Maryland Highway Safety Office
2009 Annual Report

Submitted to:

Elizabeth A. Baker, Ph.D.
Regional Administrator
NHTSA Region III
10 South Howard Street, Suite 6700
Baltimore, MD 21201

On behalf of:

Neil J. Pedersen
Administrator, State Highway Administration and
Governor's Highway Safety Representative

Vernon F. Betkey, Jr.
Chief, Maryland Highway Safety Office
and *Maryland Highway Safety Coordinator*

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Introduction

Maryland has made hard earned progress towards reducing motor vehicle fatalities and injuries despite increases in population and vehicle miles of travel. Maryland's progress has also afforded the opportunity to utilize federal incentive grant monies, including Section 402, 405, 410, 2010, 2011, 406, and 408 monies. There are, however, reasons for concern. In Maryland there are more cars on the road than ever before. By 2006, the annual vehicle miles of travel (VMT) had increased to 56.6 billion from the 1996 estimate of 45.9 billion VMT, a twenty-three percent increase with no signs of decreasing in the near future. The positive highway safety trends of previous years have reached a plateau over the past five years and have, in some cases, shown increases.

In 2008, there was a total of 95,349 police-reported motor vehicle crashes, or one every five minutes, occurring on Maryland's roadways and resulting in 48,143 injuries and 592 lives lost. The bigger picture shows that from 1998 to 2008 more than 6,900 people died on Maryland roads, and roughly 640,000 were injured at a cost of more than $45 billion.

Maryland's goal is to significantly reduce and, if possible, eliminate all motor vehicle fatalities, serious injuries, and property damage on all Maryland roads and highways. To address these goals, Maryland has increased its emphasis on implementing a well-coordinated plan and approach to highway safety that combines the "Four Es" of Education, Enforcement, Engineering, and Emergency Medical Services (EMS). No other recent endeavor has been as monumental to Maryland's traffic safety initiatives as the mandate by Congress for states to implement a comprehensive State Strategic Highway Safety Plan (SHSP) as a requirement by the *Safe, Accountable, Flexible, and Efficient Transportation Equity Act: A Legacy for Users* (SAFETEA-LU) officially passed during Federal Fiscal Year (FFY) 2006. Rather than merely being implemented as a step toward securing highway safety funding, Maryland's leadership has utilized the SHSP implementation process as an opportunity to galvanize the State's traffic safety efforts by securing commitments from a multitude of partners, many of which were not previously engaged in such programs. Maryland's SHSP provides a comprehensive framework for further reductions in highway safety fatalities and injuries on *all* public roads through the establishment of a statewide goal, objectives, key emphasis areas, and strategies. As a point of reference, a summary of Maryland's SHSP is included in this report.

The Maryland Highway Safety Office, a division within the Maryland State Highway Administration's (SHA) Office of Traffic and Safety (OOTS), serves as Maryland's designated State Highway Safety Office (SHSO). The SHA Administrator serves as the Governor's Highway Safety Representative and the Chief of the MHSO serves as Maryland's Highway Safety Coordinator. Maryland's highway safety program and SHSP are facilitated by the MHSO's staff and supported by a combination of federal highway safety incentive and innovative program funds, as well as state and local funds.

The MHSO, recognized by the U.S. Department of Transportation Secretary and created per the U.S. Highway Safety Act of 1966, conducts the State's highway safety program, one that is designed to reduce traffic crashes and deaths, injuries and property damage. The mission of the MHSO is to save lives and preventing injuries within Maryland by reducing the number and severity of motor-vehicle crashes through the administration of a comprehensive and effective network of traffic safety programs.

The FFY 2009 Annual Report is meant to provide a barometric reading of how well Maryland has done in reducing automobile crashes and fatalities over the past year. Furthermore, this report provides an opportunity to examine how closely the MHSO met the objectives outlined within the FFY 2009 Highway Safety Plan. Each programmatic section within this report attempts to provide a clear picture of activities that support those objectives. The State of Maryland FFY 2009 Highway Safety Plan (HSP) outlined the key objectives and goals of the MHSO for FFY2009. These goals and objectives or benchmarks are the "ideals" toward which we continue to strive. During FFY2009, highway safety countermeasures were designed and implemented to enhance existing state, local, and non-government efforts to modify unsafe driving behaviors by promoting safe, responsible driving. While these benchmarks presented earlier in the year are quantifiable for evaluation and accountability purposes, it should be noted that they are heavily influenced by external factors such as legislation and the publics' safe driving actions. Within the following pages the outcomes of the implemented strategies, financial investments, upcoming challenges and noteworthy achievements are detailed to brief our customers on the status of our progress made in FFY2009.

Maryland's Strategic Highway Safety Plan Summary

Maryland is on a journey to "Destination – Saving Lives," and the vehicle is the Strategic Highway Safety Plan (SHSP). The purpose for taking this journey is clear. Motor vehicle crashes are already costing Marylanders entirely too much…the toll includes not only dollars, but lives as well.

The goal of the SHSP is to reduce these crashes and the resulting fatalities and injuries by sharing resources and targeting efforts to the areas of greatest need. The SHSP is a statewide comprehensive safety plan that provides a coordinated framework for reducing fatalities and serious injuries on all public roads. The SHSP strategically establishes statewide goals, objectives, and key emphasis areas developed in consultation with federal, state, local, and private sector safety stakeholders.

Strategic Highway Safety Plan Strategies

The primary goal within the SHSP is:

- To eliminate motor vehicle fatalities and serious injuries on Maryland roads and highways.

The overall strategies for the plan are as follows:

- To reduce annual motor vehicle fatalities to fewer than 550 by 2010.
- To reduce annual motor vehicle injuries to fewer than 50,000 by 2010.

The measurable objectives and strategies for each MHSO program area are designed to accomplish these overall strategies:

Aggressive Driving Prevention

- Conduct public education and outreach activities that elevate awareness of aggressive driving.
- Educate judiciary and legislatures on aggressive driving risks.
- Communicate aggressive driving factors to transportation engineering and planning communities.
- Increase aggressive driving enforcement.

Bicycle & Pedestrian Safety

- Conduct road safety audits targeting high-risk pedestrian and intersection locations.
- Develop and implement projects to reduce or eliminate safety hazards or enhance safety for road users.
- Conduct assessments of traffic and pedestrian volumes and conduct road safety audits.
- Implement effective countermeasures for areas as determined by safety assessments and road safety audits.

Community Traffic Safety

- Reduce the number of intersection conflict points and provide better guidance for motorists.
- Encourage more multidisciplinary collaboration at the state and local level on intersection safety.

- Create intersection safety checklists for existing conditions and new design.
- Improve state and local collaboration and communication on work zone safety.
- Conduct public education and outreach activities to increase understanding of the "No Zone".
- Conduct a public information and education campaign on aspects of hazardous locations.

Data Analysis & Traffic Records

- Develop a tracking system to evaluate countermeasure effectiveness at high-crash intersections.
- Develop infrastructure and policies that increase appropriate access to data.
- Develop an impaired driving tracking system through citation, disposition, and treatment.
- Revise the policy and crash analysis system to identify hazardous locations.
- Develop a standardized crash reporting threshold requirement.
- Develop systems to identify, assess, and evaluate roadway risk factors.
- Improve data collection and analysis for fatal and injury run-off-the road crashes
- Improve data collection and analysis to more accurately determine the factors involved in high-risk driving and to better identify high-risk drivers and operators.

Diversity Outreach

- Encourage more civic groups to get involved in the struggle to address traffic safety diversity.
- To consistently provide the most successful outreach efforts in non-traditional ways to meet the needs of diverse communities statewide.

Drowsy & Distracted Driving Prevention

- Educate Legislators on implementing stricter laws and increasing fines for violations that result in run-off-the road crashes.
- Develop a definition of distracted driving which results in a more accurate reporting of such behavior.
- Reduce roadside distractions.
- Educate legislators and enforce legislation that specifically penalizes distracted driving.
- Increase education on the use of techniques that limit the frequency and severity of distracted driving crashes.
- Address distracted driving through the drivers' education curriculum and the license exam.
- Develop and implement a public awareness and education campaign aimed at distracted driving, older drivers, young drivers, and motorcyclists.

Employer Awareness

- Develop, implement, and evaluate improved work zone planning.
- Heighten the visibility of workers, vehicles, equipment, and traffic control devices.
- Ensure work zone messaging devices display information that is accurate and timely.
- Use Intelligent Transportation Systems (ITS) for advanced communication of work zones.
- Increase speed enforcement in work zones.
- Reduce the need for trucks to park on high-speed highways.
- Increase in-terminal truck enforcement and increase enforcement in high-crash locations.
- Establish virtual weigh stations.
- Educate the judiciary and the legislature on the safety risks associated with trucks and buses.
- Educate legislators on implementing innovative enforcement tools.

Enforcement & Justice Services

- Educate the judiciary on the importance of penalties for violation of pedestrian laws.
- Develop effective law enforcement and judicial procedures to address the lawful operation of motorcycles.

- Develop an incentive/recognition program for law enforcement efforts.
- Identify best practices and innovative enforcement techniques for high-crash pedestrian locations and work zones.

Impaired Driving Prevention

- Increase the number and effectiveness of sobriety checkpoints and saturation patrols.
- Strengthen, expand and enhance Driving Under the Influence (DUI) courts.
- Educate legislators for stronger and more effective DUI legislation.
- Develop educational programs targeting specific high risk audiences.

Media Communications

- Create effective paid media campaigns and generate more earned media.

Motorcycle Safety

- Create and administer a comprehensive training program for new, existing, and returning motorcycle drivers.
- Implement motorcycle licensing procedures that effectively evaluate motorcycle operator entry level knowledge and skills.

Young Driver Safety

- Review, evaluate, and improve the driver preparation program.
- Develop a program to increase enforcement, prosecution, and adjudication of young driver traffic law violations.
- Identify engineering solutions to prevent young driver crashes through road safety audits and other measures.

Occupant Protection & Child Passenger Safety

- Conduct an enforcement program that targets pickup truck drivers and passengers.
- Conduct sustained high-visibility enforcement initiatives.
- Enhance current enforcement and education programs.
- Provide more paid media in highly populated metropolitan areas.
- Conduct outreach to teens.

Older Driver Safety

- Develop effective methods to identify at risk older drivers.

- Incorporate the FHWA Older Driver and Pedestrian Guidelines into the Maryland design guidelines.

Maryland Strategic Highway Safety Plan

State Demographic Profile

According to the U.S. Census Bureau, as of August 2008, Maryland is now the wealthiest state in the United States, with a median household income of $68,080. Maryland is also a life sciences hub with over 350 biotechnology firms, making it the third-largest such cluster in the nation.

As of 2008, Maryland has an estimated population of 5,633,597, which is an increase of 337,111, or 6%, since the year 2000. This includes a natural increase since the last census of 189,158 people (543,744 births minus 315,834 deaths). In 2008, 691,341 were counted as foreign born, with a majority arriving from Latin America and Asia.

The majority of Maryland's population is concentrated in the areas surrounding Washington, D.C. and Baltimore, the most populous city in the State. The center of population for Maryland is located on the county line between Anne Arundel and Howard Counties, in the unincorporated town of Jessup. Other major population centers include the following: Columbia in Howard County, Silver Spring, Rockville and Gaithersburg in Montgomery County, Frederick in Frederick County and Hagerstown in Washington County. The eastern, southern, and western portions of the state tend to be more rural, with cities of regional importance such as Salisbury and Ocean City on the eastern shore, Waldorf and La Plata in Southern Maryland, and Cumberland in Western Maryland.

Profile Elements	2000	2008*	Change
Population	5,296,486	5,633,597	� 367,111
Under Age 5	353,393	370,404	� 17,011
Age 18 and Over	3,940,314	4,264,708	� 324,394
Age 65 and Older	599,307	664,059	� 64,752
Female	2,738,692	2,900,013	� 161,321
Male	2,557,794	2,733,584	� 175,790
Caucasian	3,391,308	3,438,069	� 46,761
African-American	1,477,411	1,615,169	� 137,758
American Indian & Alaska Native	15,423	14,066	⑊ *(1,357)*
Asian	210,929	276,951	� 66,022
Native Hawaiian & Other Pacific Islander	2,303	3,045	� 742
Reporting Multiple Race	103,587	112,838	� 9,251
Hispanic or Latino Origin	227,916	358,504	� 130,588
Foreign Born	518,315	691,341	� 173,026
Language Other Than English at Home	622,714	782,528	� 159,814
Persons Per Square Mile	542	579	� 37
Licensed Drivers	3,382,451	3,994,783	� 612,332
Registered Vehicles	3,847,538	4,773,777	� 926,239
Mean Work Travel Time (Minutes)	31.2	30.8	⑊ *(0.4)*
Land Area (Square Miles)	9,774	9,774	0
Total Road Mileage	29,893	31,300	� 1,407
State / US Roads	5,231	5,241	� 10
County Roads	20,222	21,688	� 679
City Roads	4,440	4,623	� 183

Crash Data & Trends

The following tables represent various traffic safety-related rates and trends in the State of Maryland, and were generated in conjunction with guidelines supplied by the Governors Highway Safety Association (GHSA). The tables were also designed to allow a comparison of statistics* from state to state and to provide a measure of consistency and benchmarking. In the following pages, graphs on the nationally measured issues will be presented and will detail:

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

*Unless otherwise noted, data sources for graphs derived from Maryland Automated Accident Reporting System (MAARS)

Graph A – Fatality Trends

Fatality Trends

Until 2006, fatalities on roads in Maryland were on a steadily decline of 7% over 4 years. In 2006 a spike occurred but did not dramatically affect the trend, as evidenced by 2007 and 2008 overall fatality numbers. The target of fewer than 550 fatalities by 2010 still remains the State's focus.

Graph B – Fatality Rate per 100MVMT

Fatality Rate Per 100M VMT
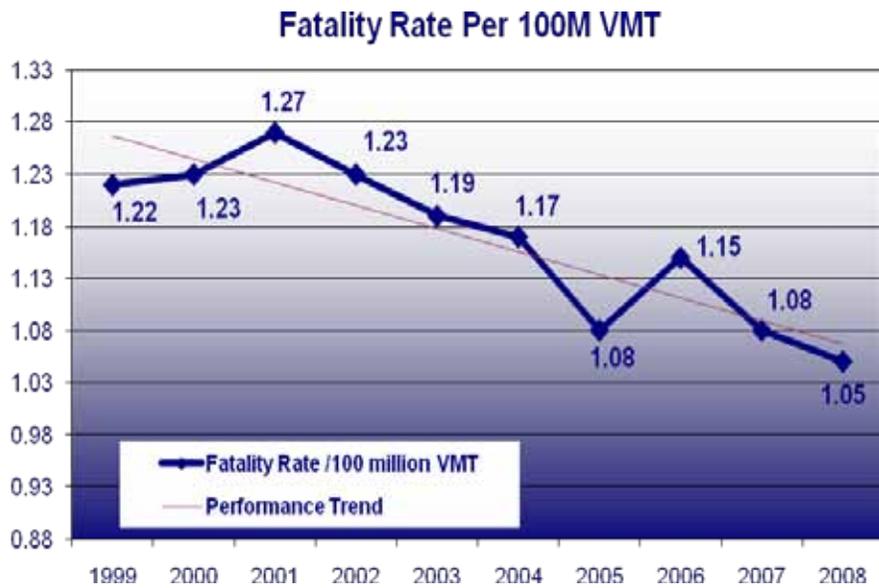
Fatality Rate

Based on the 2008 reduction in overall fatalities, the fatality rate was similarly impacted. The fatality rate for the last complete reporting period reflects a decrease of 2.7% to 1.05 per 100 million vehicle miles traveled.

