

FY2013

TIME SEATBELT

IC DEATHS

T OR TICKET

POINTS • ZERO TOLERANCE

HS d. Department of Transportation



POLICE WILL SEE YOU - BEFORE YOU SEE THEM

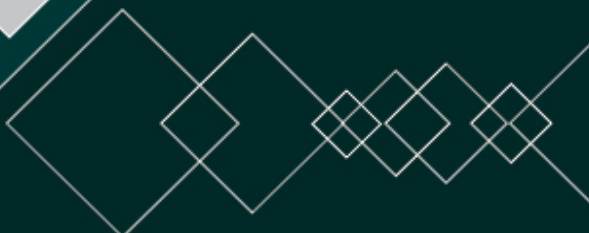
FORCE Drive Sober, or



Bicycles don't come with bumpers.

the cyclists room to ride

ANNUAL REPORT  
District of Columbia  
Highway Safety Office



# District of Columbia Highway Safety Office

## FY2013 Annual Report

**Submitted to:**

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**December 31, 2013**



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## Glossary of Terms and Acronyms

A reference guide for some of the terms used on the following pages:

|        |  |
|--------|--|
| AAG    | Assistant Attorney General                         |
| CIOT   | Click It or Ticket It                              |
| DDOT   | District Department of Transportation              |
| DREs   | Drug Recognition Experts                           |
| DUI    | Driving Under the Influence of drugs or alcohol    |
| DWI    | Driving While Intoxicated                          |
| FARS   | Fatality Analysis Reporting System                 |
| FHWA   | Federal Highway Administration                     |
| FY     | Fiscal Year  |
| HSO    | Highway Safety Office                              |
| HSPF   | Highway Safety Performance Plan                    |
| LEADRS | Law Enforcement Advanced DUI/DWI Reporting System  |
| MPD    | Metropolitan Police Department                     |
| NHTSA  | National Highway Traffic Safety Administration     |
| OAG    | Office of the Attorney General                     |
| OCME   | Office of the Chief Medical Examiner               |
| PCS    | Public Chartered School                            |
| PPSA   | Policy, Planning and Sustainability Administration |
| SFST   | Standardized Field Sobriety Test                   |
| SHSP   | Strategic Highway Safety Plan                      |
| TRCC   | Traffic Records Coordinating Committee             |
| TRSP   | Traffic Safety Resource Prosecutor                 |
| US DOT | United States Department of Transportation         |
| USPP   | United States Park Police                          |
| WRAP   | Washington Regional Alcohol Program                |

# District of Columbia Highway Safety Annual Report

FY2013

## Executive Summary

On behalf of the Mayor of the District of Columbia and the Director of the District Department of Transportation (DDOT), the D.C. Highway Safety Office (HSO) is pleased to present the Fiscal Year 2013 Highway Safety Annual Report (AR).

The purpose of the Annual Report for FY2013 (October 1, 2012 – September 30, 2013) is to summarize the accomplishments and challenges experienced by the Highway Safety Office (HSO) in FY2013 with direct reference to the performance measures, targets, strategies and funding identified in the FY2013 Highway Safety Performance Plan (HSPP). It also provides the HSO the opportunity to evaluate the effectiveness of the prior year's HSPP and provides an opportunity for the HSO to showcase their achievements.

For FY2013, the District Highway Safety program used Federal grant funds administered by NHTSA in accordance with 23 USC, Sections 402 (Highway Safety Program), 405 (Occupant Protection Incentive Grant), 406 (Seatbelt Incentive Grant), 408 (Data Program Incentive), 410 (Alcohol-Impaired Driving Incentive Grant), and 2011 (Child Safety and Child Booster Seat Incentive Grant) of SAFETEA-LU.

On July 6, 2012, a transportation reauthorization bill was signed into law P.L. 112-141, called Moving Ahead for Progress in the 21st Century Act (MAP-21). Under MAP-21, Section 405 was renamed the National Priority Safety Program, which combines the impaired driving, occupant protection, traffic records and motorcyclist safety programs authorized under SAFETEA-LU (with substantial changes to two of the four) and adds two new incentive programs – one for distracted driving and one for graduated driver licensing. Each program is authorized as a separate section or tier within Section 405, and each has its own eligibility criteria. In March 2013, the District applied for MAP-21 Funds under Section 405 under the following criteria:

- Impaired Driving – Eligibility criteria – Low-Range State
- Occupant Protection – Eligibility criteria – High Seat Belt Use State
- Traffic Records – Eligibility criteria – Has a functioning TRCC committee
- Distracted Driving – Eligibility criteria – Laws in effect for cellphone and driving use

The District received funding for Occupant Protection.

The HSO focused on the following traffic safety areas in FY2013:

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

## District of Columbia Performance Measures

### Core Outcome Measures

|             |   | 2008  | 2009  | 2010  | 2011  | 2012  | 3-Yr.<br>Avg. | Percent<br>Change<br>2010-2012 |
|-------------|---|-------|-------|-------|-------|-------|---------------|--------------------------------|
| Description |   |       |       |       |       |       |               |                                |
| C-1         | Number of traffic fatalities  | 34    | 29    | 24    | 27    | 15    | 22            | -37.5%                         |
| C-2         | Number of injuries in traffic crashes   | 6,792 | 6,529 | 7,068 | 7,045 | 6,498 | 6,870         | -8.1%                          |
| C-3         | Fatalities per 100 million vehicle miles Traveled   | 0.94  | 0.80  | 0.67  | 0.76  | 0.50  | 0.64          | -25.4%                         |
| C-4         | Number of unrestrained passenger vehicle occupant fatalities, all seat positions  | 5     | 3     | 5     | 13    | 4     | 7             | -20.0%                         |
| C-5         | Number of fatalities in crashes involving a driver or motorcycle operator with a blood alcohol concentration of 0.08 g/dL or higher | 9     | 11    | 7     | 8     | 4     | 6             | -42.9%                         |
| C-6         | Number of speed-related fatalities  | 12    | 10    | 8     | 10    | 6     | 8             | -25.0%                         |
| C-7         | Number of motorcyclist fatalities   | 8     | 4     | 1     | 4     | 4     | 3             | +75.0%                         |
| C-8         | Number of un-helmeted motorcyclist fatalities   | 1     | 2     | 0     | 2     | 1     | 1             | +100%                          |
| C-9         | Number of drivers 20 or younger involved in a fatal crash   | 0     | 2     | 0     | 3     | 1     | 1             | +100%                          |
| C-10        | Number of pedestrian fatalities   | 9     | 14    | 13    | 8     | 7     | 9             | -46.2%                         |

Source: FARS

C-9 – Younger Driver fatalities are not a focus area under the District's HSPP and is included as a NHTSA requirement.

### Core Behavior Measures

|             |  | 2009 | 2010 | 2011 | 2012  | 2013  | 3 Yr.<br>Avg. | Percent<br>Change<br>2011-2013 |
|-------------|--|------|------|------|-------|-------|---------------|--------------------------------|
| Description |  |      |      |      |       |       |               |                                |
| B-1         | Observed seat belt use for passenger vehicles, front seat outboard occupants | 90.0 | 93.0 | 95.0 | 92.40 | 87.46 | 91.62         | -7.9%                          |

Source: District of Columbia Observational Seat Belt Survey



## Core Activity Measures

|     | Description  | FY2009 | FY2010 | FY2011 | FY2012 | FY2013 | 3 Yr. Avg. | Percent Change 2011-2013 |
|-----|--|--------|--------|--------|--------|--------|------------|--------------------------|
| A-1 | Number of seat belt citations issued during grant-funded enforcement activities    | 4,433  | 6,964  | 6,271  | 4,832  | 1,322  | 4,142      | -78.9%                   |
| A-2 | Number of impaired driving arrests made during grant-funded enforcement activities | 1,044  | 1,239  | 1,280  | 832    | 1,088  | 1,067      | -15.0%                   |
| A-3 | Number of speeding citations issued during grant-funded enforcement activities     | 5,640  | 10,625 | 10,625 | 6,901  | 313    | 5,946      | -97.1%                   |

## Additional Core Outcome Measures

|      | Description   | 2008 | 2009 | 2010 | 2011 | 2012 | 3 Yr. Avg. | Percent Change 2010-2012 |
|------|---|------|------|------|------|------|------------|--------------------------|
| C-11 | Number of injuries in crashes involving a driver or motorcycle operator with a blood alcohol concentration of 0.08 g/dL or higher | 132  | 177  | 98   | 185  | 139  | 141        | +29.5%                   |
| C-12 | Number of speed-related injuries  | 367  | 406  | 467  | 376  | 348  | 397        | -25.5%                   |
| C-13 | Number of pedestrian injuries   | 577  | 537  | 592  | 734  | 748  | 691        | 20.8%                    |
| C-14 | Number of bicyclist fatalities  | 1    | 0    | 2    | 1    | 1    | 1          | -50.0%                   |
| C-15 | Number of bicyclist injuries  | 256  | 217  | 350  | 388  | 435  | 391        | +19.5%                   |
| C-16 | Number of motorcyclist injuries   | 91   | 90   | 147  | 132  | 175  | 151        | +19.0%                   |

Source: State Crash Data Files

## Performance Goals and Trends

All of the organizations working to improve the safety of the District of Columbia's roadways strive to reduce traffic fatalities and injuries. The following graphs present the current trend, based on the performance measures and goals outlined in the FY2013 Highway Safety Performance Plan.

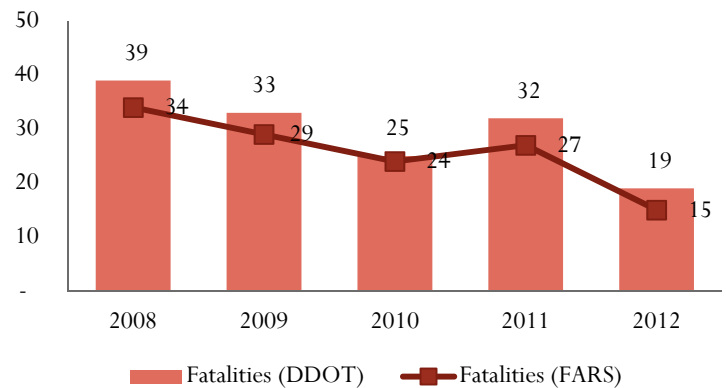
### TRAFFIC FATALITIES

**GOAL: Reduce the number of serious and fatal injuries in the District by 50 percent by 2025.**

Intermediate Goal: To decrease traffic-related fatalities by 7 percent from a three-year (2009-2011) weight average of 29 to 27 by December 31, 2013

Note: Projected goal for traffic-related fatalities for **2012** was 28. **GOAL MET**

Traffic fatalities decreased by 53.8 percent over the past five years.



### 3-YEAR FATALITY TREND

**GOAL: Reduce the 3-year fatality average by 6 percent from 29 (2008 to 2010) to 27 by December 2012.**

Traffic fatalities decreased by 53.8 percent over the past five years.

**GOAL MET**

This goal was not included in the FY2013 HSPP, however it is presented here as a Federal requirement.

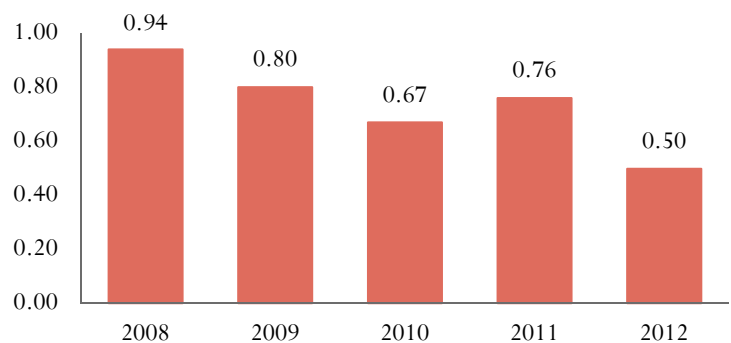


### DEATHS PER 100 MILLION VEHICLE MILES TRAVELED (VMT)

**GOAL: Maintain the mileage death rate of 1.0 fatality rate by December 2012.**

This goal was not included in the FY2013 HSPP, however it is presented here as a Federal requirement.

**GOAL MET**



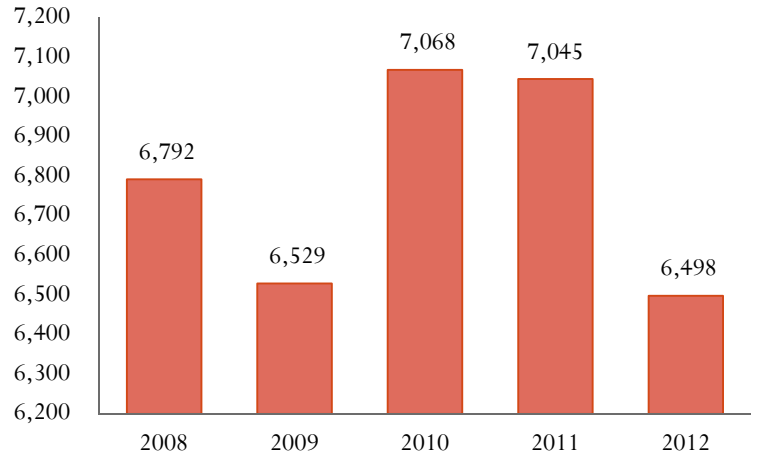


## TRAFFIC INJURIES

**GOAL: Reduce the number of serious and fatal injuries in the District by 50 percent by 2025.**

Intermediate Goal: To decrease traffic-related injuries by 5 percent from a three-year (2009-2011) weighted average of 6,881 to 6,541 by December 31, 2013

Note: Projected goal for traffic-related injuries for **2012** was 6,709. **GOAL MET**

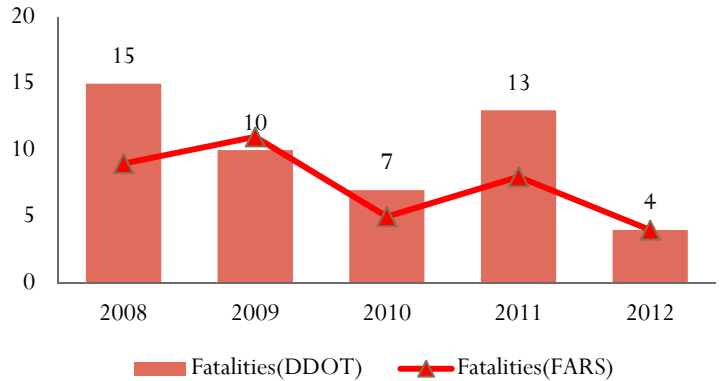


## IMPAIRED DRIVING FATALITIES

**GOAL: Decrease alcohol-impaired driving fatalities by 10 percent from a three-year (2009-2011) weight average of 10 to 9 by December 31, 2013.**

Note: Projected goal for alcohol-related fatalities for **2012** was 10. **GOAL MET**

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



## IMPAIRED DRIVING INJURIES

**GOAL: Decrease alcohol-impaired driving injuries by 5 percent from a three-year (2009-2011) weight average of 153 to 146 by December 31, 2013.**

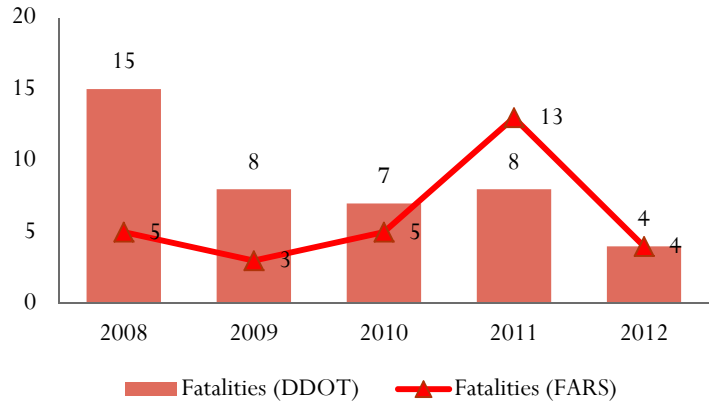
Note: Projected goal for alcohol-related injuries for **2012** was 150. **GOAL MET**



## UNRESTRAINED FATATLITIES

**GOAL:** Decrease unrestrained passenger vehicle occupant fatalities in all seating positions by 14 percent from a three-year (2009-2011) weight average of 7 to 6 by December 31, 2013.

Note: Projected goal for unrestrained fatalities for 2012 was 6. **GOAL MET**



## SEAT BELT USE

**GOAL:** To maintain seatbelt usage above 90 percent by 2013.

**GOAL NOT MET**

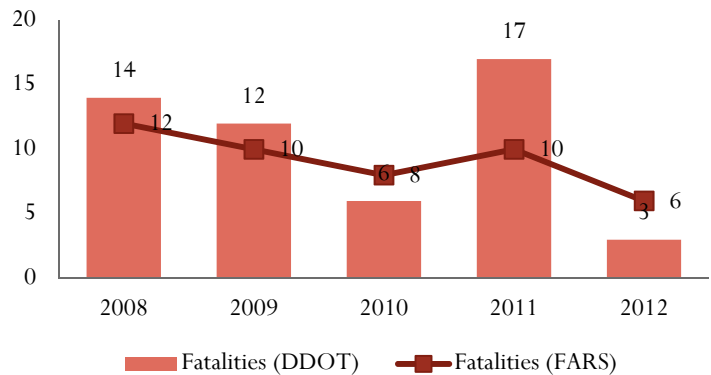
NOTE: In 2013 seatbelt observation survey methodology changed per federal requirement. In 2014, the District will implement a comprehensive plan to accelerate seatbelt use.



## SPEED-RELATED FATATLITIES

**GOAL:** Decrease speeding-related fatalities by 8 percent from a three-year (2009-2011) weight average of 12 to 11 by December 31, 2013.

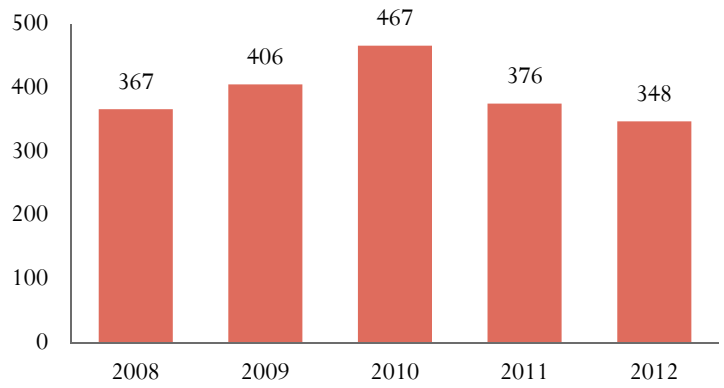
Note: Projected goal for speed-related fatalities for 2012 was 12. **GOAL MET**



### SPEED-RELATED INJURIES

**GOAL:** Decrease speeding-related injuries by 8 percent from a three-year (2009-2011) weight average of 295 to 272 by December 31, 2013.

