handheld cell phone use while operating a motor vehicle became a primary offense. This legislation upgrade has enabled stricter enforcement of Maryland's cell phone law and enforcement partners have responded positively to these changes.

A new distracted driving strategy was approved by Maryland's SHSP Executive Committee this



past year, enabling the MHSO to apply overtime funds to a high visibility, distracted driving-based enforcement pilot project throughout the state. A total of 28 Maryland law enforcement agencies participated in the campaign during April's Distracted Driving Awareness month, resulting in several thousand citations being written for cell phone use and texting violations.

In early 2014, Maryland passed House Bill 1212 or "Jake's Law," named after five-year-old Jake Owen who was killed by a distracted driver in 2011. Under the new law, offenders who cause crashes resulting in death or serious injury while using a handheld cell phone are subject to penalties of up to one year in jail and a fine of \$5,000.

Maryland's "*Park The Phone Before You Drive*" campaign was expanded in FFY 2014, to include social media outreach and the distribution of educational materials incorporating Maryland's cell phone law and Jake's Law.

## PEDESTRIAN AND BICYCLE SAFETY

Pedestrian-involved crashes continue to be a problem in Maryland. Pedestrian safety forms a critical pillar of the Maryland SHSP, with a specific focus on providing a safe walking environment for all Maryland residents and visitors, especially in areas with large numbers of pedestrians including the Baltimore and Washington, D.C. metropolitan regions and Ocean City. Over the past five years, an average of 106 pedestrians have lost their lives and 2,477 were injured each year as a result of a crash. This loss of life represents 20 percent of all of Maryland's traffic fatalities.

Maryland's primary campaign for pedestrian and bicycle safety is known as *Street Smart* and has been historically focused in the Washington, D.C. and Baltimore metropolitan areas. This campaign was expanded to Ocean City in FFY 2013 and, in FFY 2014, Ocean City's *Walk Smart* campaign extended its safety messaging efforts from Coastal Highway in Maryland to Route 1 in Delaware by partnering with the Delaware Office of Highway Safety. Pedestrian safety enforcement funds were provided to numerous jurisdictions for the enforcement of Maryland's crosswalk laws, and RTSP Managers and other partners distributed educational materials throughout the year. The MHSO also continued to



lend support to the statewide *Safe Routes to School* program and Walk Your Child to School Week.

In addition, Maryland has an avid bicycling population and incorporates special planning to traffic safety activities to meet the needs of cyclists. Over the past five years, an average of 738 bicycle crashes have occurred on Maryland roadways, and on average, seven people lost their lives and 608 were injured each year in a bicycle crash. With infrastructure improvements being a key element of the SHSP, the MHSO seeks to make the bicycling environment in Maryland as safe as possible, and partnered with the SHA in FFY 2014 in their new bicycle safety campaign entitled, *We're on this Road Together*. Bicycle safety trailers were also donated to three different jurisdictions to help educate young children and their parents about bicycle safety.

## MOTORCYCLE SAFETY

Motorcycle safety continues to be a significant concern in Maryland. Ridership has increased dramatically across the state in recent years and, as a result, the number of crashes and injuries involving motorcycles has increased. Over the past five years, an average of 1,199 crashes involving motorcycles have occurred on Maryland's roadways and, on average, 70 people have lost their lives each year. This loss of life represents close to 14 percent of all of Maryland's traffic fatalities. In addition, an average of 1,493 people have been injured annually as a result of motorcycle crashes on Maryland's roadways.

Speed and impaired operation of motorcycles as well as motorists' failure to yield right-of-way continue to be significant factors in fatal motorcycle crashes. Throughout FFY 2014, the MVA and the MHSO worked to address these issues by partnering with motorcycle dealers, motorcycle clubs, government agencies and scheduling outreach activities geared toward reducing motorcyclist-involved crashes in areas with the highest crash rates. Maryland officials also coordinated a media campaign aimed at increasing awareness of motorcycle safety issues and hosted a major press event in conjunction with Motorcycle Safety and Awareness Month in May.



In addition to public information and education, rider training and licensure were major components of Maryland's efforts to decrease motorcyclist-involved crashes. With numerous rider courses offered throughout the Maryland MVA, a goal was to increase both rider education and experience, and motorist awareness of sharing the road with motorcycles.

## OLDER AND YOUNGER DRIVER SAFETY

The population of Maryland is extremely diverse in ethnicity and age. Young drivers (age 16-20) are a particular focal point, with numerous driver education initiatives provided through the Maryland MVA and driving school partners. Over the past five years, an average of 13,214 crashes involving young drivers have occurred on Maryland roadways and on average, 65 people have lost their lives each year. This loss of life represents close

to 13 percent of all Maryland's traffic fatalities. In addition, an average of 7,836 young drivers have been injured in a crash annually.



In FFY 2014, the MHSO and its partners addressed the issue of younger driver safety through parent involvement programs, partnership with the Maryland Teen Safe Driving Coalition and driver instructional efforts. Through combined efforts to educate young drivers on the dangers of impaired driving, the MHSO funded the educational program, *Every 15 Minutes* at local area high schools.

The state's population of older drivers (age 65 or older) also required significant attention. The needs of these drivers vary greatly and the Maryland MVA is focused on evaluating the driving ability of these older drivers and helping them cope with any adversity. Over the past five years, an average of 10,413 crashes involving older drivers have occurred on Maryland's roadways and on average, 82 people have lost their lives each year. This loss of life represents close to 16 percent of all of Maryland's traffic fatalities. In addition, an average of 6,652 older drivers have been injured annually. Older driver safety initiatives are carried out at a local level with significant input from the network of RTSP Managers. The MHSO at the statewide level continues to work with the Maryland MVA on older driver education issues as well.

## TRAFFIC RECORDS IMPROVEMENT

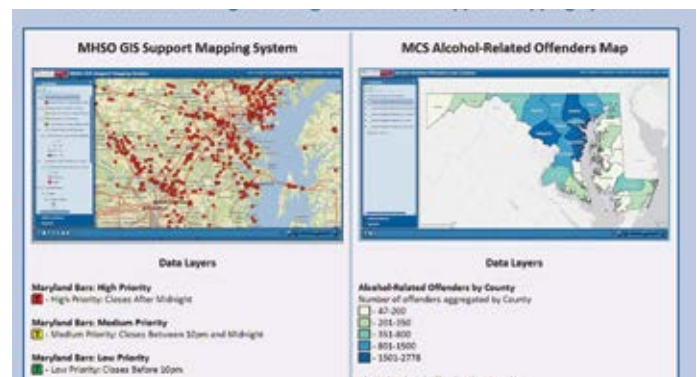
The MHSO implements a data-driven Highway Safety Plan and supports a data-driven Strategic Highway Safety Plan. Data forms the foundation of all MHSO

programs, and the accurate collection and timely dissemination of traffic records information is crucial to ensuring results.

Maryland's traffic records system encompasses the hardware, software, personnel and procedures that capture, store, transmit, analyze and interpret traffic safety data. The data managed by this system includes crash, driver licensing and history, vehicle registration and titling, commercial motor vehicle, roadway, injury control, citation/adjudication and EMS/trauma registry data.

Maryland employs a two-tiered Traffic Records Coordinating Committee, with both Technical and Executive Councils, which comprise the data owners, data managers and data users of the traffic records system. MHSO staff members also serve on the TRCC Technical Council and related subcommittees, such as the Automated Crash Reporting System (ACRS) Task Force, and advise the TRCC Executive Council.

In FFY 2014, the TRCC focused on several priority projects, including the continued development of Maryland's E-TIX program, training and full implementation of the Maryland State Police's ACRS, and completing the implementation of the Maryland EMS Data System (eMEDS).



The MHSO's Traffic Records Program Manager manages the Traffic Records Strategic Plan (TRSP) and leads the coordination of Maryland's Traffic Records Assessment. The Assessment formed the basis for the development of a new TRSP (2016–2020), which is purposefully being developed in alignment with the new SHSP (2016–2020) to further strengthen the alliance of Maryland's traffic records data and traffic safety program communities.



## POLICE TRAFFIC SERVICES

Traffic enforcement gives law enforcement the unparalleled opportunity to save lives. The MHSO staff worked closely with local, county and statewide police agencies to provide unique and innovative approaches that combined and achieved multiple law enforcement objectives. In addition, the MHSO's Police Traffic Services initiatives included training courses for law enforcement in Crash Reconstruction, Crash Investigation, Advanced Training for Impaired Driving Program (DUI Institute), and coordination and participation in the annual Law Enforcement Challenge activities.



As a part of the Police Traffic Services program, the MHSO utilized a full-time Law Enforcement Liaison who was tasked with identifying the needs of police agencies and implementing efforts to meet those needs for helping coordinate conferences, training programs for officers and police executives, as well as communicating details of the MHSO's traffic safety programs to all applicable partners. The MHSO's LEL was instrumental in coordinating a new training program for law enforcement supervisors entitled Leading Effective Traffic Enforcement Programs (LETEP). Using data and countermeasures from disciplines of highway safety, LETEP will provide law enforcement officers throughout Maryland the tools necessary to help continue to move Maryland *Toward Zero Deaths*.

## MEDIA COMMUNICATIONS AND SOCIAL MEDIA

A major key to the successful implementation of the MHSO's traffic safety programs is the effective use of media to augment enforcement operations

and community initiatives. The MHSO utilized an array of outlets, including radio, television, outdoor, electronic and social media, as well as grassroots efforts in stores, schools and numerous other locations to meet the needs and communication objectives of the agency's programs.

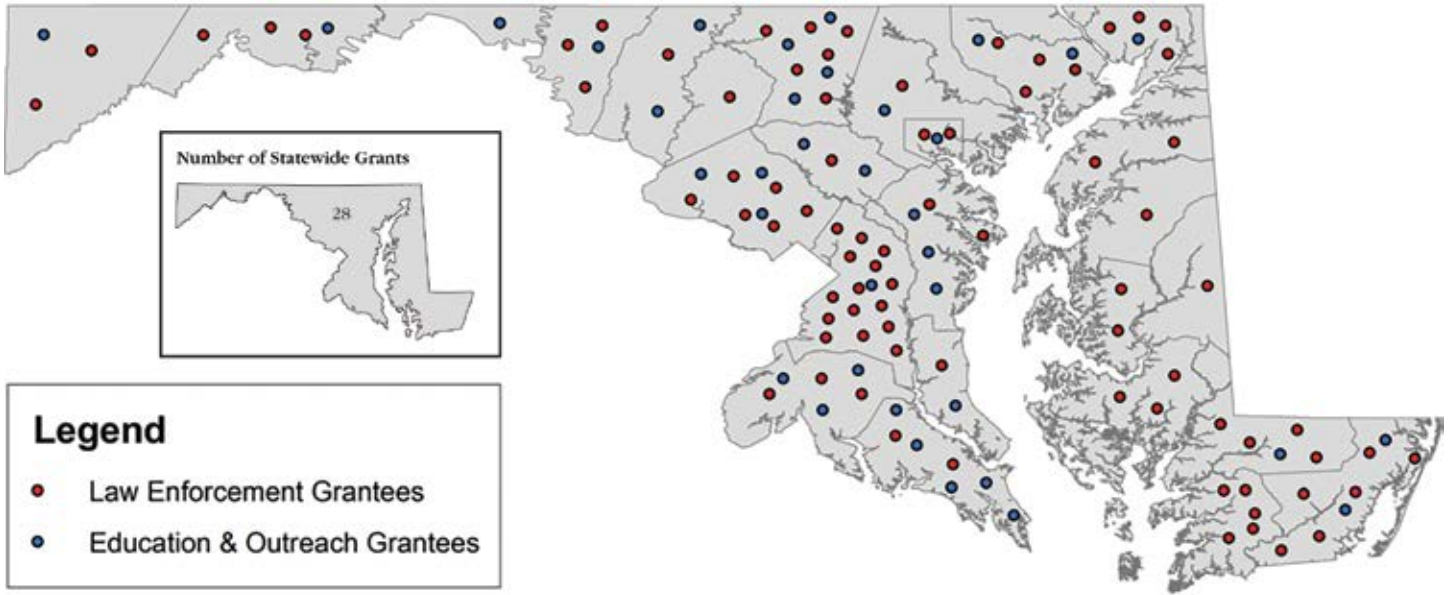
The MHSO specifically focused media buys and social marketing in support of national mobilizations such as *Drive Sober or Get Pulled Over* and *Click it or Ticket*, and also supported regional and local efforts such as *Smooth Operator*, *Checkpoint Strikeforce*, and *Street Smart*. In addition, the MHSO continued its lead role in the state's *Toward Zero Deaths* (TZD) initiative, and TZD messaging played a crucial role in all statewide media campaigns.

In FFY 2014, Maryland's TZD website was updated to include all major areas of the SHSP, and now includes a resource section where partners can download materials. The TZD website serves as the main forum for continual communication regarding Maryland's traffic safety efforts. In addition to the website redesign, the MHSO created standalone social media sites on Facebook, Twitter and Instagram, and regularly posted information to Sound Cloud and YouTube.

Throughout FFY 2014, the MHSO's number of estimated media impressions was more than 100 million, with total paid media spent being slightly more than 1.5 million dollars, giving a total cost per impression of less than two cents. New methods of improving the effectiveness of the MHSO's media outreach are continually evaluated, as are new strategies for reaching the MHSO's targeted demographic populations.



# REGIONAL LAW ENFORCEMENT & EDUCATION/OUTREACH GRANTEES



Tables below include grantees and the program areas in which funds were expended

NOTE: The dots in each jurisdiction are not location specific within that county.

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
Allegany	Law Enforcement	Allegany County Sheriff's Office	X	X	X			
		Cumberland Police Department	X	X	X	X		
		Frostburg State University Police Department	X		X	X		
	Education & Outreach	The Family Junction				X		
Anne Arundel	Law Enforcement	Anne Arundel County Police Department	X	X	X		X	
		City of Annapolis Police Department	X	X	X	X	X	
	Education & Outreach	Maryland Judiciary – DUI Court			X			
		Anne Arundel Community College		X	X		X	
		Anne Arundel PTAs			X			
Baltimore	Law Enforcement	Baltimore County Police Department	X	X	X	X	X	
	Education & Outreach	Baltimore County Health Department/ Bureau of Behavioral Health			X			
Baltimore City	Law Enforcement	Baltimore Police Department	X		X	X	X	
		University of Baltimore Police Department					X	
	Education & Outreach	John's Hopkins University					X	

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
Calvert	Law Enforcement	Calvert County Sheriff's Office	X	X	X	X		
	Education & Outreach	Calvert Alliance Against Substance Abuse			X			
Caroline	Law Enforcement	Caroline County Sheriff's Office	X	X	X			
Carroll	Law Enforcement	Westminster Police Department	X		X			
		Manchester Police Department	X					
		Taneytown Police Department	X	X	X			
		Carroll County Sheriff's Office	X		X			
		Sykesville Police Department	X		X			
		Hampstead Police Department	X	X	X			
	Education & Outreach	Carroll County Bureau of Aging				X		
		Carroll County Health Department			X	X	X	
Sykesville Volunteer Fire Department				X				
McDaniel College							X	
Cecil	Law Enforcement	Cecil County Sheriff's Office	X		X			
		North East Police Department	X					
		Perryville Police Department	X		X			
		Elkton Police Department	X	X	X	X	X	
	Education & Outreach	Cecil County Liquor Board			X			
Charles	Law Enforcement	Charles County Sheriff's Office	X	X	X	X		
		Town of La Plata Police Department	X	X	X	X		
		Maryland Department of Natural Resources Police	X		X	X		
	Education & Outreach	Red Knights Motorcycle Club	X					
		College of Southern Maryland			X			
Kiwanis Club of La Plata						X		
Dorchester	Law Enforcement	Cambridge Police Department	X		X			
		Hurlock Police Department	X	X	X	X		
		Dorchester County Sheriff's Office	X		X			
Frederick	Law Enforcement	Frederick Police Department	X	X	X			
		Maryland Department of Natural Resources Police	X		X			
	Education & Outreach	Meritus Health Foundation		X				
		SAFE KIDS/Families Plus				X	X	
Garrett	Law Enforcement	Garrett County Sheriff's Office	X		X	X		
		Oakland Police Department	X	X	X	X		
	Education & Outreach	Garrett County Health Department		X	X	X		

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
Harford	Law Enforcement	Harford County Sheriff's Office	X	X	X	X		
		Bel Air Police Department		X	X			
		Aberdeen Police Department		X	X			
		Havre de Grace Police Department	X	X	X			
	Education & Outreach	Harford County Liquor Board			X			
		Maryland Judiciary – DUI Court			X			
Howard	Law Enforcement	Howard County Police Department	X		X	X		
	Education & Outreach	PTA Council of Howard County			X			
		Maryland Judiciary – DUI Court			X			
Kent	Law Enforcement	Kent County Sheriff's Office	X		X			
		Chestertown Police Department	X		X			
Montgomery	Law Enforcement	Montgomery County Police Department	X	X	X	X	X	
		Rockville City Police Department			X	X	X	
		Gaithersburg Police Department	X	X	X	X	X	
		Chevy Chase Police Department	X					
		Montgomery County Sheriff's Office		X	X	X		
	Maryland State Police Washington Metro Barrack	X	X	X	X			
	Education & Outreach	Montgomery County Project Prom			X			
		Montgomery County Department of Liquor Control			X			
		Montgomery County Fire Department				X	X	
Prince George's	Law Enforcement	Prince George's County Police Department	X	X	X	X	X	
		Maryland State Police Washington Metro Barrack	X	X	X	X		
		City of Bowie Police Department	X					
		Greenbelt Police Department	X		X	X	X	
		Hyattsville Police Department	X		X		X	
		Cheverly Police Department	X	X	X		X	
		District Heights Police Department		X	X	X	X	
		Riverdale Park Police Department		X	X	X	X	
		University Park Police Department		X	X		X	
		Capitol Heights Police Department	X	X	X			
		Edmonston Police Department	X	X	X			
		Laurel Police Department	X		X	X	X	
		University of Maryland Police Department, College Park	X		X	X		
		New Carrollton Police Department	X	X	X	X	X	
	Berwyn Heights Police Department	X		X				
Education & Outreach	Prince George's Child Resource Center				X			
Queen Anne's	Law Enforcement	Queen Anne's County Sheriff's Office	X		X	X		

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
St. Mary's	Law Enforcement	St. Mary's Sheriff's Office	X	X	X	X		
		Maryland Department of Natural Resources Police	X		X	X		
	Education & Outreach	Red Knights Motorcycle Club	X					
		St. Mary's County Alcohol Beverage Board			X			
		St. Mary's Hospital			X	X		
		KIWANIS Club of St. Mary's		X			X	
Maryland Judiciary – DUI Court			X					
Somerset	Law Enforcement	Princess Anne Police Department	X	X	X	X		
		Somerset County Sheriff's Office	X	X	X			
		Crisfield Police Department	X	X				
		Maryland Department of Natural Resources Police			X			
		University of Maryland Police Department, Eastern Shore			X			
Talbot	Law Enforcement	Talbot County Sheriff's Office	X		X			
		Easton Police Department	X	X	X			
Washington	Law Enforcement	Hagerstown Police Department	X	X	X	X		
		Hancock Police Department	X			X		
		Washington County Sheriff's Office	X	X	X	X		
	Education & Outreach	Meritus Health Foundation		X				
		Washington County Health Department	X	X	X			
Wicomico	Law Enforcement	Wicomico County Sheriff's Office	X	X	X			
		Salisbury Police Department	X		X			
		Fruitland Police Department	X	X	X			
		Maryland Department of Natural Resources Police	X	X	X			
	Education & Outreach	Wicomico County Health Department				X	X	
Worcester	Law Enforcement	Ocean City Police Department	X		X	X	X	
		Worcester County Sheriff's Office	X		X	X		
		Berlin Police Department	X	X	X			
		Ocean Pines Police Department	X		X			
		Pocomoke Police Department	X	X	X			
		Maryland Department of Natural Resources Police	X	X	X			
	Education & Outreach	Worcester Health Department			X		X	
Cooperative Extension						X		

# STRATEGIC HIGHWAY SAFETY PLAN AND PROGRAM AREA MEASURES

In 2013, 466 people were killed in 92,518 police-reported traffic crashes in Maryland, while 42,716 people were injured and 62,873 crashes involved property damage only. In total, 270 drivers (215 vehicle drivers and 55 motorcycle operators), 120 pedestrians and bicyclists, and 76 passengers were killed on Maryland roads. On average, one person was killed every 19 hours, and 117 people were injured (5 injuries every hour) and 253 police-reported traffic crashes occurred every day. Since 2009, positive downward trends have been experienced in all categories, as shown in the following table:

Statewide Total Crashes, Injury Crashes, Fatal Crashes, Injuries & Fatalities						
	2009	2010	2011	2012	2013	% Change from 2009
Fatal Crashes	516	463	458	462	432	-16.3
Injury Crashes	32,384	30,513	30,464	30,513	29,213	-9.8
Property Damage Only	63,558	59,628	59,184	59,533	62,873	-1.1
Total Crashes	96,458	90,604	90,106	90,508	92,518	-4.1
Total of All Fatalities	550	496	488	511	466	-15.3
Total Number Injured	47,380	44,486	44,605	44,395	42,716	-9.8

Source: Maryland Highway Safety Office Benchmark Report, Last updated 08/01/2013. Crash data reported by Maryland Highway Safety Office (MHSO) are derived from the State Highway Administration Safety Information Database (SHA-SID), based on crash reports submitted to, and processed by, the Maryland State Police Central Records Division (CRD) utilizing the Enhanced Maryland Automated Accident Reporting System (eMAARS), also referred to simply as MAARS, and the Automated Crash Reporting System (ACRS).

The five-year fatality rate trend for Maryland decreased from a high of over 0.989 in 2009 to a low of 0.825 in 2013. The overall fatality rate has also consistently been lower than the national fatality rate for every year since 1992. Total VMT increased by slightly less than 1 percent to 56.5 billion in 2013.

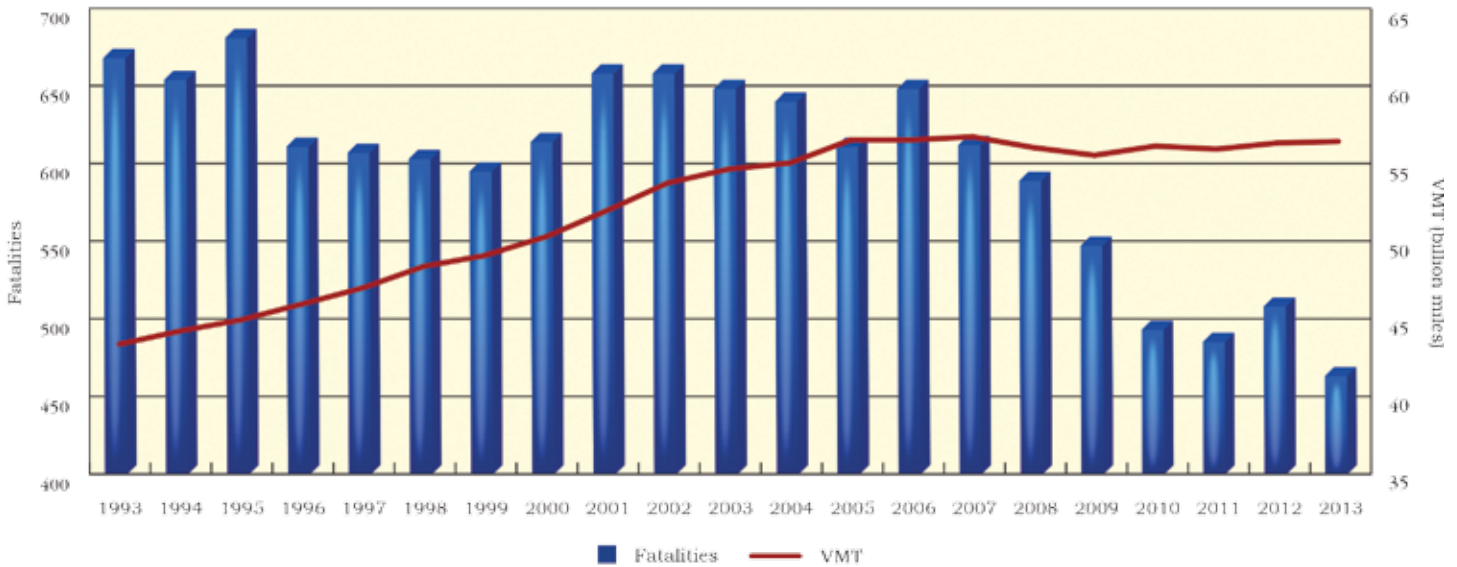
Fatality Rate, Vehicle Miles Travelled, Maryland and National, 2009-2013				
Year	VMT (billion miles)	Fatalities*	Fatality Rate*	National Fatality Rate**
2009	55.6	550	0.989	1.15
2010	56.2	496	0.882	1.11
2011	56.0	488	0.870	1.10
2012	56.4	511	0.906	1.14
2013	56.5	466	0.825	N/A

\* Source: State Highway Administration Safety Information Database (SHA-SID)/ Enhanced Maryland Automated Accident Reporting System (eMAARS) and Automated Crash Reporting System (ACRS).