Graph C – Injury Trend

Injury Trends

Injury Trends

Injuries due to crashes on all roads in Maryland have declined by 13.9% between 2001 and 2006. The challenging areas for injury can be attributed to crashes involving aggressive driving, motorcycles and impaired driving. The target remains revised to further reduce injuries to less than 50,000 by the year 2010.

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Graph D - Fatality & Serious Injury Rate per 100 Million Vehicle Miles Traveled
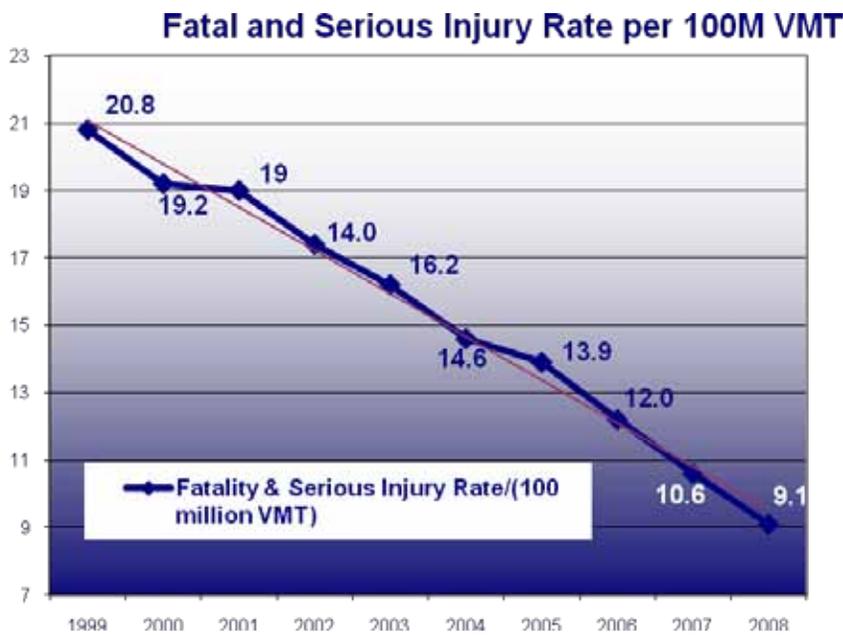
Fatality & Serious Injury Rate per 100 Million Vehicle Miles Traveled

The rate of fatality and serious injury related to vehicle miles traveled continued to demonstrate a decrease mainly attributed to the decrease in reported injuries during 2008.

Graph E - Fatality Rate per 100,000 Population

Fatality Rate per 100,000 Population

The fatality rate in relation to population decreased to 10.5 for 2008 reflecting the physical decrease in fatalities. This is a 3.7% decrease over 2007.

Graph F - Fatal and Injury Rate per 100,000 Population

Fatal and Injury Rate Per 100K Population
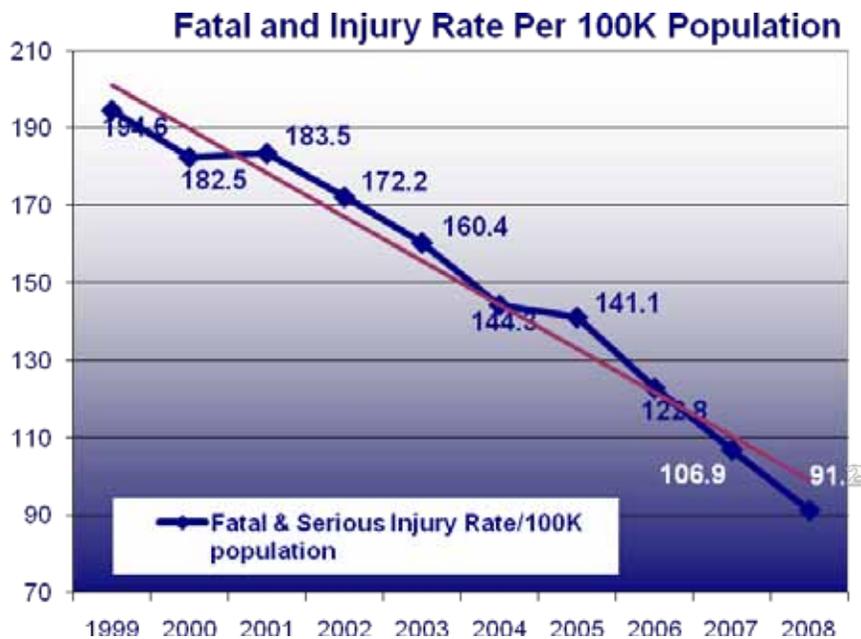
Fatal and Injury Rate per 100,000 Population

The fatality and injury rate in relation to population decreased to 106.9 for 2007 reflecting the physical decrease in injuries counteracting the increase in fatalities. This is a 13% decrease from 2006.

Graph G - Alcohol Related Fatalities

Alcohol Related Fatalities
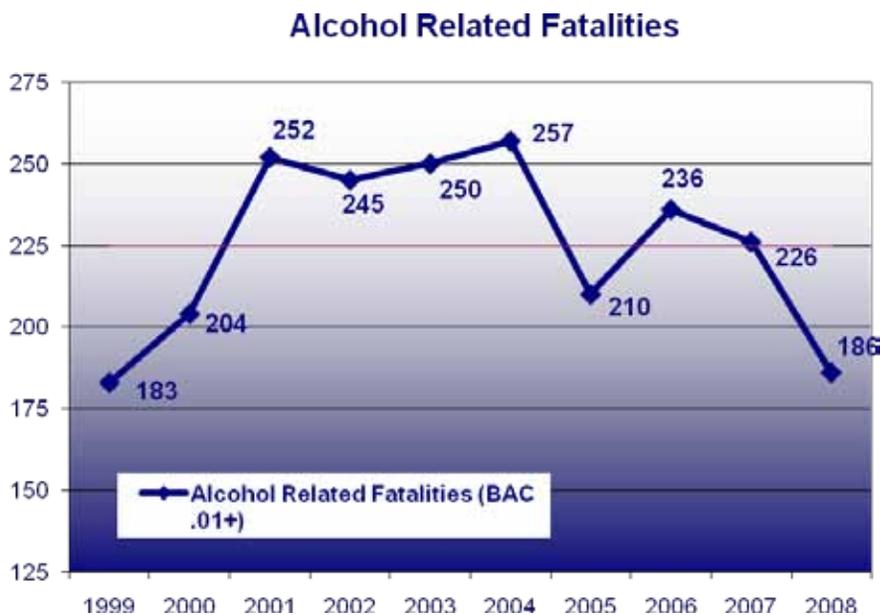
Alcohol Related Fatalities*

For 2008 fatalities in general experienced a decrease. As mentioned earlier impaired driving is one of the major areas demonstrating a negative increasing trend. The reported numbers in the chart to the left reflect the U.S. Department of Transportation's Fatal Analysis Reporting System (FARS) statistics for Maryland. FARS reported data makes use of formula based methodology. (*0.01 BAC)

Graph H - Alcohol Related Fatalities as a Proportion of All Fatalities
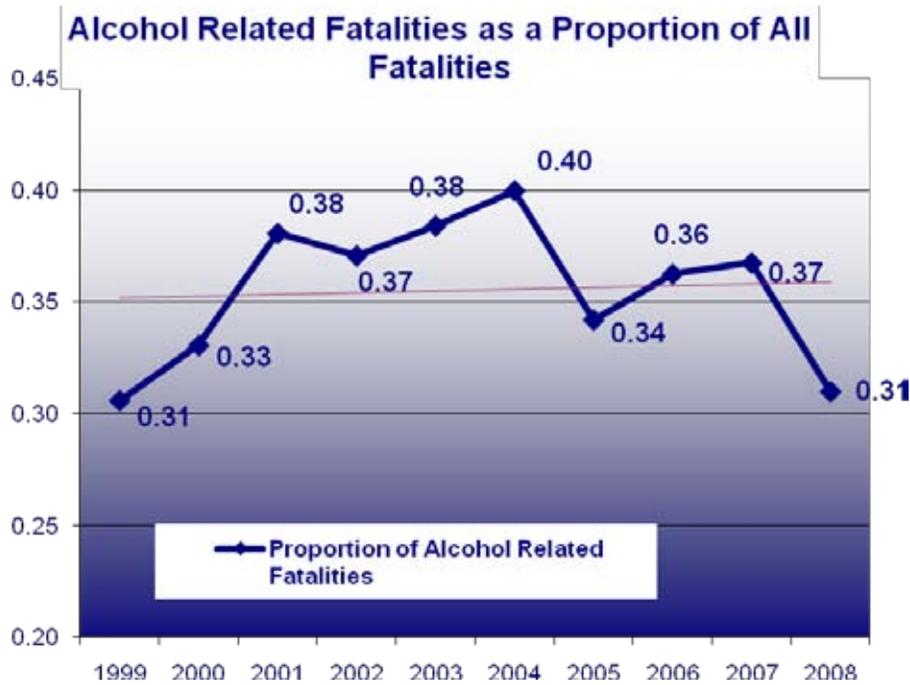
Alcohol Related Fatalities as a Proportion of All Fatalities*

Impaired driving represented a significant portion (31%) of the 592 fatalities reported during 2008.

Graph I - Alcohol Related Fatality Rate

Alcohol Related Fatality Rate Per 100M VMT

Alcohol Related Fatality Rate*

The alcohol related fatality rate in relation to vehicle miles traveled decreased to .33 for 2008 reflecting the physical decrease in fatalities. This is a 17.5% decrease over 2007. (*0.01 BAC)

Graph J - Percent of Population Using Safety Belts

Percent of Population Using Safety Belts
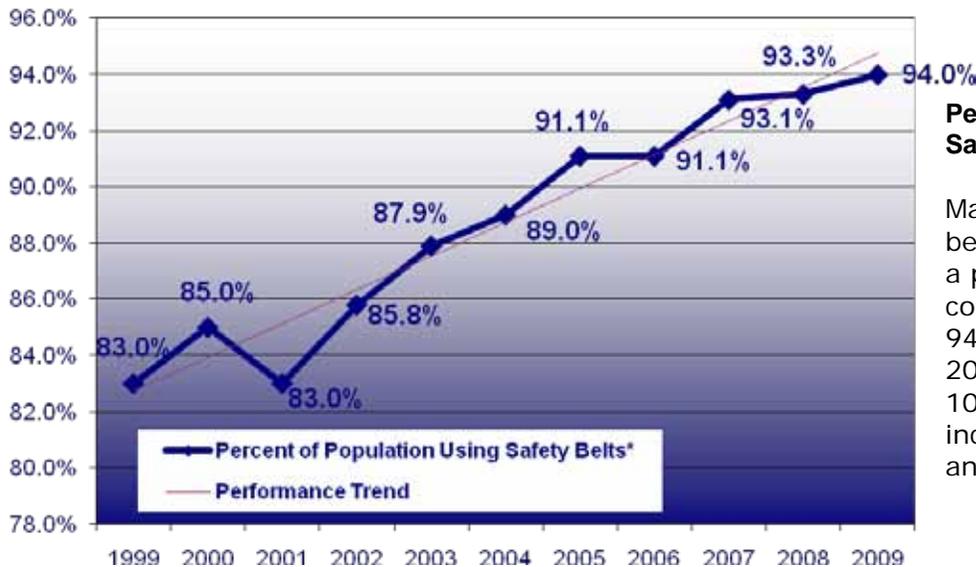
Percent of Population Using Safety Belts

Maryland's usage of seat belts continues to trend in a positive direction with a compliance percentage of 94% being reported for 2009. This is more than a 10 percentage point increase between 2001 and 2009.

Crash Profiles By Involvement Type

Occupant Protection (Belt Usage)	% Change	2004 Base	2009 Data	2010 Goal
Statewide Belt Usage (Combined)	p 4.8%	89%	94.0%	95.0%
Statewide Belt Usage (Automobiles)	p 3.7%	90.8%	94.7%	95.0%
Statewide Belt Usage (Pick-Ups)	p 10.6%	79.8%	89.7%	92.3%

Fatalities by Program Area	% Change	2004 Base	2008 Data	2010 Goal
Statewide	q 7.9%	643	592	608
Aggressive Driving**	p 6.9%	58	62	52
Bicycles	q 41.7%	12	7	10
Inattentive Driving**	q 81.3%	187	35	139
Impaired Driving (BAC 0.08+) *	q 28.0%	211	152	206
Motorcycles	p 22.0%	68	83	62
New Drivers	q 13.1%	122	106	100
Occupant Protection (Unbelted)	q 10.8%	185	165	168
Older Drivers	q 18.3%	104	85	85
Pedestrians	p 22.9%	96	118	85

Injuries by Program Area	% Change	2004 Base	2008 Data	2010 Goal
Statewide	q 16.1%	57,409	48,143	52,469
Aggressive Driving**	p 46.2%	2,861	4,183	2,552
Bicycles	q 7.5%	705	652	552
Inattentive Driving**	q 56.1%	26,523	11,636	21,655
Impaired Driving	q 12.2%	4,886	4,291	3,069
Motorcycles	p 10.7%	1,416	1,568	1,333
New Drivers	q 26.0%	13,927	10,309	9,643
Occupant Protection (Unbelted)	q 23.3%	4,116	3,155	2,959
Older Drivers	q 9.1%	7,202	6,545	5,066
Pedestrians	q 0.5%	2,631	2,618	2,237

Fatal Crashes by Program Area	% Change	2004 Base	2008 Data	2010 Goal
Statewide	q 6.4%	576	539	527
Aggressive Driving**	p 7.7%	52	56	46
Bicycles	q 41.7%	12	7	10
Inattentive Driving**	q 78.9%	161	34	112
Impaired Driving*	q 25.8%	186	138	176
Motorcycles	p 20.0%	65	78	62
New Drivers	q 17.4%	109	90	88
Older Drivers	q 13.3%	90	78	70
Pedestrians	p 11.6%	95	106	86

Injury Crashes by Program Area	% Change	2004 Base	2008 Data	2010 Goal
Statewide	q 12.4%	37,422	32,769	33,067
Aggressive Driving**	p 55.4%	1,660	2,579	1,559
Bicycles	q 5.4%	665	629	517
Inattentive Driving**	q 53.0%	16,906	7,954	16,154
Impaired Driving	q 9.8%	3,142	2,834	2,364
Motorcycles	p 11.9%	1,222	1,367	1,164
New Drivers	q 22.8%	8,524	6,579	7,597
Older Drivers	q 3.8%	4,447	4,277	3,361
Pedestrians	q 0.8%	2,405	2,385	2,131

* Fatality Analysis Reporting System data

** A 2004 Maryland State Police change in policy redefined usage and attribution of the inattentive contributing circumstance in crash reports resulting in a lowering of crashes reported as inattentive driving related crashes.