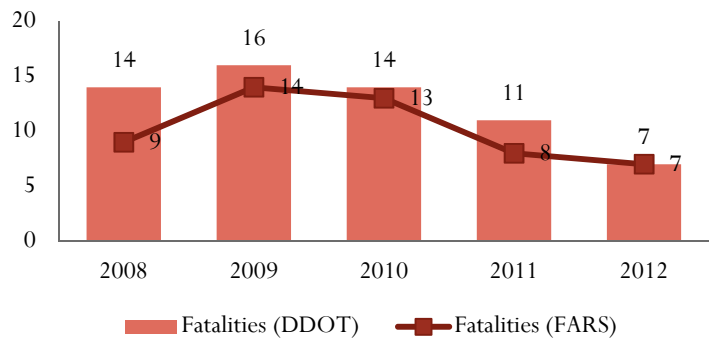
Note: Projected goal for speed-related injuries for 2012 was 283. **GOAL NOT MET**



### PEDESTRIAN-RELATED FATALITIES

**GOAL:** Decrease pedestrian-related fatalities by 21 percent from a three-year (2009-2011) weight average of 14 to 11 by December 31, 2013.

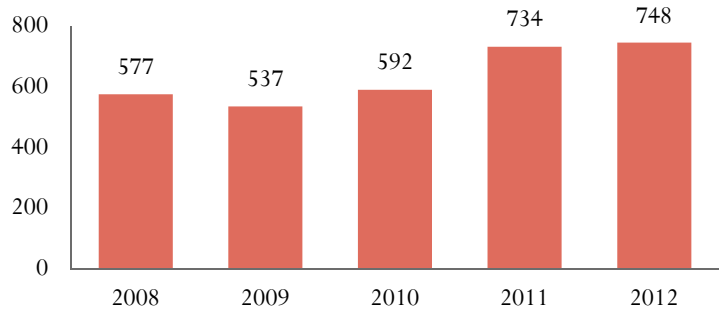
Note: Projected goal for pedestrian-related fatalities for 2012 was 12. **GOAL MET**



### PEDESTRIAN-RELATED INJURIES

**GOAL:** Decrease pedestrian-related injuries by 8 percent from a three-year (2009-2011) weight average of 621 to 572 by December 31, 2013.

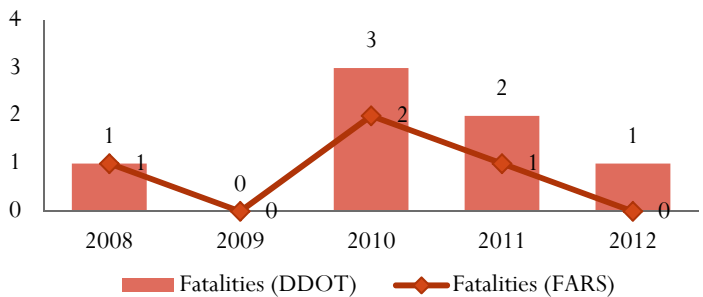
Note: Projected goal for pedestrian-related injuries for 2012 was 596. **GOAL NOT MET**



### BICYCLIST-RELATED FATALITIES

**GOAL:** Maintain bicycle-related fatalities from a three-year (2009-2011) weight average of 1 to 1 by December 31, 2013.

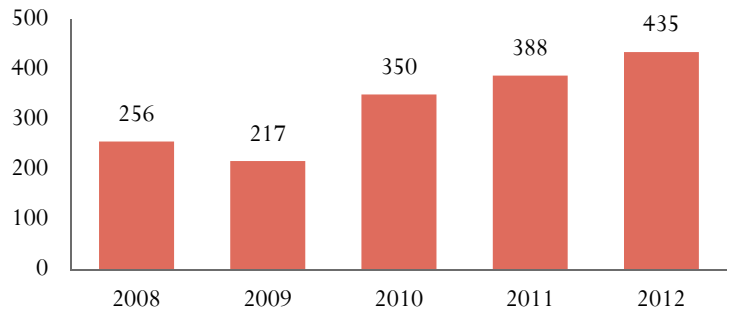
Note: Projected goal for bicycle-related fatalities for 2012 was 1. **GOAL MET**



## BICYCLE-RELATED INJURIES

**GOAL:** Decrease bicycle-related injuries by 11 percent from a three-year (2009-2011) weight average of 318 to 284 by December 31, 2013.

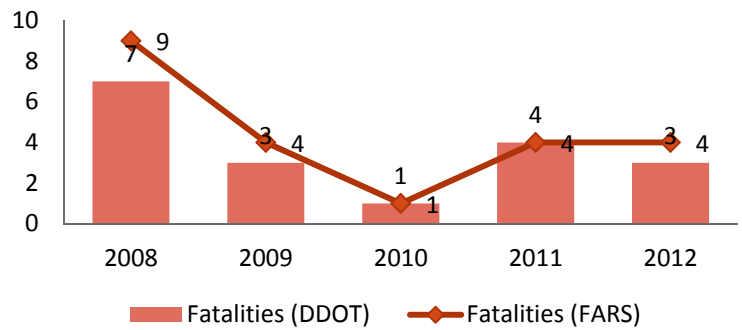
Note: Projected goal for speed-related fatalities for 2012 was 301. **GOAL NOT MET**



## MOTORCYCLIST-RELATED FATALITIES

**GOAL:** Decrease motorcyclist-related fatalities by 33 percent from a three-year (2009-2011) weight average of 3 to 2 by December 31, 2013.

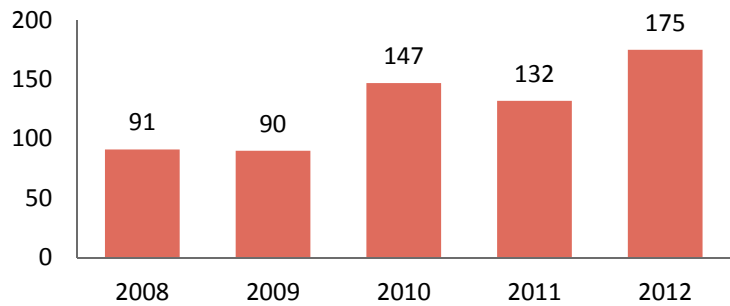
Note: Projected goal for motorcycle-related fatalities for 2012 was 3. **GOAL MET**



## MOTORCYCLIST-RELATED INJURIES

**GOAL:** Decrease motorcyclist-related injuries by 15 percent from a three-year (2009-2011) weight average of 123 to 104 by December 31, 2013.

Note: Projected goal for motorcycle-related injuries for 2012 was 113. **GOAL NOT MET**

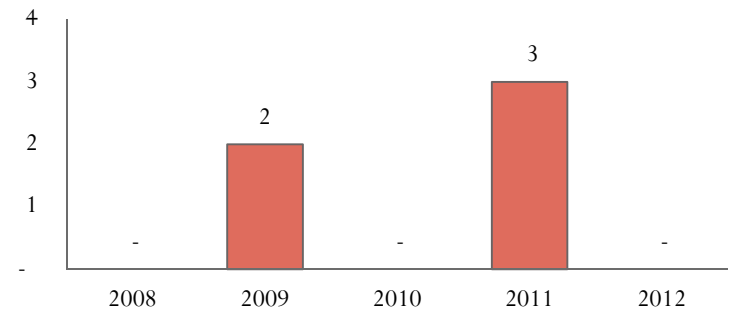


## YOUNGER DRIVER IN FATAL CRASH

**GOAL:** Maintain the number of younger drivers involved in a fatal crash from a three-year (2009-2011) weight average of 3 by December 31, 2013.

Note: Projected goal for younger driver fatality for 2012 was 3.

This goal was not included in the FY2013 HSPP, however it is presented here as a Federal requirement. **GOAL MET**



## Mission Statement

The mission of the District of Columbia Highway Safety Office (DC HSO) is “to provide a safe and efficient transportation system, improving the mobility of people and goods, increasing transit and walking, enhancing economic prosperity, preserving the quality environment, and ensuring that communities are realized.” The District of Columbia seeks to reduce the serious injuries and fatalities in the District by 50 percent in 2025, as noted in its Strategic Highway Safety Plan (SHSP). Although every traffic fatality is a tragedy, the District of Columbia has been successful at reducing the number of fatalities and injuries in recent years. In the District of Columbia, the rate of fatalities per traffic crashes has declined from 1.29 fatalities per 100 million VMT in Calendar Year 2005 to 0.76 in 2011, a 41 percent reduction. During the same period, the national traffic fatality rate fell from 1.46 to 1.10 fatalities per 100 million VMT, a 24.6 percent reduction. The District is currently updating their SHSP and revising their goals.

The DC HSO continues to work towards achieving its goals, through the administration of Federal highway safety funds, and the following key partners:

- Metropolitan Police Department (MPD)
- Office of the Attorney General (OAG)
- Office of the Chief Medical Examiner (OCME)
- Department of Motor Vehicle (DMV)
- Fire and Medical Emergency Service (FEMS)
- Superior Court of the District of Columbia
- Metropolitan Washington Council of Governments (COG)
- University of the District of Columbia
- Washington Regional Alcohol Program (WRAP)
- KLS Engineering, LLC
- McAndrew Company, LLC
- Associates for Renewal in Education (ARE)

This report provides an overview of each Program Area, including performance measures and goals implemented in FY2013. The majority of DC HSO programming efforts targeted the following traffic safety priority areas:

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

## Legislative Update

In 2012, two pieces of key legislation were passed:

- Comprehensive Impaired Driving and Alcohol Testing Program Congressional Review Emergency Amendment Act of 2012, which took effect on August 1, 2012. Key provisions included:
  - Brief history of Act
  - Organizes Impaired Driving Statute/Leaving After Colliding (LAC) into numerous Code provisions and changes the title to LAC.
  - Substantially amends the Implied Consent laws, Impaired Driving laws, Boating while Impaired laws, doctor/patient privilege, and laws pertaining to the MPD's oversight of Impaired Driving program.
  - Generally increases penalties and makes the fines consistent with B19-0214, the Fine Proportionality Act of 2011.
  - Substantially amends the LAC statute.
  - Permanent legislation regarding breath test admissibility (signed on January 9, 2013, and in the Congressional waiting period).
  - Each definition section has been expanded and is now alphabetized.
  - Either the statute itself or Committee Print resolves issues of law for which there have been arguments.
- Safety-Based Traffic Enforcement Amendment Act of 2012. Key provisions included:
  - Evaluate existing speed limits and revise existing speed limits through rulemaking.
  - Submit an automated enforcement expansion plan.
  - Amend the Pedestrian Protection Amendment Act of 1987 with regard to when a vehicle stops for a pedestrian in a marked crosswalk or unmarked crosswalk at an intersection. Sec. 201. Section 2(a) of the Pedestrian Protection Amendment Act of 1987, effective October 9, 1987 (D.C. Law 7-34; DC Official Code § 50-2201.28 [a]), is amended to read as follows: “ (a) The driver of a vehicle shall stop and remain stopped to allow a pedestrian to cross the roadway within any marked crosswalk, or unmarked crosswalk at an intersection, when the pedestrian is upon the lane, or within one lane approaching the lane, on which the vehicle is traveling or onto which it is turning.”
  - Amends various fines

## Future Plans and Target

In FY2013 a more aggressive approach was taken to improve the traffic records program. This will continue into 2014 with the implementation of the updated Traffic Records Strategic Plan (2013). A number of projects will be funded with the aim to improve:

- Data acquisition and integration (focus on crash data, roadway data, and updating the driver files with out-of-State violation information)
- Crash data reporting system (through additional assets/attributes, built in edit checks, and performance measures)
- Traffic safety culture – targeting outreach and enforcement based on the ongoing data analysis
- Motorcycle safety
- Seatbelt wearing
- Commercial vehicle safety – real time enterprise routing system
- Access to other sources of crash data (US Park Police and the Washington Metropolitan Agency Transit Authority) not previously integrated into the traditional data source – MPD

The District's goal is to significantly increase the number of non-motorized trips in the future. However, with this increased exposure there is a potential for an increase in the number of related crashes. Our focus will be on making walking and street crossing safer and ensuring safer bicycle travel. We will also be focusing on improving information and decision support systems and creating more effective processes and safety management systems. These two areas are also identified in our revised Strategic Highway Safety Plan.

## Program Funding (FY2013)

The District of Columbia Highway Safety Office (HSO) manages/distributes Federal funds through Federal grant funding disbursement to other District agencies, and other organizations. These funds are used in areas identified by the HSO to change driver behavior and reduce vehicle crashes and crash severity.

In addition to the Section 402 program, the FY2013 HSPP included funding from the Safe Accountable Flexible Efficient Transportation Equity Act, A Legacy for Users (SAFETEA-LU). These included:

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

In FY2013, the following programs were funded:

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

Table 1 provides information on the Federal Aid Allocation and the related Grant Expenditure.

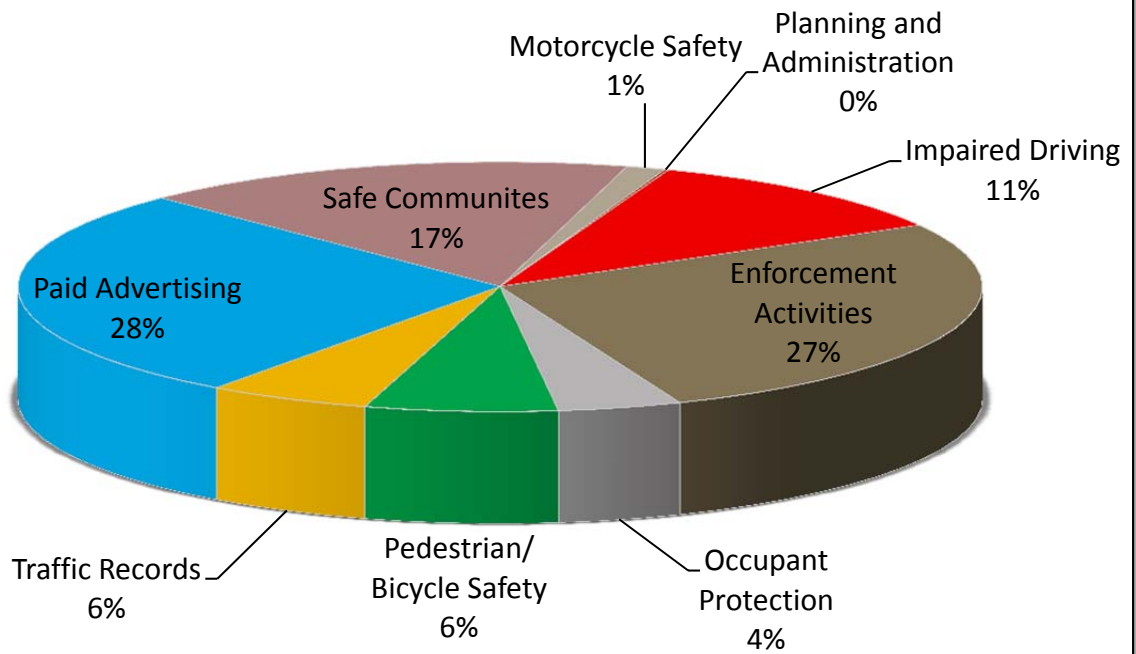


TABLE 1: FEDERAL AID ALLOCATION REPORT AND EXPENDITURE

| Program Area              | Fund | Task Description   | Project No.                  | Allocation             | Expenditure          |
|---------------------------|------|--|------------------------------|------------------------|----------------------|
| Planning and Admin.       | 402  | Facilitation of the District's Highway Safety Program. All administration costs that include salary, benefits, office space, telephone, supplies, etc. are paid by DDOT. Federal expenditures for dues for NCGHSR. | PA 2013-01-01                | \$ 40,872.00           | \$ 4,110.00          |
|                           |      | <b>402 TOTAL</b>   |                              | <b>\$ 40,872.00</b>    | <b>\$ 4,110.00</b>   |
| <b>PM TOTAL</b>           |      |  |                              | <b>\$ 40,872.00</b>    | <b>\$ 4,110.00</b>   |
| Impaired Driving          | 402  | Enforcement of the Districts Impaired Driving Laws   | AL 2013-03-02                |                        | \$ 88,067.91         |
|                           |      | Supplies for alcohol program   | AL 2013-03-09                |                        | \$ 37,144.33         |
| <b>402 TOTAL</b>          |      |  |                              | <b>\$ 274,282.00</b>   | <b>\$ 125,212.24</b> |
| 410                       | 410  | Community outreach programs for youth and adults; SoberRide campaign; Checkpoint Strikeforce Campaign.   | K8 2012-91-02                |                        | \$ 93,087.49         |
|                           |      | Salaries and benefits of TRSP Attorney and DUI Prosecuting Attorney  | K8 2013-01-03                |                        | \$ 246,510.90        |
|                           |      | Enforcement of Impaired Driving Laws in DC including sobriety checkpoints and the Cops-in-Shops program in DC  | K8 2013-01-05, K8 2013-01-06 |                        | \$ 454,165.82        |
| <b>410 TOTAL</b>          |      |  |                              | <b>\$ 1,211,806.00</b> | <b>\$ 793,764.21</b> |
| <b>AL TOTAL</b>           |      |  |                              | <b>\$ 1,486,088.00</b> | <b>\$ 918,976.45</b> |
| Occupant Protection       | 402  | Training, purchase of car seats; community outreach; education materials   | OP 2013-05-01                |                        | \$ 56,606.44         |
|                           |      | Education teens in the area of seatbelt use; impaired driving; and distracted driving  | OP 2013-05-02                |                        | \$ 50,000.00         |
| <b>402 TOTAL</b>          |      |  |                              | <b>\$ 150,000.00</b>   | <b>\$ 106,606.44</b> |
| 405                       | 405  | Enforcement of the District's Seatbelt laws  | K2 2013-15-03, K2 2013-15-04 | \$ 109,143.00          | \$ 97,056.56         |
|                           |      | Media campaign for seatbelts   | PM-2013-1402                 | \$ 63,558.00           | \$ 63,558.00         |
| <b>405 TOTAL</b>          |      |  |                              | <b>\$ 172,701.00</b>   | <b>\$ 160,614.56</b> |
| <b>406 TOTAL</b>          |      |  |                              | <b>\$ 85,678.00</b>    | <b>\$ -</b>          |
| 2011                      | 2011 | Enforcement checkpoints; training; community outreach  | K3 2013-05-14                |                        | \$ 29,996.69         |
|                           |      | Purchase of booster seats; educational materials; community outreach   | K3 2013-05-15                |                        | \$ 19,880.80         |
| <b>2011 TOTAL</b>         |      |  |                              | <b>\$ 269,194.00</b>   | <b>\$ 49,877.49</b>  |
| <b>OP TOTAL</b>           |      |  |                              | <b>\$ 677,573.00</b>   | <b>\$ 317,098.49</b> |
| Pedestrian/Bicycle Safety | 402  | Street Smart Campaign FY 2013  | PS 2013-08-11                |                        | \$ 75,000.00         |
|                           |      | Partially funded a contract with local funds with the Washington Area Bicycle Association for Educational purposes.  | PS 2013-08-02                |                        | \$ 121,613.70        |
|                           |      | Enforcement of Pedestrian and bicycle safety laws  | PS-2013-08-07                |                        | \$ 117,080.71        |
| <b>402 TOTAL</b>          |      |  |                              | <b>\$ 540,184.00</b>   | <b>\$ 313,694.41</b> |
| <b>PED/BIKE TOTAL</b>     |      |  |                              | <b>\$ 540,184.00</b>   | <b>\$ 313,694.41</b> |

