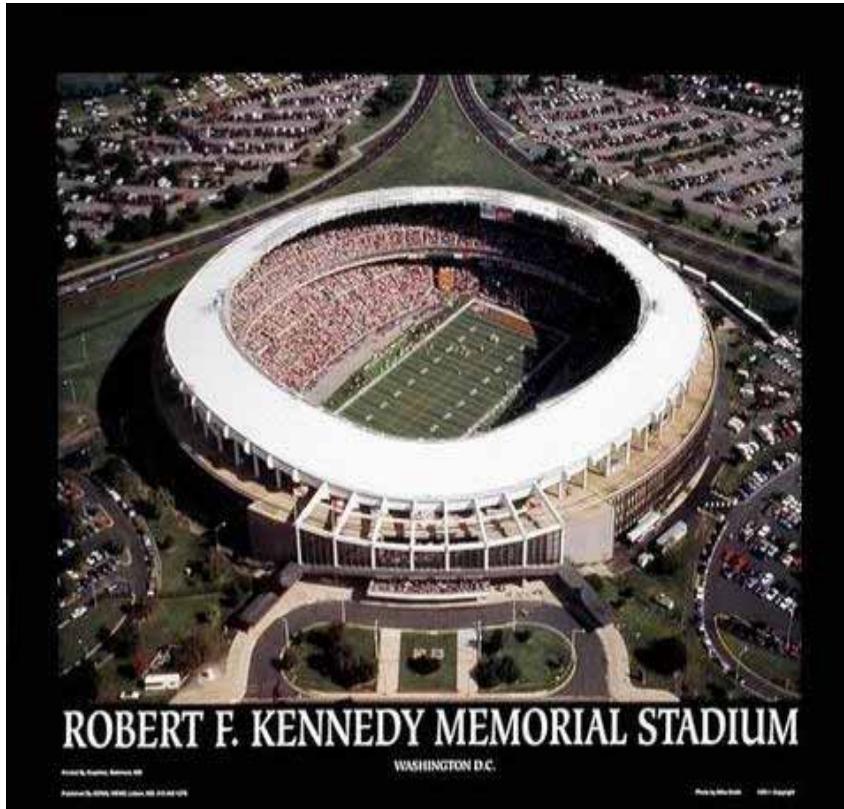


**DISTRICT DEPARTMENT OF  
TRANSPORTATION  
FISCAL YEAR 2006  
ANNUAL HIGHWAY SAFETY REPORT**



**ADRIAN FENTY  
MAYOR**

Prepared by the  
Transportation Safety Division  
Transportation Policy & Planning Administration  
Carole A. Lewis , Chief

**EMEKA MONEME  
DIRECTOR**

**d.**

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# PLANNING AND ADMINISTRATION DISTRICT DEPARTMENT OF TRANSPORTATION

## SECTION I: OVERVIEW INFORMATION

The Highway Safety Office (Transportation Safety Division) is the focal point for highway safety issues in the District of Columbia. Along with the support of the Mayor's Representative (Director, District Department of Transportation) the TSD provides leadership by developing, promoting, and coordinating programs; influencing public and private policy; and increasing public awareness of highway safety.

Our partnerships include the Metropolitan Police Department, DC, Department of Motor Vehicles, Courts, the Attorney General's Office, the University of the District of Columbia, hospitals, and private citizen organizations.

The number of people killed in traffic crashes in the District of Columbia decreased by eight (8) in 2006. There were 49 traffic fatalities during 2005, up from 45 in 2004.

The Planning and Administration program area includes those activities and costs necessary for the overall management and operations of the District of Columbia's Highway Safety Office.

The Chief of the Transportation Safety Division is responsible for the DC Highway Safety Program, and participates in activities that impact DDOT's highway safety program and policies.

### Activities Include:

- Identifying the District's most significant traffic safety problems;
- Prioritizing problems and developing methods for the distribution of funds;
- Developing the annual Benchmark Report;
- Selecting individual projects to be funded;
- Monitoring projects;
- Preparing a variety of program and project reports;
- Increasing public awareness and community support;
- Generally promoting and coordinating traffic safety in DC.

# SECTION II: PROGRAM REPORT

## PROGRAM OVERVIEW

It is the goal of the Planning and Administration Program to provide management, supervision, and support services for the activities necessary to operate the Highway Safety Program in the District. The performance measures to support this goal include:

- Develop a coordinated Benchmark Report September 1<sup>st</sup> of each year;
- Develop, coordinate, monitor, and administratively evaluate traffic safety projects identified in the Report;
- Continue to promote highway safety awareness through educational programs and public awareness campaigns;
- Promote traffic safety legislation in the City Council;
- Prepare the Annual Evaluation Report by January 1<sup>st</sup> of each year;
- Utilize all available means for improving and promoting the District of Columbia's Highway Safety Program.

### Fiscal Year 2006 Safety Initiatives:

- Click It or Ticket Education and Enforcement Campaign
- District-wide Seat Belt Survey
- Occupant Protection Incentive and Innovative Grant Award and Administration Car Safety Seat Checks
- Child Passenger Safety Fitting Stations
- Child Passenger Safety Technician Training
- NHTSA Mid-Atlantic Region Occupant Protection Summit
- Child Passenger Safety Awareness Week
- SOBER Ride Program
- Underage Drinking Enforcement
- Checkpoint StrikeForce Impaired Driving Enforcement Campaign
- NHTSA Mid-Atlantic Regional Law Enforcement Summit
- Aggressive Driving Campaign – “Smooth Operator”
- Street Smart Campaign
- Pedestrian Enforcement and Training
- “Walk to School” Program
- Conducting DC Pedestrian and Bicycle Safety Education Program in DC Public Elementary Schools



### Program Initiatives:

- Contracted to develop a Strategic Transportation Safety Plan. This Plan will be complete by the second quarter of FY 2007;

- Contracted to develop the District's Strategic Traffic Records Plan;
- A Traffic Safety Resource Prosecutor (TSRP) was hired as well as a DUI Prosecutor. This project began at the end of fiscal year 2006.

# CRASH SUMMARY

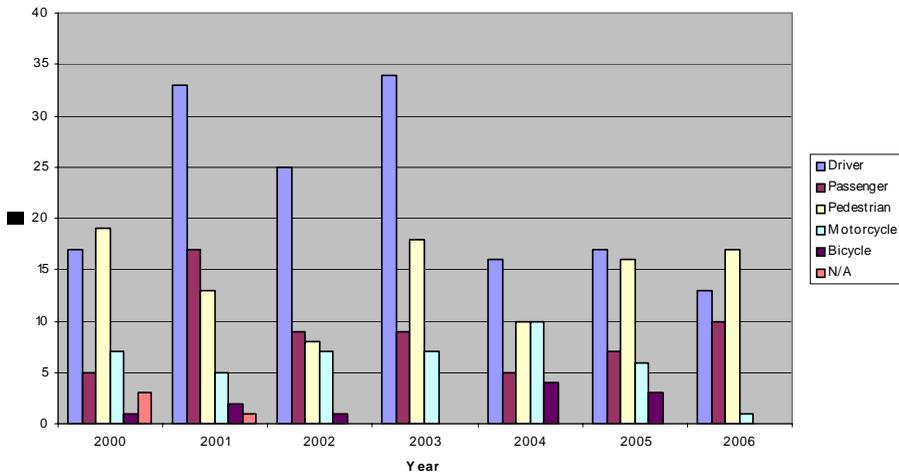
## TRAFFIC FATALITIES IN THE DISTRICT OF COLUMBIA

	2000	2001	2002	2003	2004	2005	2006
Driver	19	33	30	35	16	17	13
Passenger	6	20	9	9	5	10	10
Pedestrian	19	14	8	18	10	16	17
Bicycles	1	2	1	0	4	3	0
Motorcycle	6	3	6	6	10	3	1
Moped	0	0	0	0	0	0	0
<b>TOTAL</b>	<b>52</b>	<b>72</b>	<b>50</b>	<b>68</b>	<b>45</b>	<b>49</b>	<b>41</b>

## OVERVIEW INFORMATION & CRASH SUMMARY

The following information is the facts regarding fatal automobile crashes. Listed Below is a brief summary of traffic fatality statistics for 2006 compared to 2005 and previous years:

Traffic Fatalities 2000-2006



	<u>2005</u>	<u>2006</u>	<u>VARIANCE</u>
Total Number of Fatalities	49	41	- 8
Average Age to date	38.4	38	- .4 years
Sex	36 Males	27	- 9
Highest Rate (district)	1D(13)	5, 7(10);6 (7)	
Lowest Number (district)	3,5,7 (4)	2, (2); 4 (3); 1(4)	
Highest Tour	Eve. (21)		
Highest Day	12(Sat)	(10) Friday	
Largest contributing Factor	18 Speed	Speed	

### Traffic Fatalities by Ward

	2005	2006
Ward 1	5	3
Ward 2	9	6
Total	14	9
Ward 3	3	2
Ward 4	4	1
Total	7	3
Ward 5	4	10
Ward 6	12	3
Total	16	13
Ward 7	8	6
Ward 8	4	10
Total	12	16
Totals	49	41

# OCCUPANT PROTECTION DISTRICT DEPARTMENT OF TRANSPORTATION



## SECTION I: OVERVIEW INFORMATION:

GRANTEE: DISTRICT DEPARTMENT OF TRANSPORTATION

PROJECT: CHILD PASSENGER SAFETY

## ACCOMPLISHMENTS

- Forty (40) two-hour Child Passenger Safety classes were taught during fiscal year 2006. Some classes were held with the assistance of a Spanish translator. Class size continues to increase during the year;
- 942 car seats were purchased in 2006 and sold for a nominal fee, or given free, if approved for T.A.N.F. (Temporary Assistance for Needy Families);
- Safety materials were provided in English and Spanish;
- District Department of Transportation, Department of Motor Vehicles and Metropolitan Police Department, installed over 1,200 child restraint seats for residents of the District and visitors at various fitting stations in the city;
- Over 60 community outreach events were attended by the Transportation Safety Branch where the staff distributed information on child restraints, seatbelts, and bicycle helmets;
- During the year the operation of 13 car seat distribution sites and 8 fitting stations were maintained.

The police department has continued to make a conscious effort to saturate its patrol in the high fatality area during early mornings and late evenings to educate and encourage seatbelt usage. To help promote occupant protection the police department participated in over 15 child passenger seat checkpoints, issuing well

over 600-child safety seats and 700 informational packages for the residents and visitors of the District of Columbia.

## **CHALLENGES**

Recruiting certified technicians to further their education in Child Passenger Safety and become instructors.

## **SECTION II. PROGRAM REPORT**

The District of Columbia Highway Safety Office oversees a comprehensive child passenger safety program. The goal of the program is to prevent deaths and injuries to children resulting from car crashes.

Community outreach efforts such as: 2-hour child passenger safety classes, health fairs, partnering with:

- DC Safe Kids on their promotional events;
- Department of Early Childhood Development distributing information on events sponsored, by DDOT, TPPA.
- Department of Health and Human Services on promoting the 2 hour Child Passenger Safety Class to the residents of the District of Columbia
- Department of Motor Vehicles distributes information on CPS and provide car seat installation
- Associates for Renewal in Education, Inc. educating the teenage parents in the DC Public Schools on seatbelts and child restraint usages.
- Metropolitan Police Department with car seat checks and fitting stations

Major component of DC's Child Passenger Safety effort is promoting and maintaining the purchasing program. The purpose of this program is to provide DC resident's low cost child restraint seats as well as information and educational materials on properly buckling up children.