\*\* Source: NHTSA, Fatality Analysis Reporting (FARS) Fatalities per 100 million miles traveled.

The following chart displays a correlation between the rise in vehicle miles traveled (VMT) and a decrease in fatalities over the past 20 years:

**Maryland Vehicle Miles of Travel and Traffic Fatality Trends for State and Local Highways**



## STRATEGIC HIGHWAY SAFETY PLAN GOALS

Maryland has adopted the *Toward Zero Deaths* strategy and has implemented interim goals of reducing fatalities by at least 50 percent in the next two decades (592 in 2008 to 296 in 2030). A reduction of 3.1 percent was applied to each calendar year for subsequent estimates, creating yearly benchmarks. Subsequently, to set goals for reducing serious injuries, the most recent eight years of Maryland traffic crash data was used to calculate the annual ratio of fatalities to serious injuries, and the ratio was then applied to the 2030 fatality goal to determine the expected number of serious injuries. The resulting serious injury total reduction indicated a projected 35.9 percent decrease from the 2008 baseline which corresponds to an annual reduction of 2.0 percent.

Taking into account new guidelines in MAP-21, the Maryland SHSP Executive Committee collaborated on revisions to the goal-setting methodology. The initial *Toward Zero Deaths* goals will remain (296 fatalities in 2030) but the annual percent reduction is now adjusted to a baseline of 2013 crash data. The SHSP Executive Committee also decided that the geometric means reduction method will only be applied to the four major goals required of the state (fatalities, fatality rate/VMT, serious injuries, serious injury rate/VMT) and the other program area goals will be based on a five-year rolling average with a linear trend (*Toward Zero Deaths*).

All traffic safety documents in the state of Maryland conform to these methodologies, including the SHSP and the HSP. Additionally, all planning developed by the MHSO staff and state-level reporting to the governor will use SHSP emphasis area fatality and serious injury goals.

## OVERALL STATEWIDE GOALS

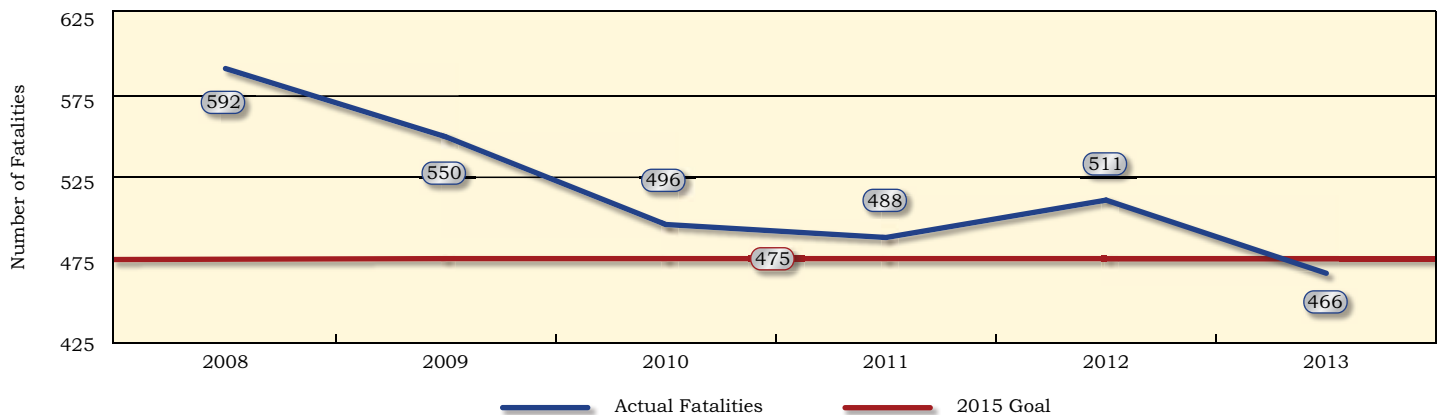
**Fatality objective:** Reduce the annual number of traffic-related fatalities on all roads in Maryland from 466 in 2013 to fewer than 387 by December 31, 2020.

- In 2013, there were 466 fatalities on Maryland roads. This figure is lower than the 2012 figure (n=511), and *Maryland has achieved the 2015 goal* (n=475).

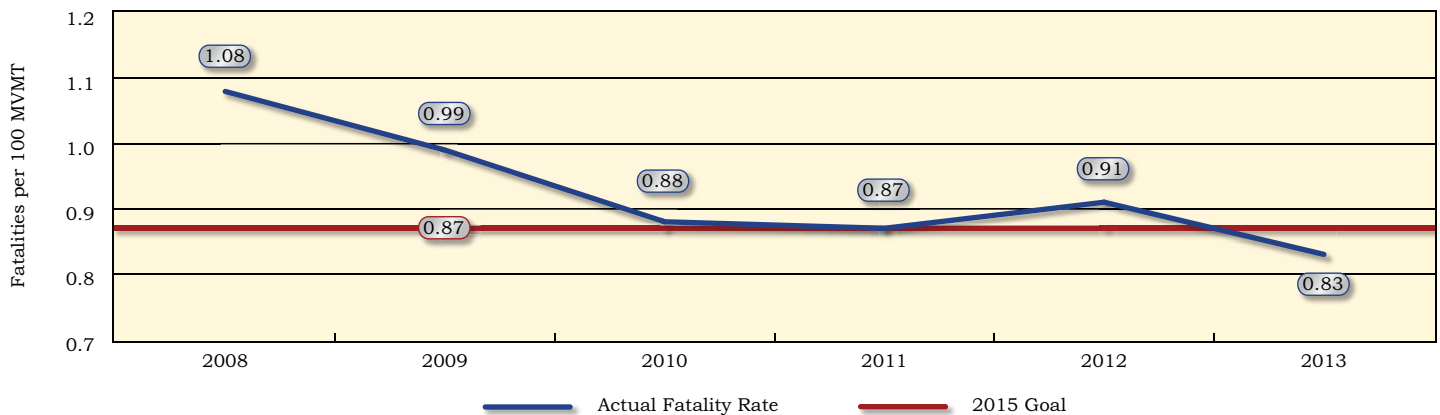
**Fatality rate objective:** Reduce the annual rate of traffic-related fatalities per 100 million vehicle miles traveled (MVMT) on all roads in Maryland from 0.83 in 2013 to lower than 0.69 by December 31, 2020.

- In 2013, Maryland had a fatality rate of 0.83 per 100 MVMT. This figure is lower than the 2012 figure (rate=0.91), and *Maryland has achieved the 2015 goal* (rate=0.87).

### Total Crash Fatalities in Maryland (2008-2013) and Interim Goals (2015-2020)



### Total Fatality Rate per 100 Million Vehicle Miles Traveled (VMT) in Maryland (2008-2013) and Interim Goals (2015-2020)





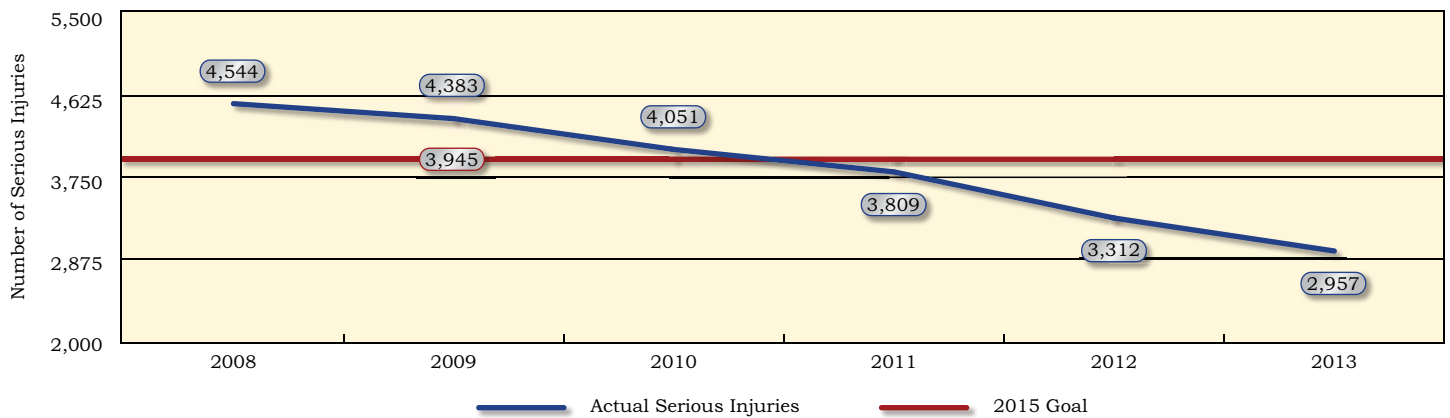
**Serious injury objective:** Reduce the annual number of traffic-related serious injuries on all roads in Maryland from 2,957 in 2013 to fewer than 2,939 by December 31, 2020.

- In 2013, there were 2,957 serious injuries on Maryland roads. This figure is lower than the 2012 figure (n=3,312), and *Maryland has achieved the 2015 goal* (n=3,945).

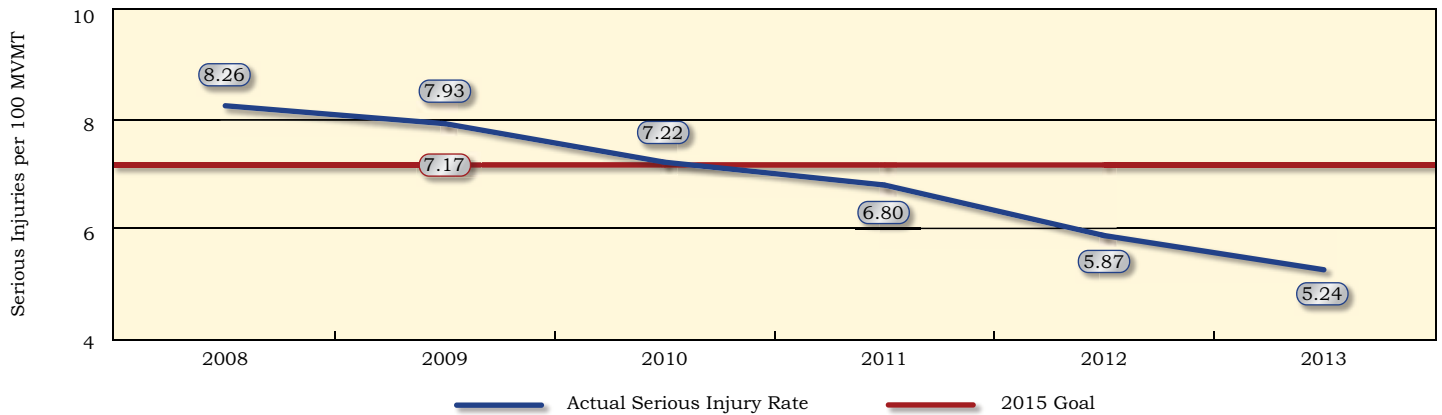
**Serious injury rate objective:** Reduce the annual rate of traffic-related serious injuries per 100 MVMT on all roads in Maryland from 5.24 in 2013 to lower than 5.21 by December 31, 2020.

- In 2013, Maryland had a serious injury rate of 5.24 per 100 MVMT. This figure is lower than the 2012 figure (n=5.87), and *Maryland has achieved the 2015 goal* (rate=7.17).

**Total Crash Serious Injuries in Maryland (2008-2013) and Interim Goals (2015-2020)**



**Total Serious Injury Rate per 100 Million Vehicle Miles Traveled (VMT) in Maryland (2008-2013) and Interim Goals (2015-2020)**



The following program area goals are based on a five-year rolling average with a linear trend using TZD-based reductions. Unless otherwise noted, all data are derived from the State Highway Administration Safety Information Database (SHA-SID), based on crash reports submitted to, and processed by, the Maryland State Police Central Records Division (CRD) utilizing the Enhanced Maryland Automated Accident Reporting System (eMAARS) and the Automated Crash Reporting System (ACRS). Data are subject to change.

## IMPAIRED DRIVING

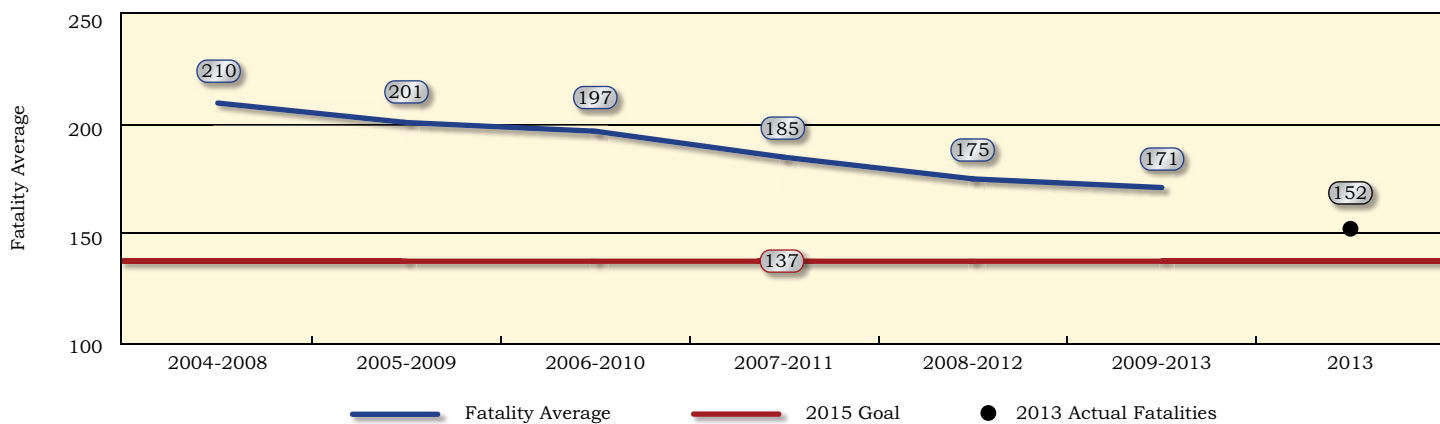
**Fatality objective:** Reduce the five-year average number of impaired (alcohol/drug) driving-related fatalities on all roads in Maryland from 210 (2004-2008 average) to fewer than 153 (2016-2020 average) by December 31, 2020.

- In 2013, there were 152 impaired driving-related fatalities. This figure is lower than the 2012 figure (n=173), so *Maryland is progressing towards the original 2015 goal and the revised 2016-2020 goal.*

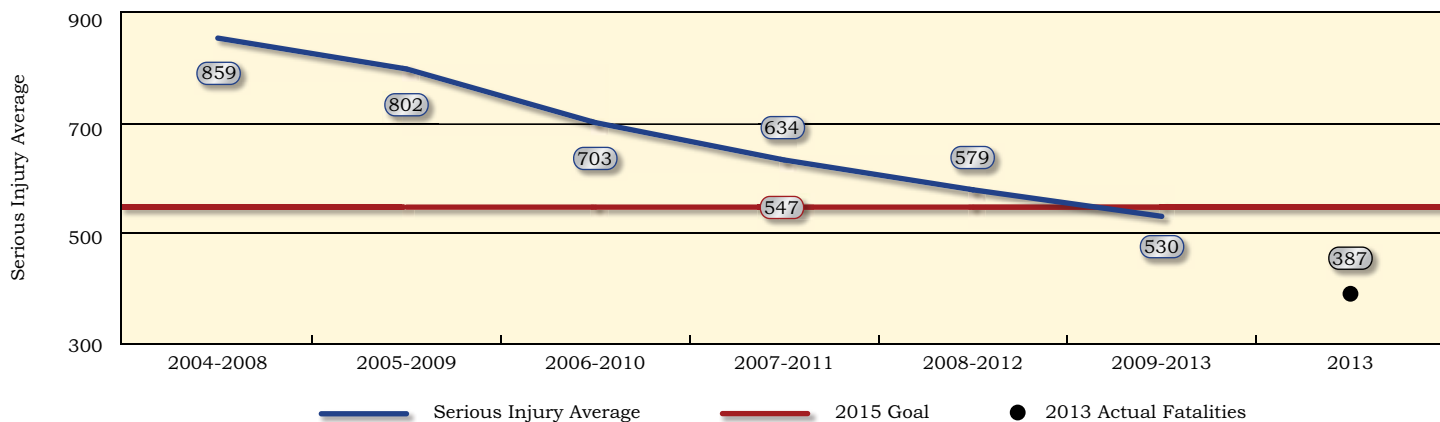
**Serious injury objective:** Reduce the five-year average number of impaired (alcohol/drug) driving-related serious injuries on all roads in Maryland from 859 (2004-2008 average) to fewer than 625 (2016-2020 average) by December 31, 2020.

- In 2013, there were 387 impaired driving-related serious injuries in Maryland. This figure is lower than the 2012 figure (n=502), and *Maryland has achieved the 2015 goal and also the revised 2016-2020 goal.*

### Impaired (alcohol and/or drug) Traffic Fatalities



### Impaired (alcohol and/or drug) Traffic Serious Injuries



## OCCUPANT PROTECTION

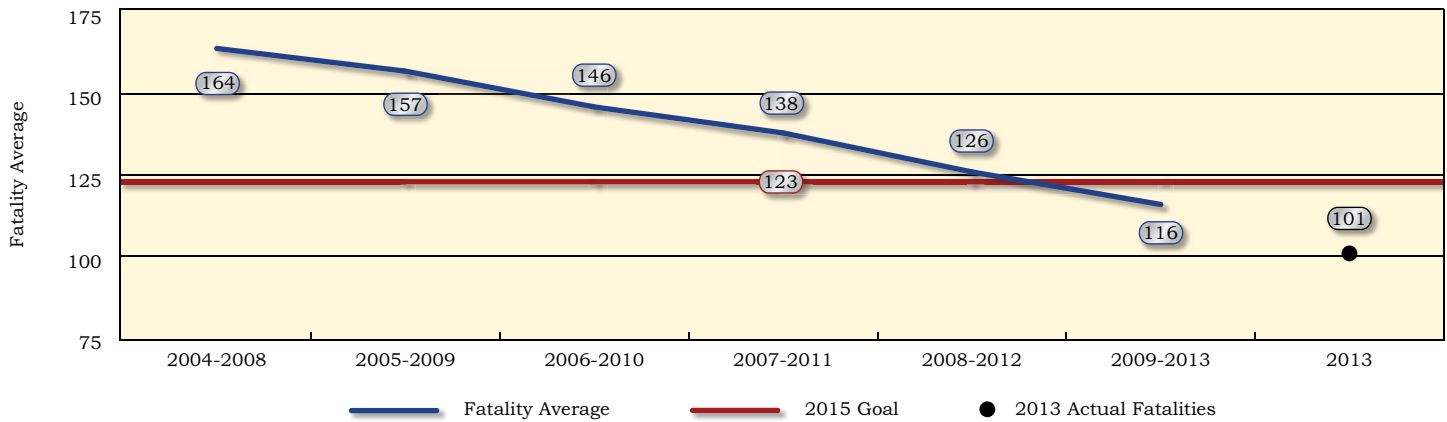
**Fatality objective:** Reduce the five-year average number of unrestrained motor vehicle occupant fatalities on all roads in Maryland from 164 (2004–2008 average) to fewer than 119 (2016–2020 average) by December 31, 2020.

- In 2013, there were 101 unrestrained motor vehicle occupant fatalities in Maryland. This figure is lower than the 2012 figure (n=104), and *Maryland has achieved the 2015 goal and also the revised 2016-2020 goal.*

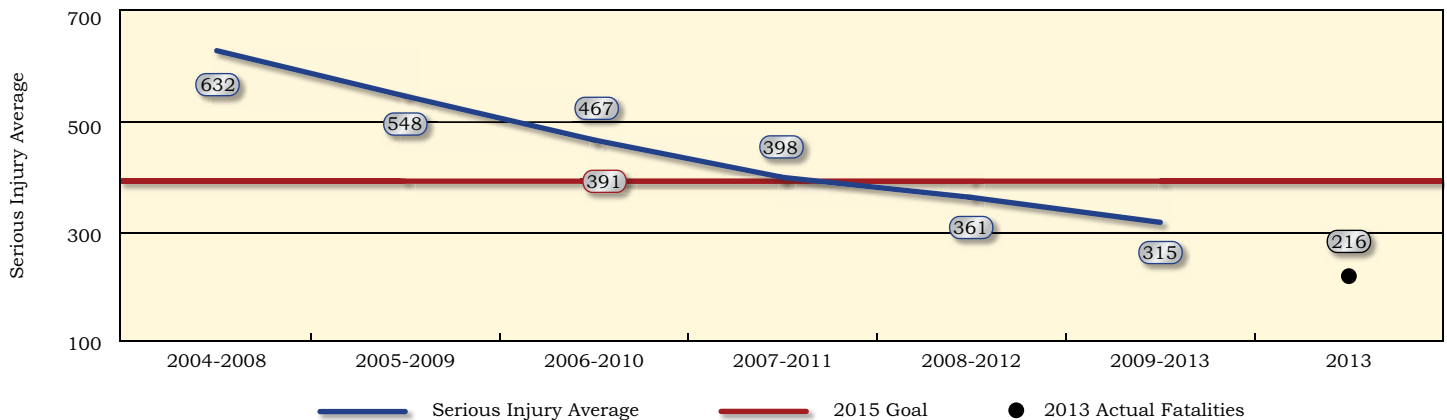
**Serious injury objective:** Reduce the five-year average number of unrestrained motor vehicle occupant serious injuries on all roads in Maryland from 632 (2004–2008 average) to fewer than 459 (2016–2020 average) by December 31, 2020.

- In 2013, there were 216 unrestrained motor vehicle occupant serious injuries. This figure is lower than the 2012 figure (n=316), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Unrestrained Motor Vehicle Fatalities



### Unrestrained Motor Vehicle Serious Injuries



## AGGRESSIVE DRIVING

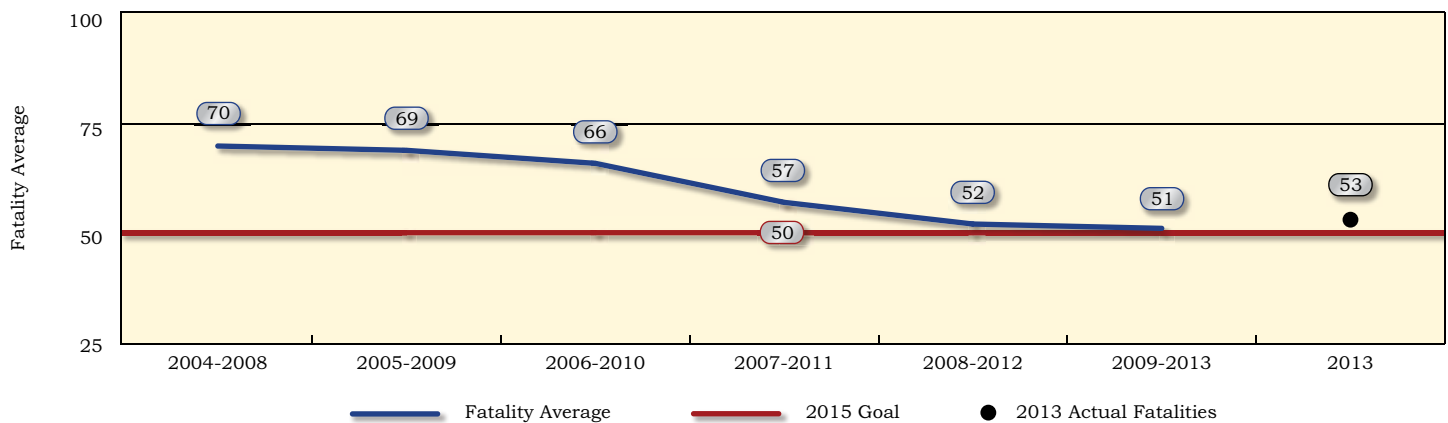
**Fatality objective:** Reduce the five-year average number of aggressive driving-related fatalities on all roads in Maryland from 70 (2004–2008 average) to fewer than 51 (2016–2020 average) by December 31, 2020.