| Program Area                        | Fund | Task Description  | Project No.                                 | Allocation             | Expenditure            |
|-------------------------------------|------|---|---|------------------------|------------------------|
| Police Traffic Services             | 402  | Training for the Crash Investigation Unit   | PT 2013-04-02                               | \$                     | 2,255.57               |
| <b>402 TOTAL</b>                    |      |   |   | <b>\$ 188,557.00</b>   | <b>\$ 2,255.57</b>     |
| <b>POLICE TRAFFIC SERVICE TOTAL</b> |      |   |   | <b>\$ 188,557.00</b>   | <b>\$ 2,255.57</b>     |
| Motorcycle Safety                   | 402  | Motorcycle safety educational campaign by MPD.  | MC 2013-02-00                               | \$ 40,000.00           | \$ 40,000.00           |
| <b>402 TOTAL</b>                    |      |   |   | <b>\$ 40,000.00</b>    | <b>\$ 40,000.00</b>    |
| <b>MC TOTAL</b>                     |      |   |   | <b>\$ 40,000.00</b>    | <b>\$ 40,000.00</b>    |
| Traffic Records                     | 402  | Preparation of various documents required to qualify for funding; Work on Traffic Records Coordinating Committee; Project Development.  | K9 2013-07-05, K9 2013-07-06                | \$                     | -                      |
| <b>402 TOTAL</b>                    |      |   |   | <b>\$ 79,633.00</b>    | <b>\$ -</b>            |
|                                     | 408  | Preparation of various documents required to qualify for funding; Work on Traffic Records Coordinating Committee; Project Development.  | K9 2013-07-05, K9 2013-07-06                | \$                     | 167,518.31             |
| <b>408 TOTAL</b>                    |      |   |   | <b>\$ 2,118,302.00</b> | <b>\$ 167,518.31</b>   |
| <b>TR TOTAL</b>                     |      |   |   | <b>\$ 2,197,935.00</b> | <b>\$ 167,518.31</b>   |
| Paid Advertising                    | 402  | Paid media for various safety campaign in DC for FY2013, i.e. Click It or Ticket; Smooth Operator; Checkpoint Strikeforce; Safety Calendar; Safety Banner for MPD Building; Kickoff Events; regular meetings with Program Managers and NHTSA. | PM-2013-14                                  | \$                     | 488,956.78             |
| <b>402 TOTAL</b>                    |      |   |   | <b>\$ 653,124.00</b>   | <b>\$ 488,956.78</b>   |
|                                     | 405  | Paid media for Click It or Ticket   | K2PM 2013-14-02                             | \$ 63,558.00           | \$ 63,558.00           |
| <b>405 TOTAL</b>                    |      |   |   | <b>\$ 63,558.00</b>    | <b>\$ 63,558.00</b>    |
|                                     | 410  | Paid media for Checkpoint Strikeforce   | K8PM 2013-01-04                             | \$ 226,996.00          | \$ 226,996.00          |
| <b>410 TOTAL</b>                    |      |   |   | <b>\$ 226,996.00</b>   | <b>\$ 226,996.00</b>   |
| <b>PA TOTAL</b>                     |      |   |   | <b>\$ 943,678.00</b>   | <b>\$ 779,510.78</b>   |
| Safe Community                      | 402  | Development of various safety documents; updating the Strategic Highway Safety Plan   | SA 2013-05-12, SA 2013-15-14, SA 2013-15-15 | \$ 790,046.00          | \$ 509,474.55          |
| <b>402 TOTAL</b>                    |      |   |   | <b>\$ 790,046.00</b>   | <b>\$ 509,474.55</b>   |
| <b>SC TOTAL</b>                     |      |   |   | <b>\$ 790,046.00</b>   | <b>\$ 509,474.55</b>   |
| Roadway Safety                      | 402  | Purchase software for crash investigation   | RS 2013-13-01                               | \$ 84,815.00           | \$ 3,255.57            |
| <b>402 TOTAL</b>                    |      |   |   | <b>\$ 84,815.00</b>    | <b>\$ 3,255.57</b>     |
| <b>RS TOTAL</b>                     |      |   |   | <b>\$ 84,815.00</b>    | <b>\$ 3,255.57</b>     |
| <b>TOTAL</b>                        |      |   |   | <b>\$ 6,989,748.00</b> | <b>\$ 3,055,894.13</b> |

# FY2013 Expenditure



## Program Summaries

# Impaired Driving Program

## ADJUDICATION

Proj. No.: K8-2013-01-03; Section 410  
Office of the Attorney General (OAG)

## BACKGROUND

The alcohol related offenses are considered the more complex cases that are handled by the Criminal Section of OAG. The complex issues related to impaired driving cases that arise require the expertise of prosecutors to assist law enforcement officers as well as prosecutors to help deter the problem of impaired drivers and create a safer community. As OAG continues to see repeat offenders there is a greater need for proper preparation to adequately punish the defendants and deter future arrests. The DUI Prosecutor is essential to the effective and efficient prosecution of impaired driving cases and other serious offenses, taking a tough stance on impaired driving offenses, providing a resource to the law enforcement community, and protecting the citizens of the District of Columbia. The Traffic Safety Resource Prosecutor (TSRP) program provides the District’s traffic prosecutors and law enforcement agencies with up-to-date resource materials and training opportunities designed to prepare them for and assist them with traffic and safety issues, with particular emphasis on impaired driving.

## PROJECT GOALS

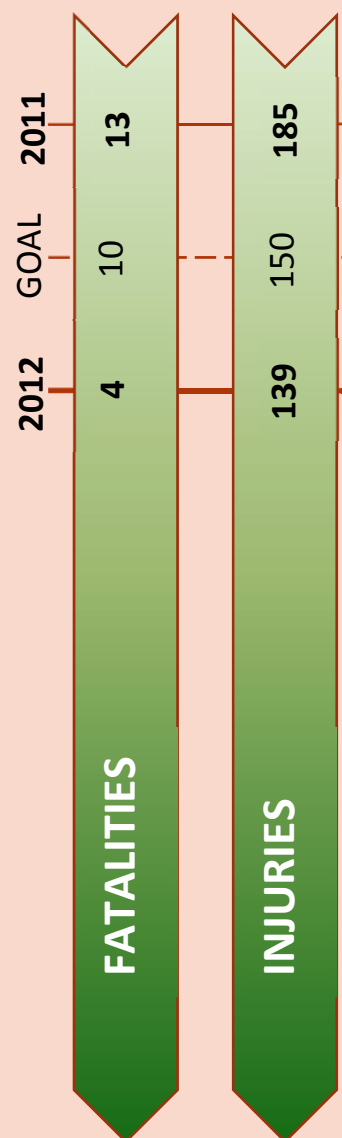
To increase the ability of prosecutors and law enforcement to effectively present and prosecute DUI cases and repeat offenders, by providing specialized training, legal research, practical resource materials, and “real-time” trial support throughout the District.

## RESULTS

### Breath Alcohol Test Programs

In September 2012, after a two and a half year lapse in breath testing, the District’s breath alcohol program through the auspices of OCME resumed breath testing on the Intoximeter EC/IR II breath test instruments. The TSRP continued to provide support to OCME’s breath program manager and worked with OCME to provide training to the Breath Test Operators. The TSRP also worked with MPD and OCME to streamline the arrest paperwork process as MPD transitioned from RMS to ILEADS. As of October, 2013, OCME has certified 81 breath test operators on the Intoximeter EC/IR II breath test instrument. During each of the six breath test operator courses run by OCME, the TSRP and DUI Prosecutor taught a “Cops in Court” testimony skills course as well as

## PROGRAM GOAL



provided legal updates pertaining to the new DUI laws. At the conclusion of the session, with the assistance of other OAG attorneys, the TRSP and DUI Prosecutor facilitated a mock direct and cross examination exercise. This allowed the officers could practice testifying in their new role as a breath test operator. Some officers evaluated the TRSP's portion of the course as extremely useful, providing great testimony tips in a DUI case, and appreciating the mock trial.



Two of the federal law enforcement agencies, USPP and USCP, had changes to their breath test program as well. In FY 2013, USPP appointed a new breath instrument technician to oversee and manage their fleet of breath test instruments. Additionally, the USCP transitioned to the Draeger Alcotest 9510 breath test instrument. The TRSP provided support to both agencies by holding extensive witness conferences to prepare the technician for court testimony, and provided information with respect to discovery, trial preparation, and training.

Additionally, the TRSP updated the Implied Consent forms to comply with changes brought to the implied consent act.

### Training

FY 2013 brought about tremendous amounts of training pertaining to the changes ushered by the legislation that was advanced in FY 2012. The TRSP provided training to a variety of area law enforcement agencies prosecutors, and judges concerning assorted topics pertaining to impaired driving, traffic safety, and general prosecutions. In FY 2013, the TRSP conducted 35 formal training sessions to prosecutors, law enforcement, and toxicology lab personnel. With the launch of MPD's breath program, a host of training sessions took place to educate prosecutors and law enforcement concerning testimony and admissibility of the breath scores.



### Legal Changes and Challenges

The District's prosecutors were faced with many legal challenges brought about by the new DUI laws. The TRSP provided legal research and other technical support to the prosecutors in areas involving the rebuttable presumption for repeat DUI offenders, mandatory minimum sentences, and penalty enhancements. The TRSP also continued to assist with legal challenges to the criminal convictions stemming from the District's former breath test program.

Additionally, legal opinions from the appellate courts further challenged the District's ability to prosecute impaired driving cases. Some of the rulings involved Sixth Amendment confrontation clause issues, and Fourth Amendment search and seizure implications. In *Missouri v. McNeely*<sup>1</sup>, the United States Supreme Court held that the natural dissipation of alcohol from one's bloodstream does not render a per se exigency to avoid securing a search warrant prior to taking an involuntary blood draw from a suspected impaired driver. In *Young v. United States*<sup>2</sup>, the D.C. Court of Appeals determined that an FBI lab supervisor, who testified to the results of a DNA test in which she had not personally participated relayed testimonial hearsay in violation of the Confrontation Clause. In early FY 2014, the D.C. Court of Appeals, in *Carrington v. District of Columbia*<sup>3</sup> reiterated its ruling in *Young*, and found that the forensic toxicologist's expert opinion

<sup>1</sup> 133 S. Ct. 1552 (2013)

<sup>2</sup> 63 A.3d 1033 (D.C. 2013)

<sup>3</sup> No. 11-CT-698, slip op. at 10-13 (D.C. October 17, 2013).

testimony concerning the alcohol concentration of a suspected impaired driver's urine sample violated his Confrontation Clause rights under the Sixth Amendment because it was based on a review of tests performed by other analysts who did not testify at trial. As a result of these rulings, the TSRP assisting with preparing toxicologists for trial testimony, provided instruction to police officers on the proper collection of blood evidence, including how to apply for search warrants, and provided technical support to the prosecutors and law enforcement.

### **Collaboration with Law Enforcement**

The TSRP worked closely with law enforcement and other partners in the fight against impaired driving. One of the ways this occurred was through regular DUI enforcement meetings. In FY 2013, the TSRPs facilitated twelve monthly DUI Enforcement meetings. These meetings consisted of a roundtable discussion between law enforcement agencies including the Metropolitan Police Department (MPD), the United States Capitol Police (USCP), the United States Park Police (USPP) and the United States Secret Service Uniform Division (USSS-UD). Other attendees often included representatives from the Office of the Chief Medical Examiner's Office (OCME), the Washington Regional Alcohol Program (WRAP), Pre-trial Services (PSA), National District Attorney's Association (NDAA), and other local partners. DUI Enforcement meetings provided an opportunity for these agencies to share resources and to discuss current issues and trends regarding impaired driving in the District. Through enforcement meetings, the team collaborated to implement the first District-wide Advanced Roadside Impaired Driving Enforcement (ARIDE) class since 2009. Additionally, the TSRP assisted the police agencies with training officers in DWI Detection and Standardized Field Sobriety Tests. With respect to MPD, in FY 2013 over 200 law enforcement officers were trained in this area. The TSRP assisted the federal law enforcement agencies in this area as well. In conjunction with the national "Operation Dry Water," the TSRP provided impaired driving training to members of MPD's Harbor Patrol.

The TSRP also served on the Traffic Records Coordinating Committee ("TRCC") and met with the TRCC quarterly. Additionally, the TSRP was a part of the strategic highway safety plan alcohol and aggressive driving subcommittees.

### **Drugged Driving**

Over the years, an increased number of drugged driving DUIs have occurred in the District. Through the District's law enforcement agencies, twelve Drug Recognition Experts (DRE) serve to facilitate in the detection of drug impaired driving, with the hope to increase that force in FY 2014. To keep abreast of issues and trends in the DRE community, the TSRP hosted two DRE meetings, which provided an opportunity for the District's DREs to exchange information and share challenges they face in DRE enforcement with the TSRP. Members of OCME also attended and provided vital information about the types of drugs seen by the lab in urine and blood specimens collected from suspected impaired drivers. Out of the DRE meetings, DRE stakeholders, through the strong assistance of the Region 3 LEL, produced the first Advanced Roadside Impaired Driving Enforcement (ARIDE) course for the District since 2009. At the 2-day ARIDE course, fourteen police officers from MPD, USPP, and USCP, along with other officers from Montgomery County, MD participated and many received certification. Not only did the TSRP attend the course, but the TSRP also provided a report writing and testimony presentation and also provided a legal update to the participants.

Because of the increased prevalence of drugged drivers in the District, the TSRP also attended Montgomery County, MD's spring DRE school. This course provided a tremendous amount of vital information that will assist the prosecution of drug impaired drivers. Additionally, NHTSA's online ARIDE Course was unveiled with the intent to help officers identify drug impaired drivers. The TSRP also served on a District-wide "Synthetic Drugs" task force through the U.S. Attorney's Office.



### **Litigation**

The TSRP was assigned numerous cases in FY 2013. The cases often required the TSRP to respond to written motions for the production of or exclusion of evidence. Some of the oppositions were to motions to suppress identification and physical evidence, motions to dismiss for discovery violations, sentencing memorandum concerning repeat offenders, and motions to withdraw guilty plea based on newly discovered evidence. The TSRP tried a multi witness DUI case where the defendant was alleged to be under the influence of drugs and had refused to submit to chemical testing. After a lengthy trial, the defendant was found guilty and received a suspended sentence with drug and alcohol treatment and testing. The TSRP would second-chair DUI trials with newer prosecutors, or to assist with a complicated matter. Additionally, courtroom coverage for arraignments, sentencing, and status hearings was provided.

The DUI Prosecutor filed a number of motions including responses motions to suppress; motions to dismiss for speedy trial violations; motions to dismiss for failure to preserve video evidence, motions to strike the rebuttable presumption; motions to strike the Horizontal Gaze Nystagmus (HGN) expert witness for insufficient notice; motions to allow expert testimony of the HGN without a Frye hearing; motion to strike the crash reconstruction expert witness; motions to dismiss for lack of jurisdiction; motions for bill of particulars; motions to strike enhancements; motions to allow expert testimony of the toxicologist, without a Frye hearing; motions to allow expert testimony of the toxicologist, without the technicians testifying.

The DUI Prosecutor responded to Rosser requests, request for discovery. The DUI Prosecutor filed a number of expert notices for breath test technicians, HGN Experts, Drug Recognition (DRE) Experts, and toxicologist experts. The DUI Prosecutor regularly files notices of enhancements for repeat offenders. The majority of cases the DUI Prosecutor prosecutes are repeat offender cases or technical cases.

### **Day-to-day legal support**

The TSRP continued to serve an active member of both the TSRP and Impaired Driving web forums, and maintained a collaborative relationship with other state TSRPs providing and receiving legal support. The TSRP frequently updated the section attorneys and law enforcement of DUI trends and hot topics in DUI enforcement, legal updates, and other issues regarding impaired driving. The TSRP served as a resource to attorneys who requested police station video evidence for use in their criminal prosecutions, was a recipient of OCME toxicology reports, and received other DUI related discovery materials. The TSRP assisted prosecutors in securing documents necessary for trial and researching expert witnesses. In FY 2013, the TSRPs received approximately 432 toxicology reports and transferred them into electronic versions for easy access by the attorneys. Additional duties including providing courtroom support for prosecutors and observing court proceedings to identify problem areas. TSRP also assisted prosecutors in drafting appropriate plea offers in impaired-driving cases. The TSRP developed predicate trial questions for the line attorneys to use in their cases. The TSRPs developed expert witness notices for HGN evidence and breath test technician testimony. The TSRP also screened approximately 100 impaired driving cases, including citations, arrest and search warrants.

The DUI Prosecutor also regularly reviews search warrants submitted by officers for a judge to sign to obtain the medical records, blood and/or urine of the defendants' from hospitals for additional evidence to assist in the prosecution of the DUI cases.

The DUI Prosecutor regularly responds to questions from colleagues including trial preparation, filing expert notices, potential direct examination questions, and potential cross-examination questions.

The DUI Prosecutor conducted numerous witness conferences in preparation for trial for civilian witnesses, HGN experts, DRE experts, and lay testimony of police officers.

The DUI Prosecutor conducted motions to suppress and presented witnesses. The DUI Prosecutor conducted trials and presented lay witnesses and expert witnesses' testimony and cross-examined of defendants, lay witnesses and expert witnesses.

As an example, in the *District of Columbia vs. Benjamin Billings*, the DUI Prosecutor presented two witnesses, one lay witness officer and one HGN expert officer. The defendant presented two witnesses. The defendant testified in his own trial and the defendant called an expert witness. The court qualified the expert witness as an ophthalmologist, an expert in strabismus, an expert in Standardized Field Sobriety Tests (SFSTs), and an expert in ketosis.

The defendant's expert testified that the defendant did not have depth perception because the defendant suffered from a condition called strabismus, crossing of the eyes. Because the defendant did not have depth perception he was unable to conduct the Walk and Turn (WAT) test and One Leg Stand (OLS) test correctly because he did not have the depth perception such as to see if he was touching heel to toe, for the WAT test or lift his leg approximately six inches above the ground, for the OLS test.

The defendant's expert also testified that the defendant suffered from a condition called nutritional ketosis. Because the defendant switched to a high carbohydrate diet and regularly exercised, including running, the defendant's body was mimicking similar symptoms of impairment when the officer encountered the defendant. The expert explained the body produces acetone when a person is suffering from ketosis, which produces a fruity smell that the officer believed to be an alcohol smell. The expert concluded that the defendant was suffering from ketosis when the officer encountered the defendant and not impaired by alcohol.

The court found the defendant guilty of DUI. The defendant was a first offender.

### **Community Events**

The TSRP attended numerous events throughout FY 2013 to lend support in the fight against impaired driving and overall traffic safety. Some of the events included attending an MPD pedestrian safety event on K and Connecticut Streets, NW, attending Century Council's Alcohol Awareness event at the U.S. Senate; supporting Chief Toxicologist Lucas Zarwell at the Cafritz Awards for Excellence in District Government ceremony Mr. Zarwell was a Cafritz finalist; attending WRAP's summer board meeting where Mayor Vincent Gray was the honored speaker; NHTSA's "Drive Sober or Get Pulled Over" winter holiday, and labor holiday crackdown events; "Checkpoint Strikeforce" press event where WRAP unveiled its superhero "Soberman;" Mayor Gray's signing of the DUI admissibility laws; and the "Smooth Operator" campaign at MPD's traffic safety branch.