Occupant Protection program objectives is to promote the use of occupant protection devices to residents and visitors of the District of Columbia. The program staff will continue to explore new avenues to educate and inform the DC population of the benefits of properly using occupant protection devices. DDOT will continue to partner with new organizations to be involved in spreading the message of passenger safety.

During the fiscal Year 2006, the program staff maintained the operation of 13 purchase locations:

- Frank D. Reeves Center

- Children's Hospital
- Calvary Bilingual Multicultural Learning Center
- Adams Morgan Clinic
- Georgetown Hospital
- George Washington Hospital,
- Providence Hospital
- Sibley Hospital
- Community Pediatric Health Center
- Upper Cardozo Clinic
- Mary's Center
- Southwest Clinic
- Howard University Hospital

Car seats are ordered and delivered to the sites. Purchase forms were collected and entered in a database using Access. An Excel Data base is kept of the deposit made from purchases of child safety seats. The sites are kept updated with changes and new information on child passenger safety.

Manage 8-child safety seat fitting stations:

- 2<sup>nd</sup> District Police Station
- 3<sup>rd</sup> District Police Station
- 7<sup>th</sup> District Police Station
- COMP Clinic
- Adams Morgan
- Frank D Reeves Center
- Motor Vehicle Inspection Station
- Fire Department Fitting Station Engine #24
- Fire Department Fitting Station Engine #33

The Fitting Stations are staffed with trained child passenger safety technicians 3-locations are bilingual. Staff examines safety seats, both inside and out side of the car, an assist the parent in the proper installation of the seat. Car seats can be properly installed, 5 days a week. DDOT employee keeps record of seats check quarterly, supplies need and forms updated for the purpose of installation.

Key strategies used in the promotion of the occupant protection program, is the continued development and sustaining of long-term partnership.

- La Petite Academy
- State Farm
- DC Action for Children
- Winn Managements
- George Washington Medical Center

- Harry Thomas Community Service Center
- North Capital Collaborative
- National Black Child Development Institute
- SPARK DC Leadership team
- YMCA
- Southwest Community House Association Incorporated
- D.C. Youth and Family Services
- D.C. Housing Authority
- D.C. Health and Human Services Department
- One Hundred Black Men Association

DDOT supports many organizations with their efforts to spread the message of buckling up on every ride. Up dated safety materials are provided distributed for safety events, car seat check up events and classes are provided to keep the organizations active.

Child Passenger Safety Week events were held at the following location: Curtis Chevrolet car seat check; Mary's Center information booth and car seat check; Covenant House Washington car seat check; 4800 block of Benning Rd, SE; 2200 block of 11<sup>th</sup> St, NW; 1800 Massachusetts Ave, SE; Associates in Renewal Education parents assist with the installation of their child safety seats; distributed safety materials. Child Passenger Safety 32 Hour Training was held that week.

The key strategy in the promotion of this program is to continue the long-term partnerships we have developed over the years and to seek out additional organizations to work with.

It's extremely important that DDOT maintain an ample supply of car seats for the sites so that families who are unable to purchase a seat for their baby at store prices can afford a car seat through the District's program. We must following the District's procurement regulations, which requires obtain price quotes for the seats. This, more times than not, delays receiving seats in a timely manner.

DDOT will continue to contribute to the prevention of injuries to all passengers riding in the District of Columbia.

# OCCUPANT PROTECTION METROPOLITAN POLICE DEPARTMENT, DC

## SECTION I: OVERVIEW INFORMATION:

GRANTEE: METROPOLITAN POLICE DEPARTMENT



PROJECT: CHILD PASSENGER SAFETY

Violation	2003	2004	2005	2006	4 year Average
713 Seatbelt	7,731	7,727	7,057	7085	7,400
T-705 Child Restraint	587	531	639	674	608
<b>TOTALS</b>	<b>8,318</b>	<b>8,258</b>	<b>7,696</b>	<b>7,759</b>	<b>8,008</b>

## ACCOMPLISHMENTS

The Metropolitan Police Department has continued its efforts towards enhancing public awareness by education on the best occupant protection practices throughout the year. By saturating the areas the police department has noticed a higher usage in seatbelts and child restraints. According to the National Highway Traffic Safety Administration (NHTSA) the seatbelt usage in the District of Columbia dropped from 88% to 86% for 2006. During 2006 the number of individuals involved in fatalities not wearing a seat belt was seven (7) as opposed to nine (9) during calendar year 2005.

The police department has continued to make a conscious effort to saturate its patrol in the high fatality area during early mornings and late evenings to educate and encourage seatbelt usage. To help promote occupant protection the police department participated in over 15 child passenger seat checkpoints, issuing well over one hundred fifty-two (152) child safety seats and 700 informational packages for the residents and visitors of the District of Columbia.

The police department along with its partners DDOT and Safe Kids Worldwide participated in “Child Passenger Safety” week as well as “Buckle Up America” week. These checkpoints and weeklong events served as a great educational tool to show the citizens the correct way to install the child safety seats and to recognize any improperly installed seats. The citizens were shown examples of car seats that were being misused during the events. In addition, awareness classes were given to various other agencies such as the District of Columbia Public School’s (DCPS) bus drivers

and other advocacy groups. The police department along with DDOT, Children's Hospital and Safe Kids Worldwide will continue to promote public safety and the proper usage of child restraint and seatbelt.

# **OCCUPANT PROTECTION ASSOCIATES FOR RENEWAL IN EDUCATION**

## **SECTION I: OVERVIEW INFORMATION**

**GRANTEE: ASSOCIATES FOR RENEWAL IN EDUCATION,  
INC.**

**PROJECT: TEENAGE TRAFFIC SAFETY PROGRAM**

## **OVERVIEW INFORMATION**

The Associates for Renewal in Education, Inc. has earned the strong endorsement and respect of the Washington, DC's educational and social services communities. Its mission is to promote the wellbeing of children, youth and families. ARE works with a wide variety of community agencies to offer high quality services. Each year ARE sponsors the North Capitol Community Safety and Fun Day for Ward 5 residents as well as residents throughout the city.

The grant funds received from DDOT were used primarily to educate and demonstrate to adolescents the importance of seat belt use and to deter them from engaging in reckless driving behaviors. The Safety Program Coordinator was hired in March of 2006 to implement the program. ARE developed a curriculum, which addresses seat belt safety, wheel safety and the dangers of drinking and driving. The curriculum includes group role-play, videos, games, research, guest speakers and materials focusing on improving awareness of seat belt safety and discussions discouraging participants from drinking and driving. All implemented activities were designed to meet program goals:

- Emphasize the importance of seat belt use to teens in the District of Columbia;
- To educate participants on the District of Columbia's "Click It or Ticket" Law;
- To increase awareness of teens to the dangers of drinking and driving;
- To emphasize the importance of pedestrian and wheel safety;
- To emphasize the importance of car safety seats to parents and guardians of young children in DC;
- Establish partnerships with more Middle and High Schools within DC Public Schools as well as churches and community organizations.

## **ACCOMPLISHMENTS**

- Introduced Teen Highway Safety Curriculum to 494 Summer Youth Employment participants;

- During the reporting period March 2006 to September 2006, the Teen Highway Safety Program impacted 494 youth (ages 14-21) of the District in the Summer Youth Employment Program. An additional 36 youth participated in the ARE Community Safety Day on September 30, 2006. This equates to a total of 530 youth being serviced during March through September 2006.
- Teen Highway Safety Curriculum was up-dated to include re open discussions, dialog between peers and role-playing;
- The Safety Program Facilitators, at all partnering sites successfully implemented a 6-week safety curriculum for 494 youth participating in the Summer Youth Employment Program. These sites included: Anacostia High School, Dunbar High School, Duke Ellington, Seaton Place Recreation Center, South Washington Family Strengthening Collaborative, Woodson High School and at the Associates for Renewal in Education's Slater Building.
- ARE sponsored a Community Safety Day on September 30, 2006. The event attracted 228 participants. Safety materials were distributed to all youth participants.
- The Safety Coordinator established relationships with area organizations such as the Addiction Prevention and Recovery Administration (APRA), Nationwide Insurance, DC Metropolitan Police Department Major Crash Unit, and DC Safe Kids Coalition.
- The Safety Coordinator contacted area churches, schools, social service agencies, youth organizations and hospitals in June, July and August to introduce and gain support for the Teen Highway Safety Program through a mass mailing;
- DDOT donated car safety seats to be distributed during ARE's Community Safety Day. Seven car seats were issued and installed for T.A.N.F. recipients during Safety Day on September 30, 2006;
- The Safety Program has renewed its membership with the National Safety Council (NSC). The NSC is a not-for-profit safety organization that helps to protect the safety of Americans at home, on the road, and at work. They provide valuable education resources to members via mail, email and video.

## **PROGRAM CHALLENGES**

Once the summer program ended, the Safety Coordinator found that the Safety Program Facilitators did not return all materials initially distributed from all participating sites. It was also found that many of the religious and social services agencies that were contacted through the mass information and solicitation mailings did not respond to our request for support in providing driver safety awareness.

Another challenge was finding ways of implementing innovative and new techniques of communicating the consequences of driver's and passenger's failure to wear their seat belts and the importance of not drinking and driving to the youth participants.

## **STRATEGIES FOR ADDRESSING CHALLENGES**

In an effort to retrieve all distributed materials from the off site Program Facilitators, the Safety Program Coordinator will notify staff that there may be a withholding of final wages until all distributed materials are returned post Summer Program. Also, the Safety Program Coordinator and Department Deputy Director will conduct meetings with religious and social service agency staff to emphasize the importance of the program and to solicit support and participation.

## **PROGRAM EVALUATION**

The Teen Highway Safety Program continues to meet its primary goal of educating teens within the District of Columbia on the importance of using their seat belts and the dangers of drinking and driving. The recent increase in teen highway fatalities in nearby Maryland and Virginia and the lack of seat belt usage in DC by teens, demonstrates the urgency of these types of programs, as well as the need to increase future efforts. DC continues to experience accidents and fatalities due to young drivers overestimating their driving skills. Most parents are not aware of the negative driving habits and behavior of their children.

When evaluating the need for the Teen Highway Safety Program, a major consideration should be that there is no consistent school sponsored driver education program currently available in all DC Public High Schools.

## **PROPOSED FUTURE ACTIVITIES**

- Teen Highway Safety Program will expand to reach more schools and participants. Area High Schools will be solicited to participate in a peer education program created by ARE. The Driver Education For Youth (DEFY) program will begin in January 2007. Volunteer youth from each participating schools will identify peer leaders. Those individuals will be trained by the Safety Coordinator and Safety Program Facilitators to become safety peer educators.
- Conduct workshops to train Early Childhood Education teachers and childcare professionals on child passenger safety during National Child Passenger Safety Week (February 11-17, 2007).
- ARE will solicit continued and new support from public and private social service agencies to increase safety awareness for clients.
- During prom season, youth program participants will produce Public Service Announcements (PSA's) and/or events with topics targeting parents and teen drivers on car safety seats, seat belt use and the dangers of drinking and driving.