- In 2013, there were 53 aggressive driving-related fatalities on Maryland roads. This figure is lower than the 2012 figure (n=55), so *Maryland is progressing towards the 2015 goal and the revised 2016–2020 goal.*

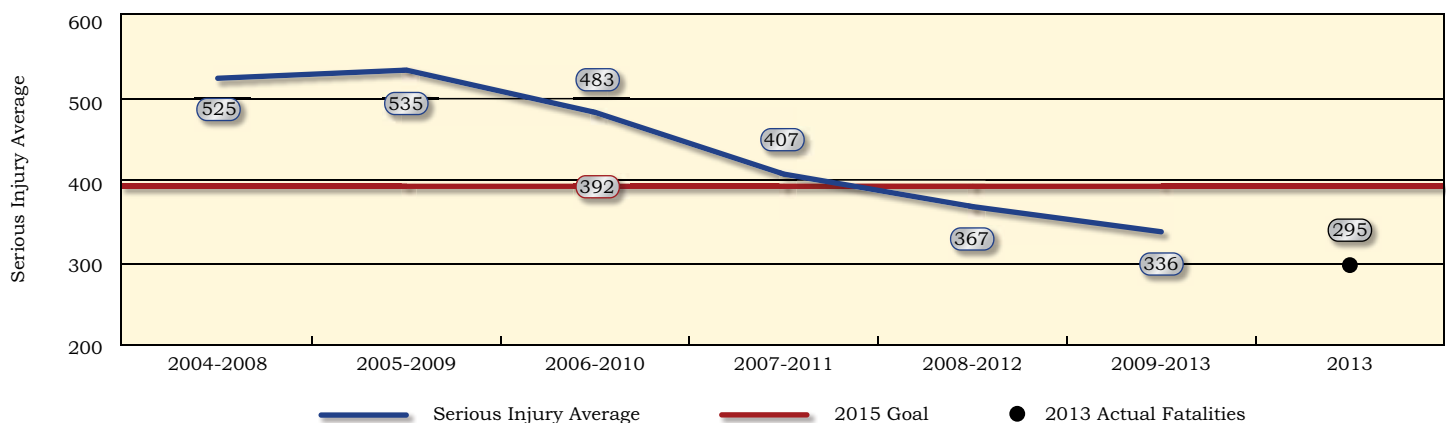
**Serious injury objective:** Reduce the five-year average number of aggressive driving-related serious injuries on all roads in Maryland from 525 (2004–2008 average) to fewer than 382 (2016–2020 average) by December 31, 2020.

- In 2013, there were 295 aggressive driving-related serious injuries in Maryland. This figure is higher than the 2012 figure (n=289), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Aggressive Traffic Fatalities



### Aggressive Traffic Serious Injuries



## DISTRACTED DRIVING

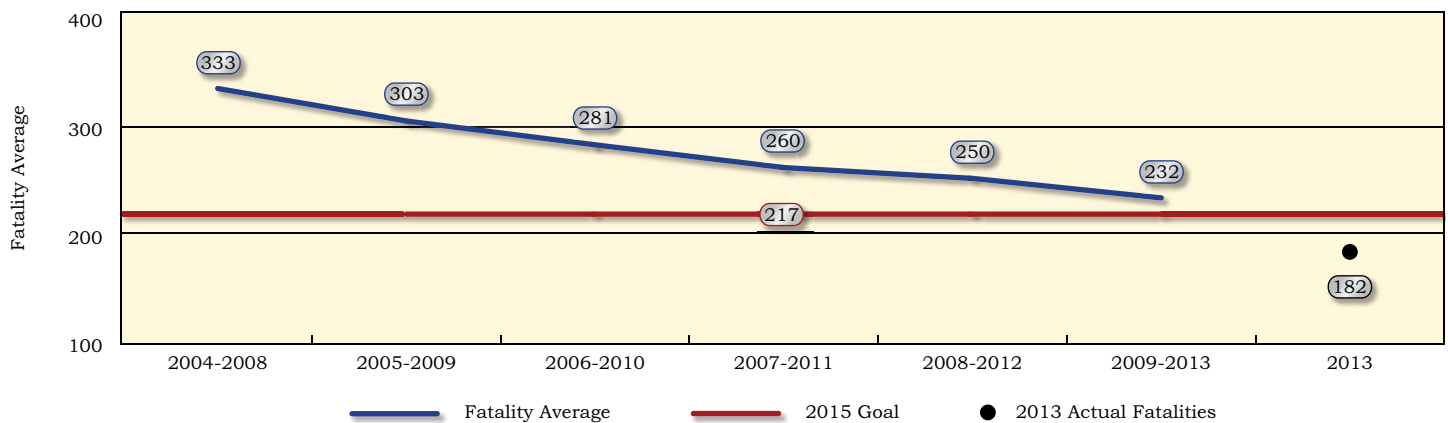
**Fatality objective:** Reduce the five-year average number of distracted driving-related fatalities on all roads in Maryland from 333 (2004–2008 average) to fewer than 242 (2016–2020 average) by December 31, 2020.

- In 2013, there were 182 distracted driving-related fatalities on Maryland roads. This figure is lower than the 2012 figure (n=246), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

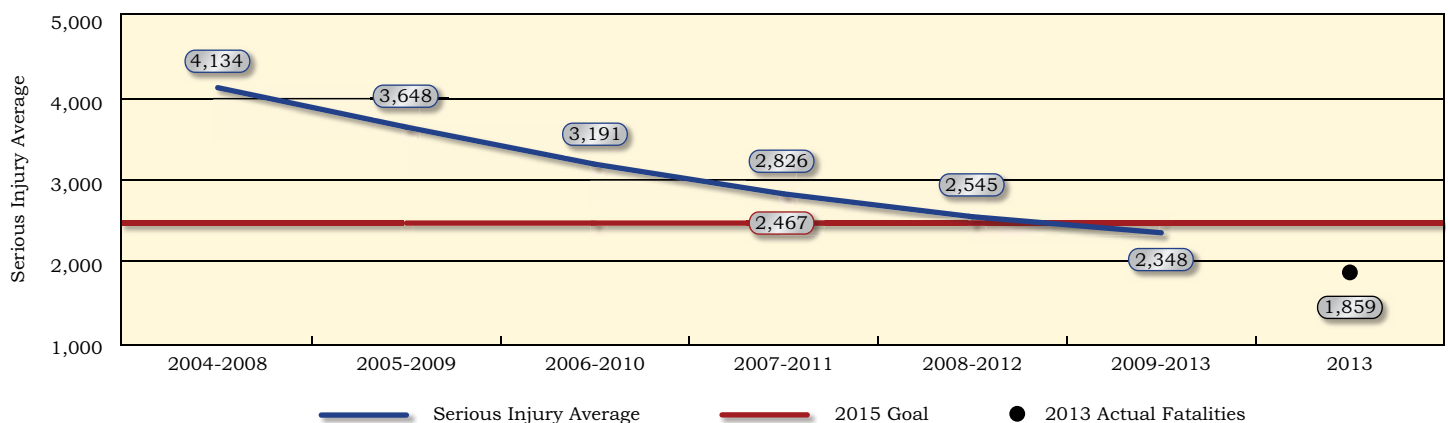
**Serious injury objective:** Reduce the five-year average number of distracted driving-related serious injuries on all roads in Maryland from 4,134 (2004–2008 average) to fewer than 3,007 (2016–2020 average) by December 31, 2020.

- In 2013, there were 1,859 distracted driving-related serious injuries on Maryland roads. This figure is lower than the 2012 figure (n=2,115), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Distracted Traffic Fatalities



### Distracted Traffic Serious Injuries



## PEDESTRIANS

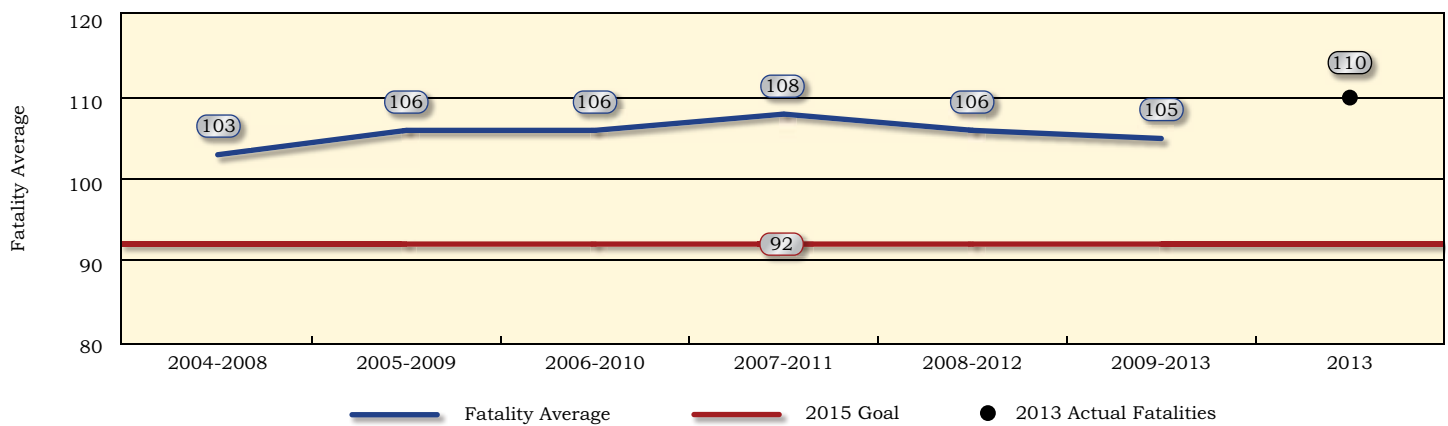
**Fatality objective:** Reduce the five-year average number of pedestrian fatalities on all roads in Maryland from 103 (2004–2008 average) to fewer than 75 (2016–2020 average) by December 31, 2020.

- In 2013, there were 110 pedestrian fatalities on Maryland roads. This figure is higher than the 2012 figure (n=96), so *Maryland is not progressing towards the 2015 goal nor the revised 2016–2020 goal.*

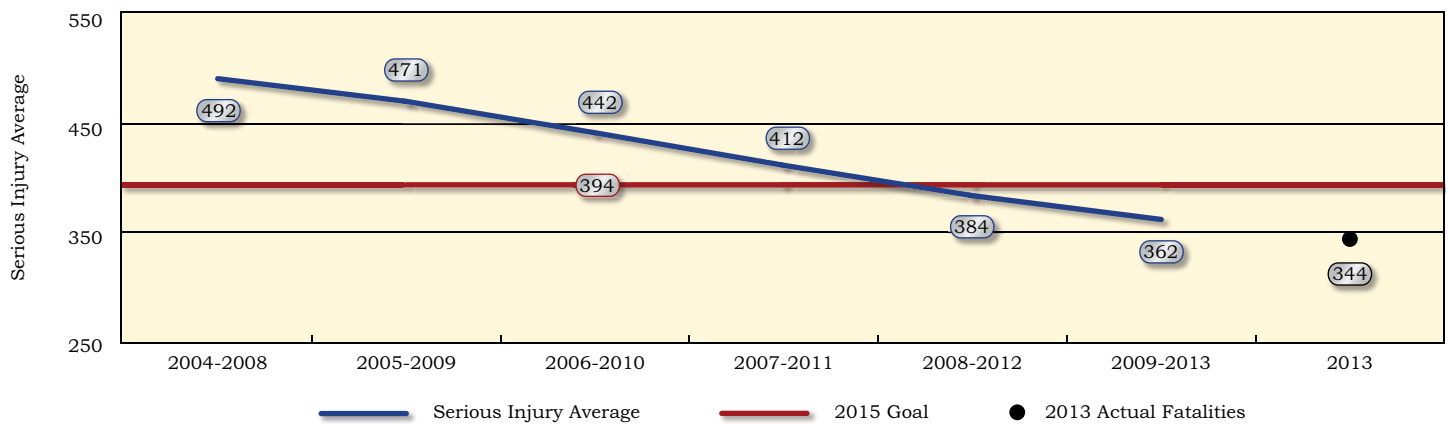
**Serious injury objective:** Reduce the five-year average number of pedestrian serious injuries on all roads in Maryland from 492 (2004–2008 average) to fewer than 358 (2016–2020 average) by December 31, 2020.

- In 2013, there were 344 pedestrian serious injuries on Maryland roads. This figure is higher than the 2012 figure (n=338), but *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Pedestrian Fatalities



### Pedestrian Serious Injuries



## MOTORCYCLES

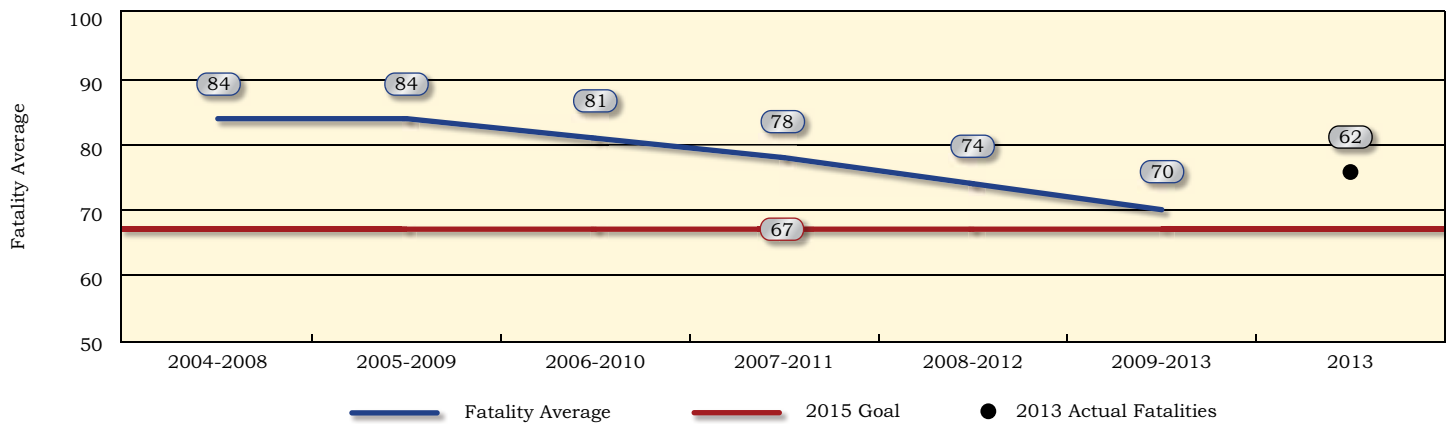
**Fatality objective:** Reduce the five-year average number of motorcycle fatalities on all roads in Maryland from 84 (2004–2008 average) to fewer than 61 (2016–2020 average) by December 31, 2020.

- In 2013, there were 62 motorcycle fatalities on Maryland roads. This figure is lower than the 2012 figure (n=77), and *Maryland has achieved the 2015 goal and is progressing towards the revised 2016–2020 goal.*

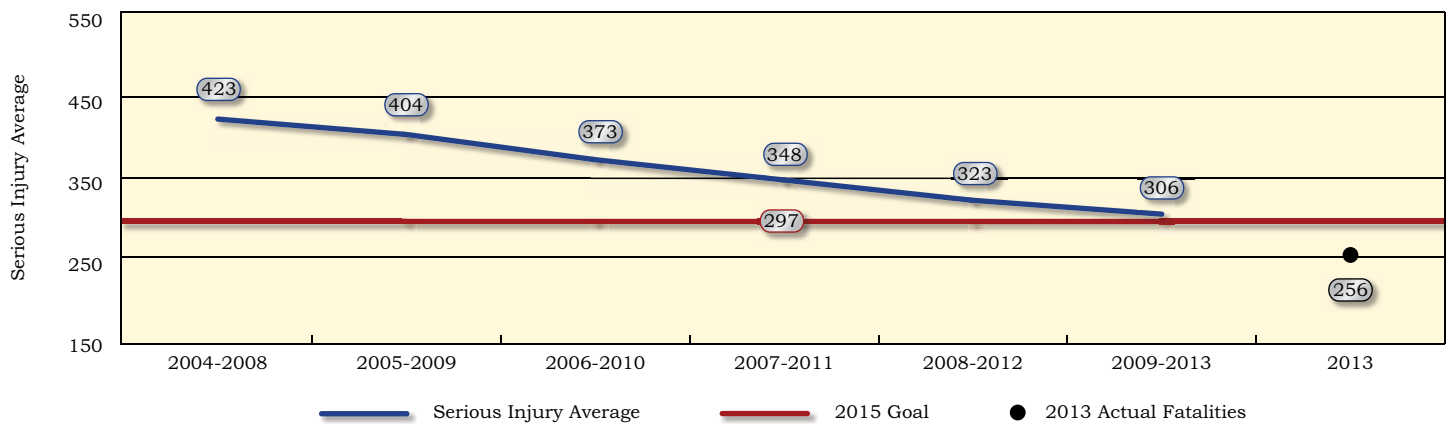
**Serious injury objective:** Reduce the five-year average number of motorcycle serious injuries on all roads in Maryland from 423 (2004–2008 average) to fewer than 308 (2016–2020 average) by December 31, 2020.

- In 2013, there were 256 motorcycle serious injuries on Maryland roads. This figure is lower than the 2012 figure (n=291), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Motorcycle Fatalities



### Motorcycle Serious Injuries



## OLDER DRIVERS

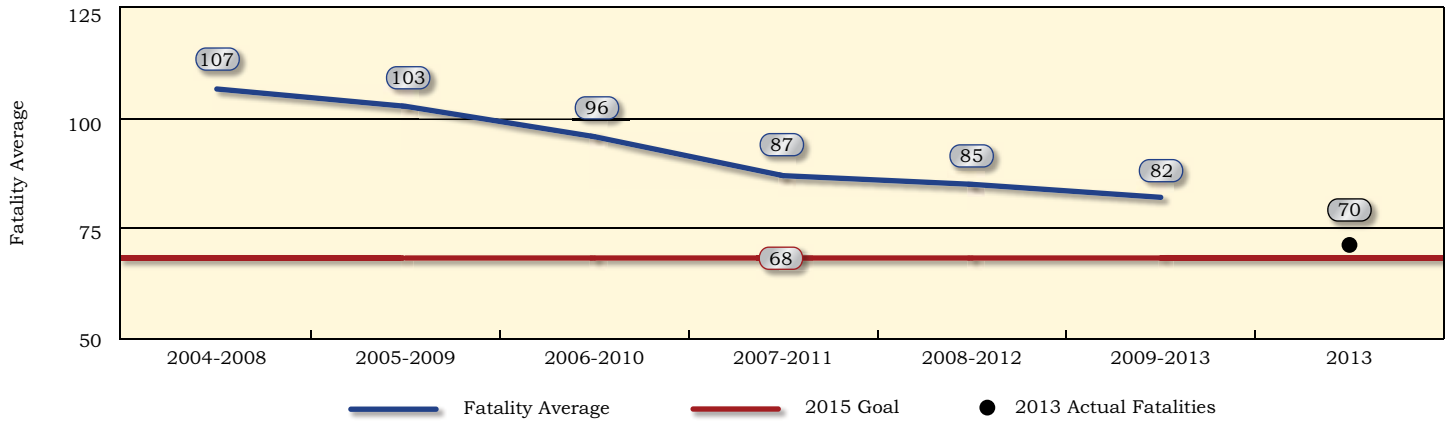
**Fatality objective:** Reduce the five-year average number of older (age 65+) driver-related fatalities on all roads in Maryland from 107 (2004–2008 average) to fewer than 78 (2016–2020 average) by December 31, 2020.

- In 2013, there were 70 older driver-related fatalities on Maryland roads. This figure is lower than the 2012 figure (n=81), and *Maryland is progressing towards the 2015 goal and has achieved the revised 2016–2020 goal.*

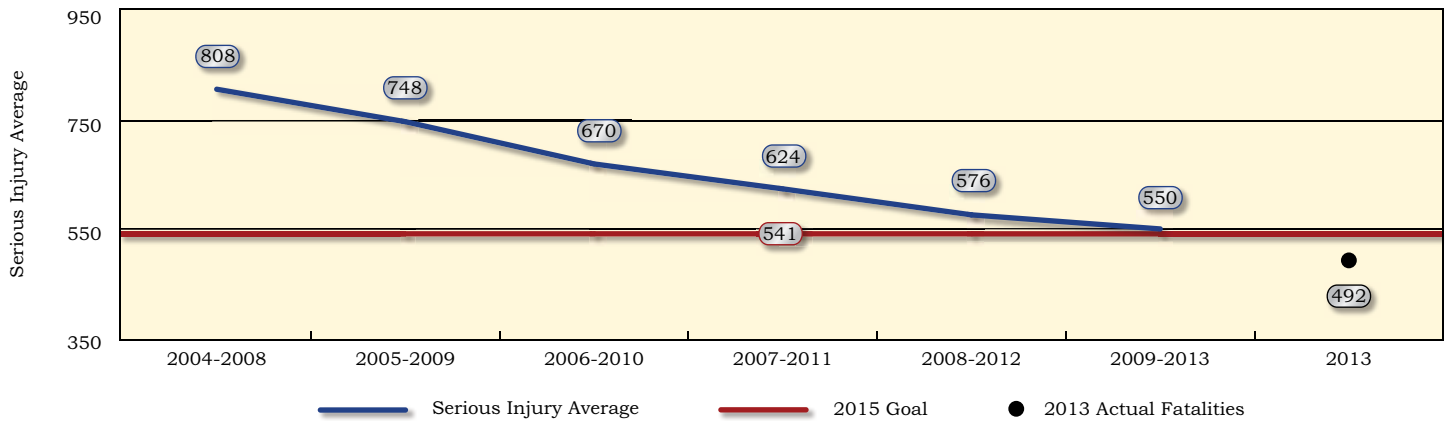
**Serious injury objective:** Reduce the five-year average number of older driver-related serious injuries on all roads in Maryland from 808 (2004–2008 average) to fewer than 587 (2016–2020 average) by December 31, 2020.

- In 2013, there were 492 older driver-related serious injuries on Maryland roads. This figure is lower than the 2012 figure (n=518), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Older Driver Traffic Fatalities



### Older Driver Traffic Serious Injuries





## YOUNGER DRIVERS

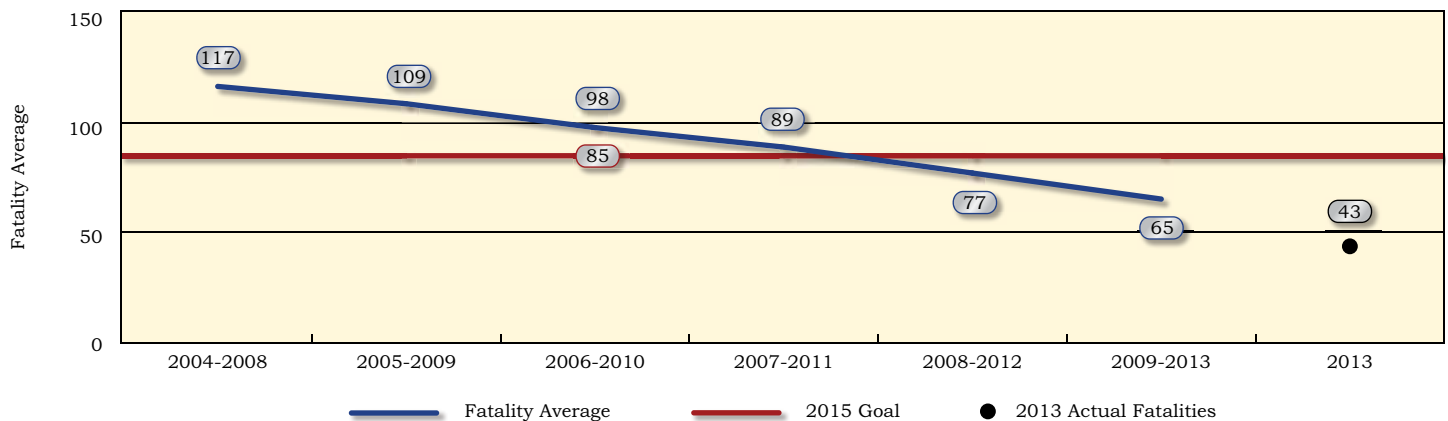
**Fatality objective:** Reduce the five-year average number of young (age 16–20) driver-related fatalities on all roads in Maryland from 117 (2004–2008 average) to fewer than 85 (2016–2020 average) by December 31, 2020.