### **Miscellaneous Tasks**

As a result of the changes to the impaired driving laws, the TSRP assisted with drafting revised jury instructions to coincide with these changes. Additionally, changes were made to the leaving after colliding statutes, and complementing jury instructions were also revised. The TSRP also served on the Public Safety Division training committee which sought to develop a more streamlined training program for the division. Finally, the TSRP authored blog entries for the Public Safety Division's website, "Drive Sober or Get Pulled over" and "Kids in Cars."

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## PAID ADVERTISING – CHECKPOINT STRIKEFORCE

Proj. No.: K8PM-2013-01-04; Section 402 and 410

McAndrew Company, LLC

### BACKGROUND

Checkpoint Strikeforce Campaign is a Mid-Atlantic States research-based, zero-tolerance initiative designed to catch and arrest drunk drivers through sobriety checkpoints and to educate the public about the dangers and consequences of drunk driving.

### PROJECT GOALS

Decrease drunk driving fatalities through the use of paid and earned media by bringing attention to high visibility enforcement tactics during focused calendar waves.

### RESULTS

The annual **Checkpoint Strikeforce Campaign** emphasizing the dangers and consequences of drunk driving, particularly during night-time hours. It target audiences are male drivers between the ages of 18 to 49.

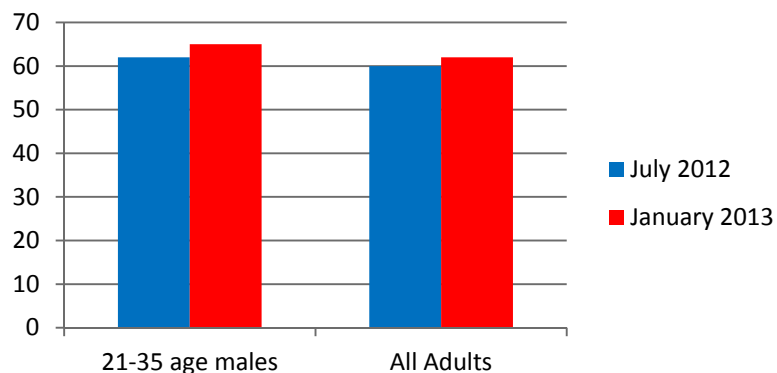
Coverage Highlights are as follows:

- Cable TV
  - 898 spots
  - 9,298,934 media impressions
  - Reach: 61.8%
  - Frequency: 8
- Radio
  - 1,428 spots
  - 8,695,210 media impressions
  - Reach: 39.7%
  - Frequency: 6.1
- Added Value
  - An additional 218 free TV spots ran for an added value of \$16,872 and additional 6,166,463 media impressions.
  - An additional 916 free radio spots ran for an added value of \$95,556.84 and additional 7,586,515 media impressions.
  - 3-hour Live Wet Demo on WJFK with The Junkies for an added value of \$35,000 and an additional 30,000 impressions.
  - Comcast online ran a contest for an added value of \$11,700 and an additional 1,000,000 impressions.

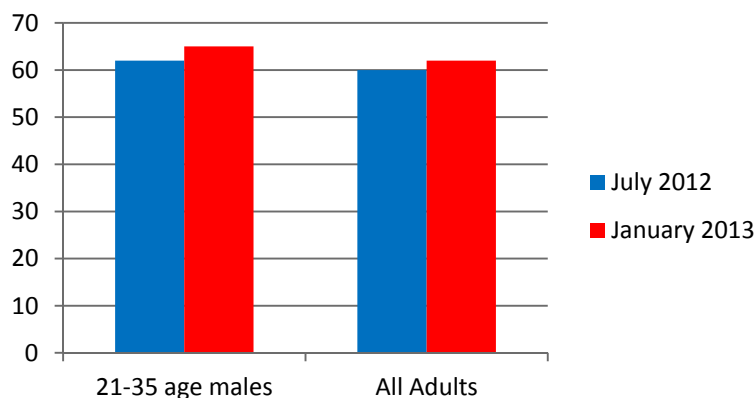


Pre- and post-campaign survey results illustrate that the *Checkpoint Strikeforce* outreach effort succeeded in driving major gains in awareness among the target audience of males ages 21 to 35. Specifically, target awareness of anti-DUI law enforcement efforts being featured in the media jumped 13 percent. At the same time, however, the surveys bracketing the campaign showed an essentially unchanged percent of the target audience being aware of police efforts to catch drunk drivers with sobriety checkpoints. These results indicate that while communications efforts are breaking through and staying with our target audience, the law enforcement component is not seeing similar improvement despite the deployment of police resources throughout the region during the campaign.

### Awareness of Increased Law Enforcement Regarding Drinking and Driving in Recent Media



### Awareness of Police Efforts to Catch Drunk Drivers Through Sobriety Checkpoints



On August 29, 2013 at the Bullpen outside Nation Stadium, the Checkforce Strikeforce campaign introduced Soberman at a news conference. Soberman will be accompanied by a police officer as he approach unsuspected patrons, asking if them if they have a designated driver, cash for a cab, or plans to take public transportation. If Soberman likes your method of transportation, patrons will receive a prize.

The idea of Soberman was to generate traditional and social media buzz via social norming to reinforce the importance of making smart decisions about drinking and driving. Featured speakers for this news conference included DDOT Director Terry Bellamy and MPD Assistant Chief Patrick Burke. Soberman will have at least two appearances in November and December 2013, in conjunction with a Washington Wizards basketball games and a Washington Capitals hockey game. Full campaign results will be reported in FY2014 Annual Report.



Soberman says he's "faster than a speeding Buick" with "powers of soberdetection"



## PUBLIC EDUCATION

Proj. No.: K8-2012-91-02; Section 410  
Washington Regional Alcohol Program (WRAP)

### BACKGROUND

Communications and outreach strategies seek to inform the public of the dangers of driving while impaired by alcohol and to promote positive social norms of not driving while impaired. Education may occur through formal classroom settings, news media, paid advertisements and public service announcements, and a wide variety of other communication channels such as posters, billboards, Web banners, and the like.

In 2011, 13 out of 32 fatalities (41 percent) were alcohol-related. The data also reveal that the most dangerous hours for alcohol-related crashes are generally between 8:00 pm and 4:00 am on Friday, Saturday and Sunday, being the most dangerous days of the week. Also male drivers between the ages of 21 and 35 are more likely to drink and drive in the District of Columbia.

### PROJECT GOALS

1. To increase knowledge and awareness of the dangers of alcohol by promoting healthy decisions through direct educational programs at local public and private high schools and community groups in the District of Columbia.
2. To increase community outreach opportunities outside of the school environment.
3. To increase responsible choices regarding alcohol among those 21 and over through increased reach of WRAP's educational programs and printed materials.
4. To increase educational outreach to the public on the risks and consequences of impaired driving through media campaigns and printed materials.
5. To increase recognition of area leaders for their efforts in fighting impaired driving and/or underage drinking.
6. To increase the number of ridership from 1,200 in FY2012 to 1,400 in FY2013 during the SoberRide campaigns in the District of Columbia.

### RESULTS

WRAP's SoberRide Campaign is a zero alcohol-related traffic fatalities during the running times of the SoberRide campaigns in the service areas. In FY2013, WRAP hosted four campaigns (Halloween, 2012, December 14-31, 2012, St. Patrick's Day, 2013 and July 4<sup>th</sup>, 2013). The campaign provided a total of 2,578 free cab rides to would be drunks from Greater Washington's roadways; 40% of the rides were dispatched in the District of Columbia; compared to FY2012, there was a decline on ridership (1,032). 300,000 copies of printed materials in both English and Spanish were distributed between October 1, 2012 to July 5, 2013 for the campaign.

WRAP also produced and published the "2012 How Safe Are Our Roads?" report, WRAP's 2013 Youth Guide, WRAP's 2013 Corporate Guide, and newsletters, highlighting WRAP's programs and their continuing efforts for reducing impaired driving fatalities.



WRAP's Annual Meeting, celebrating WRAP's 30th Anniversary, for fiscal year ending 9/30/12 was held October 19, 2012 at The Hamilton in Washington, DC. Among those District of Columbia organizations or individuals recognized with a WRAPPY award included the District of Columbia's Office of the Attorney General for Public Service, Andrea McCarren, WUSA 9 for Media Partnership, Cleary Gottlieb Steen & Hamilton LLP for Community Champion, Metropolitan Washington Council of Governments for Community Partnership and Carole Lewis for Public Partnership. Additionally, the Beer Institute, Restaurant Association Metropolitan Washington and Wine and Spirits Wholesalers of America, all District of Columbia based organizations, received corporate sponsorship recognition.



**Carole Lewis for Public Partnership Award**

WRAP's 2013 Law Enforcement Awards for Excellence for Impaired Driving Prevention was held on December 14, 2012 with 200 guests in attendance. Among the 11 awardees were Officer Roderick Saunders of the Metropolitan Police Department and Officer Ronald Pisano of the United States Park Police.

Alcohol awareness activities are designed to promote and conduct educational programs and related events in District of Columbia high schools and within the youth community groups on risky behaviors and the consequences associated with underage drinking and impaired driving. A total of 13 Alcohol Awareness for students was presented to a total of 336 students. Presentations were made at the following schools Archbishop Carroll High School, Duke Ellington High School, Gonzaga College High School and Eastern High School. This task has been a challenge for WRAP due to the rules and regulations of the DC schools. For the 2013, students from Ward 3 Prevention Center, Youth Prevention leadership, received a \$100, 2013 GEICO Student award.



**GEICO Student Award**

WRAP's Safe and Vital Employees (SAVE) presentations were given at Ft. McNair Command Training and Metropolitan Washington Federal Safety reaching a total of 58 adults. Additionally, WRAP participated at the George Washington University Hospital Injury Convention in May 2013.



## Occupant Protection Program

One of the most effective protections against a motor vehicle fatality and mitigating factor in the severity of a crash is proper installation and use of seat belts and child-restraint systems. The District has one of the most comprehensive seat belt laws in the nation and has maintained its 90 percent or higher rating since 2008. This has helped to significantly reduce the crash severity.

### CHILD PASSENGER SAFETY COORDINATOR

Proj. No.: K2-2013-05, K3-2013-05-15; Section 402, 405 and 2011  
Child Passenger Safety Program – DDOT

### BACKGROUND

Motor vehicle crashes are the leading cause of accidental death for all young people from one-year-old babies through teens. Research on the effectiveness of child safety seats has found them to reduce fatal injury by 71 percent for infants (younger than 1 year old) and by 54 percent for toddlers (1 to 4 years old) in passenger cars, if installed properly. Studies have shown that the majority of car seats are installed incorrectly.

According to District's crash data, approximately 30 percent (11,216) of drivers or passengers involved in crashes used their seat belts in 2011. There were 729 recorded passengers that were under the age of 8 involved in 18,005 crashes. The data revealed that 83 percent of the children were fastened, 16 percent were recorded as unknown and 1 percent were not fastened, or seatbelts were not installed or were improperly worn.

### PROJECT GOALS

To reduce the number of misused or improperly installed child passenger seats.

### RESULTS

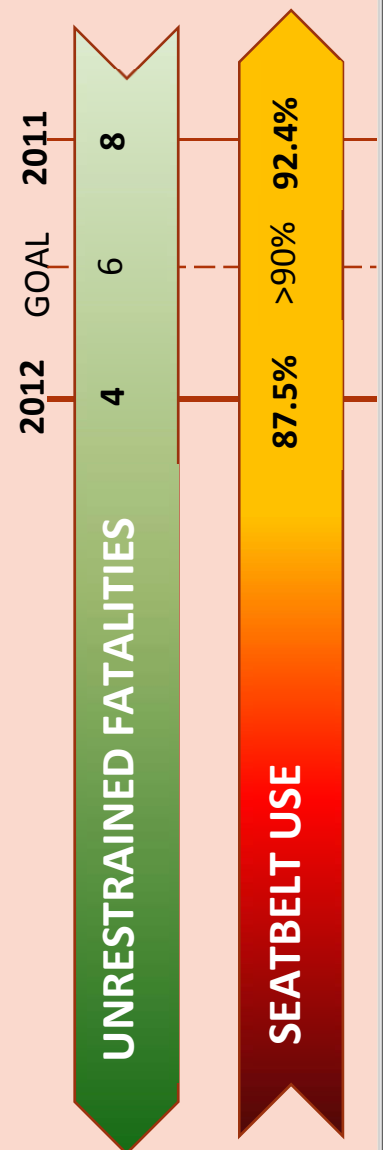
#### Project Safe-Child

The District of Columbia Government has made it easier for the District residents to protect their families. Project Safe-Child is a child safety program for residents of the District. The purpose of this program is to provide DC residents infant, toddler, and booster seats, at a reduced rate plus information and educational materials on properly buckling in children.

For FY2013:

- Over 1200 seats were provided at low cost to the District's low-income families at the nine purchasing locations –Children's Hospital, Adams Morgan Clinic, Georgetown Hospital, George Washington Hospital, Providence Hospital, Mary's Center, Washington Hospital Center, Howard University, Centro Nia', Developing Families, George Avenue Collaborative.

### PROGRAM GOAL





- Child Passenger Safety (2-hour workshops). Classes were held at the following locations
  - Mary's Center Maternal - 115 participants
  - CentroNia' – 45 participants.

### Child Passenger Safety Technicians

Hosting continued education will ensure that current technicians' certifications are kept up to date as well as to recruit new CPS Technicians. A 4-day course was taught through a combination of lecturers, discussions of new issues, role playing and hands-on practice with both child safety seats and vehicle belt systems. The District has a total of 105 certified technicians staffed by members representing DDOT, MPD, Fire & EMS, EMSC and Retail staff. This year 18 technicians were recertified and 2 new CPS Instructors were certified.

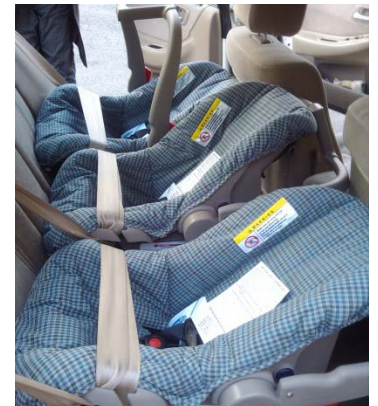


### Child Seat Inspection Stations

Four out of five car seats are installed incorrectly. Correctly used car seats and booster seats are extremely effective, reducing the risk of death in a crash by as much as 71 percent. Parents and caregivers can receive free hands-on help from a Certified Child Passenger Safety Technician to learn how to install their safety seat. The District has at least one inspection station in every Ward.

In FY2013 there were over 2,150 child restraint seats inspected and safety materials distributed at the following locations:

- Zena Day Care Center – 52 car seats properly installed over 120 safety packages
- Department of Fire & EMS – 67 car seats properly installed
- Providence Hospital – 284 car seats properly installed and over 1650 traffic safety packages.
- Metropolitan Police Department various location – 60 car seats properly installed.
- Booster Seat Tuesday Program – 177 booster seats received.
- National Children's Center – 32 car seats properly installed and 50 safety packages.
- Gallaudet University – 24 car seats properly installed and 40 safety packages.
- CentroNia' Summer festival was held and 50 participated – 3 car seats were properly installed.
- Sigma Gamma Rho Sorority, for Buckle Up America.
- Northwest Collaborative annual community day – 50 car seat packages distributed.
- Child Passenger Safety Week – over 100 child safety seats



### Special Events and Outreach

The District's CPS coordinator participates at various events by distributing safety materials and brochures on the importance of Buckling Up. For FY2013 CPS program manager coordinating with DC Metropolitan Police Department, DC Fire & EMS Department and Emergency Services for Children participated in several Community based events such as

- Walk to School day at Edgewood School – 600 traffic safety packages were distributed.
- Edgewood 1<sup>st</sup> 5K Run – 200 traffic safety packages and 15 helmets.

- Pedestrian Safety Presentation at Noyes Educational Campus – 350 received activity booklets and traffic safety packages.
- Annual NBC 4 Fitness for your Health Expo 2013 – 2500 traffic safety packages distributed and provided numerous demonstrations on proper installation of a car seat using a GMC vehicle, for demonstration purposes.
- Department of Veteran Administration annual Summer Safety Campaign – 300 traffic safety packages distributed.
- Office of Latin Affair Health Fair at Iglesia LaLuzdel Mundo Church – demonstrated proper car seat installations and fitted and distributed 40 bike helmets and 300 traffic safety packages.
- YMCA Annual Healthy Kids Day Bicycle rodeo and distributed 50 bike helmets and 100 safety packages.
- Emergency Medical Service for Children Day at Children’s Hospital 200 participated in this health event and 50 helmets were distributed and fitted.
- Presentations on Don’t Drink and Drive and Don’t Ride with anyone who has been Drinking and Driving at the following schools: HD Woodson, Spingard, Anacostia, Banneker, Coolidge, Bell Multi Culteral, Phelps, Lab School of Washington, Carlos Resario International Public Chartered, Roosevelt, Brooker T Washington Public Chartered School, and Cardozo – 1,410 students and 250 teacher staff and administrators.
- Pedestrian safety training with Stanton Park School – 80 students.
- Safety Fair at the Navy Yard spoke with military staff on proper use of child restraint seats, drinking and driving, driving and texting, and cell phone usage behind the wheel.
- 11<sup>th</sup> Annual Bringing It All Together Day at Children’s Hospital at Good Hope Road – 100 safety packages and 100 bike helmets were distributed.
- Community Day with DC Fire and EMS, hosted by The Church of God of Prophecy – 50 safety packages distributed.
- Health Fair at the Benning Park Recreation Center, provided information on bike safety, car seat safety and pedestrian safety. 2 booster seats was distributed and fitted and 20 bike helmets were distributed.
- IDB Health Fair 2013 - 200 brochures on car seat safety and bike safety were distributed.
- AmeriHealth District of Columbia’s Latino Health Fair – 300 participated. 25 bike helmets and 4 car seats were distributed.
- Bike Rodeo held at Clay Terrace Housing Project – 30 children participated in rodeo. 48 received bike helmets and A to Z booklets. 75 safety packages were distributed.
- Attended the Kidz in Motion conference, dedicated to Child Passenger Safety Professionals.
- Associate In Renewal of Education Annual Family Safety Day – provided car seat inspections and distribute 40 traffic safety packages.



Child Passenger Safety Week 2013 events were held at the following locations: National Car Seat Check Day was held at the CentroNía Multicultural Learning Center, events were held during the week at the following locations: Department of Motor Vehicles, United Planning Organization Day Care Center, Women’s Shelter of Central Avenue, Engine 31 & Engine 26 with DC EMS, THEARC with DC Safe Kids, DC MPD Traffic Division, 4<sup>th</sup> District Police Department and the Department of Health Birthing Center.