# BICYCLE SAFETY PROGRAM

## SECTION I. OVERVIEW INFORMATION

**GRANTEE: WASHINGTON AREA BICYCLE ASSOCIATION**  
**PROJECT: BICYCLE EDUCATION PROGRAM**

**CRASH SUMMARY** – Not applicable.

### ACCOMPLISHMENTS

1. Teach Pedestrian and Bicycle Safety to 1000 DC children by the end of FY'06 in schools, community centers, churches, Boys and Girls clubs, and summer camps.

- WABA taught in-school pedestrian and bicycle safety lessons to 725 students as follows:
  - 450 students at Lafayette ES
  - 275 students at Rudolph ES
- WABA held 5 rodeos in DC (besides the five others reported in the Annual Report for the SRTS grant, PO#191211), taught bike safety to 1190 kids.
  - 40 students from the Capitol Hill cluster Schools at International Walk to School Day
  - 900 kids at the NBC4 Health and Fitness Expo
  - 30 kids at Green DC week at Kennedy RC
  - 20 kids at DCTV kids camp
  - 200 kids at NBC4 Connected Expo

Total number of DC children taught Pedestrian and Bicycle safety under this PO# in FFY'06: 1915

3. Conduct pre- and post- pedestrian and bicycle classroom tests in two participating schools during 2005-06.

- WABA conducted pre- and post- classroom testing in two classes each at both Lafayette and Rudolph ES. These quizzes showed that kids know the correct answers to the questions in all but one case: on which side of the street a bike should be ridden. Nearly all respondents came to the classes thinking bikes should be ridden against traffic. About 80% learned in class

that bikes should ride with traffic. This fact alone is enough to make an enormous difference in the safety of DC's kids when they walk and bike.

4. Present program to school officials, health educators, injury prevention specialists at 2 or more special sessions or conferences by Fall 2006.

- WABA presented the program at quarterly meetings of the DC Injury Free Coalition for Kids and the Multijurisdictional Pedestrian Safety Committee of the Takoma/Langley Crossroads Area during the course of FFY'06. Both these groups provide WABA with valuable partners for continued programming.

5. Teach 6 adult bicycle safety education classes by Fall 2006.

- WABA held 6 Adult Bike Safety Classes for 107 Confident City Cyclists from throughout the region. All six classes were held in DC Parks and Recreation centers.

6. Conduct pre-and post-bicycle classroom tests for 6 adult classes by Fall 2006.

- All classes are tested pre- and post- class to determine improvement in knowledge, These tests are often used as a tool for students when asking questions during class.

7. Assist in distributing 5,000 copies of D.C. Safe Streets rack cards by Fall 2006.

- DC Safe Streets rack cards have been out of stock for most of the year, but WABA distributed DC Bike Maps, Truck and Bike brochures, and Pedestrian and Bike Safety Education Program brochures at the following Metropolitan Area Events:
  - Bike To Work Day
  - The Fifty States Ride
  - Press event publicizing International Walk to School Day and the Bicycle and Pedestrian Safety Education Program.
  - All 16 Bike Rodeos in DC Metro Area (5 in DC, 8 in MD, 1 in VA)
  - The Discovery Channel Fair
  - The 9<sup>th</sup> Annual Maryland Bicycle and Pedestrian Symposium

8. Improve the Adult Safety Education component of the program by creating a Confident City Cycling website to include: Program curriculum, quizzes, and scheduling of and registration for Confident City Cycling Classes on-line, reporting and tracking of bike and pedestrian crashes, information on what to do in case of a crash.

- [www.waba.org](http://www.waba.org) was completely re-built to include:

Online class registration  
Improved tracking of class participants  
Online class schedule  
Further functionality was researched as follows:

➤ WABA researched the following for further offerings:

Best practices on what to do in case of crash  
Local contacts and web addresses for problem reporting form

## CHALLENGES

- In August, 2006, WABA met with the DCPS Physical Education staff at an in-service training to promote the program. This was very effective in reaching the teachers who want the program in their schools and resulted in 15 teachers contacting us for more information. By the end of FY 2006, three of these schools had been served with the program.
- One challenge that remains unchanged is the fact that only spring and Fall months are available for the in-school program because too few schools have indoor space for teaching the bike lessons in unpredictable and cold weather.
- In order to take advantage of the summer months when school is not in session, WABA developed a partnership with DC Department of Parks and Recreation to use the Rec. Centers for Safety Education of their summer program students and others from the community. These events are fully reported in the annual report for the SRTS grant.
- Lack of family support in many communities is a continuing challenge, resulting in few or no parent volunteers for classes, as well as in little support at home for kids to safely walk or bike to school.

## SUMMARY

The District of Columbia is a challenging environment for this kind of teaching because many schools are under-served, under-staffed, and under-equipped. On the other hand, these same schools are over-represented in crash statistics, which lends a special urgency to the program. The children understand the importance of the material we are teaching, and demonstrate a willingness to learn it that more affluent communities often lack. Although DC is a challenging environment in which to run this program, it is also a rewarding one. WABA continues to be honored by the opportunity to continue to bring this program to DC kids.

## **SECTION II. PROGRAM REPORTS**

### **PROGRAM OVERVIEW**

WABA taught the program to well over 1,000 kids in FY'06: During the course of FY'06, a total of 1,915 kids and 92 adults were educated by this program in Pedestrian and Bicycle Safety in the District of Columbia.

### **LOOKING TO THE FUTURE**

#### **SIGNIFICANT CHALLENGES TO BE ADDRESSED**

Making meaningful alliances with other organizations and networks is an important and ongoing challenge. WABA is making more progress with this as time and experience increase. The Department of Parks and Recreation is able to provide good facilities, but is often disorganized, sometimes scheduling conflicting events on top of ours or failing to show up to open Rec. Centers in time for our events. Nevertheless, we have learned how to cross-check their commitments so that we can make the most of what they have to offer.

The DC Safe Kids Coalition is a source of support that sometimes makes a big difference to WABA. Remembering that they serve as volunteers in our programs helps keep us realistic as to the amount of staffing help they are able to provide, while their wide range of influence opens up many important opportunities.

# ALCOHOL COUNTERMEASURES WASHINGTON REGIONAL ALCOHOL PROGRAM

## SECTION I. OVERVIEW INFORMATION

### CRASH SUMMARY

Presented in the findings of the November 2006 "How Safe Are Our Roads?" report, there were 49 total traffic fatalities in the District of Columbia in 2005, an increase of four deaths from 2004. Eighteen (37%) of these fatalities were alcohol/drug-related. Additionally in 2005, there were 237 alcohol related crashes, a 9% decrease from 2004.

### ACCOMPLISHMENTS

- **Annual Meeting...**Hosted WRAP's 23rd anniversary Annual Meeting on October 20, 2005.
- **2005-2006 DC-Metro Checkpoint Strikeforce Campaign...**Successfully managed and partnered with the District of Columbia Department of Transportation, the Maryland Highway Safety Office and the Virginia Department of Motor Vehicles the second half of the fall/winter 2005 campaign and the start-up of the 2006 campaign.
- **2005-2006 SoberRide Campaigns...**Successfully administered four SoberRide campaigns for total ridership of 3972 would be impaired driver.
- **WRAP Law Enforcement Awards...**Hosted WRAP's rescheduled (from 12-9-06), eighth-annual Law Enforcement Awards on January 6, 2006.
- **2006 GEICO Student Awards...**Hosted WRAP's 14th-annual GEICO Student Awards program on April 28, 2006 at Washington, D.C.'s MCI Center.

### CHALLENGES

Challenges to further combating both drunk driving and underage drinking in the District of Columbia include: addressing the District bearing a disproportionate burden of alcohol-related traffic incidents (as evidenced by 2005 National Highway Traffic Safety Administration figures showing that 44-percent of all traffic fatalities in the District of Columbia are alcohol-related giving the District the second highest DUI fatality rate in the entire U.S. and as compared to 31% and 30% in neighboring states Maryland and Virginia, respectively); as well as addressing the unique barriers of underage drinking prevention in the District (including the pivotal 2004 D.C. Superior Court decision disallowing the filing of criminal charges against underage drinkers in the District.)

## SECTION II. PROGRAM REPORTS

### PROGRAM OVERVIEW

#### Checkpoint Strikeforce:

- **2005 Checkpoint Strikeforce...**“Law enforcement across the state are beefing-up efforts to catch drunk drivers,” reported the *Virginia News Network* (12-30-05) regarding WRAP continuing to manage the public education component of the Checkpoint Strikeforce campaign in both the Washington-metropolitan area as well as throughout Virginia including serving as the featured guest on numerous radio interviews including on: *WUVA-FM* (10/19), Virginia’s *Clear Channel* stations (10/5), *WYYD-FM* (11/8), *WINC-FM* (12/15), *Y101-FM* (12/5) and *WFVA-FM* (11/17), amongst others.
- **NHTSA Presentation...**Served as an official presenter (on the region’s Checkpoint Strikeforce campaign) at NHTSA Mid-Atlantic’s media contractors’ forum on January 24, 2006 in Baltimore, Maryland.
- **Checkpoint Strikeforce...**Hosted a “partners strategy meeting” regarding the region’s Checkpoint Strikeforce campaign at WRAP’s offices on March 27, 2006 as well as conducted post-campaign survey for 2005 Virginia *Checkpoint Strikeforce* campaign in January 2006.
- **2006 Checkpoint Strikeforce Campaign...**As grant coordinator, continued planning the District of Columbia, Maryland and Virginia’s 2006 Checkpoint Strikeforce campaign including the planning of each locality’s summer kick-off event, conducting a formal RFP and review process for prospective contractors, a half-day partners meeting on June 8, 2006 and the conducting of regional focus groups on both June 19 (Richmond) and June 21, 2006 (Bethesda).
- **Sobriety Checkpoint Resource...**Continued serving as the primary media resource on sobriety checkpoints deployed via the region’s *Checkpoint Strikeforce* campaign.