- In 2013, there were 43 younger driver-related fatalities on Maryland roads. This figure is lower than the 2012 figure (n=63), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

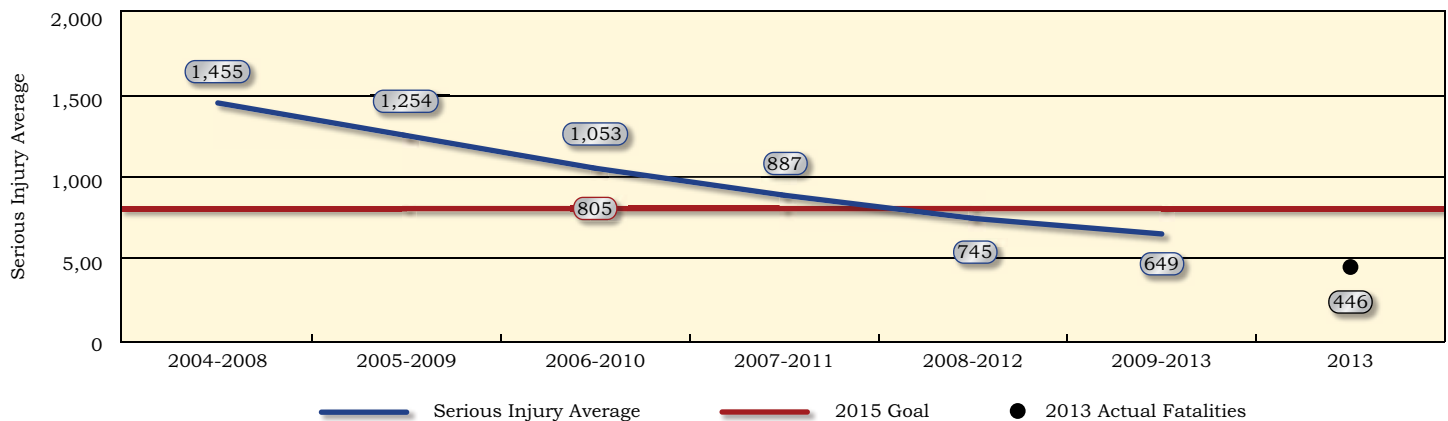
**Serious injury objective:** Reduce the five-year average number of younger driver-related serious injuries on all roads in Maryland from 1,455 (2004–2008 average) to fewer than 1,058 (2016–2020 average) by December 31, 2020.

- In 2013, there were 446 younger driver-related serious injuries on Maryland roads. This figure is lower than the 2012 figure (n=508), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Younger Driver Traffic Fatalities



### Younger Driver Traffic Serious Injuries



## SPEED-RELATED

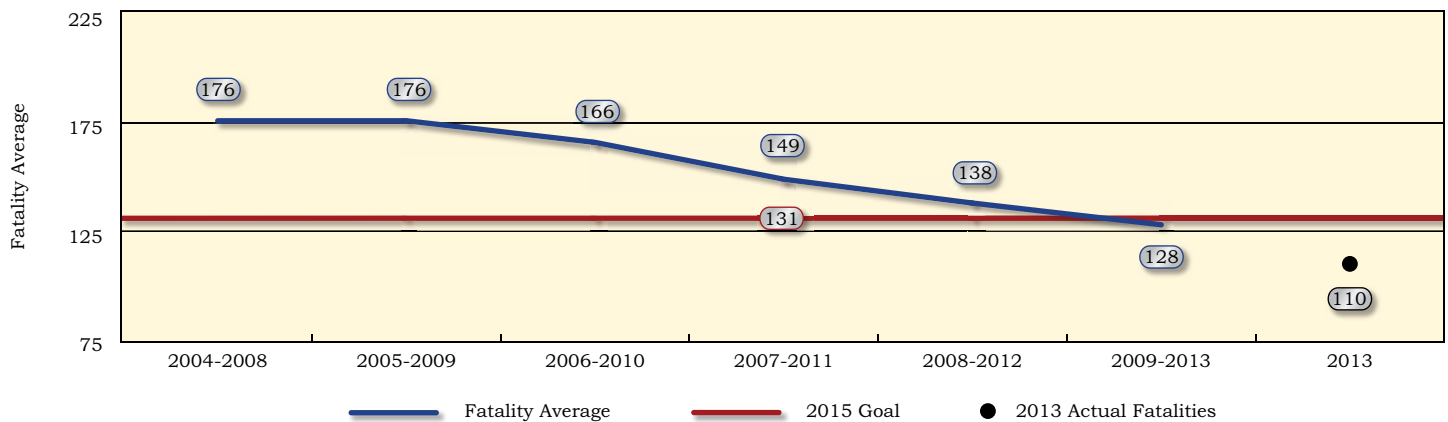
**Fatality objective:** Reduce the five-year average number of speed-related fatalities on all roads in Maryland from 176 (2004–2008 average) to fewer than 151 (2016–2020 average) by December 31, 2020.

- In 2013, there were 110 speed-related fatalities. This figure is lower than the 2012 figure (n=130), and *Maryland has achieved the 2015 goal and the revised 2016–2020 goal.*

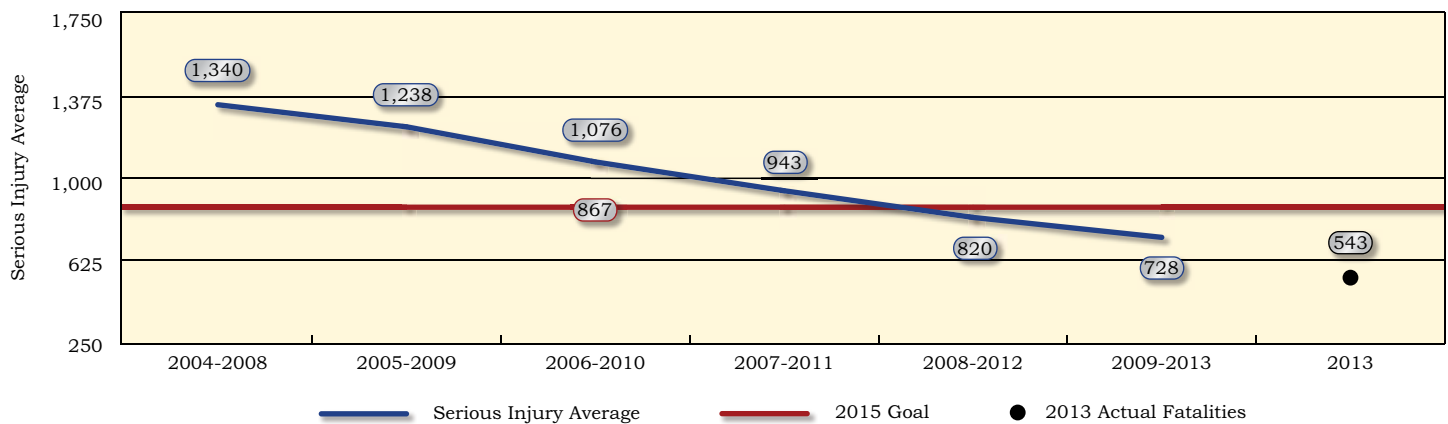
**Serious injury objective:** Reduce the five-year average number of speed-related serious injuries on all roads in Maryland from 1,340 (2004–2008 average) to fewer than 974 (2016–2020 average) by December 31, 2020.

- In 2013, there were 543 speed-related serious injuries on Maryland roads. This figure is lower than the 2012 figure (n=637), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Speed-Related Traffic Fatalities



### Speed-Related Traffic Serious Injuries



## BICYCLISTS

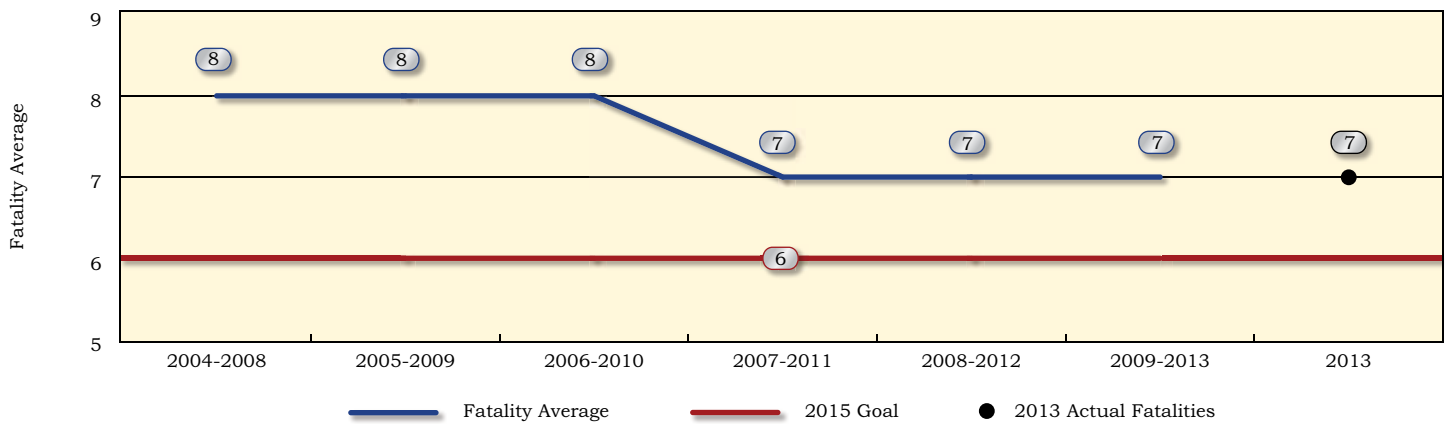
**Fatality objective:** Reduce the five-year average number of bicycle fatalities on all roads in Maryland from 8 (2004–2008 average) to fewer than 6 (2016–2020 average) by December 31, 2020.

- In 2013, there were 7 bicycle fatalities on Maryland roads. This figure is higher than the 2012 figure (n=5), so *Maryland is progressing towards the 2015 goal and the revised 2016–2020 goal.*

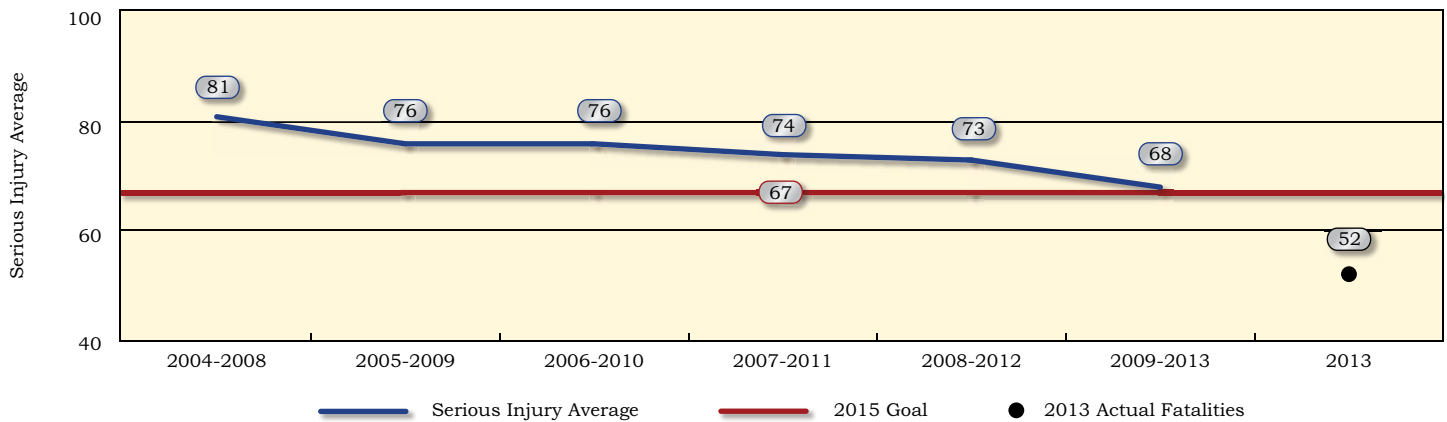
**Serious injury objective:** Reduce the five-year average number of bicycle serious injuries on all roads in Maryland from 81 (2004–2008 average) to fewer than 60 (2016–2020 average) by December 31, 2020.

- In 2013, there were 52 bicycle serious injuries on Maryland roads. This figure is lower than the 2012 figure (n=68), and *Maryland has achieved the 2015 goal and also the revised 2016–2020 goal.*

### Bicycle Fatalities



### Bicycle Serious Injuries



## NHTSA CORE PERFORMANCE MEASURES

In order to meet federal requirements as expressed in MAP-21, the required minimum set of core performance measures are included below. Please note that base year numbers and 2015 goals will NOT match the base year number and goals stated above due to differences in data definitions between the NHTSA FARS system and the state crash data system. The Maryland Highway Safety Office and SHSP goals are all based on state crash data and the objectives written in the SHSP and the HSP are independent of the required measures below. These tables are provided per the MAP-21 requirement only.

Standardized Performance and Survey Measures
<ul style="list-style-type: none"> <li>To decrease the annual number of traffic-related fatalities on all roads in Maryland from the 2008 calendar base year of 591 to fewer than 474 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease fatalities/VMT from the 2008 calendar base year of 1.07 to 0.86 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease rural fatalities/VMT from the 2008 calendar base year of 1.59 to 1.28 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease urban fatalities/VMT from the 2008 calendar base year of 0.90 to 0.72 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease serious traffic injuries from the 2008 calendar base year of 4,544 to 3,945 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease the annual number of alcohol-related fatalities (BAC 0.08+) on all roads in Maryland from 145 in 2008 to fewer than 116 by December 31, 2015. Note: this goal includes both vehicle occupants and motorcycle operators and passengers.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease unrestrained passenger vehicle occupant fatalities in all seating positions from 142 in 2008 to fewer than 114 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To reduce the annual number of fatalities in speed-related crashes on all roads in Maryland from 192 in 2008 to fewer than 154 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease motorcyclist fatalities from the 2008 calendar base year of 91 to 73 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease unhelmeted motorcyclist fatalities from the 2008 calendar base year of 10 to 8 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To decrease drivers age 20 or younger involved in fatal crashes from the 2008 calendar base year of 93 to 74 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To reduce the annual number of pedestrian fatalities on all roads in Maryland from 116 in 2008 to fewer than 93 by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To reduce the annual number of bicyclist fatalities on all roads in Maryland from 6 in 2008 to fewer than 5 by December 31, 2015.*</li> </ul>
<ul style="list-style-type: none"> <li>To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles from the 2012 calendar base year average usage rate of 91.1 percent to 92.5 percent by December 31, 2015.</li> </ul>
<ul style="list-style-type: none"> <li>To report the number of seat belt citations issued during grant-funded enforcement activities.</li> </ul>
<ul style="list-style-type: none"> <li>To report the number of impaired driving arrests made during grant-funded enforcement activities.</li> </ul>
<ul style="list-style-type: none"> <li>To report the number of speeding citations issued during grant-funded enforcement activities.</li> </ul>

\*New measure added to the HSP FFY 2015 per guidance from GHSA and NHTSA.

MAP-21 dictates that states provide updates to the core performance measures. Updates are included in the following table using the most recent FARS data (2012).

Core Outcome Measures		Year					
		2008	2009	2010	2011	2012	2015 goal *
Traffic Fatalities	Total	591	549	496	485	505	474
	Rural	222	203	182	170	180	178
	Urban	368	342	313	311	319	295
Fatalities Per 100 Million Vehicle Miles Driven	Total	1.07	0.99	0.88	0.86	-	0.86
	Rural	1.59	1.44	1.27	1.21	-	1.28
	Urban	0.90	0.83	0.75	0.74	-	0.72
Passenger Vehicle Occupant Fatalities (All Seat Positions)	Total	365	348	298	287	315	293
	Restrained	202	193	158	135	173	162
	Unrestrained	142	129	125	139	110	114
Alcohol-Impaired Driving Fatalities (BAC=.08+)**		145	165	154	161	160	116
Speeding-Related Fatalities		192	186	164	142	199	154
Motorcyclist Fatalities	Total	91	69	82	76	77	73
	Helmeted	81	59	70	64	69	65
	Unhelmeted	10	10	12	11	8	8
Drivers Involved in Fatal Crashes	Total	815	779	688	686	702	654
	Aged Under 15	1	0	0	0	0	0
	Aged 15-20	92	91	58	63	57	74
	Aged Under 21	93	91	58	63	57	75
	Aged 21 and over	707	675	614	606	632	567
Pedestrian Fatalities		116	114	102	102	96	93
Serious Injuries**		4,544	4,383	4,051	3,809	3,312	3,945
Bicycle Fatalities***		6	10	8	5	5	5

Additional required performance measure updates not included in the table above:

- In 2014, the MHSO coordinated the second implementation of the new National Occupant Protection Use Survey methodology, achieving a use rate of 92.1 percent.
- Number of seat belt citations issued during grant-funded enforcement activities (grant activity reporting) = 7,815
- Number of impaired driving arrests made during grant-funded enforcement activities (grant activity reporting) = 2,096
- Number of speeding citations issued during grant-funded enforcement activities (grant activity reporting) = 26,669

\* Goals in red have been achieved.

\*\* Serious Injuries are defined as KABCO 4 (injury severity 04 on the Maryland crash report). These numbers are based on state crash data (NOT FARS).

\*\*\* Bicycle fatality numbers and goal do not match the MHSO HSP numbers and methodology due to the use of FARS data. This is a new measure added to the core performance measures.

# MARYLAND ANNUAL DRIVING SURVEY

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## RESPONDENT DEMOGRAPHICS

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AGE	
17 & Under	22.1%
18-20	20.1%
21-24	5.8%
25-34	12.4%
35-44	11.6%
45-54	13.0%
55-64	9.2%
65+	5.8%

GENDER	
Male	43.6%
Female	56.4%

RACE	
Black	17.4%
White	73.9%
Asian	5.0%
Pacific Islander	1.5%
American Indian	0.4%
Other	1.7%

HISPANIC	
Yes	6.6%
No	93.4%

The MHSO conducted the Maryland Annual Driving Survey (MADS) to assess the public's knowledge, attitudes and behaviors regarding highway safety. Results from the MADS are used to prioritize follow-up actions, implement sound data-driven decisions and address important issues. The ultimate goal of the survey was to obtain responses from a significant number of licensed individuals across the state, serving as a representative sample of Maryland's demographic population.

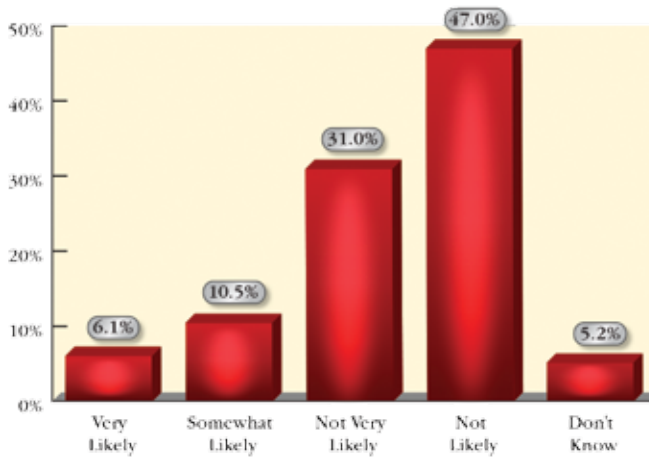
Several significant changes were made to the survey and its distribution schedule in FFY 2014. Survey questions were added and adapted to address the strategies and action steps of each SHSP emphasis area. Previously the MADS was distributed during one month of the year. In 2014 the survey distribution schedule was expanded to encompass a full calendar year, divided into two six-month periods.

During the first collection period, 6,752 surveys were collected for analysis. Approximately 89 percent of the completed surveys were paper surveys collected through the grassroots efforts of the MHSO and its partners. The survey was also promoted through social media, including Facebook and Twitter, and other electronic sources across the state, such as the state library system.

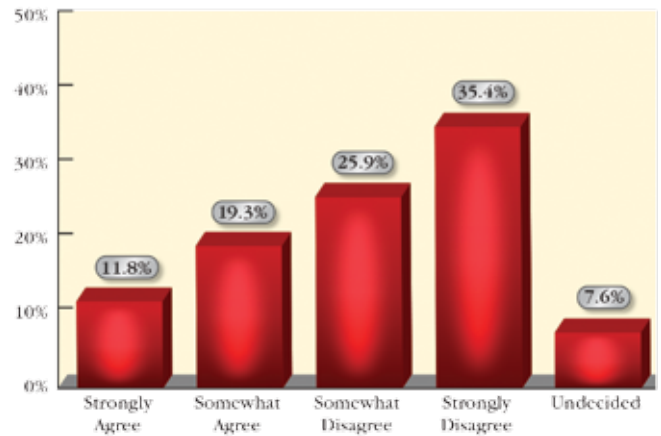
# PEDESTRIAN

Maryland Annual Driving Survey Results

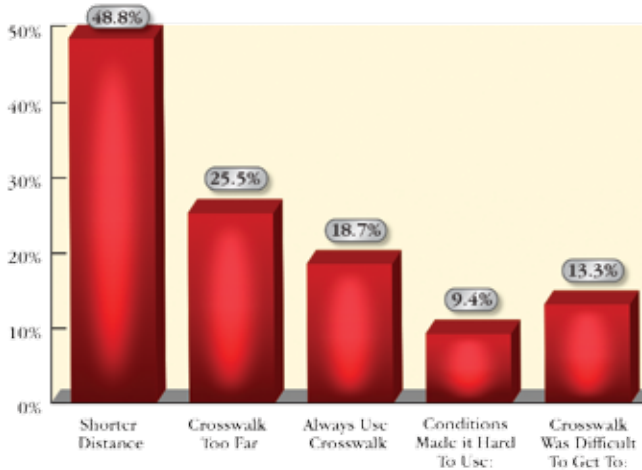
How likely are you, as a PEDESTRIAN, to be stopped for a crosswalk violation? (N=6,259)



How likely are you, WHILE DRIVING A MOTOR VEHICLE, to be stopped for a crosswalk/pedestrian violation? (N=6,255)



Think of the last time you did not use a crosswalk – what was your reason for not using the crosswalk? (mark all that apply) (N=6,752)

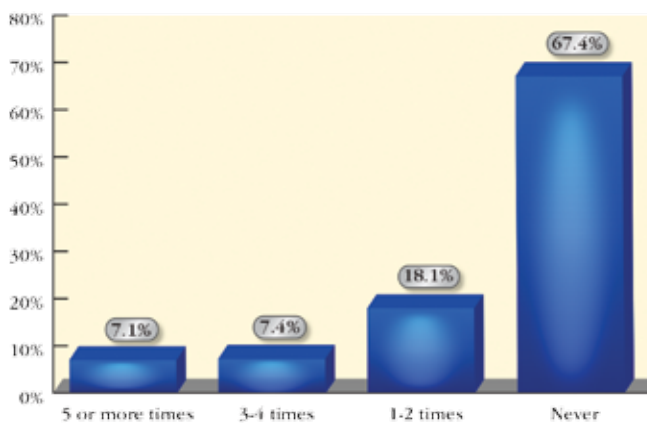


Nearly three-quarters (74.3%) of respondents reported not using a crosswalk in order to get to their destination quicker.