## PAID MEDIA – CLICK IT OR TICKET IT

Proj. No.: PM-2013-1402

MacAndrew. LLC

### BACKGROUND

The Primary Seatbelt Law became effective on April 9, 1997, and in 2002, the District adopted the national enforcement and media campaign **“Click It or Ticket.”** Click It or Ticket (CIOT) is the most successful seatbelt enforcement campaign ever, helping to increase the District’s seatbelt usage rate. During each mobilization, officers crack down on motorists who fail to wear their seatbelts—both day and night. However, because nighttime passenger vehicle occupants are among the least likely to buckle up and most likely to die in crashes when unrestrained, nighttime enforcement has become a priority of the Click It or Ticket mobilization.



### PROJECT GOALS

- Continue to influence driver audience attitudes and actions regarding seat belt usage, not only for themselves, but also for their passengers
- Reinforce the message the law enforcement is strictly enforcing DC’s seat belt laws.

### RESULTS

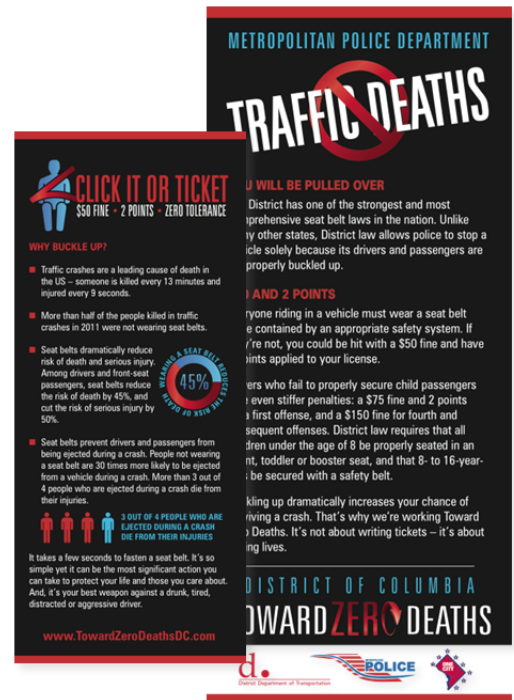
In Spring 2013, the District of Columbia launched the annual **Click it or Ticket (CIOT) Campaign** emphasizing the importance of seat belt compliance, particularly during night-time hours. Its target audiences are drivers between the ages of 18 to 49, with emphasis on male drivers between the ages of 18 to 24 years. It was also stressed that law enforcement is strictly enforcing DC’s seat belt laws. Unlike many other states, DC law allows police to stop a vehicle solely because its driver and/or passengers are not properly buckled up.

Coverage Highlights are as follows:

- Billboard
  - 1 billboard located on the MPD building on New York Avenue
  - 129,600 media impressions
- Cable TV
  - Creative from a previous year ran in the DC media market.
  - 1,148 spots ran from May 20, 2013 – June 1, 2013
  - 104,000 media impressions
- Radio
  - New creative was developed and ran in the DC media market.
  - 765 spots ran from May 20, 2013 and June 1, 2013.
  - 1,874,000 media impressions



- Collateral Materials
  - 5,000 Law cards were distributed by the Metropolitan Police Department.
- Added Value
  - There were a total of 94 additional radio spots that ran free of charge.
  - Click It or Ticket received 40 Time/Temperature sponsorships.
  - The 87 additional cable spots that ran free of charge.
  - DC101 donated a free sponsorship of their Chili Cook-off.
  - The MPD billboard was up from March to the end of May.
  - The added value totaled 4,497,442 media impressions.



Pre-test and post-test web-based surveys were conducted to evaluate the effectiveness of the campaign. Each test was based on 500 people who live or work in the District, 50 percent males and 50 percent females. The results were as follows:

- 96% of all participants say they “always” or “usually” wear a seat belt when driving or riding in a vehicle.
- Respondents’ awareness of the District’s seat belt laws regarding the driver and front seat passengers is impressive at more than 96%. Awareness of the law regarding seat belts use by passengers in the back seat shows room for improvement with awareness at 73%.
- 72% of all respondents believe that the District’s law enforcement “strictly” enforce seat belt laws.
- Awareness of campaign messaging increased significantly from pre- to post-survey:
  - Awareness of police efforts increased 15 percentage points (39% to 54%).
  - Awareness of “Click It or Ticket” program increased 8 percentage points (68% to 76%).
  - Awareness of message “\$50. 2points. Zero Tolerance.” increased 10 percentage points (36% to 46%).

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## **OBSERVATION SURVEYS: SEATBELT USE**

Proj. No.: OP 2013-05-01; Section 402

University of the District of Columbia

### **BACKGROUND**

The primary objective of the annual seat belt usage study is to conduct a comprehensive citywide survey in order to determine the overall seat belt use rate in the District of Columbia, as per Federal requirements. The study has been completed annually for over 20 years.

### **PROJECT GOAL**

Determine District of Columbia's seatbelt use rate.

### **RESULTS**

The **2013 Seatbelt Usage Survey**, conducted by the University of the District of Columbia, found an 87.46 percent seatbelt compliance rate; a 4.94 percent decrease from 92.4 percent in 2012. The reason for decrease in 2013 was because of the change in the 2013 study which included usage rates among small commercial vehicles (taxi cabs and small commercial trucks). However, the District's seat belt use rate is still higher than the national average of 86 percent in 2012.

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## **IMPROVING THE QUALITY OF TRAFFIC RECORDS: SEAT BELT REPORTING**

Proj. No.: SA 2013-05; Section 402

KLS Engineering, LLC

### **BACKGROUND**

Seatbelt reporting relating to fatal crashes is unreliable with many "unknowns". This study is conducted to evaluate the magnitude of the District's seatbelt use problem based on data from previous research, public surveys, crash data, violation data, and other relevant information and to identify strategies that can improve the quality of crash data.

### **PROJECT GOAL**

- Improve seat belt use crash reporting for all crashes.
- Identify use rates among specific demographics (age groups, vehicle type, locations, time of day, etc) for targeted education and funding.
- Increase public awareness of the District's laws.

### **RESULTS**

The Team submitted the 'draft' report to DDOT HSO in November, 2013. Currently, HSO is reviewing the report for implementation in 2014. Some of the key study findings are:

- A majority of the occupants (41.6%) in fatal crashes, between January 1, 2007 and July 30, 2013, were unrestrained at the time of the crash. At the same time, restraint use was not known for 31 (34.8 percent) of occupants.
- Over the last three years (2010–2012), approximately 28.9 percent (5,852) of drivers or passengers involved in injury crashes were reported with unknown seat belt use.
- A Web survey conducted as part of this study (1,200 participants) revealed that about 17 percent of the respondents are unaware of the District's primary seat belt law. Further, 27 percent lacked knowledge – that adult passengers in the back seat are required to use seatbelts as well.



- A daytime non-CMV seat belt survey of 16,468 vehicles at 10 corridors revealed that 1,129 (6.2 percent) drivers and 416 passengers (passenger sample size was unavailable) were not wearing seat belts. The overall noncompliance rate for all observed occupants of motor vehicles is 8.5 percent (1,355 of 16,468).
- A daytime CMV (gross vehicle weight rating > 26,000 lbs) driver seat belt use survey conducted at 11 corridors revealed that a significantly high portion of CMV drivers (178 out of 1,414 or 12.6 percent) do not use seat belts.
- A nighttime seat belt survey conducted at 5 corridors compared daytime use rates with nighttime use rates. Of the 7,941 vehicles observed, the survey revealed that 502 drivers (6.3 percent) were not wearing seat belts. When passenger information (281 unbelted) is included, the overall non-compliance rate increased to 9.9 percent (783 of 16,468) for all observed occupants of motor vehicles.

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## **TEEN HIGHWAY SAFETY PROGRAM**

Proj. No.: OP-2013-05-02; Section 402

Associates for Renewal in Education (ARE)

### **BACKGROUND**

In 2011, drivers ages 16-20 were involved in 617 crashes in the District of Columbia. Many of these crashes can be attributed to problem behaviors in teenage drivers. The National Highway Traffic Safety Administration (NHTSA) reports that young and experienced drivers are most at risk for distracted driving with 16 percent of distracted driver accidents involving a driver under the age of 20. According to DDOT statistics, 15-to-17 year old drivers have had the highest incidence of distracted driving (talking or texting on a cell phone while driving) among all drivers who were involved in a fatal car crash. This is in spite of the fact that the District bans texting and handheld cell phone use for all drivers and specifically bans novice drivers (those with a learner's permit) from using cell phones both handheld and hands-free.

Driving under the influence of alcohol remains a problem with the teenage driver population. The NHTSA has reported that 15 percent of teens who were killed while behind the wheel were intoxicated at the time of death. In the District, the 2007 Youth Risk Behavior Survey documented that in a 30-day data collection period, six percent of local high school youth reported driving after drinking alcohol and 29 percent reported that they rode with a driver who had been drinking alcohol.

Seat belt use also is inconsistent among youth in the District. The 2007 DC Youth Risk Behavior Survey showed that 11 percent of youth report that they never or rarely use a seat belt while being a passenger in a car. While seat belt use has been shown to be consistently on the rise, it is still vital to make youth and adults about the need to use safety restraints, which includes car and booster seats as well as seat belts.

### **PROJECT GOAL**

- To increase teens knowledge of the dangers of cell phone use and text-messaging while driving.
- To increase participant's knowledge on the District of Columbia's "Click It or Ticket", "Over the limit, Under Arrest" and "Smooth Operator" laws and the national "Buckle Up America" campaign by 50%.
- To emphasize the importance of seat belt use to teens in the District of Columbia.
- To increase teenagers' awareness about the dangers of drinking and driving.

## RESULTS

ARE visited several high schools throughout the District of Columbia beginning in May during the Prom season, to encourage high school seniors to drive safely, do not drink and drive, or ride with anyone who has been under the influence of alcohol. Twelve (12) High Schools were visited. They included: HD Woodson (150 youth), Spingarn (100 youth), Anacostia (150 youth), Banneker (100 youth), Coolidge (180 youth), Columbia Height Education Campus (200 youth), Phelps (125 youth), Lab School of Washington (30 youth), Carlos Resario PCS (60 youth), Roosevelt (135 youth), Booker T Washington PCS (60 youth) and Cardozo (120 youth). ARE also presented to 250 teachers, staff and administrators. Teens were asked to complete the Safe Driver Pledge and were given flash drives to correspond with their school colors. They were given the task to chronicle their encounters with both safe and unsafe driving. These Pre-Prom Safety groups also involved presentations to the students that provide insight and information on the importance of safety during prom and graduation events. Approximately, 1,400 youths signed the Safe Driver Pledges as a result of the Pre-Prom Safety campaign.

ARE course provide information on Seat Belt Safety, Distracted Driving and Alcohol/Substance Use. Based on the knowledge they obtained in the course and through various experiences they were exposed to, each group of the young people involved in the program participated in their own driver safety campaign. Students created and performed skits in front of the class to illustrate how one goes about refusing to ride with someone who has been drinking, persuading them not to drive, and respectfully bring attention to distracted driving when they are passengers. Student created posters and flyers and posted them around the schools and/or programs informing others about what distracted driving really is and about how to create a plan for fun without alcohol or with the use of a rotating designed driver system.

On September 29, 2013, ARE held its 10<sup>th</sup> Annual Community Safety and Fun Day outside ARE's headquarters. The purpose of the event was to bring the community together in a fun way to promote safety in the community while providing a variety of health and safety related resources. ARE partnered with Radio One and ran a radio campaign promoting Back to School Safety both WKYS 95.5 and Praise 104.1.



## Aggressive Driving Program

Aggressive driving is characterized by violations such as speeding, tailgating, unsafe lane changes, and running both red lights and STOP signs. Speeding is always a major contributing factor in high-severity crashes.

### SMOOTH OPERATOR PROGRAM

Proj. No.: PM-2013-14; Section 402

MacAndrew, LLC

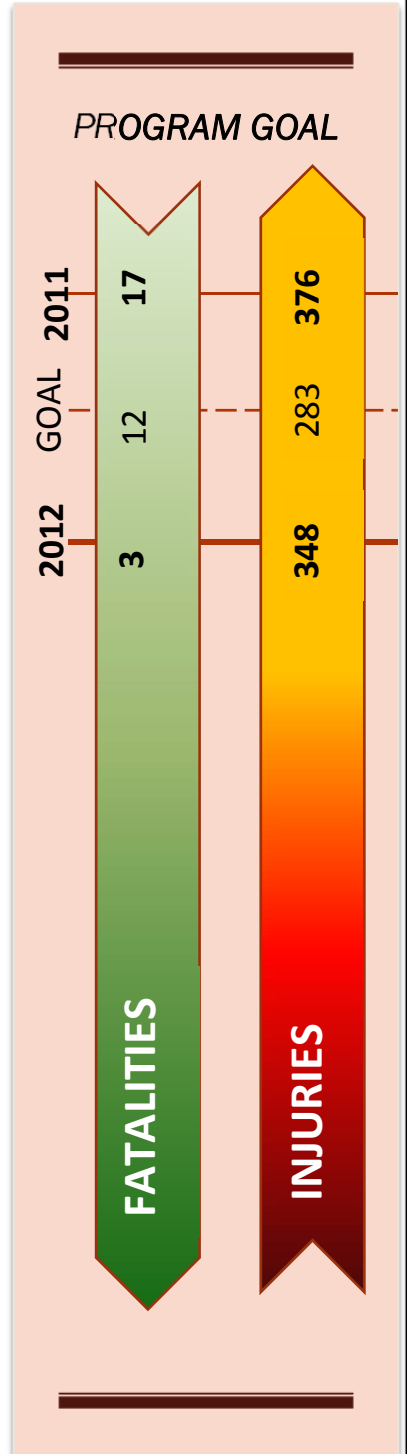
#### BACKGROUND

Smooth Operator is a cooperative interstate effort to combat aggressive driving in the Mid-Atlantic area. The public safety partnership blends the efforts of law enforcement, public safety officials and other experts. Smooth Operator is a model for a coordinated, intra- and interstate effort designed to combat the aggressive driving problem and find short- and long-term solutions. Every year, motorists in the Washington, DC metro area rate aggressive driving as the number one threat to highway safety. Almost half of all drivers are more concerned about tailgating, speeding, rage while driving, and reckless driving maneuvers than any other danger.

The 2013 Smooth Operator campaign message was *“Large Fines for Speeding & Aggressive Driving. Smooth Operator is Back – BIGGER THAN EVER”*

#### PROJECT GOALS

1. Increase public awareness of aggressive driving behaviors including speed and destructive consequences around automobiles, trucks, motor coaches and buses. The audience includes all drivers, including truck, motor coach and bus drivers, in DC and MD as the primary audience and law enforcement and judicial agencies as secondary audiences.
2. Refresh the Smooth Operator Brand through adjustments to graphics, slogans and website and test public reaction to these changes.
3. Reach out to new strategic partners.
4. Determine how law enforcement can increase citations for all aggressive driving behaviors.
5. Support an intensive region-wide education and enforcement effort, and develop additional tools to communicate with law enforcement.
6. Improve all driver behavior, including truck, motor coach and bus drivers, to reduce the incidence of speeding and other aggressive driving behaviors. This will be accomplished through increased public awareness and education in conjunction with increased law enforcement to reinforce the negative consequences of speeding and other aggressive driving behaviors.
7. Create a social climate that stigmatizes speeding and other aggressive driving behaviors as socially unacceptable behaviors through public awareness, increased law enforcement, stiffer penalties and behavioral intervention.



## RESULTS

The 2013 Smooth Operator campaign message was “Large Fines for Speeding and Aggressive Driving. Smooth Operator is Back – BIGGER THAN EVER.” The target demographics were all driving adults between the ages of 18 to 49, where the primary target was male drivers between 18 and 24 years old. This age group are identified as high-risk takers, which directly translates to dangerous driving behaviors behind the wheel, speeding in particular.



Coverage Highlights are as follows:

- Radio – Spots were focused on the creative “Smooth Operator is back, and bigger than ever.” It included the warning about fines and number of citations. Spots were done in English and Spanish and in :30 second and :15 second spots. Spots ran during the evening hours from 3 pm to 3 am to coincide with the greatest opportunity of message delivery and enforcement.

A total of 2,188 paid radio were delivered to Baltimore and Washington, DC markets. The District stations included:

- WJKF-FM (106.7 FM The Fan)
  - WITH-FM (99.5 FM Contemporary Hits)
  - WKYS-FM (93.9 FM Urban Contemporary)
  - WPGC-FM (95.5 FM Urban Contemporary)
  - WLZL-FM (107.5 FM Spanish)
  - WWDC-FM (101.1 FM Rock)
  - WTOP-FM (103.5 News)
  - WIAD-FM (94.7 Adult Contemporary)
  - WMZQ-FM (98.7 Country)
  - WRQX-FM (103.7 FM Adult Hits)
  - WMMJ-FM (102.3 FM Urban/R&B)
- Out of Home Media – Out of Home and transit advertising messages offer the unique opportunity to target messages to drivers while they are actually on the road. Messages ran on oversize bus sides displays on the bus fleet servicing all areas of Baltimore and Washington DC, from July through September.
  - Value-Added Media – With public awareness and public safety campaigns, there are usually opportunities to take advantage of free media and public service announcements (PSAs). Elements included:
    - PSA spots provided along with paid media throughout the campaign's flight dates.
    - Significant delivery of value added opportunities from the various media outlets.
    - Spokespeople provided for radio and TV interviews.
    - Weekend sponsorship opportunities on radio and TV stations.
    - Online streaming spots on various websites, including the Maryland Motor Vehicle Administration and District Department of Transportation.
    - Online banner creative offered to radio and TV stations for use on their websites. Click-throughs for these messages were directed to the smoothoperatorprogram.com home page.

- Cross-promotion of the Smooth Operator message within media outlet “Event Guide” programming and in other appropriate programming.
- Giveaway items for social media contests.
- Interactive Digital & Social Media – The 2013 campaign took advantage of a variety of digital and social media opportunities:
  - Internet ads ran as value added messaging on radio and TV websites.
  - Local jurisdictions such as the Motor Vehicle Administration and District Department of Transportation placed ads on their websites.
  - A Twitter and Facebook Smooth Operator page provided updates on a wide range of traffic safety topics, including the paid media campaign, PR events, regional fatalities, related news articles, enforcement activity, community involvement, trends in traffic safety, new technologies, and more.
  - Key influencers were identified on Twitter among traffic safety professionals, social marketing advocates and local residents. Smooth operator and traffic safety content was pitched to them in order that they disseminate the messages to their audience.
  - Outreach to law enforcement included a regional Smooth Operator law enforcement newsletter, email blasts and other materials. Newsletters were emailed 10 days prior to each law enforcement wave to committee members and enforcement coordinators.

- Media Event – On August 1, at the Metropolitan Police Department on New York Avenue in Washington, DC, Smooth Operator conducted a realistic pedestrian crash demonstration for the media and public officials showing the life-or-death effects of speed on stopping distances. The demonstration involved a Jeep Liberty traveling at different speeds and slamming on its brakes at a designated spot to avoid or strike Bobby, a child-sized mannequin in the street.



News coverage reached more than 700,000 people with 14 television stories, nine online stories, broadcast coverage on all four Washington, D.C. local network affiliates plus NewsChannel 8, and a pre-event interview with DDOT Director Terry Bellamy.

The total estimated broadcast publicity value the campaign was \$29,387.