Program Reports

Throughout FFY 2009, the MHSO funded a variety of programs, projects and activities, with federal transportation dollars, which were intended to advance the traffic safety goals set forth by the State of Maryland. For FFY 2009, these Program Areas have been arranged to coincide with their position in the MHSO's overall set of priority Program Areas, as defined in Maryland's FFY 2008 Highway Safety Plan. Those priorities are as follows:

- Aggressive Driving Prevention
- Bicycle and Pedestrian Safety
- Community Traffic Safety
- Data Analysis and Traffic Records
- Diversity Outreach
- Drowsy and Distracted Driving Prevention
- Employer Awareness
- Police Traffic Services

- Impaired Driving Prevention
- Injury Surveillance
- Media Communications
- Motorcycle Safety
- Young Driver Safety
- Occupant Protection
- Older Driver Safety

Each section will provide a narrative description of the problem, a listing of objectives proposed in the Highway Safety Plan, strategies implemented throughout FFY 2009, challenges encountered throughout the year, and notable accomplishments achieved in FFY 2009.

As in past years, all of the program areas identified by the NHTSA as being of national priority are significant components of Maryland's traffic safety program. However, not all of the national priority program areas are addressed in this report. [MHSO's program is based on Maryland's data and problem identification, and is specifically tailored to best meet Maryland's needs.]

Measure	2008	2009
Total number of grants awarded	55	59
Total number of grant applications	59	67
Total Number Press events	14	21
Total Number of Educational Materials Distributed	264,239	955,778
Total Number of Message Based Incentive Items Distributed	39,500	90,039
Total Number of Paid Media Impressions – All programs	~130,000,000.	~303,598,935
Total Number of Added Value/Free Media Runs	3,400	28,919
Total Number of Training Events	138	102
Total Training participants/students	8,771	9,293
Total Number of Educational Presentations & Taskforce Meetings	139	191
Total Number of Educational Presentation Attendees	3,654	10,223
Total Number of Outreach Events	35	794
Total Audience Exposure of Outreach Events	~2,000,000	61,049
Total Number of Campaign-Related Seat Belt Citations and Warnings	~100,000	~110,000
Total Number of Campaign-Related Reported DWI Arrests	3,799	1,047
Total Number of Campaign-Related Speeding Citations and Warnings	243,939	207,500
Total Number of Enforcement Campaigns	842	16
Total Number of Checkpoint Events	89	101
Total Number of Saturation Patrols	657	554
Total Checkpoint Audience Exposure Alcohol	2,729,963	59,441

Aggressive Driving Prevention

Polling and research conducted by AAA Mid-Atlantic through the years reveal a continued growing concern with the problem of aggressive driving (i.e., traffic signal violation, improper passing, failure to drive in a single or proper lane, following too closely, failure to stop/yield right of way, or exceeding the speed limit). In an effort to combat aggressive driving, a major effort by the MHSO in 2009 was to fund and partner with law enforcement, government officials, trauma experts, and others to conduct the Smooth Operator Program. Developed over 10 years ago, the Smooth Operator Program is a multi-state public safety initiative to provide education, information and solutions for the problem of aggressive driving.

After a spike in reported aggressive driving crashes in 2006, as a result of different police reporting procedures, the frequency of these kinds of crashes has begun to level off and even decline over the past two years. Better data collection by police officers has resulted in a clearer understanding of the breadth of this problem.

Objective

- Decrease the total number of aggressive driver related crashes from 3,909 in 2004 to 3,754 or lower in 2010.
- Decrease the total number of aggressive driver related fatalities from 58 in 2004 to 52 in 2010.
- Decrease the total number of aggressive driver related injuries to 2,552 in 2010.

Accomplishments

- The MHSO oversaw the involvement of more than 80 law enforcement agencies across the region, including 55 in Maryland, and coordinated their efforts to target aggressive drivers by conducting enforcement "waves" over a four month period. This included the involvement of every barrack of the Maryland State Police across the entire state. In 2009, they issued more than 207,000 citations and warnings for aggressive driving behaviors.

- The Maryland Motor Vehicle Administration coordinated the state's massive education and awareness campaign by overseeing the highway safety grant funds used to purchase media and educational items, as well as finance major media events. These expenditures totaled $210,000.

- The MHSO coordinated the selection and placement of $90,000 of outdoor media including billboards and busbacks in targeted corridors.

- Two major public relations events were held for the 2009 campaign, including one in Washington, DC, and one at the University of Maryland's R. Adam Cowley Shock Trauma Medical Center in Baltimore, Maryland. These events included representatives of all the participating law enforcement agencies and other transportation industry partners. The events added an estimated $187,000 to the campaign's earned media value.

- The Smooth Operator Program teamed with the Maryland Chiefs of Police Association and the Maryland Sheriff's Association for the July media event in Baltimore to offer more exposure to the program. A training event for law enforcement executives was held at the University of Maryland's Shock Trauma Center followed by a media event launching the Maryland Smooth Operator campaign. The presence of approximately 60 police chiefs, sheriff's and command officials helped to draw major media coverage on the hospital's rooftop EMS Helipad.

- Over the course of the 4 *Smooth Operator* media waves, more than 43 million impressions were acquired by the campaign's radio spots alone, averaging well over 180 Target Rating Points.

- Supplementing the media efforts, 100,000 brochures were created defining the Smooth Operator Program and its strategies to effectively address the problems of excessive speed and aggressive driving.

- A total of 8 scheduled Steering Committee meetings occurred including several tele-conferences for the 'funding partners' (executive committee). Meetings included representatives from law enforcement,

highway safety officials, and other partners from the private sector.

- Statewide *Smooth Operator* Law Enforcement Training Meetings were held in November, 2008 and May, 2009. Over 100 police officers and CTSP coordinators were in attendance for both meetings. November meeting included instruction on Speed Management Strategies and the May meeting introduced the upcoming media and public education campaign to the program's law enforcement partners.

Challenges

- Attempts to leverage more media buying power and added value were complicated by various media buyers purchasing different kinds of media (outdoor v. radio). The MHSO used its massive buying power from its entire highway safety program to leverage more added value during its various campaigns. Coordinating the Smooth Operator program with its regional buys proved somewhat problematic.

- The current economic climate caused officials of the Smooth Operator Executive Committee to cancel its annual law enforcement awards and recognition ceremony. Given law enforcement's commitment to the program this cancellation may have an effect on future participation.

- Providing fresh 'media hooks' to attract news crews to Smooth Operator events remains a huge challenge.

Bicycle & Pedestrian Safety

Over the past five years an average of 2902 pedestrian and 810 pedalcyclist crashes have occurred each year on Maryland's roadways. On average, 103 pedestrians and 7 pedalcyclists have lost their lives each year, representing nearly 18% of Maryland's traffic fatalities. In addition, an average of 2,539 pedestrians and 646 pedalcyclists has been injured annually, representing 6% of all Maryland's traffic injuries.

The Maryland highway safety program includes a comprehensive pedestrian and bicycle safety program that promotes safe pedestrian and bicycle practices, educates drivers to share the road safely with other road users, and encourages safe facilities for pedestrians and bicyclists through a combination of education and engineering strategies. In the Washington DC metro area, the *StreetSmart Campaign* continues to address pedestrian safety issues through coordinated education and enforcement activities. In FFY09 the StreetSmart program was expanded to include the Baltimore metropolitan region. The broader Statewide Bicycle and Pedestrian Safety Campaign continues to partner with primary schools and bike and pedestrian organizations to promote programmatic goals.

The number of pedalcyclist crashes decreased slightly from 809 in 2007 to 799 in 2008; the 2010 goal for pedalcyclist crashes is 733. The number of pedalcyclists injured decreased from 645 in 2007 to 633 in 2008; the 2010 goal for pedalcyclist injuries is 552. Pedalcyclist fatalities remained consistent with 2005-2007, with 7 pedalcyclists killed in 2008; the 2010 goal for pedalcyclist fatalities is 10. Pedestrian crashes decreased from 2,928 in 2007 to 2,902 in 2008; the 2010 goal for pedestrian-related crashes is 2,528. Pedestrian related injuries decreased from 2,667 in 2007 to 2,618 in 2008; the 2010 goal for pedestrian related injuries is 2,237, Pedestrian fatalities increased from 110 in 2007 to 115 in 2008; the 2010 goal for pedestrian fatalities is 96.

Objectives

- Decrease the total number of pedalcyclist related crashes from 875 in 2004 to 733 in 2010.
- Decrease the total number of pedalcyclist related fatalities from 12 in 2004 to 10 in 2010.
- Decrease the total number of pedalcyclist related injuries from 702 in 2004 to 552 in 2010.
- Decrease the total number of pedestrian related crashes from 2,843 in 2004 to 2,528 in 2010.
- Decrease the total number of pedestrian fatalities from 96 in 2004 to 85 in 2010.
- Decrease the total number of pedestrian injuries from 2,626 in 2004 to 2,237 in 2010.

Accomplishments

- The *StreetSmart* campaign, developed in partnership with the Washington Council of Governments, reached millions of people in the Washington, D.C. metropolitan area with pedestrian safety messages directed at both motorists and pedestrians.
    - The Fall 2008 launch event in Bethesda, Maryland was very successful in gaining media attention and informing the public about stepped-up law enforcement activities throughout Virginia, Maryland and the DC Metropolitan area, earning an estimated 4.4 million impressions with radio and television broadcasts, and at least eight print and online articles.
    - The Spring 2009 campaign targeted five high-risk behaviors on the part of motorists, pedestrians and bicyclists with simple messages: USE crosswalks; STOP for pedestrians at crosswalks and YIELD to them when turning; OBEY signs and signals and ride with traffic (bicyclists); CROSS after the bus leaves the stop and make sure drivers can see you; and YIELD to cyclists when turning and give them room to ride.
    - Transit advertising was used to reach users of the transit system about walking safely and radio advertisements emphasizing the responsibilities of motorists toward pedestrians.
    - Radio advertising was used to reach an estimated 20 million impressions during the Fall and Spring campaigns.

- The StreetSmart campaign was expanded to the Baltimore metropolitan region, in collaboration with the Baltimore Metropolitan Council (BMC).

- The Statewide Bicycle and Pedestrian Safety Campaign operated with the Washington Area Bicyclists Association (WABA), continued to promote the Maryland Pedestrian and Bicycle Safety Education Program in collaboration with the Maryland Safe Routes to School program. Bicycle and pedestrian safety training trailers were used to educate children on basic pedestrian safety issues and bicycle operation skills.

- MHSO continued to provide coordination and support for bicycle and pedestrian safety initiatives statewide
    - Two meetings of the Pedestrian and Bicycle Safety Task Force were convened by MHSO to promote coordination among statewide and local safety programs. Participants included CTSP coordinators, law enforcement officers, MDOT and SHA staff, members of the disabled pedestrian community, regional and local agency representatives and other stakeholders.
    - The MHSO bicycle/pedestrian coordinator serves on the Montgomery County Pedestrian Traffic Safety Advisory Committee and as SHA liaison to the Maryland Bicycle and Pedestrian Advisory Committee.

- The Metro Washington Highway Safety Office initiated a number of special programs for pedestrian safety in FFY09:
    - Partnered with El Zol radio, Telecard Network, Prince George's County PD, Montgomery County Police Department and C-SAFE to educate pedestrians on the importance of pedestrian safety with specific emphasis on the Hispanic/Latino community
    - Partnered with local business partner 7-11 at one high-priority location. More than 200 donated coupons were given for proper crossings. More than 75 educational warning tickets were distributed to those observed not using the crosswalk.
    - Partnered with a Multi-jurisdictional Pedestrian Task Force to implement, "You Better Watch Out, Santa's in the Crosswalk!" in the Takoma-Langley Crossroads area where more than 500 educational materials were distributed and 522 pedestrian warnings were issued by police.
    - In coordination with SHA's Office of Traffic & Safety, piloted the Cross Like Your Life Depends on It supplemental sign program near high incident areas along Route 4, Route 193, Route 201, Route 500, Route 704 and Route 1 to educate pedestrians on the dangers of crossing at mid-block locations.

- MHSO and its CTSP partners distributed more than 224,000 pieces of educational material, including StreetSmart branded materials, school system electronic pedestrian safety alerts, pedestrian safety law cards, booklets for school aged children, copies of the Bicycling in Maryland booklet and the DVD Competence and Confidence: an Adults Guide to Safe Cycling, and other materials.

Challenges

- Pedestrian safety enforcement is a relatively low priority activity for most law enforcement agencies. Very few officers have received formal training on pedestrian laws and law enforcement operations and techniques.

- Prince George's County government withdrew their financial support for the *StreetSmart* campaign in FFY09 due to budget constraints. This limited the reach of the *StreetSmart* campaign messages in the Prince George's County area.

- Pedestrian safety continues to be a significant problem in the high-density areas of Prince George's County and Baltimore City/County areas. Impaired pedestrians make up a significant proportion of fatalities in these areas. These are difficult crashes to countermeasure, as they are often related to substance abuse issues which go beyond the scope of existing traffic safety countermeasures.

Data Analysis & Traffic Records

Section 2006 of the Safe, Accountable, Flexible, Efficient Transportation Equity Act: A Legacy For Users (SAFETEA-LU) provides that Maryland may qualify for multi-year grant funds by demonstrating that it has: (a) Established a highway safety data and traffic records coordinating committee (a "TRCC"); and (b) developed a multiyear highway safety data and traffic records system strategic plan (a "Multiyear Plan" or "Strategic Plan").

Maryland has continually operated a TRCC and has maintained a strategic plan in FFY '09 in order to guide statewide efforts for managing and enhancing the best available data for MHSO safety programs and all traffic safety stakeholders and partners. The Traffic Records Strategic Plan (TRSP) is a statewide plan to improve the traffic records system in order to support improvements in all safety program area planning, analysis, and reporting. Traffic and injury data is derived from a multitude of sources. The goal of the TRCC is to maintain a multi-agency approach to improving the traffic records system, and the TRSP is its guiding document.

Additionally, MHSO has supported through grant funding Maryland's Crash Outcome Data Evaluation System (CODES) in an effort to improve highway safety through the use of linked motor vehicle crash data collected from police, emergency medical services (EMS), hospitals, and other sources. Such linked data have been used by the University of Maryland National Study Center for Trauma and Emergency Medical Systems (NSC) for a variety of projects, abstracts, and papers, including a statewide study of injured motorcyclists, a study of older drivers, a geographic analysis of pedestrian injuries, a study of the patterns of injury in frontal crashes, and a comparative analysis of costs among motor vehicle crashes. Since the development of the CODES Data Network, the NSC has continued investigations into these and other areas of traffic safety, in addition to responding to data requests from NHTSA and other state and local agencies on topics such as motorcycle crashes, child safety seats, red light running, etc.

Through CODES, strong relationships have been established with a number of state agencies, allowing the program to serve as a 'repository' for numerous data sets related to highway and motor vehicle safety. As a program within the University of Maryland, NSC is afforded the opportunity to gain access to multiple data sets and, under the umbrella of the University's Institutional Review Board, as well as under the auspices of the CODES Executive and Advisory Boards, assure the confidentiality and integrity of the data that are used and disseminated.

Using this established network, CODES will continue to work toward the development of a warehouse for traffic safety data in the State. The goal of this project is to respond to data requests and provide analysis of highway safety data for multiple program areas and to offer online accessibility of data and canned reports.

Objectives

- Implement a 100% 2nd edition compliant Model Minimum Uniform Crash Criteria crash report by 2010.
- Increase the total number of crash form Model Minimum Uniform Crash Criteria elements from 61 to 77 of 77 by 2010.
- Increase the total number of crash form Model Minimum Uniform Crash Criteria attributes from 333 to 622 of 622 by 2010.