# DISTRACTED DRIVING

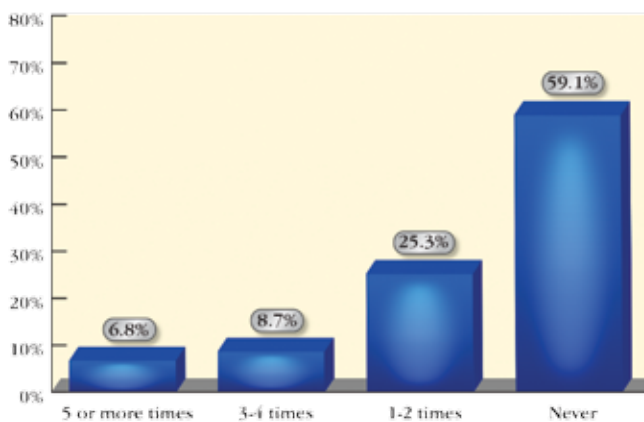
In the past week, how often have you texted while driving? (N=6,245)



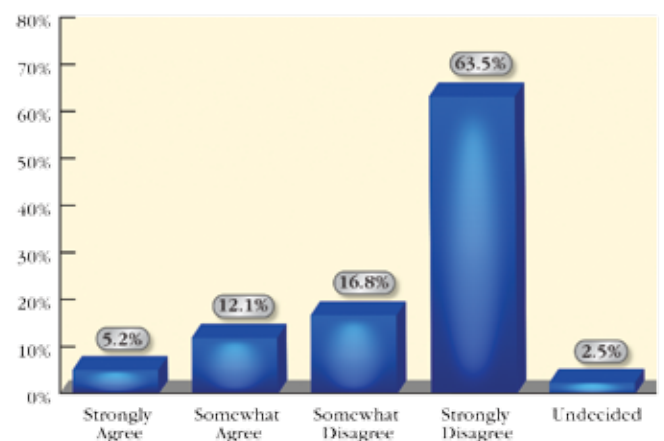
*Even though Maryland has a law that prohibits handheld cell phone use, 40.8% of respondents reported using their handheld cell phone while driving.*



In the past week, how often have you used your cell phone without a hands-free device while driving? (N=6,262)

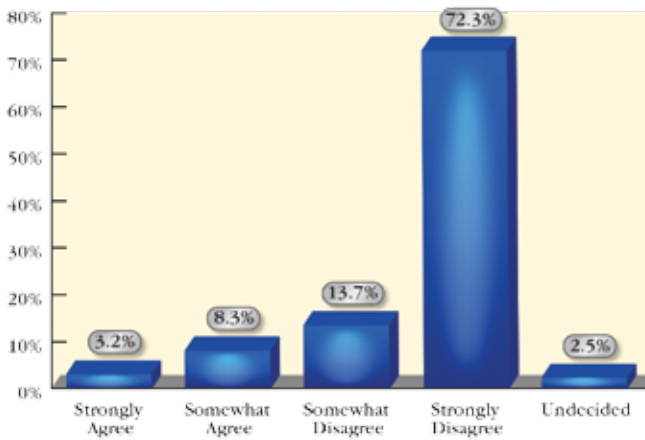


I am likely to talk on a cell phone without using a hands-free device the next time I drive (N=6,269)

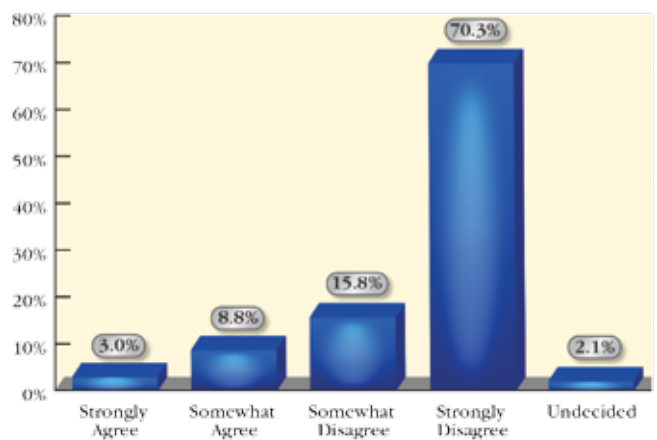




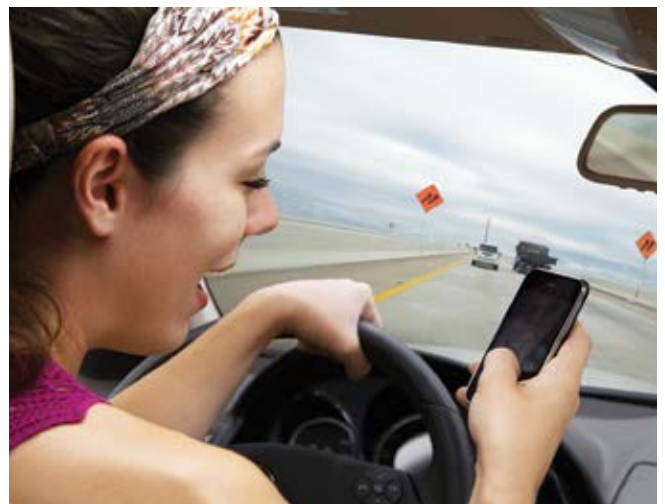
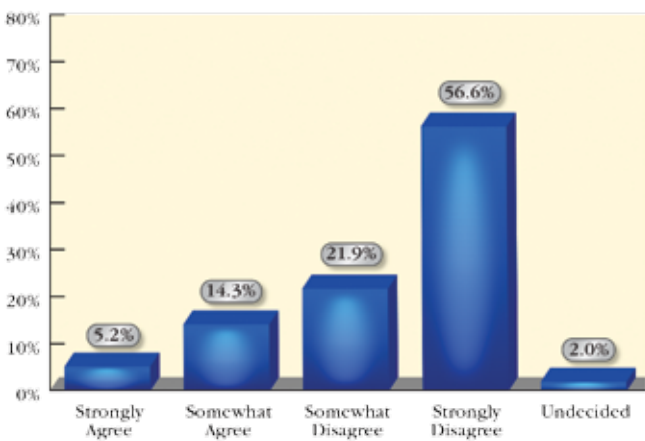
I am likely to text the next time I drive (N=6,263)



Most of my family or friends think that it is ok to text while driving (N=6,271)

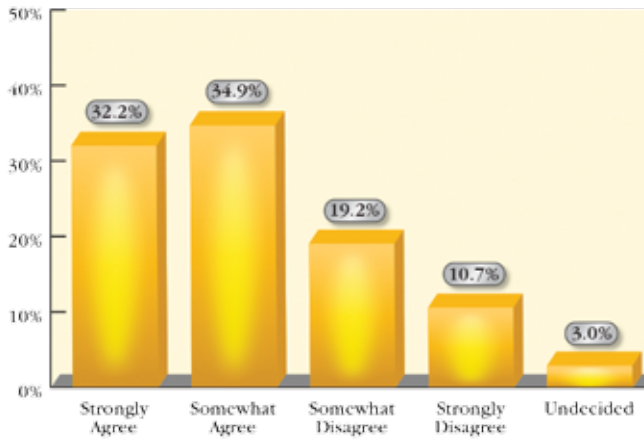


Most of my family or friends think it's ok to talk on a cell phone without using a hands-free device (N=6,271)



# AGGRESSIVE DRIVING

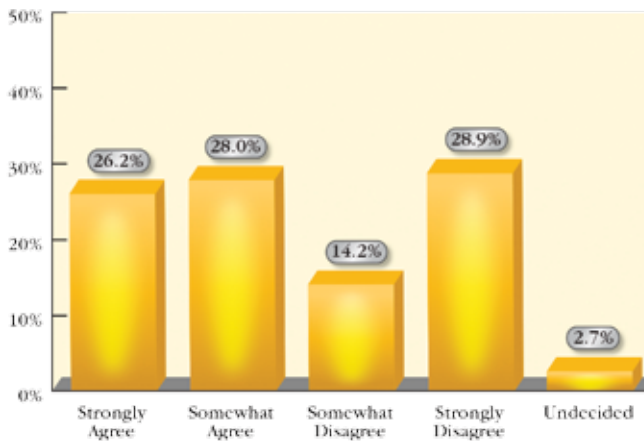
**I am likely to be stopped by police if I drive more than 10 MPH over the speed limit (N=6,259)**



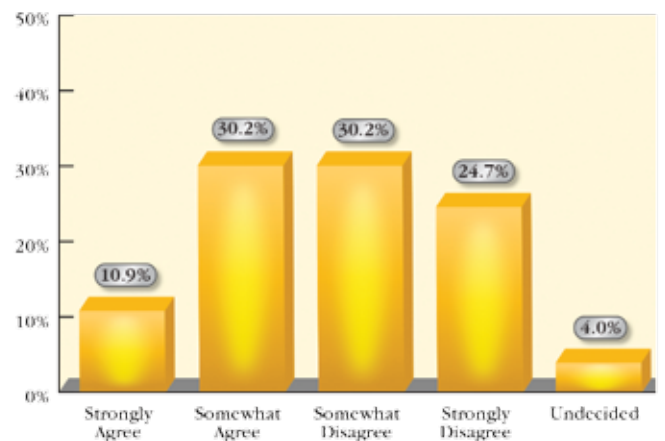
★  
*The majority of respondents (67.1%) felt they were likely to be stopped by law enforcement for driving 10 MPH over the posted speed limit.*



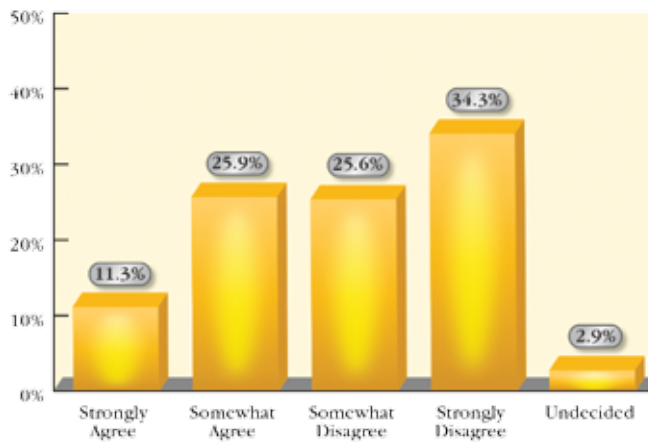
**In the past 30 days, I have driven more than 10 MPH over the posted speed limit (N=6,251)**



**Most of my family and friends routinely drive at least 10 MPH over the posted speed limit (N=6,271)**

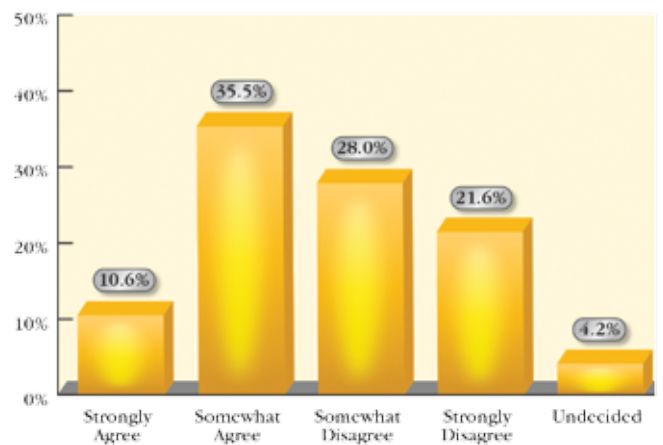


I like to drive more than 10 MPH over the posted speed limit (N=6,254)



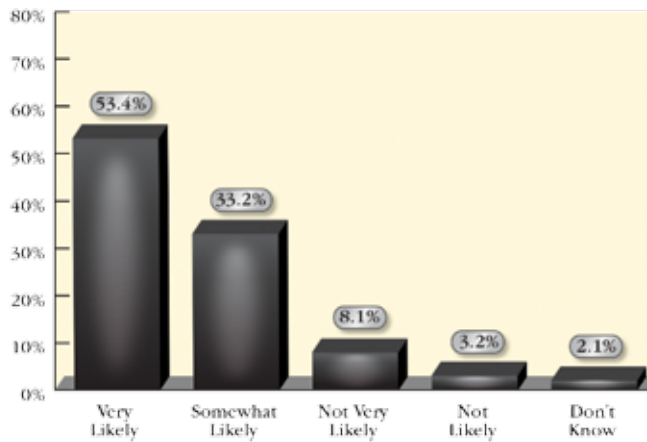
★  
*Approximately 40% of respondents reported exhibiting characteristics of risk taking behaviors.*  
★

I often act on the spur of the moment (N=6,203)



# OCCUPANT PROTECTION

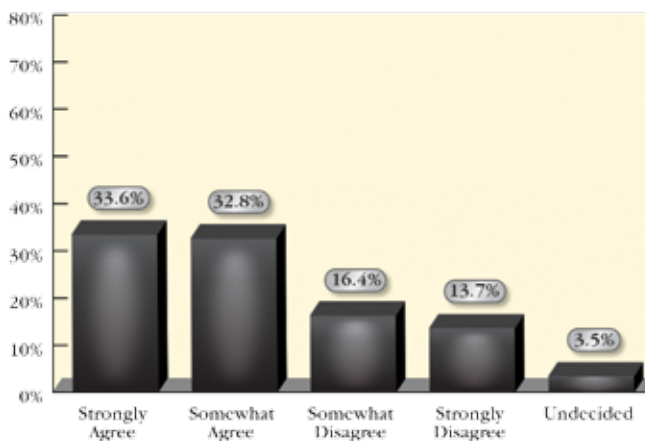
**How likely is it that something bad would happen if you don't wear your seat belt? (N=6,285)**



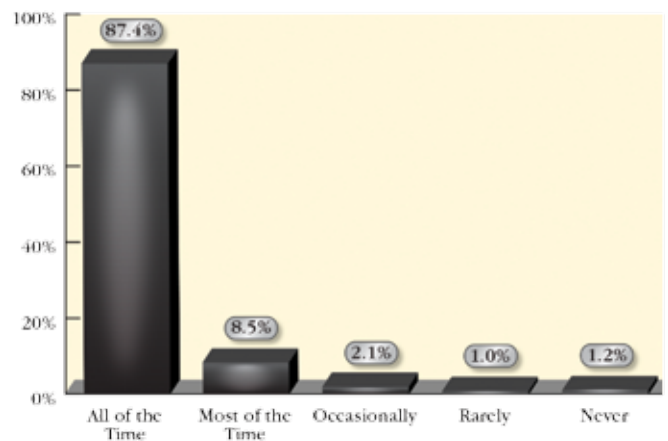
*The survey respondents reported use of seat belts in the front seat is very close to Maryland's observed seat belt usage of 92.1%.*



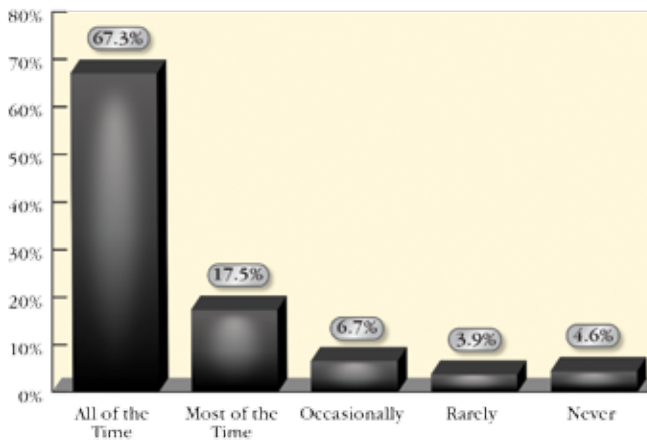
**How likely are you to get a ticket if you don't wear your seat belt? (N=6,268)**



**How often do you use seat belts when you drive or ride in the FRONT seat of a car, van, SUV or pick-up truck? (N=5,762)**



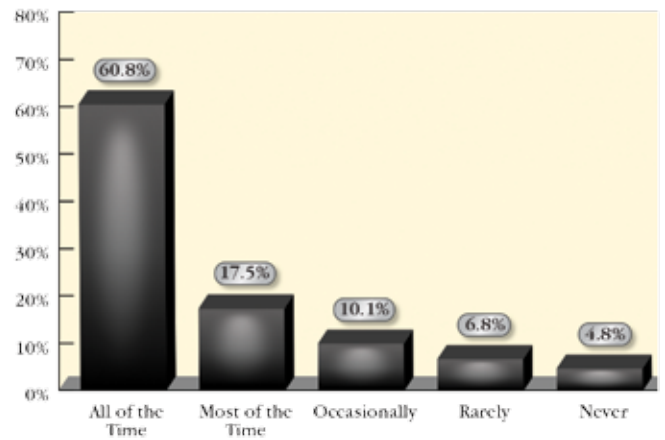
**When driving with child passenger(s) under 13 years, how often do you make them sit in a back seat? (N=6,106)**



*Survey respondents reported a large disparity in buckling up all the time when in the front seat (87.4%) than when seated in the back seat (60.8%).*

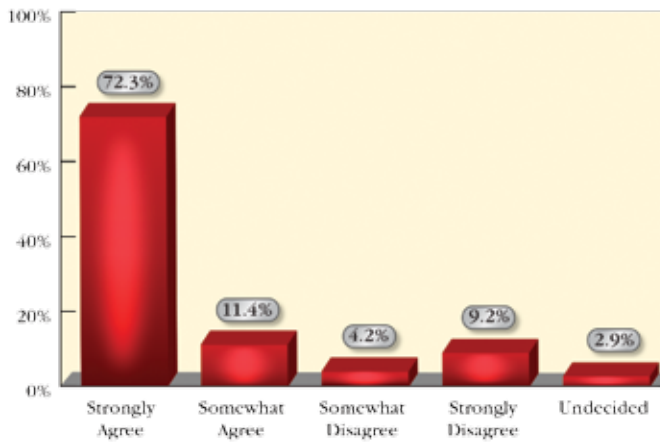


**How often do you use seat belts when you ride in a back seat of a car, van, SUV or pick-up truck? (N=5,718)**



# IMPAIRED DRIVING

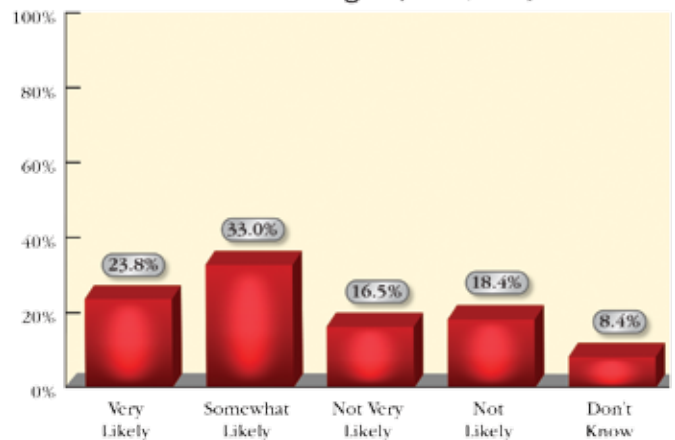
If I am stopped for drinking and driving, the punishment will be severe (N=6,232)



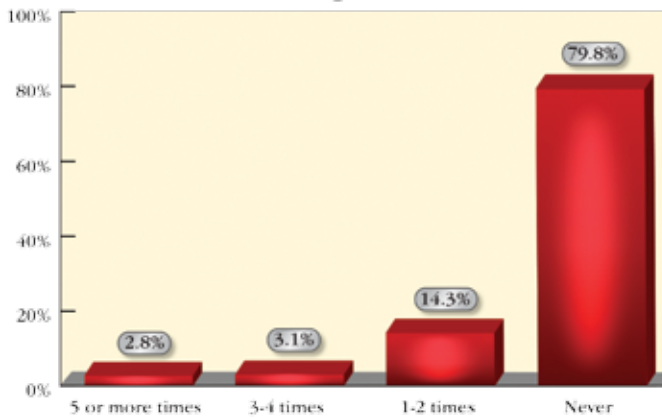
*Over half (56.8%) of respondents reported they were very likely or somewhat likely to be stopped by police after drinking.*



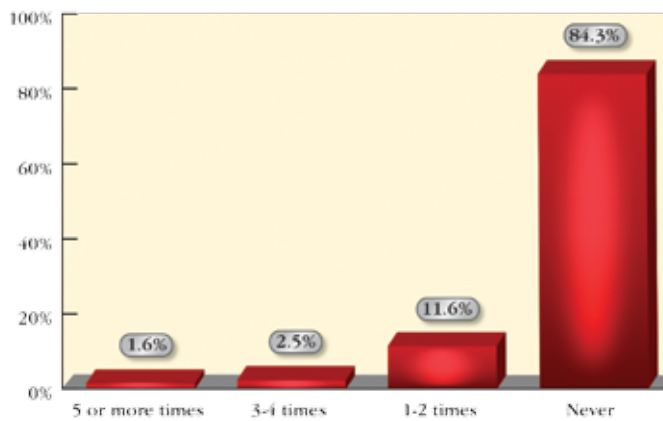
How likely are you to be stopped by police if you drive within two hours of drinking alcoholic beverages (N=6,242)



During the past 30 days, how many times did you RIDE in a car or other vehicle driven by someone who had been drinking alcoholic beverages? (N=6,286)



In the past 30 days, how many times have YOU DRIVEN a car or other vehicle within 2 hours of drinking alcoholic beverages? (N=6,242)



*Twenty percent of respondents reported getting into a vehicle with a driver who had been drinking.*



PROGRAM AREAS

# IMPAIRED DRIVING



*Enforcement efforts are supported by marketing campaigns that focus on eliminating deaths and injuries caused by impaired driving.*



Beginning with the national *Drive Sober or Get Pulled Over* mobilization period in August, Maryland also participated in a six-month period of a sustained high visibility enforcement program regionally known as *Checkpoint Strikeforce*. The enforcement efforts were supported with an intense paid and earned media marketing campaign with a focus on eliminating deaths and injuries caused by impaired driving. More than 41,000 hours of saturation patrols and checkpoints were funded in this effort and, throughout the year, law enforcement agencies completed over 2,600 impaired driving related enforcement details. Media support for the *Drive Sober or Get Pulled Over* campaign included more than \$378,000 in total media dollars. Over \$366,000 was spent in paid media, and the total number of media impressions for the campaign exceeded 13.6 million.

The MHSO partnered with the Maryland State Police's Chemical Test for Alcohol Unit to participate in three radio and one television "wet demonstrations" during *Checkpoint Strikeforce*. A "wet demonstration" is a controlled situation where participants are dosed with alcohol and a law enforcement officer monitors their BAC. The officer then helps educate viewers or listeners about the subject's varied level of impairment and the risks of getting behind the wheel after drinking. These demonstrations were used as an opportunity to educate the public on the effects of alcohol use and the varied impairment as a person's BAC rises. Over 59,000 males in the target demographic of 21-34 years old were reached during the four wet demonstrations throughout the year.





DUI Courts are a long-standing tool in Maryland's effort to eliminate impaired driving, specifically in cases of recidivism. These courts are designed to identify and provide intensive monitoring and rehabilitative services to the most egregious of repeat drunk driving offenders in an effort to reduce and prevent tragic consequences of driving drunk. Repeat offenders are a difficult population to reach, let alone modify behavior without additional assistance such as treatment to address addictions to alcohol and/or drugs. Maryland currently has DUI Courts in Anne Arundel, Harford, Howard and St. Mary's Counties. Over the past year, 125 participants entered a DUI Court program in Maryland and, 48 participants successfully completed and graduated from the program. Those graduates have been reunited with their family and are either working or are in school, and have remained sober. Through rigorous monitoring and educational measures, the courts have demonstrated an extremely low recidivism rate among participants.



★  
*Alcohol awareness programs seek to educate teens and young adults about the dangers of underage drinking.*



The Washington Regional Alcohol Program completed its 32nd year fighting drunk driving and underage drinking in the DC metropolitan area. WRAP provided rides to 2,452 would-be drunk drivers in the greater Washington, D.C. metropolitan area via its free cab ride service, *SoberRide*. Specific periods in the past grant year when rides were provided included Halloween, the winter holidays, St. Patrick's Day and Independence Day. Additionally, WRAP's Alcohol Awareness for Students program educated teens and young adults about the dangers and consequences of underage drinking and drunk driving with multimedia-based, in-school

★  
presentations. This year, 144 presentations were conducted by WRAP's staff, reaching 5,019 Maryland students in Prince George's and Montgomery Counties. The number of students reached exceeded the goal of 3,000 students as set forth in the grant proposal by 67 percent.

With the assistance of WRAP, the MHSO hosted the 2014 Maryland DUI Awards to honor law enforcement officers that have demonstrated dedication to impaired driving enforcement. 93 officers were presented with a DUI award and 35 additional officers were presented with the Meritorious Award. Two MSP SPIDRE members, a Maryland Transportation Authority police officer and a Montgomery County police officer were awarded with the ACE Award, a prestigious award presented to officers who have made more than 100 DUI arrests over the past year. The Outstanding Innovative Award was presented to the MSP SPIDRE

Team and the Prince George's County Reducing Alcohol Impaired Driving (RAID) Team for their efforts in reducing impaired driving by establishing and deploying DUI Teams in high risk areas.

Through a partnership with the Maryland State's Attorney's Association, the Traffic Safety Resource Prosecutor program completed its first full year. The TSRP program trained, educated and provided support to State's Attorney's Offices and police agencies throughout the state. The TSRPs integrated prosecutors into the traffic safety culture in an effort to improve traffic safety prosecution.



The TSRPs also assumed active roles in traffic safety committees and organizations statewide as a way to enhance highway safety into other agencies and promote TSRP services. Training classes were developed for law enforcement personnel, from recruits to supervisors, intending to enhance knowledge of traffic stops, search and seizure, report writing and courtroom testimony. Examples of this instruction included providing training on Fourth Amendment issues and serving on mock trials at the University of Maryland's Advanced DUI Institute. Case law instruction was likewise provided to law enforcement supervisors at a week-long training class developed to educate traffic safety supervisors on the tools required to lead successful traffic enforcement programs. Gaps in traffic law knowledge were not exclusive to law enforcement. Training classes were developed for the state's prosecutors, and a basic DUI course was developed for new prosecutors. The TSRPs also began developing a three-day Prosecutors' DUI Institute to hone skills and knowledge, and emphasize the importance of traffic safety to Maryland's legal community.

Throughout the year, the TSRPs also wrote a monthly blog, serving as a useful reference guide regarding traffic safety legal issues in the prosecution of traffic-related cases. The TSRPs held 29 trainings that educated over 1,500 law enforcement and prosecutor participants. The Maryland TSRP program has made great strides since its inception.

The MHSO created an innovative tool for smartphones that is intended to prevent impaired driving by helping people plan ahead or find a safe ride home if they have been drinking. The ENDUI (pronounced End-DUI) App was developed by MHSO to combat impaired driving and save lives. The ENDUI App features include:

- Creating a "designated driver list" of family members and friends who can be contacted quickly in the event that someone has had too much to drink;
- Instantly locating the nearest taxi service or public transportation options;
- A BAC estimator where the number and type of drinks a person has consumed is entered into the app and an estimate BAC level is provided;
- Two skills tests designed to measure a person's reaction time and response functions, characteristics that diminish with impairment;
- The ability to report an impaired driver by contacting 911 with the push of a button; and
- DUI facts and educational videos.