- Law Enforcement Outreach – Outreach to law enforcement organizations across the region included a regional Smooth Operator law enforcement newsletter, email blasts and other similar types of materials. Materials were distributed by email the week prior to each law enforcement wave to committee members and enforcement coordinators.

The 2013 annual Smooth Operator Law Enforcement Awards Luncheon was held on September 25, and hosted more than 200 officials and law enforcement officers recognizing the achievements of participating law enforcement agencies for their efforts during the Smooth Operator law enforcement waves. More than 140 awards were given for law enforcement efforts during the campaign.

- smoothoperatorprogram.com – This website serves as a clearinghouse for dissemination of a variety of information about the issue and campaign. Campaign elements all direct people to the website.

The site offers various tools for use in combating aggressive drivers, including information on reporting an aggressive driver or truck and bus drivers in DC and Maryland. Campaign materials can be found on the site, as well.

Separate functionality offers a password-protected interactive tool for law enforcement agencies to view statistics, citations, and warnings given by agency.

- Added Value Publicity – Smooth Operator delivers a valuable public service to the public. The 2013 campaign enjoyed more than \$160,000 in added value – or 72% of the campaign's total budget!
  - Washington, DC radio stations contributed 287 free placement spots, resulting in millions of additional impressions and more than \$50,000 in added value.
  - PSA messages given by outdoor media companies, SportsNet and a TV station resulted in almost \$51,000 in added value.

Total added value impressions were 42,170,524, and total added value was \$160,107.

## CAMPAIGN EVALUATION

### Survey Participants Included:

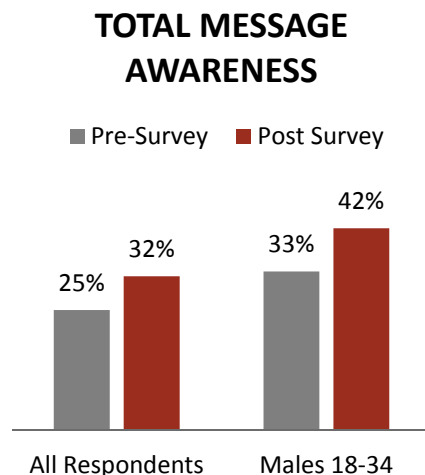
- 50-50 males and females.
- Residents of the District of Columbia or specific county in Maryland (Anne Arundel County, Baltimore City, Baltimore County, Carroll County, Harford County, Howard County, Montgomery County, and Prince George's County).
- Drivers with a valid driver's license who had driven in the last six months.

### Messaging Results

Media was targeted at males 18-34, and results showed increased message awareness across all questions among this audience.

**The Message:**

- In the post survey, 55% of respondents said they had read, seen or heard advertising messages that address driving problems in the area.
- Males 18-34 were more likely to identify aggressive driving in the post survey.
- Awareness of the Smooth Operator Program increased from 23% to 29% among all respondents. The largest increase was seen among males 18-34 –29% to 38%.
- Awareness of the message “The Smooth Operator Program is back – bigger than ever – stopping and ticketing speeders and aggressive drivers.” increased from 25% to 32% among all respondents and 33% to 42% among males 18-34 in the post-survey.
- Awareness of the message “Large fines for speeding and aggressive driving.” increased 20% to 28% among all respondents and 32% to 44% among males 18-34 in the post-survey.



**Enforcement:**

- 91% of all respondents stated you could be ticketed for aggressive driving.
- 72% believed the likelihood of actually receiving a ticket was much less.
- 80% of males 18-34 believed that police strictly enforcement speeding and aggressive driving laws.
- Only 37% of all respondents noticed stepped-up enforcement efforts during the past 30 days, although this number was stronger among males 18-34.

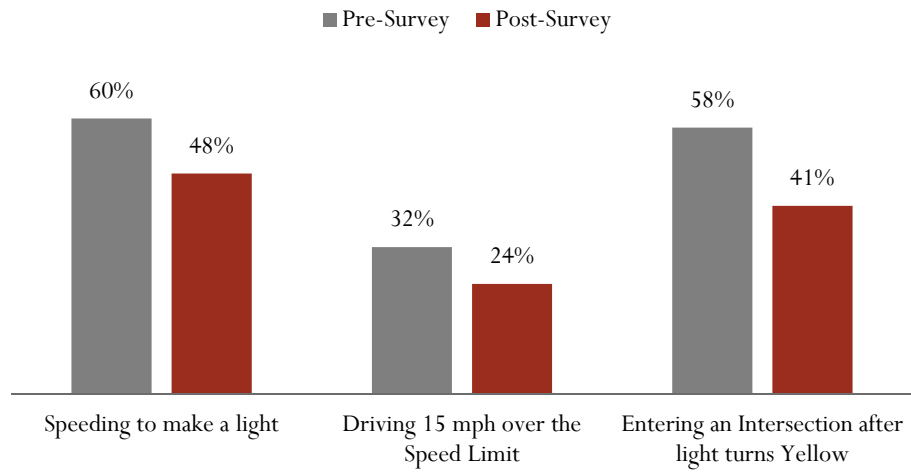
**Behaviors:**

- Males 18-34 were more likely to report they had frequently observed speeding and aggressive driving behaviors in the past 30 days, and the number increased 38% to 45% in the post survey.
- 20% of males 18-34 admitted to driving aggressively twice out the last ten times they’ve driven.

**Driving Improvement:**

- Speeding to make a light decreased from 60% to 48%, pre- to post-survey.
- Driving 15mph or more over the speed limit decreased 32% to 24%, pre- to post-survey.
- Entering an intersection after the light turned yellow decreased 58% to 41%, pre- to post-survey.

## Driving Improvement



District of Columbia • Maryland

## Pedestrian and Bicycle Safety Program

Pedestrian and bicycle safety remains a top priorities for safety planners in the District. As the Nation’s Capital, the city is the nation’s third worst traffic congestion-area and is the eighth most popular tourist attraction. These factors, combined with the high numbers of pedestrians and bicyclists traveling to work, school, or other locations, make this group particularly vulnerable.

### PAID ADVERTISING – STREET SMART CAMPAIGN

Proj. No.: PS 2013-08-11; Section 402  
Metropolitan Council of Government

#### BACKGROUND

**Street Smart Campaign** is conducted across the greater Washington metropolitan area. This campaign has been promoting awareness of the consequences of motor vehicle, pedestrian and bicycle crashes, drawing attention to law enforcement efforts that target behaviors by pedestrian, cyclists and motorists, and recommending ways to reduce risks, since 2002.

#### PROJECT GOALS

The goals of this campaign are to:

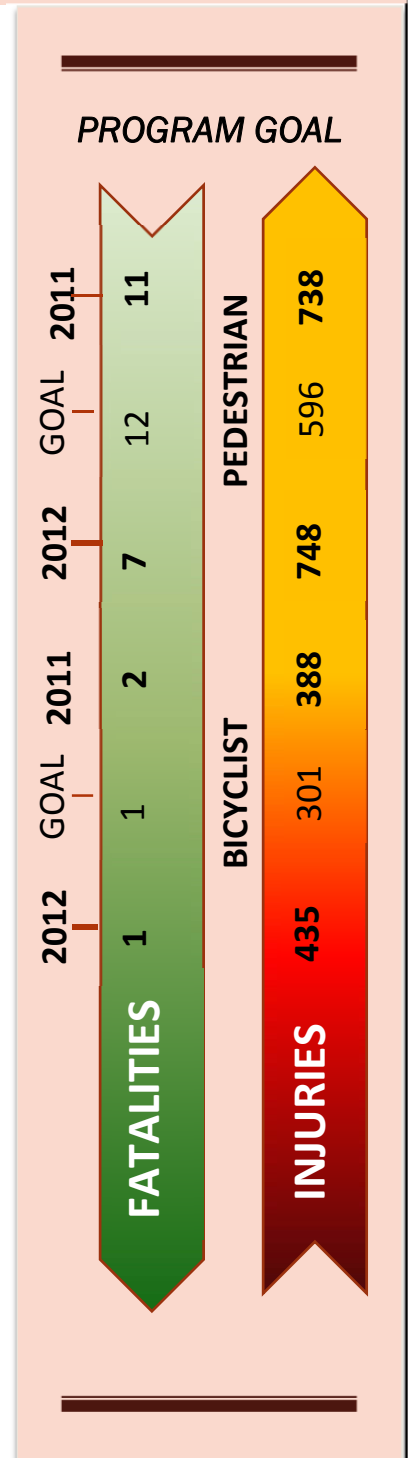
1. Reduce pedestrian and cyclist injuries and deaths in the region.
2. Educate drivers, pedestrians and cyclists about safe usage of roadways.
3. Increase enforcement of pedestrian and bicycle safety laws and raise awareness about enforcement.

#### RESULTS

**Fall Campaign Kickoff Press Event**, Wednesday, November 14, 2012, MWCOG kicked off its fall *Street Smart* pedestrian and cyclist safety campaign, *Be Safe. Be Seen.* at the intersection of Belmont Ridge Road (Route 659) and the W&OD Trail in Ashburn, Virginia. State and local officials joined law enforcement and safety advocates from the region to urge drivers, cyclists and pedestrians to remain alert, share the road and obey traffic laws to keep roadways and trails safe for everyone.

The end of Daylight Savings Time in November means commuters’ evening hours are darker, with reduced visibility that leads to more frequent collisions between cars and pedestrians or cyclists. Press event messaging included the importance of engineering, enforcement and education to reduce these collisions. Speakers highlighted regional safety efforts and law enforcement’s increased ticketing during November of motorists, pedestrians and bicyclists breaking area traffic safety laws.

**Spring Campaign Kickoff Press Event**, Tuesday, April 9, 2013, MWCOG launched a spring campaign with an event at Starburst Plaza in Northeast Washington, DC. Local officials and safety advocates kicked off the spring campaign and unveiled the new “Tired Faces” series of safety ads.





Speakers highlighted the efforts to increase pedestrian and bicyclist safety, including police departments' heightened enforcement of pedestrian and bicycle safety laws during April and May. The press event also included a "crosswalk sting" demonstration for media in which an undercover police officer attempted to legally cross the street in a marked crosswalk. If drivers failed to yield, another officer—this one uniformed and standing down the block—would wave the vehicle over and issue a warning with educational literature.



**Media Tours** In addition to the launch events, the Street Smart program sponsored a local media tour with press interviews to extend the coverage of the campaign. Spokespeople for the campaign included George Branyan, District Department of Transportation; Monica Hernandez, District Department of Transportation; Michael Farrell, Metropolitan Washington Council of Governments; Jeff Dunkel, Department of Transportation, Montgomery County, Maryland; Scott K. York, Loudoun County Board of Supervisors; and Walter Tejada, Arlington County Board. Sherry Matthews Marketing distributed news releases, fact sheets, press photos and outlines, pre-recorded sound bites and b-roll video footage in both English and Spanish to regional media outlets.

**Digital** To extend the reach and engagement of the campaign, we created a digital toolkit to distribute to campaign partners. This toolkit included web banners, prewritten tweets and Facebook posts, social media images and other digital resources. We also created an editorial calendar for *Street Smart's* official Twitter account and a new splash page reflecting campaign creative.

Coverage Highlights are as follows:

- Radio
  - Spots ran on the following area stations:
    - WKYS-FM (Urban Contemporary Hit Radio)
    - WPGC-FM (Rhythmic Contemporary Hit Radio)
    - WIAD-FM (Hot Adult Contemporary)
    - WJFK-FM (Sports)
    - WLZL- FM (Spanish Contemporary)
    - WNEW-FM (News/Talk)

Messages targeted drivers and focused on visibility issues, pedestrian vulnerability, increased enforcement and watching for/yielding to pedestrians. Several messages were rotated in 15-second announcement that aired adjacent to news/traffic reports during prime drive time. A total of 73,855,474 media impressions.

- Outdoor Media
  - Outdoor media were deployed during the spring campaign near high-risk areas throughout the Washington region. Large format ads were placed to achieve maximum impact for the debut of the "Tired Faces" series. Digital shelter displays, illuminated at



night for 24-hour visibility, displayed ads to waiting bus riders, pedestrians on sidewalks, and passing motorists in vehicles.

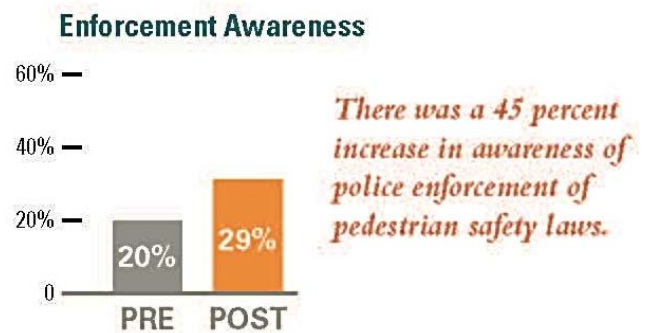
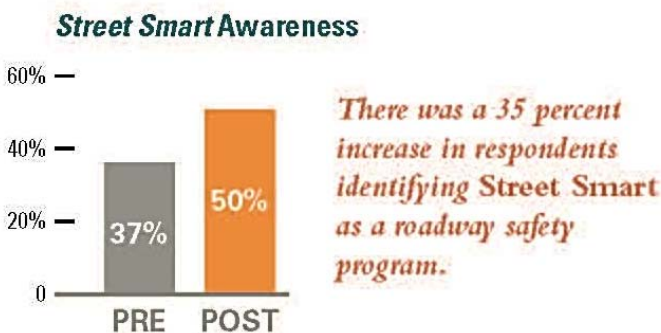
- **Donated Media**  
Street Smart leveraged many opportunities in FY2013 to multiply coverage and message effectiveness. With the goodwill of jurisdictional partners and media outlets, paid media was supplemented by donated out-of-home message placements, including nearly 4,200 interior bus cards, 72 exterior bus ads, more than 100 transit shelters, and 29 junior billboards. Many of these remained in place for weeks or months after the campaign ended for the season. The estimated total donated media value is \$975,971+.
- **Media Tours**
  - 36 television and radio broadcast news stories reaching more than one million viewers, valued at more than \$402,500 in publicity.
  - 37 print and online articles in publications with a combined circulation of nearly 33 million readers.
- **Digital Results**
  - 300+ Twitter mentions, retweets, follows
  - 6,990 website visits with 81 percent new visitor
  - Average website visit was one minute, 20 seconds



**Enforcement** – *Street Smart* public awareness efforts are conducted in conjunction with increased law enforcement “waves,” in which police step up enforcement of traffic safety laws that keep pedestrians and bicyclists safe. During the fall and spring campaigns, 3,804\* citations and 483 warnings were issued to motorists, pedestrians and cyclists, according to reports from participating agencies in the District of Columbia, Montgomery County, Prince William County, the City of Alexandria, the City of Falls Church, and the City of Rockville.

**EVALUATION**

We conducted online surveys to measure awareness and attitudes among drivers, cyclists and pedestrians. Measurements taken pre- and post-campaign gauged the effectiveness of the spring 2013 campaign. The groups surveyed were a representative sample of respondents who live in the three targeted geographic regions: the Maryland suburbs, northern Virginia and the District of Columbia. Participants were divided into two separate segments: driver and pedestrian. The pre-campaign benchmark survey was conducted April 4 - 9, 2013 with 314 respondents. The follow-up survey was conducted May 20 - 30, 2013 with 300 respondents. All significance testing was conducted at the 95 percent confidence level.



## BICYCLE SAFETY - EDUCATION

Proj. No.: PS-2013-08-02; Section 402  
Washington Area Bicycle Association (WABA)

### BACKGROUND

In the District, there is an average of 334 crashes involving bicycles each year. According to the data from the American Community Survey, the number of bicyclists in DC has grown from 1.7% of commuters in 2005 to 3.4% of commuters in 2012, an 80 percent increase. As there are more bicyclists on the road, there has been a corresponding upward trend in the number of crashes involving bicycles.



A large number of new bicyclists on the street are using the Capital Bikeshare. Capital Bikeshare has reported between June and May, 2011 there were at least 83,924 or as many as 184,862 Capital Bikeshare trips in Washington, DC, resulting in at least 6,000 trips per day. The Georgetown University School of Nursing and Health Study found that seven out of ten Capital Bikeshare users bicycle without a helmet. Helmet use is the most important safety intervention for cyclists.

There is a need to educate bicycle users in the District of the following laws on safety equipment:

- **Helmet** – It is required by law that for any person under the age of 16 years of age to operate or to be a passenger on a bicycle or any attachment to a bicycle wears a helmet of good fit, fastened securely upon the head with the straps of the helmet.
- **Riding at Night** – Every bicyclist is required by law to have a front white light and a rear red reflector (or rear red light) when riding in the dark.
- **Bicycle Bell** – Each bicycle shall be equipped with a bell or other device capable of giving a signal audible for a distance of at least one hundred feet.
- **Brakes** – Each bicycle shall be equipped with a brake which enables the operator to cause the braked wheels to skid on dry, level, clean pavement; provided, that a fixed gear bicycle is not required to have a separate brake, but an operator with a fixed gear bicycle shall be able to stop the bicycle using the pedals.

### PROJECT GOALS

To educate bicyclists and drivers about bicycle safety, including the District bicycle laws, the safety benefits of wearing a helmet and the need for adequate lighting when riding at night.

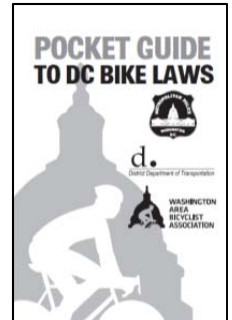
### RESULTS

The Washington Area Bicycle Association (WABA) provided **D.C. Pedestrian and Bicycle Safety Education** throughout the District. Pedestrian and bicycle safety education for students in grades K-8 was funded by the DC Safe Routes to School Program and is not included in this report. DC also used local funding for the Bicycle Ambassador Program, the Adult Learn to Ride program, and the Education website. The following were accomplishments from the Adult Confident City Cycling Classes, bike lights giveaway, and printed safety materials that were funded using Section 402 funds.



Accomplishments include:

- Confident City Cycling Classes – Designed to cover the basics of bicycle commuting and bike safety, WABA's Confident City Cycling classes are a great way to encourage people to try biking to work. This is a three hour class covering such topics as Rules of the Road, Common Crashes, Lane Positioning and Basic Bike Maintenance. In FY2013, a 189 people participated at the following locations:
  - The Ellipse (1 course, 11 participants)
  - RFK Stadium (1 course, 8 participants)
  - Anacostia Park (6 courses, 43 participants)
  - WABA office (2 courses, 28 participants)
- Safe Bicycling in the Washington Area Guide—4,000 copies were printed and distributed. This 32-page 5 ½x 8 in. booklet, which describes Equipment, Maintenance, Locking, Helmets, Traffic Rules, Riding, Hazards, Trails, and Cold & Rain tips for bicyclists. Web version of this booklet was also made available on the WABA Web site.
- Pocket Guide to DC Bike Laws—Printed and distributed 4,000 hard copies of the pocket guide. The electronic version of guide was also made available.
- Bicycle Light Giveaway—Distributed 1,000 sets of bicycle lights (2,000 lights total, front and back). Many of the lights were given out to bicyclists who had been observed biking without lights.