- Continue to develop the CODES Data Network as a point of contact for requests for highway safety information from legislative groups, the public, and state and local agencies.

Accomplishments

- Objectives:
  - NHTSA has performed a review of the *existing* State Highway Administration crash database (MSCAN) and has concluded that it has 24 full elements and 432 full attributes.
  - NHTSA has performed a review of the *proposed* new State Highway Administration crash database (MSCAN) and has concluded that it will have 37 full elements and 466 full attributes.
  - *A note on the MMUCC elements and attributes:* The NHTSA review of the crash databases found a significant number of "partial" compliant elements and attributes. A thorough internal review of the review from NHTSA is planned in FFY '10 and it is expected that many more elements will be considered 'full' instead of 'partial' after feedback is delivered to NHTSA. Many elements may not be part of the SHA crash database but are easily linked to on other datasets accessible to SHA; this would bring us closer to compliance with MMUCC.
  - CODES is being promoted as a statewide data repository and is also being promoted nationally as a model program.

- TRCC Accomplishments:
  - Maryland's TRCC Executive Committee held 3 TRCC Executive Council meetings in 2009.
  - Maryland's TRCC Technical Committee held 11 TRCC Technical Committee meetings in 2009.
  - The TRCC continued with the implementation of the recommendations from the 2005 Traffic Records Assessment, the Maryland Traffic Records Coordinating Committee (TRCC) updated the strategic plan for the 2009 408 application.
  - In order to align with the planned new Maryland Strategic Highway Safety Plan (SHSP) and to prepare for the 2010 Traffic Records Assessment, the TRCC, with the support of the National Study Center, the TRCC began development of a new Traffic Records Strategic Plan, to be implemented in June 2010 and be in effect until 2015. The new plan will include quarterly reporting on performance measures required, and recommended, by NHTSA and GHSA (in anticipation of the new federal reauthorization).

- MHSO worked with Towson University's Extended Education and Online Learning (EEOL) Center to continue developing the Safety and Transportation Knowledge Online (STKO) web portal which facilitates the sharing of Traffic Records information. Some accomplishments include:
  - Data request application form, housed within the CODES section of the STKO website , that is used as an alternative to making requests via phone calls and emails;
  - Development of website in DotNetNuke (DNN) framework because it is very user friendly when updating and adding content to pages, and does not require any web technical background of knowledge to do so. This will allow safety program coordinators to manage their own web content;
  - Instituted a Traffic Records Coordinating Committee (TRCC) knowledge management strategy through the administration of TRCC projects, documents, and as a repository for data training materials and programs, data collection policies and procedures, and access to basic business intelligence reports and statistics;
  - Created a dedicated public section for SHSP documents, as well as providing a private interface for the SHSP tracking tools which are accessed and utilized solely by SHSP registered users; and
  - Implement a dynamic calendar function for all STKO related agencies to utilize for events planning and promotion.

- As noted in Challenges, Towson University's Center for Geographic Information Systems (CGIS) new project, the Maryland Safety and Crash Analysis Network (MSCAN), started in the 2nd quarter of FFY '09. They interviewed key stakeholders in crash and traffic data analysis, as well as data owners. These stakeholder interviews, as well as assessments of other analysis applications, gave CGIS a solid understanding of the required functionality of MSCAN as well as the future direction of MSCAN. A requirements document was the final deliverable for this project and it will guide the development of MSCAN in FFY '10 and beyond. Additionally, CGIS worked with all of the counties and Baltimore city to

maintain each jurisdiction's street centerline as well as addressing ranges. This work has far-reaching applicability statewide and allows all agencies to work from common data sets as Maryland prepares for enhanced GIS applications.

- After a delay in the first and second quarters of FFY '09, Towson University Regional Economic Studies Institute (RESI) continued efforts toward developing a new standardized crash form and database that will meet the MMUCC standards. RESI interviewed stakeholders to determine project needs and develop a requirements document. The ACRS project team identified and met with key stakeholders, including FARS, Baltimore County Police, MSP, SHA, and the vendor, CapWIN. A work plan was the final deliverable for this project and it will guide the development of MSCAN in FFY '10 and beyond. The work plan is also a part of the FMCSA application for Safety Data Improvement Program (SADIP) funds.

- CODES Accomplishments:
    o Successful launch of novice driver DriveCam project in southern Maryland;
    o Completion of the Parental Involvement data collection, analysis and report in support of an MVA grant project that seeks to find gaps in parental involvement curriculum;
    o Successfully hosting the CODES Annual Training Meeting and completing NHTSA-requested data models;
    o Revision and continued implementation of status report database and Action Measure Tools;
    o Significant update/revision to the Traffic Records Strategic Plan;
    o Identified new contact people at both DHMH and the Health Services Cost Review Commission (HSCRC). Data sharing was examined by the new members and a data release MOU was established with the partners.
    o The following datasets were added or continued with the CODES project during the grant year: 2008 crash reports, 2008 licensing, 2008 registration, 2008 citation, 2008 intoxilyzer, 2008 hospital discharge records;
    o NSC continued to serve as the Program Resource Center for the national CODES data network. In this position, the NSC supported NHTSA and the Technical Resource Center based out of University of Utah with the development of a comprehensive CODES Strategic plan, training agenda, national data requests/applications pulling data resources from across the country to satisfy priority inquiries;
    o Production of or contribution to the following reports that supported all highway safety programs: State and county specific fact sheets, The Traffic Safety Fact Book, Benchmark/Highway Safety Plan, Annual CPT Tour Data, Action Measure Tools, and Community Traffic Safety Program (CTSP) Status Report Outputs;
    o Office of Chief Medical Examiner (OCME) motorcycle helmet study; and
    o Provided consultation at the design phase and data collection and analysis of all crash reports associated with the DDACTS corridors in Baltimore County.

- In an effort to improve Maryland's EMS pre-hospital data collection under a statewide, uniform data structure, the Maryland Institute for Emergency Medical Services Systems (MIEMSS) accomplished the following:
    o This project provided the assessment resources to clearly understand the current environment (both within Maryland EMS and the National experience to date) and comprehensively plan for a statewide, uniform system that brings Maryland EMS under the NHTSA, NEMSIS standard.
    o MIEMSS completed both an RFI and RFP and delivered them to the Department of Information Technology for review and approval. Approval and a vendor award are expected in the first quarter of FFY '10.

Challenges

- 100% MMUCC-compliance remains a lofty and challenging goal for MHSO. Clarity is being sought for a formula for calculating percentage compliance for MMUCC. Additionally, MMUCC is in its third edition and there are now 107 elements and 792 attributes.

- MMUCC is in now its 3rd edition and a plan for implementing the release of a new crash form was put on hold by the Maryland State Police and TRCC and the beginning of FFY '09. Funds were secured through NHTSA and FMCSA to revive the plan for development of a MMUCC-compliant crash form and development has begun in December 2009. Delays in the enhanced Maryland Automated Accident

Reporting System (eMAARS) project due to shortfalls in resources and unexpected technical challenges have affected the schedule for development of the new crash form. Towson University was directed to split their time between eMAARS and the new crash form in order to provide additional project management support.

- The Towson University Center for Geospatial Information Services started work to add functionality to the Maryland Incident Location Tool (MILT) that will allow law enforcement officers to complete MAARS crash reports electronically, as well as enhance a Virtual Data Warehouse (VDW) to aggregate disparate datasets in a unified view. However, this project was placed on hold after TRCC determined a duplication effort with MSP and NSC projects. TRCC determined that the CODES project already was functioning as a data warehouse, albeit with very limited to no mapping and spatial analysis capabilities. Towson University CGIS began working with MHSO and TRCC to determine a new direction for MILT and VDW. The resulting Maryland Safety and Crash Analysis Network (MSCAN) uses concepts from MILT and VDW. MSCAN would use and enhance the base map and map tools from MILT while also pulling from the emerging MD iMap (Maryland's statewide base map) infrastructure. The elements of data sharing and multiple dataset analysis from VDW would bring new functionality to MSCAN.MHSO and TRCC also determined that CGIS's experience with MILT would be beneficial to MSP's efforts of developing a new in-vehicle crash reporting module for their E-TIX application. It was decided that CGIS would bring in a project manager to lead this new effort. This became the Maryland Field Based Accident Reporting System (ACRS) project.

- STKO: During the first quarter of the fiscal year starting October 1st 2008 the scope of the project changed in order to move the project from developing a distance learning (training) environment, that is tied into the MILT tool, to a data and content management center for Maryland traffic related entities and safety programs. This change was made not because of any prior performance deficiencies, but rather because the needs of MHSO shifted, in addition to the change in scope of MILT, and Towson was able to be flexible enough to meet those needs.

Diversity Outreach

As Maryland's diverse population continue to increase over the next few decades, a significant portion of growth in travel demand will come from minority populations throughout the state. According to the United States Census Bureau, in 2008, the annual total of resident population for the State of Maryland was 5,633,597 people. Of the total population, approximately 13 percent of the population has some type of disability; 11.5 percent of the population was estimated as foreign born; nearly 12.6 percent of the population speaks a language other than English; 29.4 percent of the population is Black or African American; 63.4 percent of the population is white; 5.1 percent of the population is Asian and 6.7 percent of the population is Hispanic or Latino. The magnitude of the diverse populations listed above, requires a variety of outreach efforts. To address the multitude of issues affecting the various audiences, a one size fits all approach would not be effective in accomplishing tasks or outreach programs.

The Diversity in Traffic Safety Program was developed to address the needs of educating diverse audiences through traffic safety programs, initiatives, outreach projects and creating specific messages for populations. While creating programs for diverse communities can be a tremendous challenge, these programs are also life saving. The MHSO reaches out to thousands of individuals and groups who want to unleash new and innovative approaches to effectively save lives and prevent injuries across the state.

In 2009, the Diversity in Traffic Safety Task Force was disbanded in order to deliver a more inclusive program. To better serve targeted audiences and communities, as well as tie diversity in traffic safety to other program areas and promote dual messages, the decision was made to have an inclusive program. Diversity in traffic safety program concerns is discussed during MHSO Quarterly Task Force Meetings for each priority program.

Objectives

- Reduce the number of crashes from 104,103 in 2004 to 99,981 in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 52,469 in 2010.

Accomplishments

- Diversity in Traffic Safety efforts and goals are accomplished through each of the other MHSO programs areas. Specifically offering materials and messages in other languages.

- During the year, the Diversity in Traffic Safety Program Coordinator attended two International Populations Network Meetings where traffic safety information was disseminated to all participants. Nearly 200 participants received information about motor vehicle crashes, risky driving practices among diverse communities and general traffic safety prevention material.

- The Diversity in Traffic Safety Program worked very close with Millennium Health & Human Services Development Corporation, Inc. Through this partnership, the MHSO funded the M-CHOSE Project. The project focused on accomplishing multicultural community outreach throughout the state to reduce the number of driving crashes and fatalities in minority and new immigrant communities.

- Non-traditional outreach continued in FFY 2009 by providing educational materials to barbershops, fraternities, churches, local merchants, colleges and universities, health fairs, and cultural events.

- During the grant year, approximately 10,000 pieces of pre-existing traffic safety education material and literature was distributed to pre-selected counties which were Prince George's, Montgomery, Howard, Harford, Baltimore, Charles and Baltimore City.

- M-CHOSE collaborated with the MHSO Motorcycle Safety Taskforce to provide five motor cycle safety outreach events with African American Motor Cycle Clubs in the Central Maryland Region.

- In the Central Maryland Region, seven retirement communities partnered with M-CHOSE to educate older drivers. Educational seminars were hosted and traffic safety material was distributed. Specifically, the presentations included a significant amount of pedestrian, seatbelt and drowsy driving prevention education.

- M-CHOSE distributed driver safety surveys, compiled a needs assessment and conducted two focus groups for Charles County. The information was gathered to help identify traffic safety issues among over-represented minorities who are being involved in crashes in a growing diverse community.

- The M-CHOSE Project successfully secured a commitment from the Maryland State Department of Education to incorporate traffic safety education into the El-Civics Presentation on an ongoing basis.

- Overall the M-CHOSE Project was very successful over the past year distributing 11,422 pieces of safety education literature, outreaching to over 2,879 people, distributing over 1,023 incentives. More than 20 organizations partnered with the M-CHOSE Project throughout the year.

- The Diversity in Traffic Safety Program Coordinator distributed Choose Safety for Life campaign materials, distracted and drowsy driving information, English/Spanish pedestrian, alcohol, seat belt, and child passenger safety materials to partners upon request.

Challenges

- Limited demographic data for minority groups.

- Limitations on the ability to accurately identify the specific traffic safety concern for demographic communities.

- Increasing partnerships between agencies to gain their commitment to educate diverse communities on a going basis.

- Lacking examples of community programs that work. Examples of best practices that worked for a targeted diverse community.

Financial Management

The Financial and Information Systems Section (FISS) successfully acquired an online grants management system to be used by staff and grantees for FFY2011. The chief of FISS retired mid-year and a new chief was promoted in August 2009.

Objectives

- To develop a systems requirement and RFP to acquire an online grants management system (E-Grants).
- To conduct monitoring site visits on all projects with $150,000 or more in funds obligated to the projects.

Accomplishments

- Developed a comprehensive functional requirements document detailing needs for the new online grants management system.
- Formed a work team for E-Grants comprised of MHSO finance staff, MHSO program area staff and IT staff at SHA headquarters.
- Created a name for the new E-Grants: SHARP which stands for Safe Highways Application & Reporting Program.
- Began configuration of SHARP for general and Safe Routes to School funding applications.
- Worked closely with program coordinators on FFY2010 funding applications.
- Set up focus reports in FMIS to summarize charges to individual program areas which will allow for closer monitoring of expenses.
- Conducted and/or scheduled site visits for all grants requiring a formal visit.
- Completed approximately half of Financial Management Manual to document common tasks and procedures.
- Successfully closed out FFY09 in NHTSA's GTS in a timely manner.

Challenges

- Internal administrative issues including tracking of funds that are moved from grantee to grantee and associated communications problems
- Staff vacancies as a result of retirement, promotion, and state hiring restrictions
- Training/education of staff relative to role of finance section

Inattentive Driving Prevention

Based on a five year average, 69 persons die annually as a result of distracted and drowsy driving. Approximately, 11,000 people are injured and nearly 24,000 are involved in a crash where distracted driving was a contributing factor. While the number of distracted driving crashes continues to decrease since 2004, driver behavior, in-vehicle technologies and vehicle design continue to be a major concern. In Maryland, proper coding of the motor vehicle accident report has helped to maintain a steady downward trend of distracted driving related crashes. The number of distracted driving crashes decreased between 2005 and 2007 by 6,197. The decreasing use of the "Failure to give full time and attention" code on the crash report is the principal reason for this change. Educational initiatives continue to expand while many of our partners disseminate materials and publicize our safety messages. In an effort to address unsafe driving, distracted driving, drowsy driving, multitasking and risky driver behaviors, the MHSO has taken the necessary steps to provide continuous support for programs implemented statewide. Partners and stakeholders are asked to incorporate distracted driving messages with other program area initiatives to allow the public to receive dual messages at one time.