#### Public Information and Education

- **2005 Halloween SoberRide...**“SoberRide Takes 579 Home Safely,” reported *The Washington Times* (11-1-05) regarding WRAP’s 2005 Halloween SoberRide program providing nearly 580 free taxi rides home to area residents whom otherwise may have driven drunk. This level of ridership translates into a potential drunk driver taken off of Washington-metropolitan area’s roadways every two-and-a-half minutes.
  - **2005 Holiday SoberRide...**“One of the most successful operations in the country is here in the region: the Washington Regional Alcohol Program’s SoberRide service,” hailed *The Washington Post* (12-31-05) regarding WRAP operating its 2005 Holiday SoberRide program from December 9, 2005 through January 1, 2006. 2,634 would-be drunk drivers availed themselves of this local, lifesaving service. On New Year’s Eve, alone, this level of ridership (432

SoberRides) translated into a potential drunk driver being removed from Greater Washington area's roadways nearly every single minute

- **2006 St. Patrick's Day SoberRide...**"Record Number of People Took Cabs After St. Pat's," reported WTOP-FM (3-18-06) regarding WRAP providing a record 580 free rides home to persons whom otherwise may have driven home drunk courtesy of WRAP's *SoberRide* program. This ridership translates into the removal of a potential drunk driver from Greater Washington's roadways every 74-seconds. WRAP kicked-off its St. Patrick's Day *SoberRide* initiative with a March 17, 2006 news conference at Murphy's Grand Irish Pub in Alexandria, Virginia.
- **Fourth of July SoberRide...**"July 4<sup>th</sup> Program Offers 179 Rides to Impaired Drivers," read the ABC 7 headline (7-5-06) regarding WRAP providing 179 free cab rides to area residents who otherwise may have driven home impaired during the 2006 Independence Day holiday.
- **2005 "How Safe are Our Roads?" Report...**"The number of (alcohol-related) crashes and traffic deaths in the area declined...said the report which was sponsored by the Washington Regional Alcohol Program, a nonprofit group that fights drunken driving," reported *The Washington Post* (1-5-05) regarding WRAP's December 19, 2005 release of its 13<sup>th</sup>-annual "How Safe are Our Roads?" report (in cooperation with the Metropolitan Washington Council of Governments).
- **2006 Super Bowl Safety...**"This Sunday is now the third deadliest time for drinking and driving," reported the Virginia News Network (2-1-06) regarding WRAP's January 31, 2006 call for safety in advance of the one of the deadliest of all U.S. "holidays" regarding the proportion of traffic deaths that are alcohol-related, Super Bowl Sunday. WRAP aggressively engaged the media to call for safety measures like designating a driver and reporting suspected drunk drivers.
- **2006 Memorial Day Safety...**"...it's also the third worst holiday of the year in terms of death from drunken driving," reported *The Washington Examiner* (5-26-06) regarding WRAP's May 24, 2006 call for safety over the 2006 Memorial Day holiday.
- **D.C. DUI Demonstration...**Met with Metropolitan Police Department personnel on both November 15, 2005 and December 12, 2005 to explore opportunities in developing a DUI demonstration for both elected officials and media.
- **Annual Meeting...**Hosted WRAP's 23<sup>rd</sup> anniversary Annual Meeting on October 20, 2005 at Maggiano's Little Italy in Washington, D.C. where the organization elected new officers, elected four new Board members, created a formal Advisory Committee (of WRAP's public partners) and recognized 21 individuals and businesses in the fight against impaired driving and underage drinking via its annual WRAPPY Awards.
- **WRAP Law Enforcement Awards...**Hosted WRAP's rescheduled (from 12-9-06), eighth-annual Law Enforcement Awards on January 6, 2006 in McLean, Virginia honoring 13 local law enforcement professionals for their commitment in the fight against drunk driving. Speakers included Virginia Lt. Governor Bill Bolling and Fairfax County Chairman Gerry Connolly, amongst others.

- **2006 NHTSA Summit...**Served as a presenter as well as attended NHTSA's Mid-Atlantic Region's 2006 "Focused Enforcement for the 21<sup>st</sup> Century" summit on April 3 - 5, 2006 in Ocean City, Maryland.
- **NHTSA Award...**...honored for creating innovative programs designed to reduce alcohol-impaired," reported *The Washington Post* (5-4-06) regarding WRAP's President being presented with the National Highway Traffic Safety Administration's (NHTSA)'s prestigious 2006 Public Service Award on April 3, 2006 at NHTSA's Mid-Atlantic Region's "Focused Enforcement for the 21<sup>st</sup> Century" summit in Ocean City, Maryland.
- **NHTSA Designated Driver Initiative...**Served as host and attended NHTSA Mid-Atlantic's day-long informational exchange on July 27, 2006 in Herndon, Virginia regarding the proposed implementation of a regional designated driver program.
- **Lifesavers 2006...**Attended annual Lifesavers Conference in Austin, Texas on April 9 – 11, 2006.
- **Washington Post Interview...**Served as the principal subject of *The Washington Post* story, "Never Tiring in Pursuit of Safer Roads" published on April 23, 2006.
- **Newsletter...**Developed and produced WRAP's 16-page summer 2006, *The WRAP Reporter*.
- **Coalitions...**Continued WRAP's leadership role in a number of coalitions and related efforts including the: Impaired Driving Coalition; Advocates for Highway and Auto Safety; Maryland Underage Drinking Prevention Coalition; Metropolitan Washington Council of Governments' Drug Prevention and Education Committee; National Capital Coalition Preventing Underage Drinking; Northern Virginia Planning District Commission's Public Information Officers Committee; Prince George's County Highway Safety Task Force; D.C. Hospitality Resource Panel; Fairfax County Chamber of Commerce Legislative Affairs Committee; Drawing the Line on Underage Drinking; and DC Peaceable Schools.
- **MADD-District of Columbia...**Orchestrated and attended a stakeholders meeting in Washington, D.C. on March 13, 2006 regarding MADD's recently adjusted service territory in the District of Columbia.
- **SoberRide Improvements...**Conducted meetings with WRAP's *SoberRide's* communications partners on January 16, February 7 and February 13, 2006 to develop and improve protocols relative to the handling and dispatching of future SoberRide calls.
- **Sports Marketing...** to Met with both TEAM and Washington Sports & Entertainment authorities at Washington, D.C.'s MCI Center on October 3, 2005 to explore opportunity use sports marketing venues and vehicles in combating drunk driving.
- **Miscellaneous...**Attended: 11/29 meeting of Metropolitan Washington Bankers Group; 12/14 Metropolitan Washington Council of Governments' Annual Meeting; 11/29 MADD-Northern Virginia Holiday Board Meeting; 12/13 Virginia Department of Motor Vehicles' Grantees Meeting; and participated on 12/13 Leadership Greater Washington Public Safety Planning Committee conference call.

## Youth:

- **Alcohol Awareness for Students...**Reached over 3,400 area high school and college students with WRAP's alcohol education program, *Alcohol Awareness for Students*.
- **2005 Youth Guide...**Continued distribution of WRAP's 2005 *School Resource Guide to Preventing Underage Drinking* via both educational presentations and individual requests.
- **2006 Youth Guide...**Developed and produced WRAP's 2006 *School Resource Guide to Preventing Underage Drinking* as well as distributed the same to regional school personnel.
- **2006 GEICO Student Awards...**Hosted WRAP's 14<sup>th</sup>-annual GEICO Student Awards program on April 28, 2006 at Washington, D.C.'s MCI Center. Featuring MIX 107.3's Chilli Amar, 2004-05 SADD National Student of the Year Jacqueline Hackett, Metropolitan Police Department Officer Arlinda Page and award sponsor Janice Minshall with GEICO the annual ceremony featured the bestowing of honors on nearly a half-dozen Greater Washington high school student groups honored for their promotion of alcohol and drug-free lifestyles to their peers.
- **Youth Network...**Attended the Metropolitan Washington Council of Governments' "Building a Youth Network" workshop in Washington, D.C. on March 29, 2006.
- **NCCPUD Awards...**Represented WRAP at the National Capital Coalition to Prevent Underage Drinking's (NCCPUD) 2006 awards event in Washington, D.C. on June 13, 2006.
- **2006 Tips for a Safe Summer...**"The Washington Regional Alcohol Program cites summer generally as the season in which the greatest number of U.S. teen traffic deaths occur," reported the *Loudoun Easterner* (6-7-06) regarding WRAP's annual, spring release of its parent-education initiative, "Ten Tips for a Safe Summer." The education campaign served as a means to combat both teen drinking and impaired driving during the summer months.
- **2006 Moment of Silence...**Provided morning announcement scripts to area high schools to read as part of WRAP's May 15, 2006 Moment of Silence commemorating this country's worst drunk driving crash near Lexington, Kentucky in 1988.

## Adult:

- **2005 Corporate Guide...**Continued distribution of WRAP's 2005 *Corporate Guide to Safe Celebrating and Safe Driving* via presentations to area businesses.
- **2006 Corporate Guide...**Developed and produced WRAP's 2006 *Corporate Guide to Safe Celebrating and Safe Driving* as well as distributed the same to area employees and businesses.
  - **Safe And Vital Employees...**In tandem with local law enforcement, reached 200 area employees and military personnel with WRAP's SAVE program.
  - **Health Fairs...**Reached 600 employees with WRAP's materials and or services by participating in local, corporate health fairs.

- **Safe And Vital Employees...**Also in tandem with local law enforcement, presented WRAP's Safe And Vital Employees (SAVE) program to employees of the Bethesda Naval Hospital on March 23, 2006.

### **Advocacy:**

- **Washington Regional Alcohol Program,"** reported *The Washington Examiner* (10-25-05) regarding WRAP successfully advocating a legislative change to the District of Columbia's laws pertaining to drunk driving (specifically the legal presumptions relative to DUI) following its October 24, 2005 testimony before the District's City Council's Public Works Committee.

### **Administration:**

- **New Program Manager...**Hired new WRAP Program Manager, Apryl Lomax, with her duties commencing on January 24, 2006.
- **Leadership Washington...**WRAP President formally inducted into Leadership Greater Washington at organization's October 18, 2005 fall luncheon in Washington, D.C. following graduation as 2005 class member.
- **Leadership Washington...**Served on Membership Committee for Leadership Greater Washington including attending meetings on both April 26 and May 24, 2006. 4.26 5.24's 2005 program year including both April 14, 2005 and May 12, 2005 "program days" as well as this year's two-day closing retreat / graduation on June 6 and 7, 2005.
- **Audit...**Completed the assistance and production of WRAP's independent FY 2004-05 fiscal audit conducted by Goodman & Associates.

## **SECTION III. LOOKING TO THE FUTURE**

### **A. SIGNIFICANT CHALLENGES TO BE ADDRESSED**

Challenges to further combating both drunk driving and underage drinking in the District of Columbia include: addressing the District bearing a disproportionate burden of alcohol-related traffic incidents (as evidenced by 2005 National Highway Traffic Safety Administration figures showing that 44-percent of all traffic fatalities in the District of Columbia are alcohol-related giving the District the second highest DUI fatality rate in the entire U.S. and as compared to 31% and 30% in neighboring states Maryland and Virginia, respectively); as well as addressing the unique barriers of underage drinking prevention in the District (including the pivotal 2004 D.C. Superior Court decision disallowing the filing of criminal charges against underage drinkers in the District.)

**SIGNIFICANT TRAINING, TECHNICAL ASSISTANCE, EXPERTISE AND  
OTHER RESOURCES NECESSARY FOR SUCCESS**

Continued support from the DC Department of Transportation and private contributions

# METROPOLITAN POLICE DEPARTMENT, DC

## SECTION I. OVERVIEW

In 2006, the District of Columbia experienced forty-one (41) traffic fatalities, which represented a decrease of eight (8) deaths from 2005, or a decrease of 16%. Traditionally, police agencies have used enforcement as their main contribution to traffic safety however in working with our partners from the District Department of Transportation, this agency has increased its level of participation in the areas of education, engineering and evaluation.

Traffic Enforcement has been and will always remain a top priority for the Metropolitan Police Department and unsafe driving has repeatedly been identified as the number one public safety concern in the District of Columbia. In addition to comprehensive enforcement initiatives, the Metropolitan Police Department promotes voluntary compliance with these laws through public information and awareness, supporting a strong legislative framework and community partnerships. Programs such as "Checkpoint Strike Force" and "Smooth Operator," are noteworthy examples of the regional efforts that have taken place to address the challenges of aggressive and impaired driving from a "Metropolitan" standpoint.

In addition, on a local level, the 2006 "Street Smart Campaign" and the "Back to School Pedestrian Safety Initiative" supported by the enhanced media coverage raised awareness in the area to show that this agency not only focuses on driver issues, but pedestrian as well.