## Motorcycle Safety Program

Motorcyclist crashes are a unique and severe problem and, as many analyses have demonstrated, motorcyclists are far more likely to be injured in a collision than car drivers. In the District, a motorcycle is defined as a two- or three-wheeled motor vehicle that has one of more of the following characteristics: piston displacement of more than 50cc, capable of travelling over 35 miles per hour on level ground, more than 1.5 brake horsepower, wheels under 16 inches in diameter and a manual transmission.

### IMPROVING THE QUALITY OF TRAFFIC RECORDS: AN ANALYSIS OF MOTORCYCLE CRASHES IN THE DISTRICT

Proj. No.: SA 2013-15; Section 402  
KLS Engineering, LLC

#### BACKGROUND

The effects of a crash involving a motorcycle can often be devastating. According to NHTSA, while 20 percent of passenger vehicle crashes result in injury or death, an astounding 80 percent of motorcycle crashes result in injury or death. The District motorcycle crash trend is slightly downward. The age group of 21-30 recorded the highest number of motorcycle crashes.

#### PROJECT GOAL

- Identify deficiencies within the crash data.
- Identify contributing circumstances resulting in a fatality or severe injuries.
- Increase public awareness of the District's motorcycle laws.

#### RESULTS

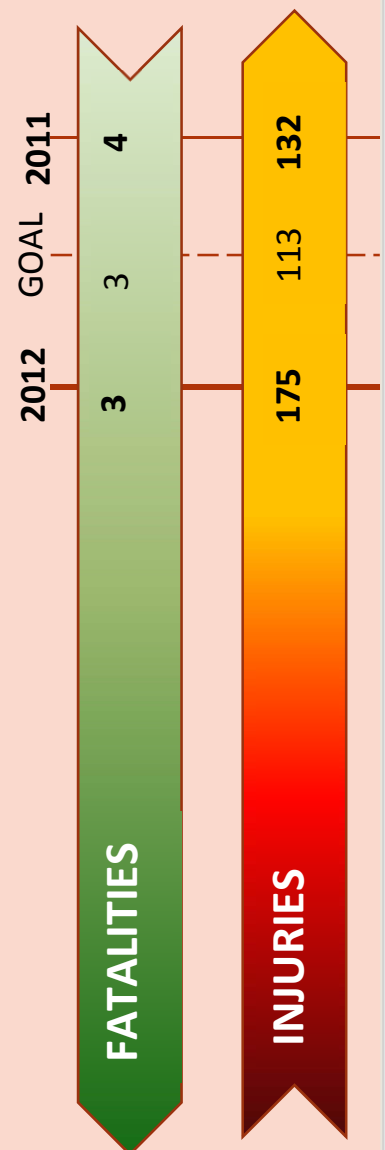
For the first time the District now has a "Motorcycle Safety Plan" with the goal to improve data collection and analysis, and reduce related fatalities, injuries and crashes. The Motorcycle Safety Plan was completed in 2013 and implementation will commence in 2014.

In the District, to operate a motorcycle drivers must obtain a motorcycle endorsement on a regular driver's license from the Department of Motor Vehicles (DMV). To obtain a motorcycle endorsement, applicants must:

- Have a valid DC driver's license.
- Be at least 18 years of age.
- Pass the motorcycle knowledge test.
- Pass the motorcycle demonstration skills test or provide a motorcycle demonstration course of completion approved by Maryland or Virginia.

One of the findings from the Analysis of Motorcycle Crashes in the District that was conducted by KLS in 2013 was that there may be some confusion between motorcycle and scooter crashes. Since scooters with engines larger than 50 cubic centimeters are considered to be "motorcycles" and are usually coded as such, it is difficult to determine which type of vehicle was involved in a crash. Both the operators and the operating characteristics of motorcycles and

#### PROGRAM GOAL



scooters can be quite different, so it would be beneficial to differentiate the two types of vehicles in crash reports. There is some evidence that the number of scooters used for commuting within the District is increasing, as are the number of related crashes and injuries.

Some of the recommendations made as a result of the Study include:

- Develop and use supplemental crash report for motorcycle/scooter/moped crashes to develop an accurate, long-term database.
- Educate operators/owners of motorcycle/scooter/moped vehicles on registration, insurance, and licensing requirements in the District.
- Educate the District design, construction and maintenance agencies (DOT, DPW, etc) on conditions that pose a hazard to motorcycle riders, such as temporary steel plates, raised manhole covers, uneven pavement, and edge drop-offs.
- Integrate a motorcyclist treatment module in EMS personnel training and other first responder's training.



## Enforcement Activities

Police Traffic Services promotes driver safety awareness by implementing traffic enforcement initiatives, offering tips on sharing the road, and participating in regional program to improve safety on the streets for walkers, bicyclists and drivers.

### TRAFFIC ENFORCEMENT

Proj. No.: K8-2012-01, AL-2013-03, OP-2013-05, PT-2013-04, PS-2013-08, MC-2013-02; Section 402 and 410  
Metropolitan Police Department

### BACKGROUND

The HSO continues to provide funding for the MPD to conduct Traffic Enforcement Programs (TEP) and enforcement for various campaigns on District roadways as well as training for law enforcement and other highway safety personnel. MPD is committed to assisting the HSO in participating in the District enforcement strategies and programs to effectively modify behavior, to reduce crashes, deaths and injuries on the District Roads in the following areas:

**Enforcement:** Participate in traffic safety campaigns, such as Checkpoint Strikeforce, nighttime enforcement during Click It or Ticket mobilizations, Street Smart and Smooth Operator. Conduct sobriety checkpoint, saturation patrol, border to border enforcement, day and or night safety compliance checkpoint, Cops in Shops, Motorcycle safety and LIDAR gun enforcement.

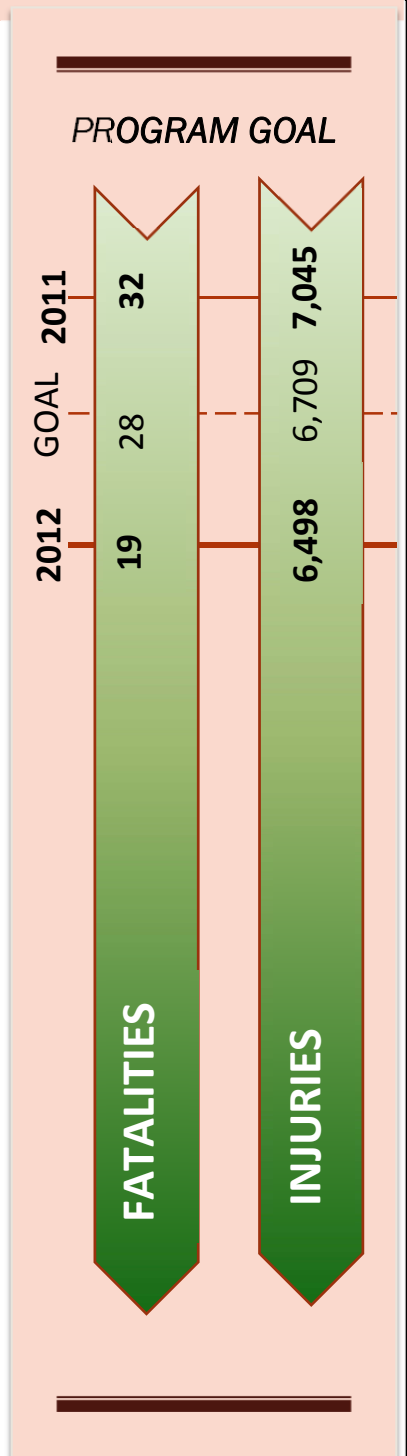
**Training:** Provide training opportunities to officers and legal professionals on Traffic Safety, Intoximeter, SFST training, SITELMS Bicycle and Pedestrian training module.

**Program:** Assist in the development of a Breath Testing Program and obtain accreditation by ASCLD/LAB-international.

**Community:** Promote public awareness to educate the public on traffic laws and behaviors. Perform child safety seat inspections at designated locations such as police districts, firehouses, schools and community centers.

### PROJECT GOAL

- To decrease the number of alcohol-related fatalities by 20% from 10 in 2011 to 8 in 2013.
- To reduce the number of unbelted drivers and passengers involved in a traffic-related crash.
- To increase the District's seatbelt compliance rate by 1% from 95% in 2011 to 96% in 2013.
- To reduce the number of pedestrian-related fatalities by 25% from 8 in 2011 to 6 in 2012.
- To maintain the number of bicycle-related fatalities at 2 fatalities in 2013, from 3 in 2011 to 2 in 2012.
- To decrease the number of speed-related fatalities by 25% from 12 in 2011 to 9 in 2013.





- To reduce the number of motorcycle-related fatalities by 50% from 4 in 2011 to 2 in 2012 in the District of Columbia.

## RESULTS

**Enforcement** – below is a summary of the MPD results:

### Traffic Enforcement Saturation/Alcohol Check Points/Woof Packs Patrol FY 2013

Checkpoint Strikeforce combines high visibility sobriety checkpoints and paid advertising to create awareness of enforcement and educate the public about the dangers and consequences of impaired driving.

According to Insurance Institute of Highway Safety studies, sobriety checkpoints can reduce alcohol-related traffic fatalities by as much as 20 percent. They deter people from driving under the influence and arrest those who drink and drive.

Every year, thousands of impaired drivers have been stopped, arrested, and taken off our roads. The program also catches seat belt and child safety seat violators, car thieves, wanted felons and fugitives, drug users and people driving with suspended licenses.



| ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF CITATIONS |              |
|--|--------------|
| One Light Running                                      | 160          |
| Improper Lane Change                                   | 45           |
| Distracted Driver                                      | 115          |
| Red Light Violation                                    | 131          |
| Speeding (OTHER)                                       | 12           |
| Failure to Use Hand or Mechanical Device               | 80           |
| Seatbelt/Child Restraint Violation                     | 112          |
| Failure to Produce Valid Insurance (\$30)              | 36           |
| Operating without Proper Insurance (\$500)             | 49           |
| Traffic Violations (ALL OTHERS)                        | 734          |
| <b>TOTAL NUMBER OF VIOLATIONS</b>                      | <b>1,474</b> |
| ENFORCEMENT ACTIVITIES RESULTED IN ARREST              |              |
| DUI  | 1088         |
| No Permit  | 44           |
| OAS/OAR  | 9            |
| Unregistered Auto                                      | 1            |
| Reckless Driving                                       | 2            |
| POCA in Vehicle  | 18           |
| All Other Arrests                                      | 34           |
| <b>TOTAL ARREST</b>                                    | <b>1196</b>  |
| TEST ADMINISTERED                                      |              |
| SFST Administered                                      | 1541         |
| Breath Test Administered                               | 1002         |
| Specimen Collected (Blood/Urine)                       | 630          |
| <b>TOTAL TEST ADMINISTERED</b>                         | <b>3173</b>  |
| <b>LAW ENFORCEMENT PARTICIPATION</b>                   | <b>821</b>   |

## Cops in Shops

As part of the District's effort in curbing underage drinking, Cops in Shops is a unique partnership between members of the Alcohol Beverage Regulation Administration and MPD. It helps stop illegal underage alcohol sales and prevent adults from buying alcohol for minors. Teams of officers are placed in strategic participating retail outlets. They usually consist of one undercover officer who works inside the store while a second officer is positioned outside the establishment to apprehend adults who procure alcohol for youth.

The following are the results from FY2013 efforts:

- 101 locations that have been checked
- 61 arrest made for misrepresentation of age to enter an ABC establishment and for misrepresentation of age to procure alcohol
- 4 arrest made for providing alcohol to a minor
- 66 underage drinkers (under the age of 21 years old) were identified inside of ABC establishment's consuming alcohol
- 7 ABC violations observed and reports completed
- 1 investigation for the manufacturing of fraudulent identifications pending.

### CLICK IT OR TICKET FY 2013

The Metropolitan Police Department in the District of Columbia think even one death resulting from not wearing a seat belt is one too many. That's why the District of Columbia has one of the strongest and most comprehensive seat belt laws in the country.

The District of Columbia's law allows police to stop a vehicle solely because its driver and/or passengers are not properly buckled up.

It's a \$50 fine and 2 points for not having your seat belt buckled at all times - for drivers and all passengers, front and back seats.

Drivers are responsible for seat belt compliance for all passengers.

All children under 8 must be properly seated in an infant, toddler or booster seat. Eight- to 16-year-olds must be secured with a safety belt.

Drivers who fail to properly secure their child face a \$75 fine and 2 points for a first offense, and up to \$150 fine for subsequent offenses.

| ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF CITATIONS |             |
|--|-------------|
| Seatbelt Violation                                     | 455         |
| Child Restraint  | 7           |
| Distracted Drivers                                     | 232         |
| Fail to Provide Proof of Insurance                     | 87          |
| Owner Permitting/Operating without Proper Insurance    | 63          |
| Traffic Sign Violation                                 | 44          |
| Traffic Signal Violation                               | 26          |
| One Light Running                                      | 6           |
| Speeding (ALL)   | 1           |
| Other Moving Violations                                | 179         |
| Fail to Clear Intersection                             | 1           |
| Failure to Use Hand or Mechanical Device               | 3           |
| <b>TOTAL NUMBER OF VIOLATIONS</b>                      | <b>1104</b> |
| ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF CITATIONS |             |
| No Permit  | 2           |
| Unregistered Auto                                      | 1           |
| OAS/OAR  | 1           |
| <b>TOTAL ARREST</b>                                    | <b>4</b>    |
| <b>LAW ENFORCEMENT PARTICIPATION</b>                   | <b>123</b>  |

**SMOOTH OPERATOR FY 2013**

Every year, Metropolitan Police participates in the Smooth Operator campaign in law enforcement waves targeting aggressive drivers. Offenses include:

**SPEEDING** - going faster than the posted speed limit or too fast for weather conditions.

**RUNNING RED LIGHTS** - and running stop signs.

**TAILGATING** - or following other vehicles too closely.

**MAKING FREQUENT LANE CHANGES** - unsafe lane changes or weaving in and out of traffic to get ahead.

**FAILING TO YIELD THE RIGHT OF WAY** - not allowing other drivers to merge or cutting other drivers off.

**PASSING IMPROPERLY** - passing on the right, passing on the shoulder of the road, or failing to use turn signals when changing lanes.

| ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF CITATIONS |            |
|--|------------|
| Fail to Clear Intersection/Obstructing Crosswalk       | 69         |
| Distracted Drivers (Cellphone)                         | 132        |
| Seatbelt Violation/Child Restraint                     | 220        |
| All Insurance Violations                               | 62         |
| Traffic Sign Violations                                | 145        |
| Traffic Signal Violations                              | 6          |
| All Other Moving Violations                            | 143        |
| <b>TOTAL NUMBER OF VIOLATIONS</b>                      | <b>777</b> |

| ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF ARRESTS |           |
|--|-----------|
| No Permit  | 1         |
| <b>TOTAL ARREST</b>                                  | <b>1</b>  |
| <b>LAW ENFORCEMENT PARTICIPATION</b>                 | <b>71</b> |



## STREETSMART FY 2013

Law enforcement officers are the only ones who can enforce laws for pedestrians, bicyclists and motorists to improve pedestrian and bicycle safety. MPD is committed to working with partner agencies to refocus enforcement efforts to protect the safety of all users, particularly the most vulnerable.

They have the power to stop those who choose to violate laws and endanger others. Law enforcement officers can also play a valuable role by working with planners and engineers to build better pedestrian and bicycle facilities. Further, they can be partners with the broader community to support other educational efforts.

| ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF CITATIONS   | # CONTACTS  |             |
|--|-------------|-------------|
| Fail to Clear Intersection/Obstructing Crosswalk   | 57          | 18          |
| Distracted Drivers (Cellphone)   | 36          | 0           |
| Distracted Drivers (Others)  | 145         | 12          |
| Fail to Give Right-of-Way to Pedestrian  | 122         | 10          |
| Parking Violations (A breast, in crosswalk, in crosswalk, too close to intersection, bus zone) | 3           | 0           |
| Passing RED Light (Auto/bike)  | 34          | 0           |
| Seatbelt Violations  | 102         | 0           |
| Right-turn on RED (Auto)   | 23          | 679         |
| Walking Against the DO NOT WALK (Ped)  | 198         | 0           |
| Walking in the path of Vehicle (Ped)   | 34          | 68          |
| All other Moving   | 747         | 285         |
| All other Bike   | 15          | 0           |
| All other Pedestrian   | 9           | 17          |
| Improper Turns   | 8           | 0           |
| <b>TOTAL NUMBER OF VIOLATIONS</b>  | <b>1533</b> | <b>1089</b> |
| <b>LAW ENFORCEMENT PARTICIPATION</b>   | <b>233</b>  |             |

| ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF WARNING |           |
|--|-----------|
| Flyers Passed Out                                    | 714       |
| Walking Against Do Not Walk (Warning)                | 71        |
| Walking in the Path of Vehicle (PED) Verbal Warnings | 24        |
| <b>TOTAL WARNINGS</b>                                | <b>95</b> |
| No Permit Arrest                                     | 1         |

**METROPOLITAN POLICE DEPARTMENT**

**PEDESTRIAN DEATHS**

**PEDESTRIANS – KNOW THE LAW & STAY SAFE**  
Metropolitan Police are stepping up enforcement of pedestrian safety laws.

- Walking Against a Don't Walk**  
Signal: *No pedestrians should cross in the direction of a "Don't Walk" signal. Fine: \$20*
- Crossing Between Adjacent**  
Signals: *Between intersections controlled by signals or police, pedestrians should not cross at any place except a crosswalk. Fine: \$20*
- Walking to Create a Hazard:**  
*You may be cited for impeding traffic, crossing against a light or lingering in the middle of the street among heavy traffic.*
- Failure to Obey or Failure to Make Identity Known:**  
*You may be arrested for failing to follow instructions or failing to provide requisite information to a police officer.*

No one should risk injury or death while walking in Washington, DC. That's why we're working Toward Zero Deaths. It's not about writing tickets – it's about saving lives.