Objectives

- Decrease the total number of inattentive driving related crashes from 44,972 in 2004 to 43,191 in 2010.
- Decrease the total number of inattentive driving related fatalities from 187 in 2004 to 139 in 2010.
- Decrease the total number of inattentive driving related injuries from 24,860 in 2004 to 21,665 in 2010.

Accomplishments

- Supported the Strategic Highway Safety Plan – Distracted Driver Emphasis Area by hosting conference calls with the team, developing the distracted driver definition, and creating the Inattentive Driver Action Measure Tool.

- Supported National Sleep Awareness Week by providing resource materials, press releases and e-news updates. Encouraged partners to forward safety message via email.

- Maryland passed legislation that prohibits drivers from sending text messages while operating a motor vehicle in the travel portion of the roadway.

- Disseminated more than 38,000 Texting Citation Cards to CTSP's nearly 100 high schools, government agencies, T-SAFE partners, and public libraries.

- Approximately 180 public libraries in the state received 200 Texting Citation Cards totaling 36,000 cards distributed statewide.

- During FFY 2009, the Inattentive Driving Program Coordinator distributed a large amount of the Being Inattentive tip card, the eye glass repair kits and the Choose Safety for Life campaign material.

- A "Fast, Furious Finished" busback advertisement was placed on Frederick County Buses for a three month span. Materials were distributed at events illustrating the dangers of inattentive driving as well as an article published in the Carroll County Times.

- The Upper Chesapeake Region CTSP, along with Students against Destructive Decisions members at two high schools have worked together with young drivers to educate them on distracted driving. The CTSP includes this information when presenting at the commercial driving schools along with Alive at 25 presentations.

- In the Washington Metro Region inattentive driving in the region was tackled through educational outreach and distribution of materials. Task Force members distributed educational brochures at local events throughout the year. Inattentive driving was included in several campaigns throughout the region. In Montgomery and Prince George's Counties, emphasis and media dialogue centered on the no texting legislation past this year.

- The Talbot County Highway Safety Office provided local media with a press release concerning drowsy driving. Additionally, the newspaper featured an editorial about drowsy driving.

- In Wicomico County an inattentive driving video PSA was aired at the Shorebirds over the course of the season.

Challenges

- Determining how to tackle distracted driving from a statewide perspective.

- Create measures to educate the public about the dangers that electronic devices pose.

- How to educate a huge group of drivers with completely different driving behaviors.

- Develop positive measures to curd distracted driving.

Employer Awareness

The Maryland Traffic Safety Awareness For Employers (T-SAFE) Project was designed to be an employer-specific traffic safety investment program that increases traffic safety awareness among Maryland employers and their employees. The objective of this program is to provide employers with the tools and resources needed to protect their most important asset, their employees, while driving on and off the job. The benefits of implementing

a workplace traffic-safety program include the reduction of traffic-related injuries, deaths, and the economic losses associated with traffic crashes to the employer, the employee, and the overall community. The main focus of the project is to share traffic safety information not only with employees but also with their customers. While this is an investment program to help employers reduce crashes and costs, the program looks at the startling financial losses being suffered statewide and nationally. The estimated economic impact of fatalities and injuries sustained in motor vehicle crashes on Maryland roadways reached $5.7 billion in 2008. A motor vehicle fatality costs approximately $5.8 million. Overall, a critically injured crash survivor costs society approximately $222,000. The total cost of motor vehicle crashes in the state of Maryland is more than $7.4 billion annually and crashes are the number one cause of fatal workplace accidents. While the economic costs of motor vehicle crashes is greatly important to note, it is also important to understand that driver improvement programs are also extremely important. A commitment to safety is based on the understanding that the entire management team commits itself to fully developing and maintaining a safe environment. Currently, the MHSO has maintained communication with all T-SAFE Members by providing newsletters, e-news updates, resource materials, presentations and attending health and safety fairs.

Objectives

- Reduce the number of crashes from 104,103 in 2004 to 99,981in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 43,069 in 2010.

Accomplishments

- Supported National Drive Safely Work Week. Specifically the MHSO placed emphasis on educating the public via internet. Daily safety tips and resource material was sent out to all of our partners via Constant Contact throughout the entire week. Emphasis was placed on the Choose Safety For Life Website where information about the safety week was provided. A press release was provided to all of our partners and we encouraged our partners to share the valuable information with their employees.

- MHSO provided a grant to the Chesapeake Region Safety Council (CRSC) to promote traffic safety to businesses throughout the state. Throughout the fiscal year, a total of six new businesses received information about the Boot Camp Project. The staff from the CRSC created 52 Tool Box Talks which were fact sheets including startling statistics. The CRSC conducted six presentations and approximately 144 participants received information about traffic safety and the impact that motor vehicle crashes has on employers.

- The CRSC also received grant funds to support the Alive at 25 Program. This is a behavior based program that persuades drivers to take responsibility for their driving behaviors. Specifically, this training is aimed at reducing motor vehicle crashes that are the number one cause of death for drivers 16–24 years of age. Seven presentations were conducted and 1,187 students participated. As a follow-up to attending the presentation, 2,182 students received email messages summarizing the program and highlighting the most important components.

- The T-SAFE Program Coordinator participated at the 2009 State Employees Risk Management Conference. An interactive display was set-up, a variety of information was distributed and the T-SAFE brochure was disseminated to recruit new partners.

- T-SAFE was invited and participated at the 5th Regiment Armory Unity Day Event. The event focused on providing health and safety education to employees of every military installation. More than 500 employees attended the event and a wide variety of safety material was distributed.

- The T-SAFE Project participated at the Northrop Grumman Safety Event. The safety event was designed as an open house for all employees to attend the safety event. T-SAFE's interactive booth distributed approximately 300 pre-made safety bags to employees. These bags including material pertaining to distracted driving, impaired driving, seatbelt use, and young driver information. Nearly every employee who visited the table received a bad.

- Throughout the year, the T-SAFE Program Coordinator provided approximately 4,000 pieces of literature to a number of T-SAFE partners including approximately 1,000 incentives.

- In 2009, a significant amount of Choose Safety for Life material was distributed along with materials from the Network of Employers for Traffic Safety, pre-existing material developed by MHSO such as impaired driving, aggressive, seat belt and pedestrian and the T-SAFE brochure.

Challenges

- Creating new partnerships and recruiting new businesses.

- Getting businesses to include traffic safety education during any safety meeting

- Increase networking opportunities by stressing the importance of traffic safety education.

Police Traffic Services

The MHSO administers a variety of federally funded highway safety programs and projects and almost every program includes a law enforcement component. Many of these programs cross over into multiple enforcement agencies across Maryland on the state, county and local levels, and successful deployment of these programs require skillful coordination of efforts.

The MHSO has developed many unique activities and programs that are specifically targeted towards aiding in the coordination and successful deployment of law enforcement activities that support MHSO objectives, and includes a close partnership with both the Maryland Chiefs of Police Association and the Maryland Sheriff's Association.

Objectives

- Reduce the number of crashes from 104,103 in 2004 to 99,981 in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 43,069 in 2010.
- Ensure MHSO's programmatic efforts are successfully complemented by efficient and advanced law enforcement involvement through education, incentives and recognition.
- Improve data collection and causational analysis relating to fatal and near fatal crashes.

Accomplishments

- In conjunction with the Maryland Chiefs of Police Association and the Maryland Police & Correctional Training Commission a two week advanced supervisors school for traffic unit and/or patrol commanders was held at the Public Safety Educational 7 Training Center. This nationally recognized course developed by the Pennsylvania State University, known as POLEX, was adapted to provide 16hrs of in-depth training on the importance of managing traffic enforcement duties. Twenty-six law enforcement officers successfully completed the training and student critiques were overwhelmingly positive.

- A three day Maryland Crash Reconstruction Conference, sponsored by the Maryland Sheriff's Association was held to review advanced topics in crash investigation. Nationally known experts in crash investigation techniques were brought in to teach seminars on a variety of topic areas. One hundred fifty Maryland law enforcement officers, all specializing in Crash Investigation attended this conference and student critiques were overwhelmingly positive.

- Final development of the Traffic Safety Specialist (T.S.S.) designation program was conducted in a multi-agency partnership between the Maryland Police & Correctional Training Commission, the Maryland Chiefs of Police Association, the Maryland Sheriff's Association and the MHSO to recognize officers across the state who have attained a high level of training and expertise in traffic enforcement Fourteen officers received T.S.S. – I honors in the program's first recognition ceremony this year. More officers will be recognized in the coming year as applications are reviewed and approved by the oversight committee.

- The Maryland Crash Reconstruction Committee met approximately every month to refine their training curriculum, schedule classes, assign students to classes, resolve training issues, and discuss pressing

issues with crash reporting in the field. This group, comprised solely of Crash Reconstructionists, continues to function at a high level of sophistication, dedication, and professionalism. It likewise continues to examine and tackle tough training and reporting issues such as acquiring and properly reporting Blood Alcohol Concentration on drivers involved in fatal crashes.

- Two Advanced Collision Investigation classes were held regionally and 64 police students were graduated from this training.

- Two Crash Reconstruction Classes were held regionally and 39 police students were graduated from this training.

- There were a total of 6 advanced Crash Reconstruction topics offered by the MCRC across the state including a Crash Scene Photography classes; one Crash Data Retrieval Course; one Human Factors in Traffic Crash Reconstruction class; one Crush Determination for Crash Reconstruction class; and one Reconstruction Instructor Development course. Most classes reached their goal on the number of students to be trained although some scheduling difficulties were encountered and are being addressed by the MCRC. Nevertheless 103 student officers were trained as a result of these course offerings.

- There were 263 student officers (all Maryland Law Enforcement) trained at various levels of Crash Reconstruction during the project year.

- The Maryland State Police held one command summit in 2009. This command summit was sponsored by the MSP Field Operations Bureau and attendance was mandatory for each troop and barrack commander. This summit was held in May, 2009 and featured a presentation by the Superintendent and the Chief of the Field Operations Bureau. Presentations on the Impaired Driving, Aggressive Driving, and Grants Management Programs were offered to the commanders as well as an hour-long presentation from MHSO on the overall highway safety mission. Fifty commanders were in attendance for this session as well as all six troop commanders.

- In conjunction with the Maryland Chiefs of Police Association, the MHSO launched its 'Traffic Safety IS Public Safety' program across the state. This 'internal marketing' initiative emphasizes the importance of traffic enforcement as a key element in a patrol officer's basic duties. In addition to the distribution of marketing tools such as two special law enforcement posters and law cards, the program also involved a variety of training opportunities including It All Starts with a Traffic Stop as well as incentive items.

- In conjunction with the Maryland Chiefs of Police Association, the MHSO developed and expanded the program guidelines for the 2009 Chief's Challenge. Newly reformatted this year the Chief's Challenge title was changed to the Law Enforcement Challenge to better represent all agencies involved in the program and involved enforcement activities that included occupant protection, impaired driving and aggressive driving. Seventy-five agencies participated this year in the program and included twenty-one award category winners. These winners were announced and recognized at a ceremonial luncheon attended by approximately 350 law enforcement officers and highway safety officials.

- In partnership with the MHSO, and in conjunction with the 'Traffic Safety IS Public Safety' program, the Maryland Chiefs of Police Association developed and sponsored six (4), week-long 'Managing Traffic Enforcement Programs (M-TEP) classes for traffic unit supervisors and officers who manage their agency's highway safety program. This training provided intensive study on strategic planning and insight to the various elements of an effective highway safety program (the 3-E's of highway safety). As a result of this program 78 police officers and CTSP Coordinators were trained in this science. The program was also acknowledged in an article in the November issue of the Police Chief magazine.

- The Maryland Chiefs of Police Association dedicated an entire day of its annual conference to introducing and providing instruction on Data Driven Approaches to Crime and Traffic Safety (DDACTS) to its attending law enforcement executives. Experts from NHTSA, BJA, as well as high ranking police officials from across the country were brought in to provide this daylong instruction. There were over 115 registered attendees. In addition to featured guest speakers the Deputy Director of the Northwestern University's Center for Public Safety and the Dean of the Johns Hopkins Institute of Police Management addressed the group on changing the police culture to better embrace the philosophy that 'Traffic Safety

IS Public Safety.' Critiques from attendees were overwhelmingly positive.

- In conjunction with the University of Maryland the MHSO promoted and helped to facilitate the Institute for Advanced Law Enforcement Studies (DUI Institute). This nationally known police course provides an intensive, advanced instructional program for Law Enforcement officers who desire a comprehensive understanding of impaired driving issues and are committed to taking a leadership role in DUI enforcement. There were twenty-eight graduates from the 2009 session, the sixth such class to be offered.

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- Given their level of partnership and activity in conjunction with the Maryland Highway Safety Office, and all associated initiatives, the Maryland Chiefs of Police Association was one of ten state associations to receive a special SACOP (State Association Chiefs of Police) grant to assist with their highway safety efforts for a second consecutive year.

Challenges

- Given the unpredictability of the work/court schedules of police officers, attendance and filling available seats in law enforcement training sessions is problematic. Attending non-mandatory outside training is a secondary priority for law enforcement and unforeseen circumstances frequently prevents full rosters in all training classes, even those that involve costly instruction.

- Changing the police culture, especially as it relates to changing ambivalent attitudes regarding highway safety requires a patient multi-strategy approach. It requires top down support as well as sufficient credibility to be accepted by mid-level supervisors and line officers. Recruiting active participation requires officer incentives, recognition and diligent personal relationship management at all levels.

- Frequent turnover in law enforcement agencies disrupts continuity. Highway safety 'champions' are frequently promoted, reassigned or retired. New personnel must be frequently groomed and indoctrinated; their programs are only as strong as the leader.

Impaired Driving Prevention

On average, 189 persons die annually in Maryland due to alcohol-related crashes, and more than 5,000 persons are injured; 2008 figures for alcohol-related traffic fatalities involving drivers with a .08+ in Maryland include 152 deaths. Approximately 26 percent of the total traffic fatalities were alcohol-related. In 2008, 24,000 arrests were made for DUI in Maryland, averaging 66 arrests per day. According to NHTSA, "impaired driving can be defined as a reduction in the performance of critical driving tasks due to the effects of alcohol or other drugs. It is a serious crime that kills every 30 minutes nationally, and in Maryland, it equates to 13 deaths a month or a death every 58 hours. The number of alcohol and drug-related crashes decreased from 8,610 in 2007 to 8,137 in 2008, having exceeded our Strategic Highway Safety Plan objective of decreasing impaired driving crashes to 8,173 by 2010. The MHSO's efforts to combat impaired driving have primarily been focused on enforcement and public information campaigns. The MHSO continues to partner with local and state law enforcement agencies, AAA Mid-Atlantic, the Washington Regional Alcohol Program, DUI/Drug Courts, the Maryland Institute for Emergency Medical Services Systems, Pacific Institute for Research and Evaluation, and this past year, with the Task Force to Combat Driving Under the Influence of Drugs and Alcohol.