Finally, to further combat our youth's pedestrian fatalities relative and support the safety of children while walking to school, the Metropolitan Police Department in partnership with the District Department of Transportation, DC Public Schools, Metro Transit and a host of other private organizations came together and created for the "Right-sizing Initiative." Within this project, the work group looked at the various public schools that were being closed and having their students transferred to other locations. An analysis was then completed of the safest routes for these children to walk or, when needed the access to public transportation. Due to the success of this project, numerous inquiries have been made to initiate this project throughout the entire public school system.

In order to continue our ongoing efforts to reduce the number of crashes in the District of Columbia, correlating to fewer injuries and fatalities, the Metropolitan Police Department will continue to conduct enforcement activities during calendar year 2007 that utilize all available tools and through innovative ideas with the goal of saving as many lives as possible, one at a time.

2006	January	February	March	April	May	June
Drivers	1	2	1	4	1	
Pedestrians	3	3	1	1		2
Passengers	1			1	1	
Bicyclist						
Motorcyclist				1		
Scooter/Moped						
Off Rd/ATV						
<b>TOTAL</b>	<b>5</b>	<b>5</b>	<b>2</b>	<b>7</b>	<b>2</b>	<b>2</b>

2006	July	August	September	October	November	December
Driver	1			2	1	
Pedestrian	2	2	3			
Passengers			2	1	2	1
Bicyclist						1
Motorcyclist						
Scooter/Moped						
Off Rd/ATV						
<b>TOTAL</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>2</b>

#### District Fatalities by Month

	Jan.	Feb.	Mar.	Apr.	May	Jun	July	Aug.	Sep.	Oct.	Nov.	Dec.
1D	1	1			2							
2D						1				1		
3D							1	1	1		2	
4D										1	1	1
5D		1	2	3			2	1	1			
6D	2			1		1			3			
7D	2	3		3						1		1
<b>Total</b>	<b>5</b>	<b>5</b>	<b>2</b>	<b>7</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>2</b>	<b>5</b>	<b>3</b>	<b>3</b>	<b>2</b>

#### Year to Date Fatalities by District

1D	2D	3D	4D	5D	6D	7D
4	2	5	3	10	7	10

With numerous challenges in traffic safety in 2006, the Metropolitan Police Department set out to decrease fatalities as well as combat aggressive driving and speed on the city streets. At the end of 2004 and 2005, these two areas were identified as the greatest contributors of traffic fatalities within the District of Columbia. Having been said, this agency embarked on an aggressive driving crackdown campaign throughout 2006 in the areas of both handwritten and photo

enforcement. This time of year was chosen to continue the efforts already started during the Super Bowl weekend until early summer when Smooth Operator campaign was to begin. In addition, by the third quarter of the year, through the Street Smart Campaign, emphasis was then placed on pedestrian safety and awareness due to the increase in pedestrian related fatalities throughout the region.

The Metropolitan Police Department will continue to combat impaired driving in the District of Columbia by increasing arrests for impaired drivers as well as working to successfully prosecute these individuals with the Office of the Attorney General's office. In the past, the police department was placed in a dilemma due to the constant delay in securing toxicology reports for court in impaired driving cases. During 2005, better communication has been established with the Chief Toxicologist's office, which has resulted a turn-around time of less than thirty days for these results consistently. This in turn has allowed impaired driving cases to be handled in a more efficient manner.



## ALCOHOL COUNTERMEASURES METROPOLITAN POLICE DEPARTMENT

### SECTION I: OVERVIEW INFORMATION

**GRANTEE: METROPOLITAN POLICE DEPARTMENT  
PROJECT: IMPAIRED DRIVING**

### ARREST SUMMARY

**Summary of MPDC Impaired Driving Arrests  
(Data Obtained from Criminal Justice Information Systems – CJIS)**

Arrest Charge	2003	2004	2005	2006	4 year average
<u>DUI Refusal</u>	213	229	254	290	247
<u>DUI</u>	409	325	369	755	465
<u>DWI (.08 or higher)</u>	1,089	1,226	1,184	1,384	1,221
<u>TOTAL</u>	1,711	1,780	1,807	2,429	1,932

It should be noted that after Nov. 3, 2005, DWI was .08 or higher and a BAC of more than “.05% and less than .08% no presumption exists for DUI without other competent evidence”.

## **ACCOMPLISHMENTS**

The Metropolitan Police Department is committed to minimizing the number of impaired drivers operating in the District of Columbia. The department conducted a total of forty-two (42) sobriety checkpoints during calendar year 2005. The police department has continued to support "Checkpoint Strike Force." The purpose of this initiative is to decrease impaired driving by conducting weekly sobriety checkpoints from July through January. Within the Memorandum of Agreement, Checkpoint Strike Force activities also recommends police departments to conduct regular checkpoints or alcohol saturation patrols during the week from Thursday through Saturday throughout the city.

In the District of Columbia the Metropolitan Police Department uses two alcohol Chemical Analysis Testing (CAT) units on a daily basis to support the patrol district's enforcement efforts of processing impaired drivers seven days a week. Each police district located in the District of Columbia is also outfitted with the Intoxilyzer 5000 for processing impaired drivers.



## **YOUTH & ALCOHOL METROPOLITAN POLICE DEPARTMENT**

### **SECTION I. OVERVIEW INFORMATION**

**GRANTEE: METROPOLITAN POLICE DEPARTMENT  
PROJECT: YOUTH & ALCOHOL**

### **CRASH SUMMARY**

<b>Charge</b>	<b>Number of Arrests</b>
<b>Underage Possession of Alcohol</b>	<b>0</b>
<b>Underage Drinking</b>	<b>0</b>
<b>Establishments cited (with ABRA)</b>	<b>145</b>
<b>Misrepresentation of Age</b>	<b>73</b>
<b>ABC establishments checked</b>	<b>445</b>
<b>TOTAL</b>	<b>32 (arrests)</b>

### **ACCOMPLISHMENTS**

During 2004, the Metropolitan Police Department was dealt a major setback with the issuance of an injunction order by a judge from the District of Columbia's Superior Court who stated that the way that the (then) present law regarding underage possession of alcohol by a minor was a civil matter and not criminal. To add to this problem, once the law was re-visited by the city council and re-written, it remained a civil matter thus preventing members of this agency from arresting person (s) under twenty-one (21) years of age.

The Traffic Safety and Special Enforcement Branch (TSSEB) then teamed up to combat underage drinking in another fashion. Supported by the National Capital Coalition to Prevent Underage Drinking (NCCPUD), the Metropolitan Police Department along with the Alcoholic Beverage Regulatory Agency (ABRA), and Campus Alcohol Reduction Effort (CARE), enforcement efforts were geared towards

providing and selling alcohol to minors, misrepresentation of age to enter into an ABC establishment (as well as purchase alcohol), and possession of an open container of alcohol. Although these efforts did not produce any significant numbers from the previous year, it did establish through the community that the District of Columbia was still aggressively working to control the alcohol consumption by minors. The success of these efforts are measured by this agency's ability to sustain to keep down the number of traffic fatalities for impaired driver's under the age of twenty-one (21), even with the loss of the criminal charges.

For 2006, we continued to utilize resource materials and training to identify fake identifications as well as Intelli-Check's identification machines as well as train 20 additional officers to perform compliance checks in the various ABC establishments within the District of Columbia. In addition, we will continue to educate merchants about the new ABC laws and the recently enacted MPD programs, the Metropolitan Police Department continues to participate in a number of forums with the Alcohol Beverage Regulation Administration (ABRA). These workshops are offered to all ABC establishments in the District of Columbia and have been very well attended.

## **PROGRAM REPORT**

Two of the goals established for the Metropolitan Police Department by the Traffic Safety and Special Enforcement Branch will be to improve the impaired driving enforcement efforts and increase seatbelt usage to ninety (90) percent. To accomplish these to goals, the following will be implemented during 2007:

Presently, this agency utilizes the Intoxilyzer 5000, 5000EN, and 64 instruments to conduct breath testing on those individuals suspected of driving under the influence. Working with the Chief Toxicologist for the District of Columbia and the Chief of Traffic Safety Section for the Office of the Attorney General, the Traffic Safety Unit has identified and through grant funding invested in approximately three (3) new breath-testing instruments. Based on preliminary testing and research, these newer instruments are easier to maintain, easier to use, have a minimal down time for repairs when needed, can be pre-set to meet the agency's needs as far as self calibrations, and information provided for court testimony. With the purchase of the new breath test instruments, we have also sent members to the company's laboratory in St. Louis, Missouri. These individuals will be members who will be tasked with training officers on the Metropolitan Police Department to utilize the instruments as well as technicians tasked with the maintenance and upkeep of the instruments. In addition, members of the Office of the Chief Medical Examiner's Office also attended this training / familiarization course. This is turn supports the agency's goal of having the scientific support for the Impaired Driving Program.

In addition to the above actions, the Traffic Safety and Special Enforcement Branch will begin conducting classes during recruit training in the area of performing Standardized Field Sobriety Tests (SFSTs) in February 2007 as a regular part of basic training. There will also be classes presented for current sworn every three months

for a twelve-month period for both SFSTs and intoximeter usage. It is the belief that by increasing the knowledge level, comfort level and proficiency level of the officers of this agency the number of arrests will increase within the first twelve (12) month period by at least twenty-five (25%). In addition, the Traffic Safety Unit will be preparing to conduct training on breath testing instruments for all persons assigned to the patrol district stations and Traffic Safety Unit. Once completed, this will give the agency a “foundation” of certified breath test operators who will be able to provide assistance 24/7 to officers working on the street.

During 2006, the Traffic Safety and Special Enforcement Branch will also continue working with the District Traffic Safety Coordinators. These individuals, who have already been selected by the district commanders, will be utilized to assist with facilitating district-wide programs in their respective areas as well as serve as liaison between the patrol districts and the Traffic Safety Branch for faster response to various needs.

In an effort to increase seatbelt usage to 90% over the next twelve-month period, the Metropolitan Police Department will begin conducting aggressive enforcement efforts throughout 2007. Due to priorities being placed on other crime related issues by district commanders, the agency will be seeking financial support from the Department of Transportation to fund overtime funds to pay officers to work while they are in an off-duty status. By having these officers concentrate their enforcement efforts while off-duty, traffic safety can and will be their primary focus during their tour.

Due to the increased traffic volume from Maryland and Virginia in the District of Columbia during rush hour, which in turn affects the District’s usage rate, the enforcement waves will take place within the city during peak travel times. This in turn will present visible enforcement efforts to motorists, while also educating them, and give the enforcement wave a larger target group.

In addition to the enforcement waves, the Metropolitan Police Department will seek assistance from the District Department of Transportation (DDOT). Presently, DDOT is in possession of eighty (80) variable message signs (VMS) which are strategically placed throughout the District of Columbia. It will be requested that these signs, especially the ones at or near thruways in and out of the city, be activated with messages reminding motorists to buckle up or be ticketed.

Finally, the Metropolitan Police Department’s Corporate Communications Division will be actively utilizing various forms of media to get the word out about the enforcement efforts within the city. These announcements would be made during regular scheduled interviews with the Chief of Police or other members of the command staff where appropriate, or information bars that scroll across the bottom of television screens and in the form of handout material.

# AGGRESSIVE DRIVING



## SECTION I. OVERVIEW INFORMATION

**GRANTEE: MARYLAND STATE HIGHWAY  
ADMINISTRATION**

**PROJECT: SMOOTH OPERATOR – AGGRESSIVE DRIVING**

## ACCOMPLISHMENTS

### Introduction/Overview

Numerous areas in the Mid-Atlantic region are urban, densely populated and congested with traffic. Over the past 20 years, traffic on the region's roads has more than doubled in many places.