**DISTRICT OF COLUMBIA**  
**TOWARD ZERO DEATHS**

**d.** **POLICE** **MPD**

**PEDESTRIAN/SATURATION, MAY/JUNE 2013  
PENNSYLVANIA AVENUE, NW**

| <b>ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF CITATIONS</b>   |            |
|---|------------|
| Fail to Clear Intersection                                      | 8          |
| Distracted Driver   | 86         |
| Passing RED Light (Auto/bike)                                   | 5          |
| U-Turn Violation  | 19         |
| Improper Lane Change  | 2          |
| Traffic Sign Violation  | 8          |
| Improper Turns  | 130        |
| Seatbelt Violation  | 80         |
| All Other Traffic Violation                                     | 90         |
| Failure to Produce Valid Proof<br>Valid Proof of Insurance \$30 | 67         |
| Operating without Proper<br>Insurance \$500                     | 10         |
| <b>TOTAL NUMBER OF VIOLATIONS</b>                               | <b>505</b> |
| <b>LAW ENFORCEMENT PARTICIPATION</b>                            |            |
| No Permit Arrest  | 1          |

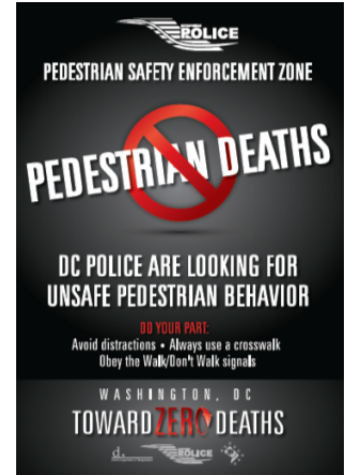
**MOTOR CARRIER CITYWIDE TRAFFIC ENFORCEMENT  
FY2013**

| <b>ENFORCEMENT ACTIVITIES RESULTED IN NUMBER OF CITATIONS</b> |             |
|---|-------------|
| Seatbelt  | 361         |
| Child Restraint   | 23          |
| Distracted Driver   | 271         |
| Failure to Provide Insurance                                  | 287         |
| Owner Permitting/Operating without<br>Insurance               | 147         |
| Traffic Sign Violations                                       | 137         |
| Traffic Signal Violations                                     | 28          |
| Speeding  | 2           |
| Failure to Use Hand or Mechanical                             | 4           |
| One Light Running   | 1           |
| Failure to Clear Intersection                                 | 6           |
| Traffic Violations (All other)                                | 188         |
| Commercial Vehicle Violations                                 | 73          |
| Improper Turns  | 11          |
| <b>TOTAL NUMBER OF VIOLATIONS</b>                             | <b>1539</b> |
| <b>ENFORCEMENT ACTIVITIES RESULTED IN NUMBER ARREST</b>       |             |
| No Permit   | 3           |
| OAS/OAR   | 3           |
| <b>TOTAL TRAFFIC ARREST</b>                                   | <b>6</b>    |
| <b>LAW ENFORCEMENT PARTICIPATION</b>                          |             |
|   | <b>117</b>  |

The Motor Carrier Units is a unit within the Metropolitan Police Departments Traffic & Safety Enforcement Branch. The unit enforces Federal and Local Commercial Vehicle Laws and is tasked with governing the use and operations on public streets with in the city. They provide support during the nighttime seatbelt campaigns targeting commercial vehicles.

### Pedestrian Enforcement

With the population and work force growth in the down town section of the city, specifically in the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> Districts, an increased number of pedestrians are crossing the city streets. With the increase in pedestrian traffic, the city has experienced an increase in pedestrian accidents. TSSEB conducts pedestrian overtime education and enforcement through the NHTSA grant during the various traffic safety campaigns and will address with enforcement targeted areas based on pedestrian accidents.



### Bicycle and Bicycle Lane Enforcement

Recently the city has added bicycle lanes to many of the major commuter arteries throughout the city. With the addition of these lanes has come a major increase in bicycle commuters. TSSEB, periodically places overtime enforcement initiatives on areas that have had a specific problems that can be addresses with focused and targeted enforcement (i.e. Improper Turn violations through the bicycle lanes on Pennsylvania Ave NW or areas where repeat vehicle to bicycle accidents have occurred).

### Training

Training ensures law enforcement officers and legal professionals understand current issues to successfully address traffic safety priorities. The information can increase the knowledge and skills for officers involved in traffic enforcement. In the FY2013:

- All MPD members of the rank of Lt. And below attended Traffic Safety training during their yearly PDT training
- Approximately 150 officers attended SFST training
- 90 number attended Intoximeter training
- All MPD members were required to complete the SITELMS Bicycle and Pedestrian training module

MPD initiated an educational enforcement campaign on Pennsylvania Ave, NW to support our new bicycle/pedestrian infrastructure. The campaign was to raise awareness of the bike lane laws. These efforts were an attempt to decrease the bicycle accidents that are caused by vehicles turning into the bike lanes or making U-turns across the bike lanes.



### Program

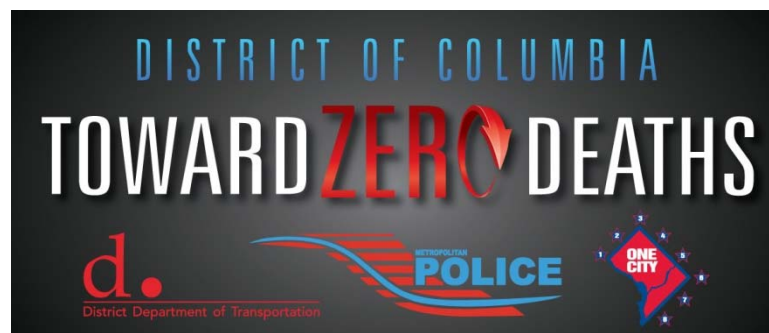
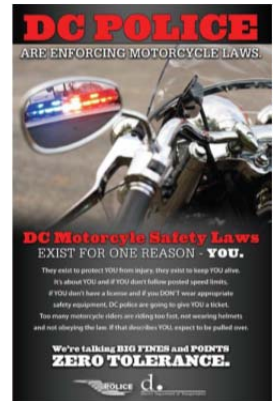
During 2013, the department has implemented the Intoximeter device for the testing of breath alcohol content in a joint effort with the Office of the Chief Medical Examiner. Each of the seven districts now has their own alcohol station to include an Intoximeter. The OCME oversees the daily calibration of the instruments and are the lead instructors for certifying officers. TSSEB attempts to put out at least 2 saturation patrols a week consisting of 5 to 10 officers, in addition, sobriety check points are established at various high priority locations throughout the city.



## Community

The knowledge of law enforcement officers has the opportunity to educate people who are unaware of the law and proper pedestrian/bicycle/motorist interactions. During the FY 2013 MPD:

- Distributed Motorcycle safety awareness information.
- Nationwide car seat event
- CPS workshop Mary Center Monthly
- AAA CPS Demonstration DC Armory
- All State Family first Car Seat Safety tips Convention Center
- Holiday Car Seat Check UPO 301 Rhode Island Avenue, N.E.
- Anacostia Senior High Teen Mom Presentation the Importance of Child Restraint
- 501 New York Avenue, N.W. car seat inspection station weekly
- Gallaudet University CPS inspection and installation station
- Engine Co 12, 2225 5<sup>th</sup> Street, N.E. CPS installation Station
- Engine Co 33, 101 Atlantic Street, S.E., CPS installation Station (monthly)
- Engine Co 31, Connecticut Avenue, N.W., CPS installation Station
- Providence Hospital weekly
- Ballou Senior High School Drive to Stay Alive underage drinking Prom Pledge
- UPO Early Learning Development Center 444 16<sup>th</sup> Street, N.E.
- Engine Co 08, 1520 C Street, S.E., CPS Installation Station
- Children's Hospital Comp clinic 2220 11<sup>th</sup> Street, N.W. Monthly
- 2<sup>nd</sup> District 3320 Idaho Avenue, N.W. Car Seat Inspection Station
- Booker T. Walker 3600 MLK Avenue, S.E., Boys School Booster seat workshop monthly
- CentroNia CPS workshop monthly
- Zena's Day Care Community Fall Festival
- National Walk to school Day Capitol Hill collaborative
- Annual Spring Latino Health & Wellness Festival
- Benning Stoddard Recreation Safety Event
- North Capitol Collaborative Health & Safety Day
- Associates for Renewal in Education, Inc. (ARE) Community Safety & Fund Day
- Excel Academy 2501 MLK Avenue, S.E. CPS Safety Week
- Booker T. Washington Charter School 1346 Florida Avenue, N.W. Safety information Day
- Langston Terrace Housing Development Center 2101 G Street, N.E. Community Health Day
- Big Mamas Child Development Center 4300 Martin Luther King Avenue, S.W. Booster Seat give away





## Traffic Records Program

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

### **PROGRAM GOAL**

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

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### **Traffic Records Coordination**

Proj. No.: K9 2013-07-05, K9 2013-07-06; Section 402 and 408  
KLS Engineering, LLC

### **BACKGROUND**

In 2007, the District of Columbia established its Traffic Records Coordinating Committee (TRCC) comprising of nine District agencies (DDOT, MPD, FEMS, DMV, OCTO, OAG, SCDC, OCME and DOH). The TRCC included policy-level representatives from each major system owner (crash, roadway, enforcement/adjudication, driver, vehicle, injury surveillance system/emergency medical system).

### **PROJECT GOAL**

Ensure the smooth functioning of the District's TRCC in providing policy framework for coordination, cooperation and collaboration of agency activities targeted at improvement of District's traffic safety information systems.

### **RESULTS**

- Coordinated 3 TRCC meetings (Sep 17 2012, Feb 20 2013, and June 27 2013).
- Provided guidance and coordination for numerous projects as they become operational (11 completed, 7 ongoing, 7 being re-scoped).
- Prepared and submitted MAP-21 required documents to NHTSA in Jan, March, and June of 2013.
- Updated the District's Traffic Safety Information System 'Strategic Plan' ('draft' plan presented for review). This Plan will act as a guide for the implementation of traffic safety systems and data improvements for the years 2014-2018.
- Developed two inter-agency sub-groups (crash and roadway data) to evaluate the quality of data and recommend improvements.
- Over 90% of crash data is available for analysis within 24 hours of crash.

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## **CODES (CRASH OUTCOME DATA EVALUATION SYSTEM), Pilot Project**

Proj. No.: SA 2013-15; Section 402

KLS Engineering, LLC

### **BACKGROUND**

CODES (Crash Outcome Data Evaluation System) is a data linkage between crash and medical records collected at the crash scene, enroute, at the emergency department, in the hospital, and after discharge for occupants involved in a motor vehicle crash. Police crash reports provide information about the crash and driver/occupants data. FEMS reports and hospital discharge data add medical information about injury type and severity, and hospital cost information.

### **PROJECT GOALS**

- Match the data (MPD, FEMS, hospital) to access the true state of crash related injuries.
- Provide information to MPD and FEMS that can be used to improve their respective crash data and EMS systems.
- Provide information to the Highway Safety Office to tailor safety programs to specific need (as the data indicate).

### **RESULTS**

Some of the key results of the CODES are:

- DC has successfully established the data linkage between the MPD crash data and FEMS data. The data linkage between the MPD crash data and FEMS data in the year 2012 is approx. 90%.
- Key performance measure improvements (2012):
  - The accuracy of the crash location entered by the police officer on the field has increased from 75% (2011) to 85% (2012).
  - The average transport time between 2010 to 2012 across all priority crashes were consistent (11 to 15 minutes).
  - Percentage of VIN numbers entered increased from 90% (2011) to 98% (2012).
  - The average crash reporting days is now less than 24 hours for crash analysis.
- The District traffic related fatalities (moving average 2007 – 11 / 2008 – 12) reduced from 37 to 30 persons.
- Developed a report with additional data edits and data elements, to be incorporated in the crash data to improve compliance with the MMUCC guidelines (Implementation in 2014) thereby improving accuracy and consistency.

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## **ENTER THE BACKLOG OF “MANUAL/PAPER” TRAFFIC CONVICTIONS RECEIVED FROM OTHER JURISDICTIONS INTO THE DMV DESTINY SYSTEM**

Proj. No.: K9 2013-0706; Section 408  
Department of Motor Vehicles (DMV)

### **BACKGROUND**

DMV is responsible for identifying habitual and frequent violators of traffic regulations and is authorized to suspend or revoke the driver’s license or driving privilege. This is accomplished by maintaining driver records and identifying those drivers with adverse driving patterns. Maintaining an accurate driver’s record is essential for monitoring driving behavior.

DMV currently receives traffic convictions from other jurisdictions both electronically and manually/paper. Electronic convictions are received and posted to the DESTINY driver record in a timely manner. However, paper convictions received from other jurisdictions require manual data entry by DMV back-office personnel. Due to the large volume of paper convictions, DMV currently has a backlog of convictions not entered into the system, which will result in a delay in traffic convictions.

### **PROJECT GOALS**

To increase the accuracy of driver’s records, by the timely and accurate data entry of paper convictions (approx. 24,000) entered into the DESTINY system. This will further reduce the delay in prosecuting traffic convictions by OAG.

### **RESULTS**

DMV successfully eliminated the number of backlogged paper convictions.

## Safe Communities/Roadway Safety

The District of Columbia seeks to reduce serious and fatal injuries in the District, through a collative effort between the public and private stakeholder groups.

### **DISTRICT OF COLUMBIA STRATEGIC HIGHWAY SAFETY PLAN (SHSP)**

Proj. No.: SA 2013-05-12; Section 402

KLS Engineering, LLC

### **BACKGROUND**

In 2007, the District of Columbia stakeholders came together and developed the Strategic Highway Safety Plan. Their vision was by 2025, the District will achieve a safe and efficient transportation system that has zero traffic-related fatalities and serious injuries. The SHSP is a District-wide safety plan that uses a collaborative and comprehensive approach to develop a framework for advancing the District's safety activities.

Some of these strategies have been completed and implemented and it is time to update the SHSP to revise goals and review current crash trends, as well as fulfil MAP-21 requirements. Between 2008 and 2012, on average, traffic crashes account for almost 30 fatalities and about 1,623 serious injuries per year.

### **PROJECT GOALS**

Reduce the traffic related fatalities by 50 percent from 30 (average of 5 years 2008 to 2012) to 15 by 2025. To achieve this goal, the District must consistently record 1 fewer fatality each year for the next 15 years.

Reduce the serious injuries by 50 percent from 1,623 (average of 5 years 2008 to 2012) to 811 by 2025. To achieve this goal, the District must record more than 62 fewer serious injuries each year for the next 13 years (VISION: ZERO FATALITIES).

### **RESULTS**

For the SHSP Update a Safety Management Team (SMT) was formed. This team serves as a Technical Advisory Group and comprised of executives/senior managers from various District Agencies. This meeting was held on September 18, 2012 to provide guidance on the process, project goals and concerns and suggested stakeholders. The SMT reaffirms the District vision of Zero Traffic-related Fatalities and Serious Injuries as previously stated in the original SHSP (2007).

On December 6, 2012, DDOT hosted a 1-day workshop for the District's Safety Partners at Kellogg Conference Hotel in Washington DC. About 74 participants form various District (11), Federal (5), and Local and Regional Agencies and Organizations (18 including Prince Georges County, Maryland and Arlington County, Virginia) attended this workshop. The purpose of the workshop was to educate partners about the update of the SHSP, summarize District's crash data by emphasis area and select the emphasis areas and strategies they felt were most important to the District and should be included. Following the stakeholder meeting, over 40



meetings were held with the respective safety stakeholders between February 2013 and August 2013 by emphasis area to review and finalize the following critical emphasis areas (CEAs):

- CEA 1. High-Risk Drivers
    - Aggressive Driving
    - Impaired Driving
    - Younger Driver
    - Older Driver
    - Distracted Driving
  - CEA 2. Pedestrian and Bicyclist Safety
  - CEA 3. Engineering/Facilities Infrastructure
    - Intersections
    - Work Zones
  - CEA 4. Special Vehicles
    - Trucks
    - Motorcycles
    - Buses
  - CEA 5. Special Target Areas
    - Occupant Protection
    - EMS
- 'Draft' strategic plan due December 2013. Final by March, 2014.

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## **IMPROVING THE QUALITY OF TRAFFIC RECORDS: ESTIMATING EXTENT OF UNRECORDED CRASHES**

Proj. No.: SA 2013-15-14; Section 402

KLS Engineering, LLC

### **BACKGROUND**

A record system for traffic crashes is vital in the understanding of deficient roadways and development of effective countermeasures. This record system known as crash database is mostly based on information from police crash reports. In the District, the crash information collected by the Metropolitan Police Department (MPD) is widely used for crash data analysis. However, not all of these crashes are reported by MPD due to several reasons. If underreporting goes unrecognized, the magnitude of any highway safety problems will be seriously underestimated. Using the incorrect data in addressing road safety issues and evaluation of road safety measures could lead to inappropriate prioritizing and less efficient countermeasures. This first step is to assess the un-reported/un-recorded crashes in the MPD crash database.

### **PROJECT OBJECTIVES**

The study is conducted in two phases:

Phase 1 objectives include:

- Conduct a literature review of previous studies on under-reporting.
- Investigate the extent of under-reporting of injuries using MPD, and FEMS data.

- Undertake the analysis of the available data to determine the extent of under-reporting.
- Make recommendations to alleviate this problem and improve the quality of the crash data

Phase 2 objectives include:

- Investigate the extent of under-reporting of injuries using MPD and hospital data.
- Conduct overall comparison of MPD, FEMS, and hospital data.
- Make recommendations to alleviate this problem and improve the quality of the crash data

## RESULTS

The Study Team has conducted the following steps as part of the study:

- Literature review completed
- Compared FEMS-MPD Data for years 2010 to 2012. Preliminary findings include:
  - Yearly average of FEMS transports for incapacitating injuries (Priority 1 and 2) from motor vehicle crashes, which does not show up in MPD crash database is approximately 197.
  - Yearly average of FEMS transports for non-incapacitating injuries (Priority 3 and Priority Unknown/Hospital known) from motor vehicle crashes, which does not show up in MPD crash database is approximately 393.
  - Yearly average of FEMS transports for pedestrian related incapacitating injuries (Priority 1 and 2) from motor vehicle crashes, which does not show up in MPD crash database is approximately 50.
  - Yearly average of FEMS transports for pedestrian related non-incapacitating injuries (Priority 3 and Priority Unknown/Hospital known) from motor vehicle crashes, which does not show up in MPD crash database is approximately 68.
  - Validation of the unreported crashes with FEMS in ongoing and the final summary for unreported crashes will be published in 2014.

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## IMPROVING THE QUALITY OF TRAFFIC RECORDS: SCALE RATING FOR ESTIMATING THE HIGHWAY CRASH COSTS

Proj. No.: SA 2013-15-14; Section 402

KLS Engineering, LLC

### BACKGROUND

Traffic crashes impose significant economic and social burdens on individuals and society through injury and loss of life, as well as property damage and loss. Motor vehicle crashes not only affect the individual crash victims, but also their families, friends, society, and employers in many ways. The direct quantifiable costs associated with this can be in the form of medical costs, increased insurance premiums, lost productivity, economic hardship in the loss of the victim's income, etc. In addition to this, there are intangible consequences of a crash on the victims and families, such as loss of emotional well-being and pain and

suffering. This study is intended to examine these and other costs resulting from motor vehicle crashes and develop a scale rating of costs for the District use.

### **PROJECT GOALS**

Develop a scale rating for estimating cost of crashes resulting from motor vehicles.

### **RESULTS**

The Team has conducted the following steps as part of the study.

- Literature review completed.
- Prepared detailed chart/matrix with all cost components/figures identified from various literature sources.
- Extrapolated the cost figures to 2012 dollars using average consumer price Index; preliminary findings include:
  - Quality of life costs per person for fatalities varies approximately from 3.1 million to 6.3 million dollars.
  - Human capital costs per person for fatalities vary approximately from 1.4 million to 2.0 million dollars.
  - Human capital costs per person for incapacitating injuries vary approximately from 60,000 to 85,000 dollars.
  - Average in-patient hospital charges for trauma center admitted motorcycle injuries per person without helmet varies approximately from 30, 000 to 50,000 dollars.
  - Average in-patient hospital charges for trauma center admitted motorcycle injuries per person with helmet varies approximately from 28, 000 to 32,000 dollars.
- Template submitted to DC trauma hospitals for gathering information on hospital admitted traffic related injures to estimate medical related costs resulting from traffic injuries.
- Draft report available in 2014.