The MHSO's Impaired Driving Program is highly supported and influenced by a statewide coalition made up of more than 280 members, consisting of representatives from federal, state and county agencies, non-profits and not-for profit organizations, law enforcement agencies; hospitals, institutions for higher education, advocate agencies; employers, and related agencies with an involvement in highway safety, the coalition is dedicated to education and awareness through enforcement initiatives, local and statewide media campaigns ranging from paid and earned media activities, and countless prevention efforts. The legislative subcommittee of the Impaired Driving Coalition was successful during the 2007 legislative session in having the Task Force to Combat Driving Under the Influence of Drugs and Alcohol law passed and it was convened in October 2007. This 18 month Task Force was charged with conducting a comprehensive evaluation of the State's Impaired Driving program including impaired driving laws, the judiciary, and MVA process among others. The Task Force was chaired by State

Highway Administrator and Governor's Representative for Highway Safety, Mr. Neil J. Pedersen. The lead staff person was Liza Aguila-Lemaster, MHSO's Impaired Driving Coordinator. The Task Force successfully completed its charge and submitted an interim report in December 2007. The final report of findings and recommendations was presented to the Governor and General Assembly in October 2008. The Task Force recommended as one of its signature recommendations a comprehensive monitoring, rehabilitation, education, and enforcement program to help address the needs of a first time, repeat, or high risk offender, as well as increase accountability of and services provided to impaired drivers and help reduce recidivism. The Special Multi-Agency Initiative is being titled Maryland Alcohol Safety Action Program (MASAP). This recommendation is modeled after the successful VASAP model operating in Virginia since 1972. In early December 2009 Governor O'Malley signed an Executive Order that will convene a special committee to study the feasibility of the MASAP, develop and propose a business model for this comprehensive program.

In addition, the 2009 Maryland's General Assembly favorably reported on 4 out of 5 proposed DUI laws outlined in the Task Force report. The bills were drafted and supported by Governor O'Malley's Administration. The four new laws are the following:

DUI LAWS in Maryland Effective October 1, 2009:

Criminal Procedure - Drunk and Drugged Driving - Probation Before Judgment - HB 301/SB 259 - This bill is a recommendation of the 2007 Task Force to Combat Driving Under the Influence of Drugs and Alcohol. It extends from 5 years to 10 years the period that a prior alcohol or drug-related driving offense disqualifies a defendant from eligibility to be place on probation before judgment. (Lookback period, the minimum period between when a person receives probation before judgment (PBJ) for a DUI, DWI, or impaired by drugs or CDS driving offense and when that person can again receive another PBJ for such an offense, is increased from 5 to 10 years.)

Vehicle Laws - Repeated Drunk and Drugged Driving Offenses - Suspension of License - SB 262 - This bill contains provisions recommended by the task force. The bill clarifies that, unless otherwise specified, MVA is authorized to impose a one-year driver's license suspension on a person who is convicted of *any* drunk or impaired driving offense more than once within a five-year period. On request of a person whose license is suspended under this provision, MVA may issue a restricted driver's license for the suspension period if the person participates in the Ignition Interlock System Program.

Vehicle Laws - Alcohol Restriction on Driver's License - Penalties for Violations SB 263 - This bill is a recommendation of the 2007 Task Force to Combat Driving Under the Influence of Drugs and Alcohol. It makes the conviction for a violation of an alcohol restriction on a driver's license that is imposed by the MVA a misdemeanor. The bills subject a person who violates this restriction to maximum penalties of up to two months imprisonment and/or a fine of $500. The bills also establish that the violation of any restriction imposed on a driver's license or the violation of any rule or regulation under the Maryland Vehicle Law may subject the violator to up to two months imprisonment and/or a fine of up to $500.

Criminal Law - Alcoholic Beverages - Underage Individuals - Prohibitions and Penalties HB 299 - Prohibits, with home and religious exceptions, alcohol consumption by person younger than 21 years; requires that alcohol possession be observed prior to stopping an underage person for, or charging an underage person with, consumption. Prohibits a person from attempting to purchase alcohol for person younger than 21 years; defines purchasing or attempting to purchase alcohol for, or furnishing alcohol to, an underage person as a criminal offense; and subjects an offender to not more than $2,500 fine for 1st offense and not more than $5,000 fine for a subsequent offense.

To date, a number of recommendations have been completed and several others are under development, including the study of a DUI Tracking System via the Traffic Records Coordinating Committee.

The Impaired Driving Campaign continues to combat impaired driving from a multi-faceted, data driven approach. It includes s high visibility enforcement program coupled with an intense marketing effort. The campaign is specifically designed for high-risk areas. The Checkpoint Strikeforce Campaign specifically targeted its enforcement efforts along rural roadways to support the NHTSA and Maryland crash data that show rural

roadways to be at greater risk for impaired driving. . A significant effort was put toward this ad campaign and educational outreach in Maryland. The creative ads were written and produced to connect with the target audience of 21-35 year old males. The ads utilized the findings of the campaign's opinion poll to create messages that hit home with the target audience. More than 5,500 ads will run on a total 16 broadcast stations, cable systems and radio stations in Maryland between August and December 2009. A pilot project to increase the public awareness of impaired driving saturation patrols was launched using signs along targeted roadways that read "DUI Enforcement Zone." While the signs were delivered statewide, it was difficult to capture the overall impact of their use.

The Tipsy?Taxi! and SoberRide campaigns continue to provide free cab rides to would be drunk drivers. Several law enforcement DUI trainings were held. A special marketing and education campaign was used to target Latino based establishments and Maryland continues to operate DUI Courts. Nearly 18,000 Christmas tree tags that asked Marylanders to designate a sober driver were distributed statewide

Objective

- Decrease the total number impaired driving related crashes from 8,556 in 2004 to 8,173 in 2010*.
- Decrease the total number of impaired driving related fatalities from 215 in 2004 to 206 in 2010*.
- Decrease the total number impaired driving related injuries from 4,572 in 2004 to 3,069 in 2010*.

Accomplishments

- Law enforcement from all 23 Counties and Baltimore City participated in *Checkpoint Strikeforce* during FFY 2009.

- Nearly 60,000 motorists were stopped by *Checkpoint Strikeforce* checkpoints and saturation patrols yielding approximately 1,047 DUI/DWI arrests in FFY 2009.

- The goal for FFY 2009 was 192 *Checkpoint Strikeforce* activities, and the actual results are as follows: 554 saturation patrols and 101 checkpoints, for a total of 655 enforcement activities with an average of 27 activities per Checkpoint team.

- The Impaired Driving Coalition's legislative subcommittee's educational efforts were instrumental in the establishment of the Task Force to Combat Driving Under the Influence of Drugs and Alcohol. Four formal Impaired Driving Coalition meetings were held this past year. The Coalition has adopted the Strategic Highway Safety Plan objectives and the recommendation of the Task Force to Combat Driving Under the Influence of Drugs and Alcohol as it priorities.

- The media launch for Maryland's *Checkpoint Strikeforce* campaign was able to achieve more than 1,249,720 media impressions via both 13 television broadcast hits combined with print coverage across the state. Overall the combined effort of all campaign media outreach efforts, press events, radio sponsored wet demonstrations, print and television coverage has leveraged over 3.5 million media impressions conservatively during the 2009 campaign.

- This year's Checkpoint Strikeforce campaign has developed a new social marketing component, reaching out the target audience of males 21 -35 via on-line medium, including You Tube with the production of three videos, Maryland's focuses on the relationship between a victim's father and the drunk driver who killed the victim, Jessica Vetter. The results of this have not yet been measured.

- Among all program advocates, grantees and CTSP's including Tipsy? Taxi!, SoberRide, and the Christmas Tree Tag Campaign, the MHSO and its network exceeded the previous year's distribution numbers, distributing conservatively over 400,000 pieces of educational and awareness materials.

- The Washington Regional Alcohol Program (WRAP) continued and successfully completed another year of outreach programs in the Montgomery and Prince George's Counties high schools. WRAP's coordinator was able to open new doors and bring new schools on board in both counties, now reaching 42 percent of the Montgomery County's high schools, and 16 percent of Prince George's County high schools. Overall the program reached approximately 4,500 students, an increase of 110 percent over the previous year.

- A total of six press events were held in 2009; one for SoberRide and two for Tipsy?Taxi's! July 4th and inaugural Halloween campaign, one for the kick-off of the Checkpoint Strikeforce. Drunk Driving. Over the Limit. Under Arrest. campaign, which coincided with the National Impaired Driving crackdown, one conducted by the Latino Server Training grant under the direction of the Montgomery County Liquor Board, and finally one to highlight the accomplishments of the statewide impaired driving program during the annual Maryland Remembers Memorial in December 2008.

- WRAP's SoberRide campaign provided over 3,000 free cab rides this year, 620 of them were specific to Montgomery and Prince George's Counties. AAA's Tispy?Taxi! campaign was also highly successful in its program, over 400 rides to would be drunk drivers in Baltimore and surrounding areas.

- Billboards were strategically placed in rural areas and over-represented jurisdictions to heighten driver awareness of impaired driving enforcement efforts from August through December.

- Discussions were held with the Judicial Training Institute to develop and implement an education course for judges, but a formal training was not confirmed for this year. However, a formal program for prosecutors and law enforcement was confirmed for FFY 2010.

- The three DUI Courts in Maryland have shown tremendous success, averaging 25 active participants, graduating on average 12 participants and through monitoring, having demonstrated a 0 percent recidivism rate among graduates who have been tracked for anywhere from 12 - 18 months.

- MADD's Court Monitoring program successfully completed its first full year of monitoring, analyzing the data recorded in Anne Arundel, Baltimore, Montgomery and Prince George's Counties. The trends identified in these courts were: Excessive Use of Probation Before Judgment (PBJ); Inadequate or no use of Ignition Interlocks; Pleas bargains to lesser convictions; And police officer failure to appear. MADD has agreed to share the results with the Chief Judge of the District Court of Maryland and use the data to help heighten awareness among judges, prosecutors and law enforcement in an effort to increase conviction rates, reduce the use of PBJ and increase the use of ignition interlocks in these jurisdictions.

Challenges

- The Impaired Driving Program has made significant strides in the last several years, however, it continues to struggle with outreach to the Judiciary.

- Of real concern are the reduction in funding received to fully funds grant programs, including the massive statewide Checkpoint Strikeforce campaign at the level it has received funding during the 2008 and 2009 FFY.

- Enforcement support continues to remain a strong threat to the overall program. While law enforcement is supportive of impaired driving prevention, the commitment to the sobriety checkpoint program is very weak. Unfortunately, Maryland law enforcement, more than ever, is sold on the deployment of saturation patrols over sobriety checkpoints some 7 to 1.

- Maryland continues to look for solutions to hiring a Traffic Safety Resource Prosecutor.

- While new laws were passed in Maryland during the 2009 Legislative Session, the laws were stripped of their original intent and will need revisions to meet the objectives of the Task Force and make significant impact on the issue.

Motorcycle Safety

Motorcycle safety continues to be a significant concern in Maryland. Ridership has increased dramatically over the past several years and the numbers of crashes, injuries, and fatalities involving motorcyclists has increased as well. Excessive speed on the part of the motorcycle rider is a predominant factor in fatal motorcycle crashes and aggressive driving by a minority of riders continues to be a problem for state and local law enforcement

agencies. In addition, motorist inattention and failure to yield right of way continues to be a significant problem in motorist-motorcyclist crashes.

The motorcycle safety program continues to focus on two major areas: rider responsibility and driver awareness. Rider responsibility includes proper licensing and skill training, the use of protective equipment, and responsible riding behavior. Riders are reached through outreach at public events and by involving leaders of the motorcycle community in the development of safety campaigns. Driver awareness includes recognition of motorcycles as part of the traffic mix and proper scanning for motorcycles before initiating traffic movements, notably left turns across oncoming traffic. Driver awareness is achieved through paid and earned media campaigns, including radio advertisements and billboard placements.

While there are positive trends in motorcycle crashes, it is unlikely that Maryland will meet its targets for crash, injury and fatality reduction by 2010; the final targets were calculated in 2004, before the tremendous increase in motorcycle ridership in 2005 and 2006. While single-vehicle crashes fell significantly in 2008, crashes involving a motorcycle and another vehicle remained steady.

Motorcycle crashes decreased from 1,841 in 2007 to 1803 in 2008; the 2010 target is 1,508. Motorcyclist injuries declined from 1,661 in 2007 to 1,568 in 2008; the 2010 target is 1,333. Fatalities decreased dramatically from 96 in 2007 to 83 in 2008; the 2010 target is 65.

Objectives

- Decrease the total number of motorcycle related crashes from 1,570 in 2004 to 1,508 in 2010.
- Decrease the total number of motorcycle related fatalities from 68 in 2004 to 65 in 2010.
- Decrease the total number of motorcycle related injuries from 1,388 in 2005 to 1,333 in 2010.

Accomplishments

- The 2008 Motorcycle Safety Summit, held in December 2008, focused on developing a consensus plan for the 2009 riding season using active stakeholder involvement. Participants included rider organizations and club representatives, state agency staff, training center managers, law enforcement officers and CTSP coordinators. The group developed several focus areas, including rider responsibility, increasing driver awareness, and the development of a branded campaign for use by all partners.

- A training course on motorcycle safety for law enforcement was offered to officers in Carroll and Frederick Counties in April 2009. The training, led by MHSO, MVA, and MSP included sessions on crash data and crash causation, licensing and training, compliant helmet identification, equipment violations, and impaired riding cues.

- 2009 marks the second year that specific funds have been allocated toward motorcycle safety as a part of CSTP activities. Funds were allocated to counties with the highest number of motorcycle-involved crashes. These funds may only be used on motorcycle safety overtime traffic law enforcement initiatives. Enforcement was focused on both motorcyclists and motorists. Specific guidance was given to law enforcement agencies to ensure equal application of the law for motorcycle safety and more than one thousand citations and warnings were issued to motorists and motorcyclists by participating agencies.

- To kick off Motorcycle Safety Month, the Maryland Department of Transportation Secretary John Porcari joined MVA Administrator John Kuo, MHSO Chief Vernon Betkey and the Chairman of the Board of Directors of ABATE of Maryland, Mr. Gary Boward in a press event highlighting the need for both drivers and riders to share the road safely.

- During May, motorcycle safety month, MVA also conducted outreach at the *Dick Gelfman Ride Across Maryland* charity motorcycle ride. MVA participated as vendors to reach out to participants and to distribute motorcycle safety campaign materials. MVA staffed the event, and distributed safety promotional items and educational material.

- Maryland's overhead highway dynamic messaging signs (DMS) across the state displayed a "SHARE THE ROAD WITH MOTORCYCLES LOOK TWICE FOR BIKES" message at the beginning of Motorcycle Safety Month, in late May to promote motorist awareness of increased presence of motorcycles during

the Rolling Thunder Rally in May and DelMarVa bike week in mid-September. Hundreds of thousands of motorists across the state were exposed to these important safety messages.

- MHSO and the Washington Metro Highway Safety Office continued their campaign with WPGC-FM and their popular on-air personality Big Tigger. Paid advertising was combined with free-run advertising and extensive on-air promotion and special events targeting riders and drivers. Once again, Big Tigger served as the spokesperson of the campaign on radio, in new television PSAs, at special events, and on billboards placed in the Washington and Baltimore metropolitan areas.

- The combined radio and outdoor campaigns achieved an estimated 2.2 million impressions, the broadest reach achieved to date for motorcycle safety.

- The MVA motorcycle safety communications coordinator developed press materials for motorcycle safety month in May, and coordinated on outreach events, including DelMarVa Bike Week and coordinated outreach activities for the MVA, including the display of the MVA SmartTrainer motorcycle safety simulator.

- MVA extended its "Fast Track Licensing" event during the riding season. Riders already which did not have the required "M" endorsement were invited to take both knowledge and skills tests at an on-site mobile MVA training facility. This expedited the process for application and testing, and the process was very well received by motorcyclists.