The greater Washington, DC metro area has the third-worst traffic congestion in the country, and drivers lose more hours to traffic delays than anywhere else in the country. Baltimore ranks 16th worst in traffic congestion. Every Baltimore area resident spends about 22 hours a year caught in traffic, and motorists spend approximately 33 percent of their daily driving time in congestion. As traffic has increased, densely populated eastern Pennsylvania has severe congestion problems, particularly on their older roads.

This congestion breeds frustration – and aggressive driving behavior. Aggressive driving plays a part in thousands of crashes, deaths and injuries in the region every year.

In an effort to combat aggressive driving in the Mid-Atlantic region, a task force of law enforcement, government officials, trauma experts, and others have created and developed the Smooth Operator Program.

Smooth Operator is a public safety initiative to provide education, information and solutions for the problem of aggressive driving. Over the past 10 years, law enforcement agencies, trauma experts, government officials and other professionals have partnered through the Smooth Operator Program to combat aggressive driving.

They work together today to educate motorists on the risks involved with aggressive driving, and to stigmatize aggressive driving behavior on our roads.

Smooth Operator responds to aggressive drivers through news media efforts, a public education and awareness campaign, and increased law enforcement and engineering activities. The multi-pronged tactics are often called the 4-E's approach:

- 1) Enforcement
- 2) Education
- 3) Evaluation
- 4) Engineering

Research along with experience shows that in public safety campaigns, awareness can't work anywhere near as well without enforcement and vice versa. Yet too few traffic safety programs utilize the 4 E's approach.

In Smooth Operator today, more than 100 law enforcement agencies coordinate their efforts to target aggressive drivers, conducting enforcement "waves" over a four-month period.

In 2006, they issued more than 364,000 citations and warnings for aggressive driving behaviors – more than four times as many citations issued in the initial year of the program. Since 1997, more than 1.5 million citations have been issued to aggressive drivers.

The enforcement waves coincide with media blitzes to inform and educate the public and to stigmatize aggressive driving. Other aspects of the program include traffic engineering initiatives and the development of high-technology law enforcement tools.

Research and evaluations are conducted yearly to evaluate the program and study the problem and solutions.

A task force of expert professionals who meet regularly and share information to better understands aggressive driving triggers and various ways of curbing the threat guides the program.

During the 2006 Federal fiscal year, the Smooth Operator Steering Committee met nine times in Washington, DC to plan and refine the 2006 Smooth Operator Campaign.

The funding partners for the Smooth Operator program include the District Department of Transportation, the Maryland Highway Safety Office, the Virginia's Department of Motor Vehicles, Maryland's Federal Motor Carrier Safety Administration and the Metropolitan Police Department in conjunction with the DC

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Federal Motor Carrier Safety Administration. All the funds for this program are combined and dispersed through the Maryland Motor Vehicle Administration.

### Sponsoring Organizations

Commonwealth of Virginia, Department of Motor Vehicles  
District of Columbia, District Department of Transportation  
Maryland Motor Vehicle Administration  
Maryland State Highway Administration, Highway Safety Office  
Metropolitan Police Department

### Participating Agencies and Organizations

AAA Mid-Atlantic  
Buckle Up PA  
District of Columbia, Department of Motor Vehicles  
District of Columbia Federal Motor Carrier Safety Administration  
Federal Highway Administration  
Maryland Federal Motor Carrier Safety Administration  
INOVA Fairfax Hospital  
Maryland Department of Transportation  
National Highway Traffic Safety Administration  
North Central Highway Safety Network  
Pennsylvania Department of Transportation  
Virginia Department of Transportation

## **2006 LAW ENFORCEMENT AGENCIES**

### District of Columbia

Metropolitan Police Department

### State of Maryland

Aberdeen Police Department  
Allegany County Sheriff's Office  
Annapolis Police Department  
Anne Arundel County Police Department  
Baltimore City Police Department  
Baltimore County Police Department  
Bel Air Police Department  
Berlin Police Department  
Calvert County Sheriff's Office  
Cambridge Police Department  
Cecil County Police Department  
Charles County Sheriff's Office  
Chevy Chase Village Police Department  
Cumberland City Police Department  
Easton Police Department  
Edmonston Police Department

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MPD's

Elkton Police Department  
Frederick Police Department  
Gaithersburg Police Department  
Greenbelt Police Department  
Hagerstown Police Department  
Harford County Sheriff's Office  
Havre de Grace Police Department  
Howard County Police Department  
Laurel Police Department  
Maryland State Police  
Maryland Transportation Authority Police  
Montgomery County Police Department  
Princess Anne Police Department  
Salisbury Police Department  
Smithsburg Police Department  
St. Mary's County Sheriff's Office  
Sykesville Police Department  
University of Maryland Police Department  
Washington County Police Department  
Westminster Police Department  
Wicomico County Sheriff's Office  
Worcester County Sheriff's Office

### **Commonwealth of Pennsylvania**

Pennsylvania State Police  
Bristol Township Police Department  
Langhorne Borough Police Department  
Middletown Township Police Department  
Downingtown Borough Police Department  
Haverford Township Police Department  
Marple Township Police Department  
Newtown Township Police Department  
Upper Darby Township Police Department  
East Norriton Township Police Department  
Lower Providence Township Police Department  
Norristown Borough Police Department  
Pottstown Borough Police Department  
West Norriton Township Police Department  
Silver Springs Township Police Department  
City of Harrisburg Police Department  
Lower Paxton Township Police Department  
Penbrook Township Police Department  
Susquehanna Township Police Department  
Manheim Township Police Department  
Springettsbury Township Police Department  
West Manchester Township Police Department

City of York Police Department  
Exeter Township PD  
Muhlenberg Township Police Department  
Northern Berks Regional Police Department  
City of Allentown Police Department  
Salisbury Township Police Department  
South Whitehall Township Police Department  
Whitehall Township Police Department  
City of Bethlehem Police Department  
Colonial Regional Police Department  
New Castle Township Police Department  
City of Pottsville Police Department  
Saint Clair Borough Police Department

**Commonwealth of Virginia**

Alexandria City Police Department  
Arlington County Police Department  
Arlington County Sheriff's Office  
Department of Homeland Security Federal Protective  
Services-National Capital  
Town of Dumfries Police Department  
Fairfax City Police Department  
Fairfax County Police Department  
Falls Church City Sheriff's Office  
Falls Church City Police Department  
Town of Haymarket Police Department  
Town of Herndon Police Department  
Town of Leesburg Police Department  
Loudoun County Sheriff's Office  
Manassas City Police Department  
National Park Service-Manassas Battlefield Rangers  
Pentagon Police Department  
Prince William County Police Department  
Spotsylvania County Sheriff's Office  
Stafford County Sheriff's Office  
United States Park Police  
Town of Vienna Police Department  
Virginia State Police

**Administrative Evaluation**

**Objective #1:**

*Continue to partner with the Commonwealth of Virginia and the District of Columbia and add the Commonwealth of Pennsylvania to the regional Smooth Operator Program.*

This objective was met. Three regions in the Commonwealth of Pennsylvania joined the 2006 Smooth Operator Program beginning in June and continuing through September. During the 2006 Federal fiscal year, the Smooth Operator Steering Committee met nine times in Washington, DC to plan and refine the 2006 Smooth Operator Campaign. It should be noted that Pennsylvania does not combine their funds with the tri-regional partners. Media and other related expenses are paid for directly through Pennsylvania's grant process. (See complete details in the "Aggressive Driving Project Pennsylvania "Smooth Operator" Final Report and Evaluation submitted by North Central Highway Safety Network Inc. and Buckle Up PA Project attached.)

*Meet or exceed the 78% awareness level of the Aggressive Driving issue by September 2006, among drivers in the region.*

In 2005, awareness of the aggressive driving issue increased from 27% to 44% in the DC Metro area and Maryland – a change of 17%. In 2006, awareness of the Smooth Operator message increased from 30% to 65% - a change of 35% or a 50% increase over 2005.

Media channels have changed since 2000. Additionally, the Smooth Operator message now competes with many more traffic safety messages during the course of the campaign and over the period of time when Smooth Operator is not in effect. Consequently, the pre-awareness level of the program is dropping lower and lower due to the many competing traffic safety messages/campaigns delivered throughout the year. The future focus needs to be on the percent of change, not final percentages.

The objective was exceeded because of this increased change.

*Implement general public relations activities including a "kick-off" with a news conference.*

The objective was met and exceeded expectations.

A kick off press release and two major public relations events were held for the 2006 campaign. News conferences were held in the District of Columbia on Thursday, June 22 and in Baltimore, MD on Tuesday, July 18 and they included representatives of all the participating law enforcement agencies and other transportation industry partners. The events added to the campaign's earned media value.

Pennsylvania conducted separate kick off events in several major Pennsylvania media markets including Harrisburg and Philadelphia. The Harrisburg event included law enforcement representatives from across the quad-jurisdictional (DC, Maryland, Pennsylvania and Virginia) region. These events were paid for and conducted independently by PennDOT.

Key public relations' campaign coverage results for the DC, Maryland and Virginia markets included:

- Mention of the program on 21 TV broadcasts hits on almost all network affiliate stations in Washington, DC and Baltimore.
- Extensive radio coverage including interviews and stories on WTOP and WAMU (NPR), Metro Network News, WAMU, WMAL and WHUR (CBS).
- Print articles and mentions in *The Washington Post*, *The Baltimore Examiner*, *The Washington Examiner* and *The Baltimore Sun*.
- Spanish language coverage by *Univision* and *The Washington Hispanic*.

Because aggressive driving is a major concern for citizens in the campaign regions, the Smooth Operator Program and its message continue to make the news.

The public relations activities for the Smooth Operator campaign produced over 54 documented stories in national, regional, local newspapers, TV, radio and internet postings. It is estimated that the Smooth Operator message conservatively reached more than 6.7 million people, the equivalent of 2/3 of the entire population of the District of Columbia, Maryland and Northern Virginia.

The value of the 2006 public relations' media coverage gained by the television, radio, print and Internet stories was estimated at \$679,500.

*Develop a media campaign sufficient to reach 5 million motorists across the region.*

This objective exceeded the targeted goals by developing a media plan as described below:

Enforcement Dates

May 21-27, 2006

June 18-24, 2006

July 23-29, 2006

August 27-September 9, 2006

Campaign/Flight Dates

May 15 – September 9, 2006 (17 Weeks with Flighted Media Schedules)

Weighted Wednesday – Sunday when the greatest number of aggressive driving incidents occur.

### **Media Objective**

- Build on awareness of the dangers of aggressive driving that has been established in prior campaigns in order to change driving behaviors.

### **Target Profile**

- Drivers: Men 18-34
- High Risk Takers, Single, Under 29
- Avid Sports Fans

### **Media Purchasing Demographic**

Men 18-34

Secondary Target of Adults 18-34

(Including coverage of African Americans and Hispanics in addition to general market coverage)

### **Geography**

Washington, DC Metro area

Baltimore, MD. Metro area

Salisbury, MD Metro Area

Hagerstown, MD Metro Area

### **Media Strategy**

- Use a mix of traditional media vehicles as well as new media technologies that are targeted to reach the young male audience
  - Radio
  - Radio Podcasting and Streaming
  - Transit (Bus Backs)
  - Cable
  - Internet
- Radio will be used as a primary way to reach drivers behind the wheel
- Radio streaming, podcasting and music video downloads will be used to reach the young male audience while they are at their computers. (Primarily during the day at work and at home in the evenings)

- Existing TV PSA will run on selected cable programs during enforcement weeks to give added emphasis at that key time.
- Bus Backs will be used to provide added frequency for the message against drivers on the road as well as providing consistent exposure throughout the campaign.