Maryland Remembers, an annual ceremony held to remember the lives lost at the hands of impaired drivers, was held at the state capital. Lt. Governor Anthony G. Brown joined Colonel Marcus L. Brown from the MSP, former Maryland



MVA Administrator and Governor's Highway Safety Representative, John T. Kuo and more than 150 attendees, including police officers, family members and friends of impaired driving crash victims, gathered to raise awareness of the dangers of impaired driving. Among the victims remembered at the ceremony was U.S. Park Police Officer Hakim Farthing, who was killed after being struck by an impaired driver while assisting at the scene of a separate crash. Ms. Eshe Farthing spoke of the day when the life of her 28-year-old brother was cut short as he was helping others. The ceremony concluded with the presentation of the Kevin Quinlan Award, which was presented to MADD National's President, Mrs. Jan Withers, for her efforts to combat drunk and impaired driving. The ceremony generated media coverage which assisted in spreading the message that impaired driving is dangerous and deadly. Media coverage included presence from six media outlets, resulting in seven online stories and five television broadcasts. The earned media was valued at over \$31,000 and over one million impressions.

On July 2, 2014, state officials and law enforcement partners hosted a press event to highlight the one year anniversary of Maryland's SPIDRE team. The SPIDRE team is a group of highly trained MSP troopers that conduct impaired driving enforcement initiatives across a "web" that spans jurisdictions primarily through the Baltimore and Washington metropolitan areas. The team uses the High Visibility Enforcement (HVE) model, pairing enforcement efforts with media. Advertisements were featured on billboards, transit shelters and targeted gas pumps, as well as radio and digital components in areas where the team was deployed. For the FFY 2014 grant year, 589 drivers were arrested for impaired driving by this specialized DUI team, with more than 2,000 vehicle contacts made. When the SPIDRE team enters into their assigned corridors, they work in concert with that jurisdiction's allied police agencies, ensuring a coordinated and collaborative approach to apprehending impaired drivers, which has proven wildly successful.

As part of Maryland's standardized performance and survey measures, the total number of DUI arrests that were made during grant funded enforcement activities was 2,096.



*"The Maryland Remembers ceremony was so nicely done but kind of bittersweet. Sometimes it really kind of sneaks up on me how much I miss my Dad. Seeing his picture among the others who've been lost really tugged at my heart and reminded me how blessed we were to have an additional 15 years with him after he was hurt.*

*So many families never got that chance, and while most of those years were very difficult, each one was a precious gift. I was so impressed with all the law enforcement that came today to be supportive and even escort us during the processional and presentation of photos."*

*– Tammy Fitzgerald, daughter of victim, Thomas Fitzgerald*



## PROGRAM AREAS

# OCCUPANT PROTECTION



*The Kids in Safety Seats organization is dedicated to increasing the public's awareness of correct car seat and booster seat selection and use.*



Maryland addresses occupant protection needs through the use of media, law enforcement and data in order to further increase the use of seat belts and child safety seats in the state and ultimately reduce the number of crashes involving unrestrained vehicle occupants.

This year, the 30 year anniversary of Maryland's child passenger safety law was celebrated on September 16, 2014 at a press event in Howard County. The MHSO used this occasion to partner with Maryland Kids in Safety Seats (KISS) and the Maryland Institute for Emergency Medical Services System (MIEMSS) to kick off National Child Passenger Safety Awareness Week. MVA Administrator and Governor's Highway Safety Representative, Milton Chaffee spoke at the event, along with Dr. Clifford Mitchell from the Maryland Department of Health and Mental Hygiene. Traffic safety advocates and crash survivors also spoke at the event, including a crash survivor who was saved by a car seat 20 years ago. Over 40 CPS partners attended the press event, and an estimated 200,000 impressions were reached through various media messaging.

Highlights from National Child Passenger Safety Awareness Week included a CPS TV spot, produced by the MIEMSS and KISS and funded by the MHSO, which aired on several TV stations. Child Passenger Safety Technicians from around Maryland also organized 17 car seat check-up events, inspected over 475 car seats and distributed 111 car seats to families throughout the week.

The MIEMSS continued to receive funding from MHSO, focusing on occupant protection (OP) throughout Maryland by advocating for car seat use among children, seat belt use among youth and adults, and OP measures taken by healthcare and EMS personnel. The MIEMSS educates healthcare providers on CPS and OP best practices by offering trainings, conference calls, materials, mailings, and interactive displays at state and local EMS and emergency department conferences. In FFY 2014, ten scholarships were awarded to health care providers to attend a CPS Technician Certification course in addition to the 11 CPS trainings of healthcare providers that were conducted, training 107 people. The MIEMSS also taught seven *BeTweeN Riding and Driving* program courses to 48 youth and used post-survey results from the course to update the curriculum.

Additionally, the MIEMSS grant project coordinator obtained CPS Instructor Certification in July.

The MIEMSS also displayed interactive exhibits on CPS and OP at six emergency medical provider conferences, reaching more than 1,600 EMS professionals. They also exhibited at the Maryland State Firemen's Association conference, reaching more than 35,000 attendees from several states. Social media outreach on CPS and OP included a monthly MIEMSS online newsletter and Facebook, YouTube and Twitter posts, reaching more than 6,000 citizens and health care providers with each update. In FFY 2014, the MIEMSS partnered with KISS, the National Safety Council and the Partnership for a Safer Maryland, to get the CPS and OP messages out to 27 EMS county and city agencies, 40 commercial ambulance companies, and to 49 hospitals across Maryland. The educational and media support by the MIEMSS addressed different literacy levels, created training resources targeting OP priorities, and responded to serious CPS injuries and deaths as they occurred.

KISS serves as Maryland's statewide CPS program and a grantee of the MHSO in their dedication to increasing the public's access to car seats and increasing awareness of correct selection and use of car seats and booster seats across the state. With support and funding from the MHSO, KISS staff developed and provided a comprehensive approach to public education and training by distributing over 37,000 pieces of educational material through clearinghouse mailings, assisting in 109 car seat checkup events, providing hands-on education to over 2,000 caregivers, and participating in 24 presentations and trainings and 12 health and safety fairs, reaching over 460 people. During FFY 2014, KISS answered over 350 emails from the general public and assisted 1,582 callers via the 800 helpline, and provided or loaned 894 car seats to families in need of a special needs car seat. KISS provided and assisted with eight certification trainings throughout the state, training 101 new technicians. The organization also enlisted the assistance of 27 instructors who donated 192 teaching hours to CPS Technician training.

RTSPs worked throughout the state to ensure infants and children were safely secured when



★  
*Maryland celebrated the  
30th anniversary of its Child Passenger  
Safety law passage this past year.*  
★

riding in a vehicle. Three RTSPs are Certified Seat Technicians, who educated parents and helped install seats properly, and two RTSPs are Certified Instructors and helped teach classes to law enforcement and other interested agencies that wanted to provide a seat check inspection in their community. In the last fiscal year MHSO purchased and distributed 243 child safety seats and over 1,000 seats were inspected at the local level.

Statewide, Maryland participated in the national *Click it or Ticket* seat belt mobilization. On May 19, 2014, the MHSO partnered with Anne Arundel County Police and the Maryland Transportation Authority (MDTA) in a mock rollover pick-up truck crash to highlight the lifesaving benefits of properly using a seat belt. The campaign was aimed at pick-up drivers who have been identified through data as being less likely to use seat belts. Footage of the crash was taken both inside and outside



# MARYLAND HIGHWAY SAFETY OFFICE ANNUAL REPORT



★  
*Media campaigns were effective in raising public awareness on seat belt use.*  
★

of the vehicle and was supplied to the media in attendance. Speakers at the event included the Chief of MHSO, the MVA Administrator, the Chief of the MDTA, the Chief from Anne Arundel County Police Department (AAPD) and a Lieutenant from AAPD's Crash and Investigation Unit. The media coverage garnered an estimated 4,782,000 impressions and was MHSO's most successful press event in 2014.

Maryland's 2014 CIOT campaign also featured a "Border to Border" seat belt enforcement operation. Agencies across the state joined forces to provide

increased seat belt enforcement at state borders, sending a message to the public that driving or riding unbuckled would result in a ticket, no matter the state. Agencies from Vermont to Virginia, as well as provincial police from Canada, participated in the campaign. Law enforcement focused their enforcement efforts during nighttime hours when unbelted fatalities are the highest.

In addition to the border to border enforcement operation law enforcement conducted high visibility seat belt enforcement during the CIOT campaign from May 19 through June 1, issuing 3,257 seat belt citations. This year's media campaign focused on pick-up trucks, secondary roadways and nighttime seat belt enforcement. The message, "Buckle-Up or Pay the Price," was incorporated in TV advertisements, radio PSAs, social media, outdoor billboards and radio events around Maryland and, over 24 million paid media impressions were achieved during the campaign. In 2014, MHSO's grant funded enforcement included the issuing of 7,815 seat belt citations.

For the first time, MHSO allocated funding for a daytime seat belt enforcement pilot project. The 17 survey sites for the project were identified in six jurisdictions as being below a 90 percent seat belt use rate and having at least 100 or more cars passing through on secondary roadways. Seven law enforcement agencies conducted this high visibility seat belt enforcement operation at the selected survey sites during the second week of the CIOT campaign. The pilot project yielded 1,972 seat belt citations, 946 other citations and 14 criminal arrests, and achieved the overall goal of increasing Maryland's seat belt use rate.



Maryland was proud to announce an increase of the state's annual seat belt use rate in FFY 2014. The overall statewide seat belt usage rate was computed to be 92.1 percent, a 1.4 percent increase from 2013, based on data collected on drivers and front seat outboard passengers observed in a total of 36,570 vehicles at 140 select sites within the state. It is believed that the high visibility seat belt enforcement during the daytime seat belt enforcement pilot project coupled with MHSO's media efforts assisted in the increase, with an average seat belt use increase of 5.6 percent at the 17 selected survey sites alone.



The MHSO wrapped up the nighttime seat belt enforcement demonstration grant project in FFY 2014, a project aimed to reduce fatal crashes at night by conducting nighttime seat belt enforcement in order to help determine characteristics of unbelted nighttime drivers. A total of eight law enforcement agencies participated in the \$900,000 (total allocated) media, enforcement and data collection project. Preliminary results from the project suggested that drivers cited for seat belt violations had poorer driving records and were more likely to have prior criminal arrests than those not cited. A relatively small but significant increase in nighttime seat belt use rates were observed in three out of the five activity wave locations, a remarkable accomplishment given Maryland's already high seat belt use rate. Survey results also indicated HVE was effective in raising public awareness of targeted nighttime seat belt enforcement. Through this project Maryland has adopted the law enforcement strategy of channelization, for all major program areas through the HVE model and continues

★

*The state's annual seat belt usage rate increased to 92.1 percent in 2014.*

★

to focus grant funded efforts during late night hours which typically show increased numbers of unbuckled drivers.

As part of Maryland's standardized performance and survey measures, the total number of seat belt citations issued during grant funded enforcement activities was 7,815.



## PROGRAM AREAS

# AGGRESSIVE DRIVING



*The Smooth Operator program aimed to remind drivers that law enforcement was issuing citations and large fines to drivers exhibiting aggressive driving behaviors.*



Aggressive driving is one of the key emphasis areas in Maryland's SHSP, and the MHSO has continued its efforts to utilize education and enforcement in order to combat aggressive driving throughout the state. During FFY 2014, law enforcement agencies in Maryland continued to take part in high visibility enforcement strategies such as Data Driven Approaches to Crime and Traffic Safety (DDACTS) and the *Smooth Operator* program.

The *Smooth Operator* program is a multi-jurisdictional enforcement approach, in which law enforcement agencies in Maryland and the District of Columbia target aggressive driving behaviors on pre-determined wave dates. With four waves during the summer months, *Smooth Operator* aims to remind drivers that law enforcement will be out in force, issuing citations and large fines to drivers exhibiting aggressive driving behaviors.

In FFY 2014, 46 agencies participated in *Smooth Operator*, and Maryland police agencies issued over 168,370 citations, more than 95,000 of which were for speed and 890 of which were for DUI-related offences. Grant funds from the MHSO supported more than 15,188 of these citations during overtime enforcement operations and made 18,175 vehicle contacts.

Media for *Smooth Operator* was placed using a combination of outdoor advertising, radio messaging, and cable television. PSAs were also recorded by local law enforcement officers





to complement radio spokesperson and media interview opportunities. Radio and television sponsorships, online streaming spots, and social media contests completed the media mix. Almost 1,800 radio spots aired in the Baltimore and Washington, D.C. metropolitan markets and 20,642,819 million media impressions were achieved during the campaign.

As part of media for the 2014 *Smooth Operator* program, bus advertisements were used in the Washington, D.C. area and were subsequently nominated by Outfront Media for an Outdoor Advertising Association of America OBIE award for best creative work. Highly regarded in the advertising community, the OBIE award recognizes excellence in outdoor advertising.

Maryland also participated in a *Smooth Operator* press event. Taking place on the helipad of MedStar Washington Hospital Center in Washington, D.C., the press conference featured the MedSTAR's transport helicopter, offering a unique perspective on the human cost of aggressive driving. Coverage of the event reached nearly two million people across the Washington metropolitan region, reaching 1,663,600 radio listeners, 256,580 television viewers and 34,397 readers online.

As part of Maryland's standardized performance and survey measures, the total number of speed citations issued during grant funded enforcement activities was 26,669.



★  
*168,370 traffic safety citations were issued during the regional Smooth Operator program by participating law enforcement agencies.*  
★



PROGRAM AREAS

# DISTRACTED DRIVING



*A distracted driving simulator helped underscore the impact of distracted driving.*



Distracted driving is one of the key emphasis areas in Maryland's SHSP, and MHSO focused efforts to utilize education and enforcement in order to combat driving distracted throughout the state. To ensure Maryland's SHSP supported all highway safety programming, the SHSP Executive Committee worked in FFY 2014 to approve a new strategy within the state's umbrella plan that allowed for the deployment of federal resources to be directed towards distracted driving enforcement strategies. As a result of this executive decision, a distracted driving enforcement pilot project funded by MHSO was born. Twenty-eight law enforcement agencies submitted an HVE distracted driving plan for the month of April to coincide with the national distracted driving enforcement mobilization. More than 3,700 citations were issued for use of a handheld phone while driving, including texting and driving, along with 38 arrests and 486 other citations. Additionally, the Maryland State Police conducted distracted driving enforcement that yielded over 1,400 citations and warnings in a 15-day period. Statewide there were 4,240 total distracted driving citations issued on MHSO grant-funded overtime.

Since Maryland's cell phone law was made primary in October 2013, Maryland has seen a significant increase in citations. According to the District Court of Maryland, police throughout the state cited 14,490 drivers for using a handheld phone



between October 1, 2013 and April 1, 2014 as compared to 3,725 during the same months a year prior when the law was secondary. Additionally, because of increased HVE efforts in April, officers wrote a total of 7,138 citations for using a handheld cell phone while the vehicle was in motion as compared to 635 citations issued in April 2013.

Legislation known as Jake's Law took effect on October 1, 2014. The law was named after Jake Owen, a five year old who was killed in 2011 when his family's car was struck by another driver who was talking on a handheld cell phone. This law allows for enhanced penalties for drivers who cause a serious or fatal crash while using a handheld cell phone while driving, including a \$5,000 fine and up to one year in jail. To help educate the public about the new law, the MHSO distributed 25,000 pieces of printed materials and posted to social media sites. A press release about Maryland's new highway safety law was also distributed and covered by various media outlets.

In FFY 2014, the Maryland Transportation Authority Police witnessed an increase in drivers using their cell phones on the Bay Bridge. The MHSO and the MDTA Police teamed up to create a brochure, incorporating tips for managing some of the most common distractions while traveling over the bridge for commuters and weekend beach goers. Over 8,000 pieces of educational material were distributed to commuters and local businesses on each side of the Bay Bridge. Recipients of the material gave positive feedback for the community outreach and education.

In the Western and Mid-Western Region of the state, RTSPs partnered with Meritus Health to raise awareness of the dangers of distracted driving using the public service campaign, *Stay Alive. Don't Text and Drive*. At community events, a distracted driving simulator helped underscore the impact of distracted driving and, Meritus personnel distributed more than 2,200 pieces of promotional material. To date, more than 13,000 pledges have been signed to *Stay Alive. Don't Text and Drive* by young drivers and their families.



★  
*Jake's Law allows for enhanced penalties for drivers who cause a serious or fatal crash while using a handheld cell phone while driving.*



## PROGRAM AREAS

# PEDESTRIAN AND BICYCLE SAFETY



★  
*Stop, Wait, Go Slow message  
focused on pedestrian alertness.*



The MHSO maintains comprehensive pedestrian and bicycle safety programs that promote safe pedestrian and bicycle practices. Through education, engineering and enforcement strategies, MHSO staff has encouraged motorists, bicyclists and pedestrians to share the road. In FFY 2014, the Baltimore and Washington, D.C. metropolitan area *StreetSmart* campaigns continued to address pedestrian safety issues through coordinated education and enforcement activities. Other statewide efforts included support of the *Maryland Safe Routes to School* program, the *Walk Smart* program in Ocean City and the new *Walk Safe* program in Baltimore County.

A pedestrian fatality review was the focus of identifying contributing factors to Maryland's pedestrian crash problem this year. MHSO staff conducted an in-depth review of statewide pedestrian fatalities using 2012-2013 crash data. Examination of the approximately 200 fatalities revealed that most fatalities involved males, occurred outside of crosswalks and at night or during low light hours. These pedestrians were more likely to be wearing dark clothing or to be impaired. Analyses of these results have been presented at numerous local and state meetings to help inform the development of effective pedestrian safety countermeasures.

The Baltimore Metropolitan RTSPs worked with the Center for Injury Research & Policy at The Johns Hopkins Bloomberg School of Public Health to develop and implement a pedestrian safety campaign in East Baltimore City. The University convened focus groups to test existing pedestrian safety materials and to test the new *Stop, Wait, Go Slow* campaign for drivers and pedestrians. In FFY 2014, this multi-year campaign kicked off with a press conference on the East Baltimore campus. The *Stop, Wait, Go Slow* message focused on the "alertness" of pedestrians, with campaign and



social media messaging directed towards both motorists and pedestrians. During the campaign, 70 radio spots aired to a demographic of more than 768,000 adults over age 18 in the Baltimore listening area. In addition, there were large campaign posters at intersections, garages and local Metro station kiosks and on Charm City Circulator buses, which average 374,000 riders each month. An evaluation of the project was conducted with before and after surveys, as well as observations of motorists and pedestrians at high risk intersections in the area. A review of the respondents' feedback documented that 82 percent of the respondents had seen or heard the campaign messages, and 72 percent stated that the campaign had changed the way they behave as pedestrians or drivers.

In FFY 2014, the *StreetSmart Baltimore* campaign continued to expand its reach. Operated in collaboration with the Baltimore Metropolitan Council (BMC), the campaign focused on a data-driven approach, using newly developed mapping tools to identify high priority areas for media, outreach and enforcement activities. BMC collaborated with The Johns Hopkins University to share pedestrian safety messaging throughout the Baltimore region including: Baltimore City and County, and Anne Arundel, Harford and Howard Counties. There were two media waves for the *StreetSmart Baltimore* paid media campaign, which occurred in the months of April and September, totaling approximately \$280,000. This campaign included: 1,329 radio spots, achieving 8,658,000 impressions; gas pump topper ads at 61 gas stations (305 pumps), achieving 6,864,480 impressions; 15 billboards, achieving an estimated 4,317,041 impressions; transit ads, achieving



★  
*Through education, engineering and enforcement strategies, MHSO encouraged motorists, bicyclists and pedestrians to share the road.*  
★

15,000,000 impressions; and web banners, achieving 4,538,524 impressions, resulting in 3,479 visits to the BeMoreStreetSmart.com website. In FFY 2014, the *StreetSmart Baltimore* campaign website was an integral part of all pedestrian safety marketing communications, providing crash data, tips for drivers and pedestrians, and other resources.



In the Washington, D.C. metropolitan area, the *StreetSmart DC* spring and fall campaigns reached millions with pedestrian safety messaging. This regional campaign, developed in partnership with the Washington, D.C. Council of Governments, focused efforts in Montgomery, Prince George's, Frederick and Charles Counties. *StreetSmart DC* continued to use "Tired Faces" messaging on educational materials and media, which depicted tire treads on peoples' faces to illustrate the importance of looking out for pedestrians. In FFY 2014, MHSO staff spoke at the spring press event



★

*StreetSmart DC's "Tired Faces" messaging depicts tire treads on peoples' faces to illustrate the importance of looking out for pedestrians.*

★

for the campaign, picking up media coverage in the Baltimore area as well as the District of Columbia. The *StreetSmart DC* campaign included safety zone events to educate the public, as well as law enforcement activity in high risk areas, resulting in 4,701 citations and 1,423 warnings issued by participating agencies. In FFY 2014, *StreetSmart DC* saw a donated media value of over \$1.3 million and achieved more than \$378,000 in earned media. The *StreetSmart DC* program garnered more than \$2.74 million in overall campaign value for the year. Educational awareness for the second wave of the campaign reached 56 percent of the DC population, a major increase from the previous two years.

In Ocean City, the *Walk Smart* campaign continued its success in FFY 2014, expanding to include a partnership with the Delaware Office of Highway Safety to cover the entire shore community from Rehoboth Beach, DE to Ocean City, MD. In addition to the MHSO, stakeholders in the campaign included the Maryland State Highway Administration, the town of Ocean City, the Ocean City Police Department, the Peninsula Regional Medical Center Trauma Unit, the Worcester County Health Department, the Chamber of Commerce, the Hotel/Motel Association and local business establishments.

The overarching goal of the *Walk Smart* campaign remained to decrease the number of pedestrian related crashes and eliminate pedestrian fatalities in Ocean City. To do this, the campaign leveraged state and local resources to integrate the four Es of traffic safety into pedestrian safety. RTSPs assisted in planning and coordination of meetings and provided funding for pedestrian enforcement to local law enforcement. Engineering improvements included improved crosswalks, signage and signal timing. Large-scale education efforts, which showcased the campaign's mascot, Crab the Lifeguard, encouraged the public to always use designated marked crosswalks. As a result of these efforts, there were zero pedestrian fatalities in the campaign area between Memorial Day and Labor Day in FFY 2014, a trend that has continued from FFY 2013, making the campaign a tremendous success.



In Baltimore County, the new *Walk Safe* program brought RTSPs, fire and emergency medical services and law enforcement together to better address the county's pedestrian safety issues. In May, with support from local legislators and traffic safety professionals, a press conference kicked off the *Walk Safe* campaign, encouraging partners to work together. Outreach was conducted to educate pedestrians and motorists on how to be safer on the roads at eight community events in FFY 2014 and reached over 9,000 attendees.

In 2014, there were a total of 1,200 pedestrian citations written and over 4,600 vehicle contacts made during pedestrian enforcement efforts throughout Maryland.



★  
*Bike Maryland provided outreach to young bicyclists through their Bicycle Ambassadors Program.*  
★



The MHSO continued to provide coordination and support for bicycle safety initiatives across Maryland through coordinated bike rodeos, bicycle safety presentations and distribution of 372 bicycle helmets to children. In Baltimore City, *Bike Maryland* successfully continued the Bicycle Ambassadors Program, providing outreach to young bicyclists. Staff from Bike Maryland performed 155 youth bicycle safety education workshops and 19 adult bike safety commuter workshops. Bicycle helmet fittings were held across the state reaching over 2,500 people and distributing close to 8,000 pieces of educational material.

In Montgomery County, the Fire and Rescue Service acquired a bike trailer and, in collaboration with the *Safe Routes to School* program and Safe Kids, hosted 56 bike rodeos and numerous bike safety and pedestrian safety trainings. They also distributed 70 bike helmets to those in need. These outreach efforts served more than 3,200 children.

The Potomac Region RTSP partnered with Kiwanis Club of La Plata to purchase 47 bike helmets, which were properly fitted before distribution at the annual "Touch a Truck" event at Regency Furniture Stadium. In St. Mary's and Wicomico Counties, *Safe Kids Day* events on May 10 highlighted bike and pedestrian safety to 600 children and their parents.

## PROGRAM AREAS

# MOTORCYCLE SAFETY



*May's motorcycle safety month press event highlighted the need for both drivers and riders to share the road.*



During the past year, the motorcycle safety program continued to focus on two major areas: motorist awareness and rider responsibility. Motorist awareness includes the proper scanning for motorcyclists before initiating traffic movements, specifically when making left turns across oncoming traffic. Motorist awareness is achieved through purchased and earned media campaigns. Rider responsibility includes proper licensing and skill training, the use of protective equipment and responsible riding behavior. Riders are reached through outreach at statewide public events and by involving leaders of the motorcycle community in the development of safety campaigns.

During Motorcycle Safety Month in May, representatives of the MHSO, MVA, AAPD, motorcycle riders and stakeholders from across the state participated in a press event highlighting the need for both drivers and riders to share the road. The event was held at the AAPD Headquarters and featured the Bike Safe program, which encourages county residents to ride with police motorcycle units to learn and sharpen their motorcycle riding skills. MHSO supported the program by funding television, radio, and print media to increase awareness about the MVA's Motorcycle Safety Program.