- MHSO convened two meetings of the Motorcycle Task Force to promote promising practices in education and enforcement and to ensure coordination of local programs. In addition, the MVA and MHSO organized a steering committee of stakeholders to assist MVA and MHSO in the development of the 2008 Motorcycle Safety Summit.

- The MVA convened two meetings of the SHSP motorcycle safety emphasis area team to evaluate progress on various objectives of the SHSP and to develop recommendations for improvements to strategies and activities in the update of the SHSP, expected to be completed in FFY10.

Challenges

- Aggressive riding by a minority of motorcycle riders, mostly sport bike riders, continues to generate negative attitudes and comments from motorists. This is a pervasive problem across the state, with concentrations in the Baltimore-Washington corridor.

- Traffic enforcement for motorcycle safety is difficult to target effectively, when motorcycle traffic is heavily dependant on weather, and is a small portion of all traffic, even on fair-weather weekend days.

Occupant Protection

The safety of drivers and passengers that travel on Maryland's roads is a paramount concern of the MHSO and all of its traffic safety partners. One of the most effective countermeasures to traffic crash-related injuries or fatalities is the use of seat belts and child safety seats. Seat belt use messaging and enforcement permeates every activity of the MHSO, from its Occupant Protection Program to aggressive or impaired driving-related activities. Maryland law enforcement has been dedicated to seat belt use and the State has a rich pool of media resources to help drive the message home to the general public that "Seat belts save lives." Consequently, Maryland has one of the highest use rates in the nation and in FFY 2009; seat belt use in the State reached another all-time high of 94.01%. This increase marks the third straight year of an increase and brings Maryland well within reach of the objective of 95% use in 2010.

Despite the increasing use rate, figures at the close of FFY 2009 indicated that safety equipment was in use by only 50.7% of those killed in Maryland traffic crashes but used by more than 85% of those injured in similar crashes. Reaching the objective of fewer than 65 unrestrained fatalities is likely out of reach for 2010 but increasing the percentage of those restrained in fatal crashes is a major emphasis for the State. There is some evidence to support that seat belt use data is under-reported on Maryland's MAARS reports, particularly since CIREN data and information collected by the Maryland Crash Reconstruction Committee indicate that seat belts are being used in a higher percentage of crashes than reported by MAARS. In FFY 2010, Maryland will work to

audit the process by which seat belt use information is collected in fatal crashes and possibly conducting training with first-responding officers in identifying seat belt use characteristics.

Approximately, $450,000 in media was placed on television, radio, and outdoor advertising in FFY 2009, garnering more than 65 million impressions throughout all media. Extensive additional value is provided by the MHSO's media partners, including vehicles for contest giveaways, free media placements, and other promotional activities. Streaming media and internet-based advertising was utilized, with additional behavioral information being collected through radio and television partner websites. Unlike 2008, the media buying was split into two distinct periods in FFY 2009, namely a main buy in May for the national *Click it or Ticket* mobilization, and a smaller "reinforcement" period at the end of November. Continued emphasis was placed on reaching out to the African American and Hispanic populations in FFY 2009. Additionally, women were included as a larger part of the 2009 target demographic for two reasons, namely their ability to affect behavior in men and their tendency to misuse seat belts (placing the strap behind their shoulders) at a higher rate than men.

The Maryland Law Enforcement Challenge (MLEC) continues to be facilitated by the MHSO's Occupant Protection Program Coordinator. In April, award winners in the numerous categories were announced to a collection of roughly 350 assembled police chiefs, sheriffs and other law enforcement. During FFY 2009, the MLEC evolved again to align closer to the National Law Enforcement Challenge sponsored by the International Association of Chiefs of Police (IACP). Reporting was simplified and more than 80 agencies are actively participating in MLEC-related activities such as media and enforcement for occupant protection, aggressive driving and impaired driving. Increasing participation in this program will be a major goal of the MHSO's Occupant Protection Program Coordinator in FFY 2010.

Maryland's *Occupant Protection Task Force (OPTF)* convened four times during FFY 2009. During one of the meetings, sub-committees were formed, including those for the Law Enforcement Challenge and the Strategic Highway Safety Plan, as well as sub-committees for Education, Media and Survey Planning. Partners represented within these groups include AAA Mid-Atlantic, the Maryland MVA, MIEMSS, CTSPs throughout the State, MSP, and a host of local, County and municipal police agencies, and Sheriff's offices.

Objectives

- To increase safety belt use to 95 percent in 2010.
- To decrease the total number of fatalities of unrestrained occupants to 65 in 2010.
- To decrease the total number of injuries of unrestrained occupants to 866 in 2010.

Accomplishments

- Maryland attained a 94.01 percent safety belt use rate during the 2009 observations, representing roughly seven tenths of a percentage point increase from the previous year.
- More than $500,000 in media funding was placed for the 2008 *CIOT* campaign statewide, with a total number of impressions exceeding 20 million.
- More than 100 law enforcement agencies enrolled to compete in the year-long Maryland Chiefs' Challenge Program.
- More than100,000 citations for adult safety belt use non-compliance were issued throughout the year.

Challenges

- Seat belt use in fatal crashes, as reported to the MAARS, is likely under-reported. Increasing the accuracy of reporting will be a major point of emphasis concerning seat belt use data in FFY 2010.
- Reaching Maryland's diverse population is often challenging given the vast number of different media outlets and the limited funding for the program.
- Maryland does not commit overtime enforcement funding to seat belt enforcement and relies on law enforcement agencies throughout the State to conduct enforcement on regular patrol time. Thankfully, Maryland has a law enforcement base that is committed to enforcing the State's belt laws but future competing priorities or a lack of sufficient resources could have a detrimental effect on belt enforcement activities.

Older Driver Safety

The safety and security of drivers aged 65 years or more is of increasing concern in Maryland. It is estimated that over a 10 year period that the number of older drivers will increase by 50 percent. In Maryland, the percentage of older residents is expected to increase to 25% of Maryland's projected population of 6.7 million by the year 2030. In 2008, figures show an increase in older driver fatalities – underscoring the need to continue prevention and outreach efforts toward older drivers.

The number of older driver-involved crashes decreased from 10,166 in 2007 to 9,884 in 2008, reaching the 2010 goal for total crashes. Total injuries also decreased from 6,822 in 2007 to 6,545 in 2008. Total older driver-related fatalities slightly increased from 79 in 2007 to 85 in 2008, reaching the 2010 goal for total fatalities.

While this data is encouraging, crash levels have fluctuated over recent years, and efforts to educate older drivers and their families and to enforce traffic laws for the safety of older driver are still needed. MHSO's older driver programs include four major components: driver self-awareness and assessment, driving skills and strategies, occupant protection, and alcohol and drug impairment. The *Seniors on the M.O.V.E (Mature Operators Vehicular Education)*, which includes four two-hour workshops addressing each of these four components, continues to be a primary intervention; however, awareness efforts targeting the family and caregivers of older drivers are also needed. A lower resource intervention program, *Seniors on the M.O.V.E. B*, was developed and pilot tested in 2008 to serve as a more economical and lower resource intensive program when compared to the original *Seniors on the M.O.V.E.* program. This program would allow for alternative lower resource intensive program to be implemented by organizations and agencies that implement older driver safety programs. The accomplishments slated for the year including the *Seniors on the M.O.V.E.* grant met all expectations yielding increased levels of knowledge as well as changes in attitudes and behaviors towards safer driving practices in relation to older drivers.

Objectives

- Reduce annual crashes involving drivers 65 years or older from 10,226 in 2004 to 10,168 in 2010.
- Reduce annual fatalities involving drivers 65 years or older from 104 fatalities in 2004 to 85 in 2010.
- Reduce annual injuries involving drivers 65 years or older from 6,726 in 2004 to 5,066 in 2010.

Accomplishments

- The *Seniors on the M.O.V.E.* program continued its success in reaching older drivers with a comprehensive traffic safety program tailored to their unique needs. The *Seniors on the M.O.V.E.* program is an active partnership between the MHSO and:
    - Community Traffic Safety Programs
    - The Johns Hopkins Bloomberg School of Public Health –Center for Injury Research and Policy
    - AAA Foundation for Safety and Education
    - Peter Lamy Center for Drug Therapy and Aging at the University of Maryland School of Pharmacy
    - Kids in Safety Seats
    - Erickson Foundation Retirement Communities

- CTSP coordinators in six counties implemented the *Seniors on the M.O.V.E.* programs.

- The *Seniors on the M.O.V.E. B* was pilot tested within Erickson Communities. The lower resource intensive *M.O.V.E.* program included a total of 27 older drivers involved in the pilot program.

- A *Seniors on the MOVE* training was conducted in the Washington Metro region to enable more community organizations to more readily adopt and implement the program.

- CTSP coordinators in Baltimore, Calvert, Carroll, Dorchester, Howard and Wicomico counties hosted trainings on the CarFit program in coordination with the AAA Foundation for Traffic and Safety. CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them, and reviews issues that are critical to older driver safety, especially occupant protection. The CarFit program also provides information and materials on community-specific resources that could

enhance their safety as drivers, and/or increase their mobility in the community. Each training course culminated in a CarFit event for senior drivers.

- MHSO participated in three Maryland Research Consortium (MRC) meetings focused on Older Drivers and promotion of promising practices and programs as well as to ensure coordination among local programs and partners. The SHSP Older Driver Safety Emphasis Area team also convened four meetings.

- An estimated 4,000 pieces of educational material were distributed as a part of the Seniors on the MOVE and CarFit programs, as well as a part of other local traffic safety outreach programs. Materials included driver self-assessments, personalized CarFit customer reports, Older Driver Safety BINGO Cards, Driving Safely While Aging Gracefully booklets, and Family Conversations magazines produced by The Hartford, Roadwise Review DVD produced by AAA Public Affairs, Drivers 55 Plus Checklist and How to Help an Older Driver: A Guide for Planning and Safe Transportation both produced by AAA Foundation for Traffic Safety.

- A new older driver PSA was produced in 2008, focusing on the important tips for enhanced safer driving for older drivers. The PSA aired on Comcast channels based on demographics: Weather and Hallmark Channels. This project yielded high impression rates at a low production cost.

Based upon our objectives for the Older Driver Safety program, MHSO met all program objectives. The number of older driver-involved crashes decreased from 10,166 in 2007 to 9,884 in 2008, reaching the 2010 goal for total crashes. Total injuries also decreased from 6,822 in 2007 to 6,545 in 2008. Total older driver-related fatalities slightly increased from 79 in 2007 to 85 in 2008, reaching the 2010 goal for total fatalities.

Challenges

- The *Seniors on the M.O.V.E.*:
    - Older driver recruitment was originally intended over a three month time period, for a sample size of 80 participants. Difficulty in recruiting the projected sample size forced an extension in the recruitment time frame as well as expansion to other recruitment locations.
    - Organizing and scheduling a CarFit event in direct correlation with *M.O.V.E.* program presented complications because of lack of trained CarFit technicians to volunteer services as well as difficulty in finding an event location. This event was completed but, was scheduled two months after the completion of the course.
    - Grantee (Johns Hopkins University) over-extended all of their grant deadlines. MHSO coordinator had difficulty obtaining documentation on time due to JHU processes.
    - Due to set backs during the pilot, we are still awaiting final evaluation results.

- Due to lack of trained individuals to implement the *Seniors on the M.O.V.E.* program it was not evenly distributed and implemented across the state.

- Other organizations such as AARP that offer Senior Driving Classes pose a threat and conflict with the older driver programs that MHSO promotes such as *Seniors on the M.O.V.E.*

- Challenges with the overall Older Driver program: there is no accurate way to measure if the information disseminated made an impact on behaviors. Mature individuals generally are very defensive about the way they drive and they often do not want to be critiqued.

- Due to budget constraints there are no safety related incentive items to distribute amongst the CTSPs, older drivers or community partners.

Young Driver Safety

Young driver crashes, injuries, and fatalities are on a generally declining trend; however, young driver issues remain a concern in many communities across the state. The focus of traffic safety programs goes well beyond

traditional driver education to involve young people and their parents, law enforcement, and schools in addressing this persistent traffic safety issue.

Total young driver crashes declined for the sixth consecutive year, down from 18,993 in 2007 to 17,344 in 2008, the fewest number of young driver crashes since before 1998. The number of injuries decreased from 11,666 in 2007 to 10,309 in 2008, the lowest level since 2000. The number of fatal crashes declined slightly from 98 in 2007 to 90 in 2008, the number of fatalities also decreased from 112 in 2007 to 106 in 2008.

Existing young driver programs focus on four major areas: driving skill and decision-making, occupant protection, impaired driving, and the Maryland graduated driver licensing (GDL) system.   A wide variety of high school-based programs have been implemented to address impaired driving, including mock crashes, impaired driving simulators, Fatal Vision goggles simulation exercises, Crash Dynamics and promotion of alcohol-free after-Prom parties. Maryland high schools also participate in the Pacesetters program in partnership with local law enforcement to promote safety belt use in those schools. In 2008, a new program developed by Howard Community College through a grant funded by MHSO focused on positive road attitudes and on-the-road decision-making, behaviors, parent and teen involvement as well as tactile abilities. Another grant was provided to the Motor Vehicle Administration in 2008 to evaluate the parent involvement in teen driving, parents lack of knowledge of the risks associated with teen driving, parent's role in the licensing process as well as the availability and quality of the educational materials/resources for parents of young drivers. To see further reductions in teen auto fatalities, innovative technologies and approaches to young driver safety need to be explored to augment other interventions for young drivers.

Objectives

- Reduce annual crashes involving young drivers from 20,882 in 2004 to 20,283 in 2010
- Reduce annual fatalities involving young drivers by from 122 in 2004 to 100 in 2010.
- Reduce annual injuries involving young drivers from 13,927 in 2004 to 9,643 in 2010.

Accomplishments

- The comprehensive young driver program*, I AM*, was implemented at Owings Mills High School in Baltimore County. The program includes and intensive kick-off week of driver safety programs and follow-up programs will be delivered to students and parents later in the year. The program is being refined and reevaluated as a part of the Baltimore County young driver initiative as well as for further state-wide expansion.

- The Southern Maryland *DriveCam* program was expanded to three additional counties: Montgomery, Prince George's and Baltimore counties. The in-car video system captured young driver knowledge, attitudes and behaviors relating to driving. It also captured the direct effect on young driver behavior and parental involvement in young driver monitoring. This initiative has received extensive earned media attention across the state and in other states.

- The Superintendent of Public Schools in St. Mary's County, with the active support of the CTSP coordinator, continued it's prior success in relation to the aggressive young driver safety campaign that requires high school parking permit holders and their parents to sign a safe driver code of conduct. Drivers who receive citations for unsafe driving are subject to progressive sanctions, including the potential loss of parking privileges.

- Alcohol Compliance Enforcement actions targeting underage drinking were conducted across the state, with particular focus on the period of April through June – the high school Prom and Graduation season. Montgomery County maintained the most active enforcement, with Howard and Harford Counties also maintaining active programs.

- MHSO and CTSP coordinators distributed an estimated 60,000 pieced of educational material to young drivers and their parents, to law enforcement officers, and to others. These materials included young driver law summaries, Walk Safe!, Drive Safe! Educational DVDs produced by Montgomery County Maryland, Office of Public Information, MVA Rookie Driver materials, *DriveCam* promotional materials, assessment tools, and topical flyers and brochures on key young driver issues, including alcohol risk

awareness, occupant protection, aggressive driving, Teens and Trucks, Can I Borrow Your Car DVD, Is It Worth It brochure produced by GEICO Educational Foundation.