## **Media Tactics**

### **Radio**

- In Washington and Baltimore, radio will run Wednesday - Sunday prior to all enforcement weeks as well as during the enforcement week  
For the last flight, radio will run during both full weeks of enforcement
- 150 TRPs for the full weeks/75 TRPs for the half weeks
- Over 2 million people will hear the Smooth Operator message
- In Hagerstown and Salisbury, radio will run during the enforcement weeks
- Spots will be concentrated in peak drive times for targeted exposure
- 20-30 spots per station per week
- A mix of :30's and :60's will be used to give added frequency and make efficient use of the budget
- In addition to the paid advertising schedule, radio stations will air the Smooth Operator message in PSA's and distribute brochures at events

### **Cable**

- Targeted cable advertising schedules will be run during enforcement weeks. Young males are light viewers of broadcast TV, but very loyal viewers of edgy cable programming
- Specific programs will be purchased that are popular with the young male target. Some examples are:

On Comedy Central  
 The Daily Show with Jon Stewart  
 The Dave Chappelle Show  
 Show Biz Show with David Spade  
 South Park  
 Friday Night Stand-Up

On MTV

PUNKD  
Real World  
The Shop  
Pimp my Ride

On USA

WWE Wrestling

On Spike

Ultimate Fighter  
MXC

**Podcasts/Streaming**

- One of the newest and most effective ways of reaching a young audience is through podcasts downloaded onto iPods and MP3 players. Listeners of a radio station go to the station website and download program segments onto their iPods. Content consists of 5-10 minute segments that were broadcast on their air.
- WJFK has been extremely successful with podcasts of “Don and Mike” and “The Junkies”. They are a good choice for Smooth Operator because the programs run in Baltimore (WJFK-AM) and Washington (WJFK-FM)
- Last month, according to the I-Tunes ranking of downloaded content, “Don & Mike” was the 10<sup>th</sup> most downloaded content in the country. 80,000 Total Downloads in a month. (A third of that is in the local market.)
- “The Junkies” average 35,000 downloads per month. (100% Local)
- A :15 audio spot will run before the downloaded segment, and a :60 will run at the end
- In addition to the podcast sponsorship, the Smooth Operator message will be included on WJFK Radio broadcasts that are streamed over the Internet. At least 100 Smooth Operator commercials will air each month June-August. None of the regular spots purchased on WJFK air on the Internet broadcasts. The streaming package reaches an exclusive audience and compliments the podcast exposure. 45,000 unique listeners per week will hear the Smooth Operator message.
- Can add 100,000 18 to 34 year olds a month.

**Video Downloads**

- WWDC-FM in Washington has just begun offering videos for free downloading from their website. Even though the station is located in the DC market, it has strong listenership in Baltimore as well as DC.

- On the launch page, Smooth Operator will have a banner ad. On the video player page, they will be able to air a :15 video gateway ad prior to the launching of the music video. In addition, the :15 video ad automatically runs after every 3<sup>rd</sup> video is downloaded. Another banner is on top of the video player page. The combination of the video ad and the banner ads work well together to reinforce the message with this key audience segment.
- 250,000 Unique Visitors to the DC-101 website each month.
  - Summary of Package
    - One :15 video gateway ad
    - :15 video ad after every 3<sup>rd</sup> video
    - One 300 x 250 banner ad on launch page
    - One 234 x 60 banner ad on launch page and video player
    - Links to SO website

## **A. Internet/Gaming Site**

- Shockwave.com is one of the hottest gaming websites. They have 22,000,000 unique users – half of whom are men 18-34. Their road racing game “Red Line Rumble” is one of the most popular games on the web and a perfect place for the Smooth Operator message.
- A :30 spot will run in the pre-roll as the Game is downloading. The player can't delete or skip the spot. The message will be seen. In addition, a leaderboard ad (which can have motion in it) and a large rectangle ad will appear when the game is downloaded as well as throughout the site.
- The types of games that the spot will run in are: action games, sports and racing with an emphasis on the racing games.
- Geo-targeting will be used so that the Smooth Operator message will only be seen in the state of Maryland, D.C. and Northern Virginia.

*(See Objective #2, C for exact number of spots, reach, frequency, etc.)*

*Place enough radio spots to reach 5 million listeners at least two to three times each in the Maryland and Washington, DC markets.*

*(See Objective #2, C for exact number of reach, impressions, etc.)*

*Produce collateral materials 50,000 brochures and 7,000 posters.*

This objective exceeded the stated goals. 44% more collateral materials were printed and distributed. 25,000 brochures, 100,000 tip cards and 3,000 posters were produced in 2006. The materials were distributed at Department of Motor

Vehicle offices, police departments, county fairs, area employers, and Maryland and Virginia coordinators. Washington and Baltimore area radio stations distributed the materials at various station events, malls, athletic events and concerts.

**Objective #2:**

*A. Conduct an evaluation study to measure the effectiveness of the media campaign.*

This objective was met. The campaign was evaluated through pre- and post-surveys by Riter Research and Maryland Marketing Source, Inc. to determine public awareness and attitudes toward aggressive driving and to measure the change in awareness and attitudes as well as driving behavior that may result from the campaign.

**Unaided Awareness of Messages on Driving Behavior**

Messages on aggressive driving and speeding showed a 35% increase in driver awareness during the September period among target audience drivers between 18 and 34 years of age.

**Aggressive Driver Behavior**

Driving behavior has improved. Motorists in September are more likely to say they did not drive aggressively over the past week vs. how they described their driving behavior in May.

**In September, fewer motorists report they**

- drove aggressively,
- cut in front of another car,
- ran a stop light, and
- drove over the speed limit of 55 mph by 15 mph or more.

**SELF DRIVING BEHAVIOR OF MOTORISTS DURING PAST 7 DAYS**

Categories showing improvement	May 2006	Sept. 2006	Change
Exceed the speed limit by at least 10 mph to get somewhere	64%	50%	14%
Enter an intersection after the light turned yellow	65	51	14
Speed up to make a light	67	49	18
<u>Drive in a way someone might call aggressive driving</u>	<u>51</u>	<u>31</u>	<u>20</u>
<u>Drive at least 15 mph over the speed limit</u>	<u>50</u>	<u>20*</u>	<u>30</u>

where the speed limit was 55+

Tailgate another vehicle	22	11	10
<u>Cut in front of another car</u>	<u>29</u>	<u>9</u>	<u>20</u>
Drive through a red light	17	8	
Drive on the shoulder to pass	7	4	3
<u>Running a stop sign</u>	<u>13</u>	<u>1</u>	<u>12</u>

*Write and public an annual report summarizing the campaign and detailing its activities.*

The objective was met. The 2006 Annual Report and Campaign Summary was written and published detailing the campaign in its entirety. It includes evaluation results, law enforcement, public relations and media summaries.

*Continue to meet or exceed the radio spots aired in 2005. DC Metro Market (regional): 750 spots with a 74% reach, 9.9 frequency and 4,169,000 impressions. Baltimore Market: 942 spots with a 65% reach, 18.6 frequency and 3,473,000 impressions. Salisbury Market: 599 spots with a 70% reach, 20.2 frequency and 523,000 impressions. Hagerstown market aired 1,104 spots with a 47% reach, 28.8 frequency and 427,000 impressions.*

The objective was met and exceeded the goals by creating a multi-media campaign.

## **Radio**

Paid media advertising was used, including radio advertising and outdoor transit ad messages using the theme - "I'm An Aggressive Driver. I'm Going To Stop." Radio was used as the primary medium to reach drivers when they were in their vehicles and likely to drive aggressively. Two radio spots were produced and rotated over the course of the campaign. One spot targeted males 18 – 34 and the other targeted all drivers of trucks and buses. Additionally media was purchased during Redskins' and Ravens' football game broadcasts in September.

In the Washington, DC market, 1,129 radio spots were aired reaching of 74.1% of the target audience.

In the Baltimore market, 790 radio spots were aired reaching of 65.4% of the target audience.

In the Salisbury market, 704 spots were aired reaching 55.6% of the target audience.

And in the Hagerstown market, 1,045 spots aired reaching 63.2% of the target audience.

### **Outdoor Transit**

Transit advertising was created to warn drivers with the associated message to stop driving aggressively around trucks and buses. The messages ran on 210 bus tails from July 1 into September. More than seven million people were reached with the outdoor advertising and 78% of the target audience saw the message.

### **Cable TV**

In the Washington, DC and Baltimore markets, a 30-second cable TV spot targeted young male drivers on more edgy programming such as Comedy Central's "The Daily Show With John Stewart," "South Park" and MTV's "Real World."

During this campaign, 506 cable TV spots were aired in the Washington, DC market, reaching 66.6% of the target audience. In the Baltimore market, 208 cable TV spots were aired reaching 48.8% of the target audience.

### **Internet: Podcasting, Streaming, Downloading, Gaming**

For the first time, the campaign used alternate or "new" media opportunities, including podcasts, streaming video downloads and Internet messages. The messages were especially effective in reaching the 18 – 34 high-risk male drivers at their computers. The efforts resulted in over 62,000 times the ads were "clicked" or viewed. They also drove people to the Smooth Operator website at [www.smoothoperatorprogram.com](http://www.smoothoperatorprogram.com).

### **Added Value**

A total of \$503,406.09 was spent on paid media advertising. In addition to the paid advertising, a total of \$303,595.00 was provided by radio stations, bus companies and Internet companies by airing spots and displaying bus backs and Internet ads in additional time slots for free.

## Final Summary

### **A. S.W.O.T**

#### ***Strengths***

- Building upon a strong track record of almost 10 years, the Smooth Operator has developed into a strong program with a strong brand identity. It is a model for a coordinated, intra- and interstate program designed to

combat the aggressive driving problem and find short- and long-term solutions for it.

- The program uses multi-pronged tactics that are often called the 4-Es (enforcement, education, evaluation, engineering) of traffic safety. Not many traffic safety programs utilize all of the 4-Es.
- More than 100 law enforcement agencies coordinate their efforts to target aggressive drivers, conducting enforcement waves over a four-month period.
- The program utilizes a coalition of elected officials, government agencies, private sector organization and law enforcement agencies from the DC, Maryland, Pennsylvania and Virginia to help develop and to continue this comprehensive program to combat aggressive driving.
- The Smooth Operator Program is now utilizing the already existing, highly targeted law enforcement with updated and innovative proven consumer marketing techniques. Communication channels now include a mix of advertising including Podcasting, Streaming, Downloading and Gaming, public relations, promotions and media advocacy.
- An engineering component directed by a committee of safety engineering professionals was added in 2004 to round out the Smooth Operator Program. The goal of the engineering efforts is to reduce aggressive driving by improving the driving environment to eliminate factors that contribute to aggressive driving.
- On-going research and evaluation continue to be an important part of the Smooth Operator program by providing insight to the target demographics behavior, awareness and attitudes toward aggressive driving.
- The program's website was advertised in all promotional efforts. Over 40,000 visitors went to the website during the campaign. The site is now positioned as a primary information source for the campaign.