The MHSO's FFY 2014 motorcycle safety media campaign ran from April through September, targeting both motorcycle riders and motorists. Nearly \$125,000 was invested in the campaign to procure billboards, cable television spots, web banners and direct outreach materials, including banners at each MVA location and yard signs distributed by the MHSO's partners and stakeholders. Campaign billboards were located on roadways that are highly traveled by motorcycle riders and electronic advertisements were placed on websites promoting motorcycle riding. Throughout the course of the campaign, an additional \$52,000 was garnered in earned media and more





than 26 million total impressions were achieved. Maryland utilized overhead highway dynamic messaging signs across the state and displayed a “SHARE THE ROAD WITH MOTORCYCLES - LOOK TWICE FOR BIKES” message to promote motorist awareness of increased presence of motorcycles. The signs were visible during Motorcycle Safety Month, the Rolling Thunder Rally in May and Delmarva Bike Week in mid-September. Hundreds of thousands of motorists across the state were exposed to these important safety messages.

A grant from the MHSO to the MVA’s Motorcycle Safety Program supported training and the purchase of equipment for the program. More two-wheel motorcycle riders are moving to three-wheeled vehicles, and many new riders are choosing to begin riding on three-wheeled vehicles in Maryland. Two conversion kits were purchased for the MVA’s Motorcycle Safety Program so that three-wheel training could be offered, and in FFY 2014 four three-wheel trained instructors were certified and two training classes were offered. As a part of its rider training outreach program, the MVA Motorcycle Safety Program participated in motorcycle events across the state to promote lifelong learning, skills and training to educate riders. Annually, the program participated in two major events: the Timonium Motorcycle Show in February and Delmarva Bike Week in the fall. The Timonium show, attracting approximately 43,000 enthusiasts, is the largest show in Maryland and one of the largest on the East Coast. Delmarva Bike Week is another huge event that attracts more than

150,000 riders to Maryland and Delaware beaches. Approximately 5,200 contacts were made between the two events and staff distributed in excess of 1,250 pieces of material.

The Potomac Region RTSPs partnered with the Red Knights Motorcycle Club to hold a rally at the Hollywood Volunteer Fire Department, promoting rider-to-rider education and outreach to over 4,000 people. The event provided safety information, basic skills courses for MVA testing, licensing information and advanced knowledge practice to approximately 400 participants. The MVA had staff on site to assist and encourage participation in basic and advanced rider courses, and to distribute information on obtaining motorcycle licenses. The MHSO provided funding for bystander/incident command training on triage, first aid, CPR certification and incident command for members of ten motorcycle clubs. Upon completion, first aid/responder bags were provided to the trainees supported by the MHSO.



The National Association of State Motorcycle Safety Administrators (SMSA) Symposium was held in Baltimore in 2014. The annual meeting brought over 200 motorcycle safety professionals, federal and state motorcycle safety program staff, researchers and vendors from all across the country to share best practices and learn about the most current research, policies and equipment in motorcycle safety. MHSO staff attended the symposium and also became a voting member of the SMSA as a representative for Maryland.

PROGRAM AREAS

# OLDER DRIVER SAFETY



According to the U.S. Census Bureau, one in five drivers in the United States and roughly one-quarter of Maryland's projected population will be age 65 years or older by 2030. Targeting this growing population, the MHSO continued to work with statewide and local partners to advocate for older driver safety in FFY 2014.

Through close collaboration with the MVA, the MHSO developed a three-year plan for older and medically at-risk drivers to address the following areas of older driver safety: driver awareness and self-assessment, driving skills, occupant protection and the importance of medication management.

As a part of this plan, Request for Re-Examination (RRE) tip cards were distributed statewide to every law enforcement agency to help officers recognize red flags of medically at-risk drivers. These cards supplemented the move from the previous paper-based RRE reporting system to electronic reporting, a change that resulted in a tremendous increase in e-Referral reports, generating well over 1,000 referrals since its launch in October 2013. Regional workshops across the state are currently being assembled to educate law enforcement, health care professionals and others involved in traffic safety on the issues and challenges facing older drivers regarding their ability to drive safely.



*Car Fit offers older adults the opportunity to check how well their personal vehicles "fit" them.*



The MHSO continued to strengthen partnerships regarding older driver safety with key stakeholders across the state, including the distribution of surveys through the American Association of Retired Persons (AARP). RTSPs provided highway safety links and resources at the Annual AARP Instructor meeting to 30 instructors on June 3 in Baltimore.

In Carroll County, the Bureau of Aging and Disabilities held five AARP Smart Driver courses at each of the Senior and Community Centers throughout the county in April. Formerly known as AARP 55 & Alive, this program was renamed and the program content revised. The program focuses on avoiding distractions, safe driving year round, car safety, health and driving considerations, preparing for roadside emergencies and talking with family about driving. A total of 84 participants attended the courses, and the organization received funding for AARP members and non-members to take the course at a reduced cost. The classes were instructed by a certified AARP instructor and 55 out of 84 participants completed MHSO's Maryland Annual Driving Survey.

In Salisbury, the MHSO continued funding a project with the Delmarva Shorebirds, a minor league baseball team, with a special club for fans over the age of 50 called the Silver Sluggers. This club has 1,000 members from the three lower shore counties and during games members play Baseball Bingo on special cards that have Older Driver Safety Messages. The Shorebirds also have traffic safety reminders on their video board, radio broadcasts and in the stadium.

The MHSO also collaborated with the AAA Mid-Atlantic Foundation for Safety and Education in FFY 2014 to offer the CarFit program. CarFit promotes an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them. The CarFit program also provides information and materials on community-specific resources that could enhance older driver safety as drivers and increase their mobility in the community. Several trained MVA and MHSO staff members participated in CarFit in FFY 2014. RTSPs partnered with AAA Mid Atlantic and Carroll Lutheran Village on September 10 and held CarFit for 22 residents in Westminster.



★  
*AARP Smart Driver courses focus  
on avoiding distractions and  
safe driving year round.*



PROGRAM AREAS

# YOUNGER DRIVER SAFETY

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The MHSO, MVA and other stakeholders worked closely to include traditional driver education and parental involvement and education on Maryland's graduated driver licensing (GDL) system to increase younger driver safety in FFY 2014.

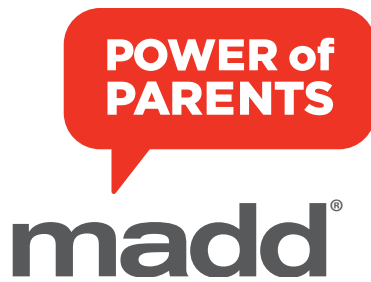
MHSO staff continued to participate in the Maryland Teen Safe Driving Coalition in FFY 2014, a group of traffic safety professionals and advocates that work on issues related to increasing the safety of young drivers in the state. Several initiatives were developed through the coalition throughout the year, including an educational piece for health care providers, a model high school parking permit program and an in-school service learning hours project. The implementation phase for these projects will begin in FFY 2015. Over 7,500 pieces of educational material on best practices of Maryland's GDL system was distributed by the Maryland Teen Safe Driving Coalition in 2014.



Through a grant with the MHSO, the MVA's Driver Services Division conducted a survey of parents of young drivers currently attending or that have recently attended driver's education. This survey queried parents about their knowledge, attitudes and beliefs about driver education and the GDL system and was disseminated to approximately 1,000 respondents. The survey results provided useful data and information to help influence current and future efforts to improve and increase parental involvement in driver education.

Mothers Against Drunk Driving continued its *Power of Parents, It's Your Influence* program, providing parents and caregivers information on the concerns and consequences of underage drinking. Attendees received a parent handbook that aimed to influence parenting behavior to prevent underage drinking.





This past year, MADD Maryland partnered with community-based, faith-based, school-based and non-profit organizations to provide facilitator trainings and the *Power of Parents* workshops. MADD's *Power of Parents* program coordinator conducted facilitator trainings in which 26 new volunteers were trained as *Power of Parents* workshop facilitators. There were over 20 *Power of Parents* workshops held with over 950 caregivers attending. Throughout the year over 4,000 pieces of educational material, including parent handbooks, informational brochures, bookmarks and pocket cards, were distributed throughout the state. MADD Maryland continued to build partnerships and increase the number of parents and caregivers reached by this program.

RTSPs worked with partners throughout the state to conduct young driver safety programs at high school prom and after-prom parties, focusing on high risk driving behaviors among young drivers including impaired, distracted, and aggressive driving as well as occupant protection. Over the past year, approximately 20,000 pieces of educational material were distributed to young drivers, parents and guardians, law enforcement officers, schools and community organizations. The MHSO's RTSPs were also involved with local high schools and colleges to promote young driver safety messages on campuses, focusing their efforts on dates surrounding graduation. Portable displays, educational materials and surveys were used to help keep students safe during these busy times.

In Carroll County, the MHSO continued funding the *Every 15 Minutes* program. The program was held at Frances Scott Key High School in April. The program continues to be a successful and popular program, with an emphasis on demonstrating the effects of impaired driving to high school students. Over the

span of two days students participated in the event, which included a mock crash, a mock trial, victim speaker panels, a mock memorial service and an educational assembly with a video chronicling the events. The program reached approximately 550 students and 60 parents with its message.

In Wicomico County, RTSPs partnered with the Wicomico County Sheriff's Office and others to host a Mock Crash event on April 28 for two local area high schools, coinciding with prom season. The event demonstrated first responders responding to the mock crash scenes as if they were real reached over 300 students.

Grantees in Montgomery, Calvert, Anne Arundel, Howard and Baltimore Counties supported educational programs following graduation and prom events. During these programs, students received education about the dangers regarding impaired and distracted driving. These efforts were held in 80 high schools and reached approximately 24,784 students.

The Anne Arundel Community College sponsored *Safe Break* in November to help provide students the knowledge and skills to safely navigate the college aged social opportunities that accompany winter break and holidays. A total of 75 participants participated in educational modules concerning the relationship between drinking behaviors and BAC.

A new Anne Arundel grantee, the Broadneck Evangelical Presbyterian Church, received funds to sponsor three "5th Quarter," post-high school football game events. Over 1,500 Broadneck High School students attended the free events, watched videos on mega screens and listened to music in an alcohol and drug free setting. Students also learned about the dangers and consequences of impaired driving from the Anne Arundel Police Department. The Maryland State Police brought the *Seatbelt Convincer* to the events, highlighting the importance of buckling up.



## PROGRAM AREAS

# POLICE TRAFFIC SERVICES



*The DUI College, a course exclusive to Maryland, provides intense and advanced training to officers in the area of impaired driving.*



In 2014, the MHSO facilitated numerous training initiatives designed for the law enforcement community. These initiatives were bolstered when the MHSO hired their second Law Enforcement Liaison, a move that further amplified the MHSO's ability to serve Maryland's law enforcement community and their training needs.

The MHSO and the University of Maryland worked in conjunction to host the Institute of Advanced Law Enforcement Studies, more commonly referred to as the DUI College. The DUI College, funded by the MHSO, features a challenging university-level curriculum that emphasizes effective measures and techniques to identify and arrest drivers under the influence. Highway safety experts, researchers, treatment and court experts, DUI prosecutors, drug recognition experts, and members of the University of Maryland faculty provide a diverse and knowledgeable team of instructors. As a result of this intensified training, officers who have successfully completed the week long training program often show a marked increase in the number of impaired driving arrests and convictions. There were 22 law enforcement officers from across the state that received this training during the session held in June 2014.

Maryland's Traffic Safety Specialist (TSS) Program is a statewide initiative recognizing police officers who have attained distinctive levels of experience, education, training and proficiency in highway safety and traffic enforcement methods and procedures. Currently, there are more than 800 officers enrolled in the program, representing 66 law enforcement agencies throughout Maryland. The TSS Program is a collaborative initiative of the MHSO, the Maryland Chiefs of Police Association (MCPA), the Maryland Sheriffs' Association (MSA), and the Maryland Police and Correctional Training Commissions (MPCTC). An awards presentation ceremony was held on September 4, 2014 recognizing 61 new TSS Level I recipients and one TSS level II recipient.

The Maryland Crash Reconstruction Committee (MCRC), in cooperation with MHSO, met monthly to refine statewide training curricula, schedule classes, resolve training issues and discuss pressing issues within the crash reconstructionist community. Ten training classes were held throughout the state in 2014, with topics including Crash Scene Photography, Crash Data Retrieval, Human Factors in Traffic

Crash Reconstruction, Crush Determination for Crash Reconstruction, Reconstruction Instructor Development, Advanced Collision Investigation, Crash Reconstruction and Motorcycle Crash Reconstruction. These classes were and remain in high demand and as a result, over 185 law enforcement officers in Maryland were trained by MCRC, with the training including “live” demonstrations of crash scenes. One of these demonstrations included the live pickup truck rollover demonstration conducted in support of the May *Click it or Ticket* campaign to promote seat belt safety. In September, several crashes involving motorcycles were conducted in Ocean City during a motorcycle reconstruction class. Each event boasted a large media contingent, highlighting the training the officers were receiving and, more importantly, the dangers of not being belted and reckless driving.

The MCPA and the MSA held an annual combined training seminar in September 2014 and, the partnership between both of these organizations and the MHSO continued to grow in FFY 2014. This event was attended by over 255 chiefs of police and sheriffs, along with many of their executive officers. In 2014, the MHSO was directly responsible for providing a major training block of instruction covering drugged driving and other traffic safety issues. An award was also presented by the MHSO to the Howard County Police Department for innovation in traffic safety and overall performance. In addition, Chief William McMahon (Retired) of the Howard County Police Department was honored for his specific role in the advancement of traffic safety within his respective department. The Maryland Law Enforcement Challenge awards banquet, formerly held during the spring, was moved to the conference so that the winning departments could be recognized in front of their peers. A total of 16 awards were given out at the banquet to departments from across the state.



*Crash reconstruction demonstrations highlight the dangers of reckless driving.*





In April 2014, the MHSO partnered with the Maryland Municipal League (MML) Police Executives Association (PEA) annual conference. The MML PEA is made up of chiefs of police from municipal police departments from across the state. Cognizant that many smaller agencies believed the training being offered was geared to larger agencies, the MHSO presented on a variety of training topics, touching on different constraints and community needs for smaller departments, in order to form active and productive partnerships with the MML PEA. Approximately 50 Chiefs of Police and their executives were exposed to traffic safety enforcement strategies during the training conference.



*The Leading Effective Traffic Safety Programs course focuses on data research, engineering concepts and best practice enforcement strategies.*



The MHSO developed a week-long advanced supervisor's school for traffic unit and/or patrol supervisors, to be provided in coordination with the MCPA and the MPCTC. The Leading Effective Traffic Safety Programs course was designed for traffic safety supervisors from police and sheriff departments from across the state. The central focus of the course was based on the leadership role the attendees would play in the future of traffic safety within their respective departments, focusing on topics such as data research, engineering concepts and best practice enforcement strategies. Two LETEP sessions will be offered in FFY 2015.



This year, the MHSO began the shift to support sustained High Visibility Enforcement as a key law enforcement strategy. HVE combines intensive traffic enforcement with widespread media and public education campaigns as an evidenced-based practice that has been shown to change driving behavior. All MHSO staff were trained on HVE over the summer and the MHSO developed a comprehensive training and outreach plan for local law enforcement partners to ensure a smooth transition. Future planning and training meetings are planned for FFY 2015 for traffic coordinators, executives and press information officers from law enforcement agencies to present the MHSO's comprehensive HVE implementation plan.



Throughout the year, the MHSO staff monitors the output of overtime-funded law enforcement efforts. With persistent monitoring, the MHSO and its partners maintain the viability of enforcement efforts and uncover specific issues that may be affecting law enforcement agencies. The monitoring and collaborative partnership between the MHSO and law enforcement ensures that federal funds are being used effectively and efficiently. In FFY 2014, MHSO grant funded enforcement operations yielded a total of 83,333 traffic citations, 3,556 arrests and 136,712 vehicle contacts.

★

*HVE is a traffic safety approach designed to create deterrence and change unlawful traffic behaviors. HVE combines high visibility and proactive law enforcement to target specific traffic safety issues.*

★



PROGRAM AREAS

# TRAFFIC RECORDS



*Maryland's first annual Traffic Records Forum provided partners with the opportunity to share their experiences in maintaining efficient traffic records systems, a crucial component in supporting the data-driven approach outlined in the Strategic Highway Safety Plan.*



Maryland's Traffic Safety Information System Improvement Program is unlike any other program in the MHSO's inventory, having both tangible products and also forming a foundation of support for virtually every other program and position within the agency, as well as a multitude of partners.

In 2014, the MHSO's Traffic Record Program Manager provided oversight to Maryland's Traffic Records Coordinating Council, a group comprised of a Technical Council and an Executive Council, with technical and administrative assistance provided by staff from the NSC. The TRCC welcomed the GIS Subcommittee and the Automated Crash Reporting System Task Force as formal components of the TRCC and established in a new charter signed at the Maryland Traffic Records Forum.



Seventy-five experts in the state's traffic records system participated in Maryland's first annual Traffic Records Forum on May 29, 2014. The Forum provided partners with the opportunity to share their experiences in maintaining efficient traffic records systems, a crucial component in supporting the data-driven approach outlined in the Strategic Highway Safety Plan (SHSP). The program brought together many federal, statewide and local partners to discuss topics such as data accessibility and confidentiality, geospatial mapping and analysis and the importance of integration to expand the application of the state's data systems to improve traffic safety problem identification and evaluation efforts.

A major undertaking this year was the implementation of Maryland's Traffic Records Assessment. The MHSO worked



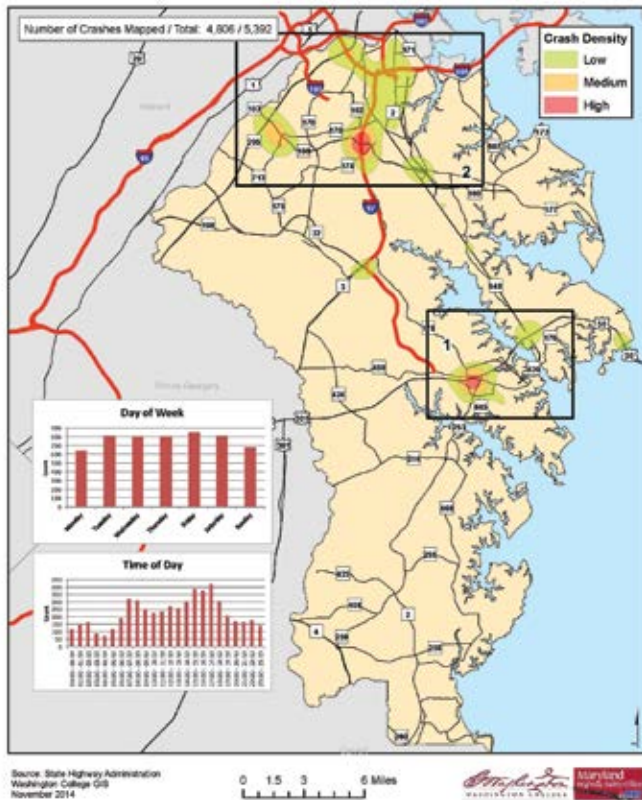
*Maryland's Traffic Records System Components*

with NHTSA, NSC and a host of other stakeholders to coordinate and complete the assessment. The four month long assessment will be used as a tool to build Maryland's 2016–2020 Traffic Records Strategic Plan.

The Maryland State Police ACRS enhancement project continued work to improve and increase: MMUCC compliance, auto-complete fields for completeness and accuracy of data, crash validation rules, crash data elements changes as determined through training, crash GIS collection and performance and usability, which leads to increased timeliness and accessibility to federal, state and local users. Enhancements to the ACRS system were critical in preparing for the full deployment of an electronic crash reporting system for all Maryland law enforcement agencies, set for January 1, 2015. The development of the ACRS Task Force has created a working environment where decisions are made by multiple stakeholders from many agencies that rely on crash data to allocate funding and drive decision-making. Statewide training for full deployment of ACRS was completed in FFY 2014.

In an effort to unify and improve EMS data through the National EMS Information System, the Maryland Institute for Emergency Medical Services Systems successfully deployed its electronic patient care reporting system, known as eMEDS, to 24 of 25 major public EMS jurisdictions in the state. eMEDS is used by approximately 25,000 EMS users to collect information on over one million patient encounters each year, including those involved in serious motor vehicle crashes. These reports are a vital link in the patient's care as they transition from ambulance care to the hospital emergency department. eMEDS gives Maryland a unified platform for

Anne Arundel County Speed-Involved Crash Hotspots 2011-2013



EMS reporting and research, as well as provides many time saving features for EMS programs to enhance and streamline their operations.

MIEMSS set out to have all Computer Aided Dispatch (CAD) data electronically integrated from its source, the 911 dispatch record, with the corresponding fields of the eMEDS record. The primary benefits are accurate times and location identifiers for improved assessment of timely care in relation to the scene of injury and the location of clinical care upon transport. At the end of this grant period, the MIEMSS had 23 of 24 jurisdictional emergency medical services operational programs integrating CAD data with eMEDS. Nineteen of those were successfully implemented with matching CAD grant funds.

Washington College's GIS Program, supported with MHSO funds, focused on analysis and evaluation of impaired driving and intervention programs. The

project included maintaining a statewide liquor license database, mapping ETIX/DUI arrests and alcohol-involved crashes, developing a checkpoint and saturation patrol spatial database, supporting MSP's DUI SPIDRE team, updating the DUI/DWI offender database, and maintaining all related data on a web mapping application. Washington College created post-patrol analysis reports for SPIDRE and expanded the monthly alcohol-related E-TIX analysis reports, as well as holiday impaired driving analysis reports, to priority jurisdictions supporting the MHSO impaired driving program. Overall, approximately 120 products were produced that aided in targeting enforcement operations for MHSO law enforcement grantees and evaluating post enforcement activity.

Another project with Washington College helped Maryland accomplish continued accessibility to data and improved data accuracy. Specifically, a main objective of this project involved improving the spatial location and standardization format of Baltimore City's crash data. Additional projects included mapping of specialized enforcement projects such as DDACTS and Take 30 for Traffic. Some notable accomplishments of this project included: Prince George's County Police Department E-TIX correction – increased accuracy from 87 percent to 99 percent for 2013 citation data; Baltimore City crash records improvement – acquired, mapped and improved crash data from 2007–2012 and improved crash records from 90 percent to 95 percent completeness; integrated improved Baltimore City crash data into statewide data set; and supported data automation for the Harford County Sheriff's Office, Prince George's County Police Department, and Anne Arundel County Police Department.

The Maryland Center for Traffic Safety Analysis (MCTSA) grant is implemented by the NSC. The MCTSA partnership worked collaboratively with the MHSO and others from across the state to support performance based planning and assessment, legislative or public policy concerns and other areas as they relate to the NSC's data and program support services. For example, the NSC assisted with a new year-round survey as the MHSO identified a need for collecting impact data. The data obtained from this survey measured changes in driver knowledge, attitudes, beliefs and behaviors and served as a resource to MHSO program



managers and partners to better understand modifiable behavioral risks of drivers.

Other services included geospatial analysis, annual seat belt use rates/location analysis, regional funding allocations, Highway Safety Plan support, Baltimore City Pedestrian Crashes & Residence of Drivers Presentation at the National Lifesavers Conference, 2013 fatality analysis for the Governor's StateStat program, and regional task force/partner presentations. As a crucial component of NSC and the MCTSA grant, the Maryland Crash Outcome Data Evaluation System (CODES) program uses probabilistic linkage methodology to link person-level crash data to other datasets (e.g., inpatient, trauma registry, license file, ED, citations, EMS). The data linkage expands the crash data so that components of highway safety can be evaluated in terms of outcomes (e.g., death, injury, injury severity, inpatient charges, costs, driver education and driver residence), and serves as a valuable resource to highway safety professionals in need of access to such data. The MCTSA program continued to offer data request services this year through an online form and through partner meetings and task forces. The NSC utilized MHSO grant funds to fulfill 110 data requests, produced 269 GIS maps for program planning and evaluation purposes, generated more than 150 data products, assisted with a variety of reports and training curriculums and delivered 30 highway safety presentations to a variety of target audiences.