- Increased support and involvement for younger driver's safety from parents, teens, schools, local community organizations and agencies.

- Creation of a new younger driver informational card including 2009 legislation changes to the younger driver GDL system with intended distribution to teens, parents, law enforcement and other community organizations and partners.

- MHSO convened four meetings of the Young Driver Task Force to promote promising practices and programs and to ensure coordination among local programs and partners. The SHSP Young Driver Safety Emphasis Area team also convened four meetings.

Based upon our objectives for the Younger Driver Safety program, MHSO was able to meet and exceed most of program objectives. Total young driver crashes declined for the sixth consecutive year, down from 18,993 in 2007 to 17,344 in 2008, the fewest number of young driver crashes since before 1998, reaching the 2010 goal for total crashes. The number of injuries decreased from 11,666 in 2007 to 10,309 in 2008, reaching the 2010 goal for total injuries. The number of fatal crashes declined slightly from 98 in 2007 to 90 in 2008, the number of fatalities reaching the 2010 goal for fatal crashes. The total number of all fatalities decreased from 112 in 2007 to 106 in 2008 slightly higher then the projected 2010 goal of 100.

Challenges

- In years previous the Motor Vehicle Administration in Loveville has administered a teen/parent information session but, due to economic hardships the program has been terminated.

- Parent Education & Involvement in Teen Driving grant administered by the Motor Vehicle Administration experienced slight set-backs due to a shift in the project focus as well as project additions added mid-year. Because of the grant changes we experienced set-backs in the original timelines.

- Challenges with the overall Younger Driver program: there is no accurate way to measure if the information disseminated made an impact on behaviors.

- Due to improvements in Maryland's GDL laws made during the 2009 legislative session, there will be renewed education efforts to inform the motoring public about the changes in law.

- Due to budget constraints there are no safety related incentive items to distribute amongst the CTSPs, younger drivers or community partners.

Emergency Medical Services – EMS

EMS is a critical component of the Maryland Highway Traffic Safety Program. Recent studies indicate that 59 percent of fatal collisions occur on rural highways. Many factors contribute to the grim statistics, including weather, geography, highway design and maintenance, lack of safety devices, response time of emergency personnel, and the transport distance to a properly equipped medical facility. The impact of allocating highway safety grant funds to the Maryland Institute for Emergency Medical Services Systems (MIEMSS) has been instrumental in saving lives in each of the five MIEMSS Regions. The Statewide Emergency Medical Services Advisory Committee is responsible for making sure that each local jurisdiction and municipality's Expression of Interest (EOI) is reviewed based on the needs of the department. In 2009, there were a total of 83 EOI's submitted to the MIEMSS Regional Office for approval. There were 35 EOI's approved to receive funding from the MHSO. The total amount of the project was $309,186.   Matching grant funds received from MHSO accounted for $149,918 and each jurisdiction supplied a 51% match. The breakdown for this amount is a follows: $106,681 for highway extrication and rescue equipment, $42,292 and $945 for scene communications equipment.

As part of the comprehensive EMS program, the Bystander Care Program was developed to specifically train motorists who frequently travel rural highways, with knowledge, skills, and confidence to act in the event they are first on the scene of a roadside emergency. Classes were sponsored by six different businesses and government agencies.   A total of 28 classes were held and 245 students were trained.   The classes were sponsored by nine

different businesses and government agencies. Train-the-trainer sessions were completed with 3 instructors successfully completing the training.

Additionally, the MHSO allocated funding to conduct Roadway Incident Safety for EMS Responder Workshops in each of the five MIEMSS Regions. This training brought together representatives from fire, EMS, State Highway personnel; local and state police, public service utilities, and truck drivers to better understand each agencies responsibility. A total of 8 presentations were held and more than 165 people received the emergency responders training. Two train-the-trainer courses were offered and 50 individuals were certified.

Objectives

- Reduce the number of crashes from 104,103 in 2004 to 99,981in 2010.
- Reduce the number of fatalities from 643 in 2004 to 608 in 2010.
- Reduce the number of injuries from 53,753 in 2004 to 43,069 in 2010.

Accomplishments

- The program brought together representatives from a variety of agencies.

- In FFY 2009, EMS regions which had not received grant funds in the previous three years were funded.

- Exposure of these programs has allowed a wide range of interest, training and partnerships to form between agencies that had not communicated before.

- Educational material regarding Bystander Care and EMS Roadway Safety projects was distributed to all participants during each training and workshop.

- Several new partnerships were formed or continued with other training agencies including Garrett College, Wor-Wic Community Colleges, the Chesapeake Region Safety Council, the CERT Program (in two counties), the Allegany County Health Department, the American Moving and Storage Association, the Maryland Mover's Conference and the Emergency Responder Safety Institute. Each of these organizations sponsored several classes throughout the year and made commitments to hold more.

- The Bystander Care Program, continued expansion into other parts of the state with the recruiting and training of 3 additional instructors. The instructors bring extensive EMS and training experience to the program. The development and implementation of the formal instructors' training course insures the quality and consistency of the program.

- The program gained considerable visibility and invaluable contacts by doing a presentation and or hosting an information booth at a number of large conference and trade shows.

Challenges

- Emergency and transportation agencies working together to create safer environments for all personnel.

- Create better ways to get the message out about the Roadway Incident Safety program.

- Expand the scope of the Roadway Incident Safety program and outreach.

- Roadway Incident Safety messages should be consistent between States.

- The Roadway Incident Safety program has received interest from several regional and national companies and trade groups. The Program Coordinator was invited to give a presentation at one group's national convention but had to decline because of budgetary and or procedural restraints.

- How to build partnerships and maintain partnerships with large organizations such as state and local government agencies, Department of Public Works, Health Departments and other organizations where employees are consistently driving for a living.

Fiscal Summary

Program	402	405	410	406	408	2010	2011	Totals	% of Total
Aggressive Driving	$79,990	$0	$0	$692,410	$0	$0	$0	$772,400	9.94%
Inattentive Driving	$87,038	$0	$0	$0	$0	$0	$0	$87,038	1.12%
Impaired Driving	$0	$0	$1,222,341	$0	$0	$0	$0	$1,222,341	15.73%
Motorcycles	$195,777	$0	$0	$73,084	$0	$42,400	$0	$311,261	4.01%
Occupant Protection	$0	$617,909	$0	$0	$0	$0	$301,227	$919,136	11.83%
Pedestrian/Bicycle Programs	$368,445	$0	$0	$0	$0	$0	$0	$368,445	4.74%
Safety Programs	$362,526	$0	$0	$516,451	$0	$0	$0	$878,977	11.31%
Diversity	$48,534	$0	$6,584	$0	$0	$0	$0	$55,118	0.71%
Data Analysis	$70,460	$0	$0	$0	$591,025	$0	$0	$661,485	8.51%
Community Programs	$1,493,069	$0	$21,220	$171,188	$0	$0	$0	$1,685,477	21.69%
Enforcement	$237,128	$12,757	$95,835	$63,589	$0	$0	$0	$409,309	5.27%
Emergency Medicine	$118,828	$0	$0	$29,064	$0	$0	$0	$147,892	1.90%
Planning & Administration	$251,821	$0	$0	$0	$0	$0	$0	$251,821	3.24%
TOTALS	**$3,313,616**	**$630,666**	**$1,345,980**	**$1,545,786**	**$591,025**	**$42,400**	**$301,227**	**$7,770,700**	**100.00%**

* Law Enforcement is utilized for various program areas, but is represented in this graph separately for analysis purposes.

Traffic Safety Outlook

The Maryland Highway Safety Office is the State's leading voice for highway safety. It has a treasured history of improving the lives of Maryland citizens and motorists. Engaged, proactive involvement with numerous agencies and partners has been critical to achieving this success. Maryland has and will continue to emphasize activities to be carried out through the established network of local CTSPs, enforcement agencies, state and local governmental agencies, community-based groups, non-profit and not-for-profit organizations, associations, hospitals, institutions of higher education, and the private sector.

As stewards of federal highway safety funds, and ultimately of taxpayer dollars, the MHSO has always looked to achieve maximum efficiency and maximum benefits from the programs it funds. In order to continue and sustain this stewardship, the recent collaborative development of the SHSP was facilitated by the MHSO. Adopted in 2006, the extensive process of developing the SHSP included buy-in from traditional and unique partners, the identification of critical highway safety issues, the development of strategies to address those problems, and the culmination of long term goals that would benefit all Marylanders. While Maryland remains, in some areas, a distance from achieving those goals, many programmatic strategies are beginning to pay off. One such example is Maryland's 94% belt usage rate for 2009. While not exclusively an MHSO accomplishment, it does indicate that the "Click-It or Ticket" and other messages are being communicated by MHSO partners and received by residents of Maryland. Another example is the inclusion of non-traditional stakeholders in highway safety related initiatives. 2008 witnessed the emergence of new players into the field of highway safety, including local boards of education, community colleges, sport bike riders, and an increasing number of professional public health organizations. MHSO will continue to work with these groups and stimulate a lasting, effective relationship.

The MHSO continues to be heavily involved with the Governors Highway Safety Association (GHSA). The GHSA is a non-profit association representing the highway safety offices of states, territories, the District of Columbia, and Puerto Rico. The GHSA provides leadership and representation for the states and territories to improve traffic safety, influence national policy, and enhance program management. The Maryland Highway Safety Coordinator and MHSO Chief was recently elected GHSA Chairman. While the volunteer position may create an extra workload, the benefits are immense. Access to federal highway safety activities and other highway safety coordinators in other states, and their corresponding policies and practices is an immeasurable benefit to the MHSO and to the State of Maryland.

The MHSO's ultimate objective is to reduce motor vehicle crashes, deaths, and associated injuries on Maryland's roads. The MHSO maintains a firm commitment to Maryland's traffic safety needs and it is staunchly dedicated to its partnership with NHTSA. Maryland will continue to work to strengthen the State's traffic safety relationships with other states, particularly those in the Region III, to save lives throughout Maryland and beyond.

Contact Information

Maryland Highway Safety Office
State Highway Administration
7491 Connelley Drive
Hanover, MD 21076

Phone: 410.787.4050
Toll-Free: 888.963.0307
Fax: 410.787.4020
Email: mhso@sha.state.md.us

Program	Contact	Phone	Email
Aggressive Driving Prevention	Tom Gianni	410.787.4074	tgianni@sha.state.md.us
Bicycle Safety	Peter Moe	410.787.4096	pmoe@sha.state.md.us
Child Passenger Safety	Timothy Richards	410.787.4077	trichards@sha.state.md.us
Community Traffic Safety	Robert Deale	410.787.4075	rdeale@sha.state.md.us
Data Analysis & Traffic Records	Doug Mowbray	410.787.4068	dmowbray@sha.state.md.us
Diversity Outreach	Lolita Stewart	410.787.4078	lstewart@sha.state.md.us
Drowsy & Distracted Driving Prevention	Lolita Stewart	410.787.4078	lstewart@sha.state.md.us
Employer Awareness	Lolita Stewart	410.787.4078	lstewart@sha.state.md.us
Enforcement & Justice Services	Tom Gianni	410.787.4074	tgianni@sha.state.md.us
Impaired Driving Prevention	Liza Aguila-Lemaster	410.787.4076	laguilalemaster@sha.state.md.us
Media Communications	Jeremy Gunderson	410.787.4072	jgunderson@sha.state.md.us
Motorcycle Safety	Peter Moe	410.787.4096	pmoe@sha.state.md.us
Young Driver Safety	Michelle Atwell	410.787.5893	matwell@sha.state.md.us
Occupant Protection	Timothy Richards	410.787.4077	trichards@sha.state.md.us
Older Driver Safety	Michelle Atwell	410.787.5893	matwell@sha.state.md.us
Pedestrian Safety	Peter Moe	410.787.4096	pmoe@sha.state.md.us
MD Highway Safety Coordinator & MHSO Chief	Vernon Betkey	410.787.5824	vbetkey@sha.state.md.us
Deputy Chief	Tom Gianni	410.787.4074	tgiannii@sha.state.md.us
Finance & Information Section Chief	Stefanie Rye	410.787.4052	srye@sha.state.md.us
Financial & Monitoring Management Specialist	Miriam King	410.787.4049	Mking1@sha.state.md.us
Financial & Program Management Specialist	Vacant		
Data Processing Functional Analyst	R. Courtney Anderson	410.787.5836	canderson@sha.state.md.us
Transportation Engineer	Yeshitla Argaw	410.787.5846	yargaw@sha.state.md.us
Database Administrator Specialist	Kevin Brown	410.787.5845	kbrown@sha.state.md.us
Database Administrator Specialist	Gary Klein	410.787.5829	gklein@sha.state.md.us
Data Processing Quality Assurance Specialist	Susie Wellman	410.787.5848	swellman@sha.state.md.us
Office Manager	Joyce Kregelka	410.787.4069	jkregelka@sha.state.md.us

Administrative Assistant	Tish Galloway	410.787.4050	ngalloway@sha.state.md.us

List of Acronyms

AAA	American Automobile Association
CODES	Crash Outcome Data Evaluation System
CIOT	Click It or Ticket
CPS	Child Passenger Safety
CPSF	Checkpoint Strikeforce
CTSP	Community Traffic Safety Program
DA&TC	Data Analyst and TRCC Coordinator
DC	District of Columbia
DHMH	Department of Health and Mental Hygiene
DRE	Drug Recognition Expert
DSWW	Drive Safely Work Week
DTF	Diversity in Traffic Safety Task Force
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EC	Executive Council
ED	Emergency Department
EMS	Emergency Medical Services
F&PMS	Financial and Program Monitoring Specialist
FARS	Fatality Analysis Reporting System
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FISS	Finance and Information Systems Section
FMIS	Financial Management Information System
GAS	Grant Applicant Seminar
GHSA	Governors Highway Safety Association
GMS	Grants Management System
HSCRC	Health Services Cost Review Commission
HSP	Highway Safety Plan
IDC	Impaired Driving Coalition
MAARS	Maryland Automated Accident Reporting System
MCFSBU	Maryland Committee for Safety Belt Use
MCPA	Maryland Chiefs of Police Association
MDOT	Maryland Department of Transportation
MHSO	Maryland Highway Safety Office
MIEMSS	Maryland Institute for Emergency Medical Services Systems
MSP	Maryland State Police
MVA	Motor Vehicle Administration
NHTSA	National Highway Traffic Safety Administration
NSC	National Study Center for Trauma and EMS
OOTS	Office of Traffic and Safety
PD	Police Department
PSA	Public Service Announcement
SAFETEA-LU	Safe, Accountable, Flexible and Efficient Transportation Equity Act: A Legacy for Users
SHA	Maryland State Highway Administration
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
SOTF	Smooth Operator Task Force
SRTS	Safe Routes to School
TF	Task Force
TRCC	Traffic Records Coordinating Committee
TRTCC	Traffic Records Technical Coordinating Committee
T-SAFE	Traffic-Safety Awareness For Employers
UMCP	University of Maryland at College Park
US	United States

VMT   Vehicle Miles Traveled
WRAP   Washington Regional Alcohol Program
YDTF   Young Driver Task Force