★  
*Enhancements to the ACRS system were critical in preparing for the full deployment of an electronic crash reporting system for all Maryland law enforcement agencies, set for January 1, 2015.*





PROGRAM AREAS

# COMMUNICATIONS & SOCIAL MEDIA

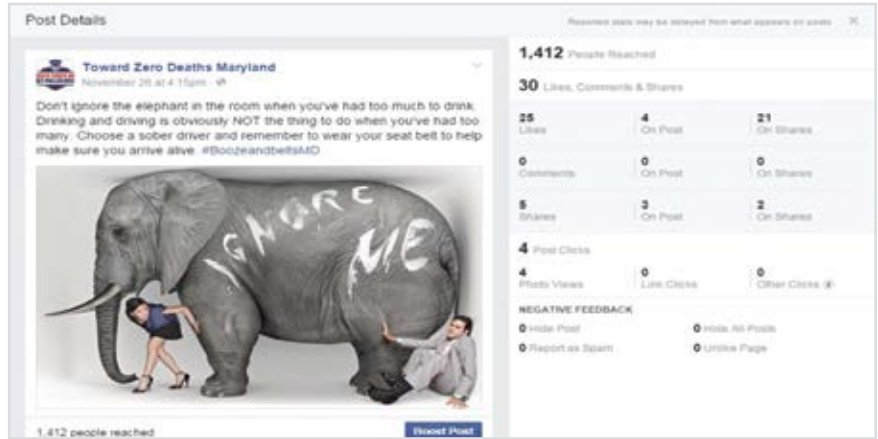
Maryland adheres to the concept of HVE, which includes a close pairing of ongoing enforcement operations with paid and earned media. In the past year, the MHSO implemented media campaigns to strengthen the impact of national traffic safety

campaigns such as *Click It or Ticket* and *Drive Sober or Get Pulled Over*, as well as local efforts such as *Smooth Operator*, *Street Smart*, and *Checkpoint Strikeforce*. Maryland's *Toward Zero Deaths* campaign is also housed within the MHSO's

Campaign Name	Program Area	Campaign Time Frame
Smooth Operator	Aggressive Driving Prevention	June 2014 – September 2014
Drive Sober or Get Pulled Over & Checkpoint Strikeforce	Impaired Driving Prevention	August 2014 – December 2014
SPIDRE	Impaired Driving Prevention	July 2014 – December 2014
Motorcycle Safety	Motorcycle Safety	April/May 2014
Click It or Ticket	Occupant Protection	May 2014
StreetSmart DC	Pedestrian/Bicycle Safety	Fall 2013 Spring 2014
StreetSmart Baltimore	Pedestrian/Bicycle Safety	Spring 2014 Fall 2014

Communications Section, and every media campaign sponsored through the MHSO features some element of helping the state move towards its goal of zero traffic fatalities.

Individual campaigns are covered in the program area descriptions but, the following table is a representation of the dollars spent on various communications efforts throughout the year, as well as vital information concerning earned media and impressions:



Media Outlets Utilized	Paid Media	Earned Media	Total Media	Total Impressions
Television (press event news coverage), radio, digital media, billboards, press releases, newspaper articles, social networking	\$189,901	\$73,186	\$263,087	31,060,306
Television, radio, digital media, bar/restaurant/liquor store messaging, press releases, newspaper articles, social networking	\$366,267	\$12,000	\$378,267	13,615,739
Television (press event news coverage), radio, digital media, billboards, press releases, newspaper articles, social networking	\$169,131	\$48,255	\$217,386	30,623,148
Radio, digital media, billboards, press releases, newspaper articles, social networking	\$87,402	\$22,166	\$109,568	20,374,947
Television (spots & press event coverage), radio, digital media, gas pump toppers advertising, press releases, newspaper articles, social networking, grass roots through radio buy (MADS surveys)	\$263,350	\$269,449	\$532,799	29,617,545
Radio, digital media, billboards, press releases, newspaper articles, social networking	\$245,672	\$2,142,513	\$2,388,185	159,450,417
Radio, digital media, billboards, newspaper articles, grass roots (street teams)	\$260,637		\$260,637	39,378,045
		<b>Total Media</b>	<b>\$3,854,106</b>	<b>274,324,615</b>

The continued utilization of social media has increased the ability of the MHSO to conduct widespread outreach and has greatly enhanced the ability to use visual media components such as videos and infographics. This year the MHSO created separate accounts for the state's TZD campaign on Facebook (facebook.com/towardzerodeathsmd), Twitter (twitter.com/tzd\_maryland), and Instagram (instagram.com/twdzerodeaths\_md). With the creation of these accounts, messaging through the MHSO's social media pages now remains entirely traffic safety related, with all content aligning with the state's TZD and SHSP initiatives.

A major overhaul of the TZD website was coordinated to better reflect the role of the campaign in Maryland's overall communications strategy. With the addition of several features to facilitate easier communication to partners, the complete site redesign featured the addition of a pedestrian safety area. Joining impaired, aggressive and distracted driving prevention and occupant protection, the inclusion of pedestrian safety in Maryland's TZD campaign reflects the role of pedestrian safety in Maryland's SHSP, and its place as one of the state's largest traffic safety areas. Existing pedestrian safety material was redesigned with TZD campaign elements and approximately 75,000 brochures were distributed statewide. The TZD website continued to be a very important tool in communicating resources to partners and expansion into additional social media outlets was completed in 2014.

**Toward Zero Deaths Maryland** added 9 new photos.

October 22 · 🌐

Pictures from WRAP's Luncheon and WRAPPY Awards. The 2014 CHAIRMAN'S AWARD was awarded to Maryland Highway Safety Office Chief Tom Gianni . SoberWoman, the newest anti-drunk driving superhero was introduced. The action-hero fights drunk driving by rewarding good behavior(those who have a safe plan to avoid drinking and driving).

552 people reached
Boost Post

Like · Comment · Share · Hootlet · 🍷

**552** People Reached

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**33** Likes, Comments & Shares

<b>29</b> Likes	<b>8</b> On Post	<b>21</b> On Shares
<b>1</b> Comments	<b>0</b> On Post	<b>1</b> On Shares
<b>3</b> Shares	<b>0</b> On Post	<b>3</b> On Shares

**194** Post Clicks

<b>37</b> Photo Views	<b>0</b> Link Clicks	<b>157</b> Other Clicks 📊
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**NEGATIVE FEEDBACK**

<b>0</b> Hide Post	<b>0</b> Hide All Posts
<b>0</b> Report as Spam	<b>0</b> Unlike Page



**J Norris Johnston** @jnorris4005 · Oct 21  
 @tzd\_maryland #newteendriversmd do a selfie at your local motor vehicle administration. #TeenDriverSafetyWeek

9:40 AM - 21 Oct 2014 · Details

**MeadeHSAACPS** @MeadeHSAACPS · Oct 20  
 Gavi and Nallah are participating in Teen Driver Safety Week @tzd\_maryland @MD\_MVA #NewteendriversMD

RETWEETS 2 FAVORITE 1

**MDTransportationDept** and **MD State Highway Adm** retweeted you  
 Dec 2: 11th Annual Maryland Remembers ceremony to honor those who lost their life to drunk drivers in Maryland. RSVP here [ow.ly/FexKek](#)

**Kevin Davis** @ChiefKevinDavis · Jul 16  
 Just notified by @tzd\_maryland @AACOPD awarded 1st place for MD Law Enforcement Challenge: impaired/aggressive/occupant protection efforts

**MD State Highway Adm** @MDSHA · Oct 7  
 MT @tzd\_maryland Walk to School Day is tomorrow! 73 schools are registered to participate in MD. Post your pics using #WalkToSchoolDayMD

**Cricket Blake** and 3 others retweeted you  
 Oct 31: If you're going to a Halloween party during this weekend, make sure you have a sober ride. There's no costume to mask impaired driving....

# LOOKING TO THE FUTURE

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Since the inception of Maryland's original SHSP almost 10 years ago, there has been a noticeable decline in the number of annual traffic crashes in the state. Injury and fatality numbers have declined considerably, most notably resulting in a 50 year low in traffic fatalities in 2013. The progress being made by successfully addressing Maryland's traffic safety problems is encouraging, spurring an even greater level of dedication to achieving the ultimate goal of zero traffic fatalities on Maryland roadways.

Moving forward, the MHSO and its traffic safety partners will continue to work to bring traffic safety issues to the forefront of the minds of all citizens of Maryland. Traffic-related deaths outweigh those resulting from violent crime and motor vehicle crashes are one of the leading causes of death throughout a person's lifespan. Far too often, the general public accepts crashes as a part of everyday life but each roadway injury or death is a preventable tragedy. The willingness of the general public to do their part to prevent crashes must be placed at the highest level.

The MHSO's staff is committed to working with partners throughout all four Es of traffic safety – enforcement, education, engineering and emergency medical services. We will continue to expand our pool of partners, including recruiting agencies with capabilities at the local, state and federal levels, so that we may explore every approach to reducing crashes on Maryland roadways.

The future of traffic safety in Maryland is looking brighter each year, and the state is poised to make even more strides in driving down the number of traffic crashes, injuries and fatalities as we move forward. The motto in Maryland is "Every Life Counts" and, everyone in Maryland will continue to work diligently to protect the lives and well-being of all Maryland motorists.



# GRANTS AND SPENT AMOUNTS

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
GN 14-083	Anne Arundel Co PTA	\$0.00	\$0.00	\$6,000.00	\$6,000.00
LE 14-048	Aberdeen Police Department	\$0.00	\$0.00	\$3,923.00	\$3,923.00
LE 14-074	Allegany County Sheriff's Department	\$0.00	\$0.00	\$21,123.00	\$21,123.00
LE 14-010	Annapolis Police Department	\$0.00	\$0.00	\$27,914.00	\$27,914.00
GN 14-015	Anne Arundel Community College - Dept of Health Services	\$0.00	\$0.00	\$5,827.00	\$5,827.00
LE 14-039	Anne Arundel County Police Department	\$0.00	\$9,522.00	\$82,749.00	\$92,271.00
GN 14-075	Anne Arundel County Police Department - M/C Safety	\$0.00	\$0.00	\$8,186.00	\$8,186.00
LE 14-053	Baltimore City Police Department	\$0.00	\$10,034.00	\$29,724.00	\$39,758.00
GN 14-047	Baltimore County Department of Health	\$0.00	\$0.00	\$24,992.00	\$24,992.00
GN 14-061	Baltimore County Police Department, Crash Reconstruction	\$0.00	\$6,189.00	\$24,524.00	\$30,713.00
LE 14-049	Baltimore County Police Department	\$0.00	\$37,429.00	\$226,349.00	\$263,778.00
GN 14-033	Baltimore Metropolitan Council	\$300,000.00	\$0.00	\$0.00	\$300,000.00
LE 14-052	Bel Air Police Department	\$0.00	\$0.00	\$14,298.00	\$14,298.00
LE 14-054	Berlin Police Department	\$0.00	\$0.00	\$9,500.00	\$9,500.00
LE 14-085	Berwyn Heights Police Department	\$0.00	\$0.00	\$733.00	\$733.00
GN 14-023	Bike Maryland, Inc.	\$0.00	\$0.00	\$51,480.00	\$51,480.00
GN 14-048	Calvert Alliance Against Substance Abuse, Inc.	\$0.00	\$0.00	\$4,160.00	\$4,160.00
LE 14-007	Calvert County Sheriff's Office	\$0.00	\$0.00	\$67,810.00	\$67,810.00
LE 14-006	Cambridge Police Department	\$0.00	\$0.00	\$11,915.00	\$11,915.00
LE 14-063	Capitol Heights Police Department	\$0.00	\$0.00	\$3,888.00	\$3,888.00
LE 14-001	Caroline County Sheriff's Office	\$0.00	\$0.00	\$16,058.00	\$16,058.00
GN 14-016	Carroll County Bureau of Aging & Disabilities	\$0.00	\$0.00	\$1,037.00	\$1,037.00
GN 14-008	Carroll County Health Department	\$0.00	\$0.00	\$5,897.00	\$5,897.00
LE 14-017	Carroll County Sheriff's Office	\$0.00	\$0.00	\$16,786.00	\$16,786.00
GN 14-049	Cecil County Liquor Board	\$0.00	\$0.00	\$4,253.00	\$4,253.00
LE 14-061	Cecil County Sheriff's Office	\$0.00	\$0.00	\$10,000.00	\$10,000.00
LE 14-024	Charles County Sheriff's Office	\$0.00	\$0.00	\$86,921.00	\$86,921.00
LE 14-027	Chestertown Police Department	\$0.00	\$0.00	\$1,522.00	\$1,522.00
LE 14-046	Cheverly Police Department	\$0.00	\$0.00	\$6,804.00	\$6,804.00
LE 14-060	Chevy Chase Village Police Department	\$0.00	\$0.00	\$2,200.00	\$2,200.00
LE 14-086	City of Bowie Police Department	\$0.00	\$0.00	\$1,199.00	\$1,199.00
GN 14-019	College of Southern Maryland	\$0.00	\$0.00	\$750.00	\$750.00
LE 14-021	Crisfield Police Department	\$0.00	\$0.00	3130	\$3,130.00
LE 14-071	Cumberland Police Department	\$0.00	\$0.00	\$5,824.00	\$5,824.00
LE 14-081	District Heights Police Department	\$0.00	\$0.00	\$3,494.00	\$3,494.00
LE 14-037	Dorchester County Sheriff's Department	\$0.00	\$0.00	\$4,435.00	\$4,435.00

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 14-069	Easton Police Department	\$0.00	\$0.00	\$14,584.00	\$14,584.00
LE 14-062	Edmonston Police Department	\$0.00	\$0.00	\$5,187.00	\$5,187.00
LE 14-099	Elkton Police Department	\$0.00	\$0.00	\$14,584.00	\$14,584.00
GN 14-052	Every 15 Minutes/Sykesville Freedom Fire Department	\$0.00	\$0.00	\$4,023.00	\$4,023.00
LE 14-076	Frederick Police Department	\$0.00	\$3,753.00	\$40,561.00	\$44,314.00
LE 14-073	Frostburg State University Police Department	\$0.00	\$0.00	\$1,848.00	\$1,848.00
LE 14-008	Fruitland Police Department	\$0.00	\$0.00	\$6,058.00	\$6,058.00
LE 14-059	Gaithersburg Police Department	\$0.00	\$0.00	\$20,687.00	\$20,687.00
GN 14-066	Garrett County Health Department	\$0.00	\$0.00	\$3,588.00	\$3,588.00
LE 14-075	Garrett County Sheriff's Office	\$0.00	\$0.00	\$12,345.00	\$12,345.00
LE 14-044	Greenbelt Police Department	\$0.00	\$0.00	\$25,610.00	\$25,610.00
LE 14-033	Hagerstown Police Department	\$0.00	\$0.00	\$11,164.00	\$11,164.00
LE 14-004	Hampstead Police Department	\$0.00	\$0.00	\$9,224.00	\$9,224.00
LE 14-031	Hancock Police Department	\$0.00	\$0.00	\$320.00	\$320.00
GN 14-044	Harford County DUI Court	\$0.00	\$0.00	\$63,500.00	\$63,500.00
GN 14-032	Harford County Liquor Control Board	\$0.00	\$0.00	\$6,882.00	\$6,882.00
LE 14-050	Harford County Sheriff's Office	\$0.00	\$15,183.00	\$135,827.00	\$151,010.00
LE 14-040	Havre de Grace Police Department	\$0.00	\$0.00	\$4,360.00	\$4,360.00
LE 14-005	Howard County Department of Police	\$0.00	\$6,320.00	\$86,066.00	\$92,386.00
LE 14-028	Hurlock Police Department	\$0.00	\$0.00	\$7,905.00	\$7,905.00
LE 14-097	Hyattsville Police Department	\$1,370.00	\$0.00	\$4,514.00	\$5,884.00
GN 14-030	Johns Hopkins Bloomberg School of Public Health, Center for Injury Research & Policy	\$174,727.00	\$0.00	\$0.00	\$174,727.00
LE 14-012	Kent County Sheriff's Office	\$0.00	\$0.00	\$7,087.00	\$7,087.00
GN 14-013	Kiwanis Club of La Plata	\$0.00	\$0.00	\$500.00	\$500.00
LE 14-042	Laurel Police Department	\$0.00	\$0.00	\$21,000.00	\$21,000.00
LE 14-082	Manchester Police Department	\$0.00	\$0.00	\$751.00	\$751.00
GN 14-063	Maryland Chiefs of Police Association	\$0.00	\$0.00	\$53,436.00	\$53,436.00
GN 14-012	Maryland Department of Health and Mental Hygiene	\$0.00	\$0.00	\$190,913.00	\$190,913.00
GN 14-003	Maryland Institute for Emergency Medical Services System, CPS	\$0.00	\$0.00	\$35,813.00	\$35,813.00
GN 14-055	Maryland Institute for Emergency Medical Services System, NEMSIS	\$0.00	\$0.00	\$24,383.00	\$24,383.00
GN 14-002	Maryland Judiciary-Howard County DUI Court	\$0.00	\$0.00	\$46,307.00	\$46,307.00
GN 14-051	Maryland Judiciary-Anne Arundel County DUI Court	\$0.00	\$0.00	\$77,442.00	\$77,442.00
GN 14-011	Maryland Motor Vehicle Administration - DVPP	\$0.00	\$0.00	\$125,594.09	\$125,594.09
GN 14-096	Maryland Municipal League Police Executive Assoc.	\$0.00	\$0.00	\$1,984.00	\$1,984.00

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 14-026	Maryland Natural Resources Police St. Mary's County	\$0.00	\$0.00	\$5,980.00	\$5,980.00
LE 14-045	Maryland Natural Resources Police Frederick County	\$0.00	\$0.00	\$2,172.00	\$2,172.00
LE 14-011	Maryland Natural Resources Police Salisbury	\$0.00	\$0.00	\$4,013.00	\$4,013.00
GN 14-005	Maryland Police and Correctional Training Commission, TSS	\$0.00	\$0.00	\$16,463.00	\$16,463.00
GN 14-062	Maryland Sheriffs Association, Executive Training	\$0.00	\$0.00	\$15,428.00	\$15,428.00
GN 14-104	Maryland State Police Information Technology Division	\$0.00	\$0.00	\$130,453.00	\$130,453.00
LE 14-064	Maryland State Police, Barrack "L"	\$0.00	\$0.00	\$17,259.00	\$17,259.00
GN 14-085	Maryland State Police-DRE	\$0.00	\$0.00	\$464,073.00	\$464,073.00
LE 14-067	Maryland State Police, Statewide Enforcement & Training	\$7,675.00	\$0.00	\$618,220.00	\$625,895.00
LE 14-068	Maryland State Police-SPIDRE Team	\$0.00	\$0.00	\$851,477.00	\$851,477.00
LE 14-104	Maryland Transportation Authority Police	\$0.00	\$0.00	\$13,130.00	\$13,130.00
GN 14-084	McDaniel College Campus Safety	\$0.00	\$0.00	\$4,506.00	\$4,506.00
GN 14-043	Meritus Health	\$0.00	\$0.00	\$5,981.00	\$5,981.00
GN 14-073	Metropolitan Washington Council of Governments	\$182,000.00	\$0.00	\$0.00	\$182,000.00
GN 14-025	Montgomery County Department of Liquor Control	\$0.00	\$0.00	\$5,275.00	\$5,275.00
GN 14-026	Montgomery County Fire Rescue	\$0.00	\$0.00	\$1,500.00	\$1,500.00
LE 14-090	Montgomery County Police Department, Enforcement	\$0.00	\$27,011.00	\$230,052.00	\$257,063.00
GN 14-029	Montgomery County Project Prom	\$0.00	\$0.00	\$6,000.00	\$6,000.00
LE 14-089	Montgomery County Sheriff's Office	\$0.00	\$0.00	\$9,000.00	\$9,000.00
GN 14-001	Mothers Against Drunk Driving	\$0.00	\$0.00	\$47,686.00	\$47,686.00
GN 14-031	MD States Attorney Association	\$0.00	\$0.00	\$197,774.00	\$197,774.00
LE 14-078	New Carrollton Police Department	\$0.00	\$0.00	\$6,171.00	\$6,171.00
LE 14-016	North East Police Department	\$0.00	\$0.00	\$1,500.00	\$1,500.00
LE 14-072	Oakland Police Department	\$0.00	\$0.00	\$1,495.00	\$1,495.00
LE 14-051	Ocean City Police Department	\$8,000.00	\$0.00	\$27,086.00	\$35,086.00
LE 14-096	Ocean Pines Police Department	\$0.00	\$0.00	\$2,000.00	\$2,000.00
LE 14-015	Perryville Police Department	\$0.00	\$0.00	\$1,310.00	\$1,310.00
LE 14-058	Pocomoke Police Department	\$0.00	\$0.00	\$1,805.00	\$1,805.00
GN 14-050	Prince George's Child Resource Center, Inc.	\$0.00	\$0.00	\$1,979.00	\$1,979.00
LE 14-088	Prince George's County Police Department	\$32,919.00	\$28,497.00	\$300,167.00	\$361,583.00
LE 14-043	Princess Anne Police Department	\$0.00	\$0.00	\$9,388.00	\$9,388.00
GN 14-007	PTA Council of Howard County	\$0.00	\$0.00	\$5,900.00	\$5,900.00

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 14-009	Queen Anne's County Sheriff's Office	\$0.00	\$0.00	\$10,591.00	\$10,591.00
GN 14-093	Red Knights Motorcycle Club Maryland 4	\$0.00	\$0.00	\$2,299.00	\$2,299.00
LE 14-077	Riverdale Park Police Department	\$0.00	\$0.00	\$5,353.00	\$5,353.00
LE 14-092	Rockville City Police Department	\$0.00	\$0.00	\$1,192.00	\$1,192.00
GN 14-103	Safe Kids Frederick County	\$0.00	\$0.00	\$2,680.00	\$2,680.00
LE 14-019	Salisbury Police Department	\$0.00	\$0.00	\$5,064.00	\$5,064.00
LE 14-080	Somerset County Sheriff's Office	\$0.00	\$0.00	\$7,794.00	\$7,794.00
GN 14-041	St. Mary's County Circuit Court	\$0.00	\$0.00	\$44,595.00	\$44,595.00
GN 14-027	St. Mary's County Alcohol Beverage Board	\$0.00	\$0.00	\$542.00	\$542.00
GN 14-018	St. Mary's County Kiwanis	\$0.00	\$0.00	\$2,660.00	\$2,660.00
LE 14-038	St. Mary's County Sheriff's Office	\$0.00	\$0.00	\$59,084.00	\$59,084.00
GN 14-009	St. Mary's Hospital	\$0.00	\$0.00	\$750.00	\$750.00
LE 14-065	Sykesville Police Department	\$0.00	\$0.00	\$3,060.00	\$3,060.00
LE 14-070	Talbot County Sheriff's Office	\$0.00	\$0.00	\$5,494.00	\$5,494.00
LE 14-013	Taneytown Police Department	\$0.00	\$0.00	\$5,219.00	\$5,219.00
GN 14-056	The Family Junction, Inc.	\$0.00	\$0.00	\$500.00	\$500.00
LE 14-022	Town of La Plata Police Department	\$0.00	\$0.00	\$14,119.00	\$14,119.00
LE 14-100	University of Baltimore Police Department	\$0.00	\$0.00	\$4,963.00	\$4,963.00
LE 14-047	University of Maryland at College Park, Enforcement	\$0.00	\$0.00	\$18,586.00	\$18,586.00
GN 14-068	University of Maryland Baltimore - Staffing	\$0.00	\$0.00	\$1,116,609.00	\$1,116,609.00
GN 14-070	University of Maryland Baltimore - Staffing	\$0.00	\$163,122.00	\$696,069.00	\$859,191.00
LE 14-098	University of Maryland Eastern Shore Police Department	\$0.00	\$0.00	\$599.00	\$599.00
GN 14-020	University of Maryland, Baltimore, CCODES	\$0.00	\$0.00	\$518,220.00	\$518,220.00
LE 14-018	University Park Police Department	\$0.00	\$0.00	\$8,245.00	\$8,245.00
GN 14-037	Washington College	\$0.00	\$0.00	\$184,804.00	\$184,804.00
GN 14-090	Washington College	\$0.00	\$0.00	\$79,704.00	\$79,704.00
GN 14-077	Washington County Health Department	\$0.00	\$0.00	\$277.00	\$277.00
LE 14-003	Washington County Sheriff's Office	\$0.00	\$0.00	\$41,751.00	\$41,751.00
GN 14-035	Washington Regional Alcohol Program	\$0.00	\$0.00	\$252,692.00	\$252,692.00
GN 14-040	Washington Regional Alcohol Program	\$0.00	\$0.00	\$33,165.00	\$33,165.00
LE 14-041	Westminister Police Department	\$0.00	\$0.00	\$11,801.00	\$11,801.00
GN 14-034	Wicomico County Health Department	\$0.00	\$0.00	\$2,487.00	\$2,487.00
LE 14-002	Wicomico County Sheriff's Office	\$0.00	\$0.00	\$27,672.00	\$27,672.00
GN 14-059	Worcester County Health Department	\$0.00	\$0.00	\$913.00	\$913.00
LE 14-035	Worcester County Sheriff's Office	\$0.00	\$0.00	\$12,102.00	\$12,102.00
	<b>Totals by Funding Source</b>	<b>\$706,691.00</b>	<b>\$307,060.00</b>	<b>\$8,046,350.09</b>	<b>\$9,060,101.09</b>





Dedicated to saving lives and preventing injuries on Maryland roadways.



## MARYLAND HIGHWAY SAFETY OFFICE

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