### ***Weaknesses***

- Sustaining the awareness of the message after seven years could be a challenge with the many competing traffic safety messages.
- Keeping law enforcement motivated after seven years could be problematic.
- Expanding law enforcement and/or recruit law enforcement agencies that have withdrawn from the program is difficult.
- The current website is not used to its full capacity. The website should fully be promoted in all aspects of the campaign. The information obtained should be analyzed and utilized to its fullest potential.

### ***Opportunities***

- See *Section C below*.
- The private sector needs to be explored. Initial contacts have been favorable. However, to fully take advantage of the private/corporate sector, a 501(c)3 company needs to be created.
- The current website has the ability to track reporting of aggressive driving behaviors, locations, etc.; to train individuals, private sector organizations, media,

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government agencies, law enforcement agencies and others; and to help the ongoing evaluation of the program.

- Innovative creative delivered through innovative media channels that would serve as a national model for battling aggressive driving.

***Threats***

- With new administrations both in the District of Columbia and the State of Maryland, the funding level has the potential to be decreased and the level of participation could also be decreased.
- There are many competing traffic safety messages/campaigns delivered throughout the year. Many of these campaigns have a much higher level of funding to support their messaging efforts.

**New Partnerships**

- With the addition of three areas of Pennsylvania joining the Smooth Operator program, Pennsylvania is planning to expand the program throughout the entire state of Pennsylvania.

**Future Growth and Plans**

- Complete the formation of a 501(c)3 company to help continue the Smooth Operator program. This non-profit program would be able to expand the program into the private sector and ensure the continued growth, expansion and development of the Smooth Operator Program.
- Continue to expand the existing program within the Mid-Atlantic Region and other areas of the country.
- Actively promote to FMCSA, the truck and bus message of the Smooth Operator program and duplicate this aspect of the program in areas of the country with severe truck and bus fatalities and injuries due to aggressive driving.

<b>VIOLATION CODE AND DESCRIPTION</b>	<b>2003</b>	<b>2004</b>	<b>2005</b>	<b>2006</b>	<b>3 YEAR AVERAGE</b>
<b>T118 Up to 10 mph over speed limit</b>	<b>460</b>	<b>419</b>	<b>712</b>	<b>1,210</b>	<b>700</b>
<b>T119 11-15 mph over speed limit</b>	<b>2,467</b>	<b>2,425</b>	<b>1,379</b>	<b>1,631</b>	<b>1,976</b>
<b>T120 16-20 mph over speed limit</b>	<b>3,161</b>	<b>2,164</b>	<b>2,277</b>	<b>2,276</b>	<b>2,470</b>
<b>T121 21-25 mph over speed limit</b>	<b>856</b>	<b>2,037</b>	<b>1,212</b>	<b>1,007</b>	<b>1,278</b>
<b>T122 26-30 mph over speed limit</b>	<b>1,418</b>	<b>1,129</b>	<b>677</b>	<b>547</b>	<b>943</b>
<b>T125 Unreasonable Speed</b>	<b>1,366</b>	<b>955</b>	<b>694</b>	<b>699</b>	<b>928</b>
<b>TOTALS</b>	<b>9,698</b>	<b>9,189</b>	<b>6,951</b>	<b>7,370</b>	<b>8,295</b>
<b>PHOTO RADAR mobile units</b>	<b>334,183</b>	<b>433,099</b>	<b>493,494</b>	<b>481,072</b>	<b>420,258</b>

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Using FARS data as well as information captured through our photo-enforcement vehicles, deployments were conducted in hazardous areas in order to ticket speeders and arrest drivers traveling over 30 mph in excess of the posted speed limit. Due to the success of the enforcement program, the Metropolitan Police Department saw a slight decrease in the number of arrests for drivers committing this violation bringing it down to it's lowest point since 2002.

<b>Speed in excess (30 MPH) of posted limit</b>	<b># of Arrests</b>
<b>2000</b>	<b>75</b>
<b>2001</b>	<b>162</b>
<b>2002</b>	<b>408</b>
<b>2003</b>	<b>457</b>
<b>2004</b>	<b>284</b>
<b>2005</b>	<b>274</b>
<b>2006</b>	<b>272</b>

# POLICE TRAFFIC SERVICES RED LIGHT ENFORCEMENT METROPOLITAN POLICE DEPARTMENT



## SECTION I: OVERVIEW INFORMATION

Red light violations have also been a problem historically in the District of Columbia. In 2000, only 2% of the fatal collision involved red-light violations, however in calendar year 2005, nine (9) of the forty-nine (49), which equates to 18% of the fatalities were caused by red light violations. During 2006, the Metropolitan Police Department met a milestone in this area. Of the forty-one (41) traffic fatalities that occurred, none were attributed to red light running based upon investigations conducted by the Major Crash Investigative Unit. It should also be noted that during this time, there was an increase of hand-written tickets for red light running by a total of five hundred and eight (508) tickets. As the majority of our traffic deaths are occurring in the early morning and late night hours, the MPD has expanded the use of our photo technologies to the midnight shift. Targeting the District's most dangerous roadways, and working closely with DDOT to exhaust all viable engineering options, we hope to see reductions in all crashes relative to this infraction.

# CRASH SUMMARY

## Summary of MPDC Signal Enforcement Violations

(Data provided by ACS Contractor)

Violation Code & Description	2002	2003	2004	2005	2006	Four year average
T113 Red Light	6,205	6,345	6714	4,183	4,380	5,862
T113 Photo Red Light	76,516	79,593	78,000	72,230		76,584
T114 Flashing Red	62	67	40	15	21	46
T116 No Turn on Red	699	481	292	530	315	501
T200 Yellow Light	504	432	483	295	286	429
<b>TOTALS</b>	<b>83,986</b>	<b>86,918</b>	<b>85,529</b>	<b>77253</b>		<b>83,422</b>



## PEDESTRIAN SAFETY

### SECTION I. OVERVIEW INFORMATION

GRANTEE: METROPOLITAN POLICE DEPARTMENT  
DISTRICT DEPARTMENT OF  
TRANSPORTATION  
PROJECT: PEDESTRIAN SAFETY

### SECTION I. OVERVIEW

In the United States over 600 children are killed as pedestrians. In the District of Columbia in 2006 adult pedestrian fatalities has become a crisis that needed to be handled on a wide scale basis. In the year 2006, pedestrian safety became a big part of the traffic safety. In the District of Columbia pedestrians accounted for seventeen (17) out of the forty-one (41) individuals involved in traffic fatalities. The statistics show that twelve (12) of the pedestrian fatalities were due to pedestrian error. The Metropolitan Police Department, DDOT and Safe Kids Worldwide conducted two (2) waves of pedestrian safety enforcement. The enforcement efforts were concentrated on in the most dangerous intersections around the city. During each safety enforcement phase materials were disseminated for pedestrians, bicyclists and motorists.

In the year of 2005 the District of Columbia pedestrians accounted for sixteen (16) of the forty-nine (49) individuals involved in fatalities. The Traffic Safety Unit would like to report that all efforts were put forth by the team of professionals the District of Columbia to reduce this number however, as stated before, pedestrians still rose by one (1). Proactive programs were supported and initiated such as the Street Smart Campaign and the Right –Sizing initiative. As a result of these campaigns, the District of Columbia did see a significant decrease in pedestrian fatalities as they relate to children under the age of twelve (12).

In 2006, the Traffic Safety Unit of the Metropolitan Police Department, D.C. Department of Transportation, Nationwide Safe Kids and Washington Area Bicycle Association (WABA) teamed up to have a citywide educational program for pedestrians and bicyclists. The program started out in February of 2006 and our goals were to get into every school this year to talk about pedestrian and bicycle safety. The plan was to develop good safe walkers and safe rider and that would improve the overall fatality and injury rate throughout the District of Columbia.

In 2006 the Drew Elementary east of the river was selected to hold the “Back to School Pedestrian Safety Kick Off ”. During the event the children taught how to

cross the street in a safe manner. Instructed and demonstrated how to cross the street if riding their bicycles to school. The children were instructed to dismount the bicycle before crossing at every intersection. The children and parents disseminated learning material within the neighborhood.

# PEDESTRIAN SAFETY MASTER PLAN DISTRICT DEPARTMENT OF TRANSPORTATION



The goal of the Pedestrian Plan is to make the District of Columbia safer and more walkable by improving sidewalks, roadway crossings and the quality of the pedestrian environment, and by ensuring that District policies and procedures support walking.

## PROGRAM OVERVIEW

The District of Columbia Pedestrian Master Plan is identifying key concerns for pedestrians in the City related to safety, sidewalk quality of pedestrian facilities, and accessibility. During the analysis phase, we are evaluating pedestrian conditions in specific areas with a history of pedestrian crashes, with large numbers of people walking, and with significant barriers to walking. Solutions are developed to improve pedestrian facilities such as sidewalks, crosswalks, pedestrian countdown signals, and refuge islands.

Existing policies and procedures for constructing and maintaining pedestrian facilities in the District are being reviewed to ensure that they will have a positive impact on the pedestrian environment in DC in years to come.

The final Pedestrian Master Plan will map existing deficiencies in the District and recommended pedestrian improvements throughout the City. The plan will include design guidelines to update standards for pedestrian facilities that meet the needs of local citizens. Public participation will be a critical component of the plan development.

# STREET SMART CAMPAIGN



## SECTION I: OVERVIEW INFORMATION

**GRANTEE: PARTNERSHIP WITH MARYLAND & VIRGINIA  
PROJECT: PEDESTRIAN/BICYCLE SAFETY**

### ABOUT THIS REPORT

This report describes the 2006 Street Smart Campaign, a public safety program of the District of Columbia, suburban Maryland and northern Virginia that is aimed at drivers, pedestrians and cyclists.

Since its inception in 2002, Street Smart's goal has been to save lives by educating the public about the severity of pedestrian and bicycle safety issues and increasing awareness about pedestrian and bicycle safety laws in the greater Washington, DC metro area. The five-year program is directed and funded by several participating federal, state, county and local agencies concerned about these safety issues.

The past year saw notable successes because of the program's efforts, and this annual report details both the Street Smart Program and its results.

### FUNDING ORGANIZATIONS:

- Arlington County, Department of Public Works
- City of Alexandria, Office of Transit
- City of Fairfax, Virginia
- City of Falls Church, Virginia
- City of Greenbelt, Maryland
- City of Manassas Park, Virginia
- City of Rockville, Maryland
- City of Takoma Park, Maryland
- Commonwealth of Virginia, Department of Motor Vehicles
- District of Columbia, District Department of Transportation
- Fairfax County, Department of Transportation
- Montgomery County, Maryland
- Maryland Department of Transportation's State Highway Administration, Highway Safety Office
- Prince George's County, Maryland

The National Capital Region Transportation Planning Board gratefully acknowledges technical support and comments of staff from the following organizations: Arlington County, Department of Public Works; City of Alexandria, Office of Transit; City of

Gaithersburg; Commonwealth of Virginia, Department of Motor Vehicles; District of Columbia, District Department of Transportation; Fairfax County, Department of Transportation; Maryland Department of Transportation's State Highway Administration, Highway Safety Office; Montgomery County, Maryland; Prince George's County, Department of Public Works and Transportation; United States Department of the Interior; and the Washington Area Bicyclist Association.

### **THE PEDESTRIAN SAFETY PROBLEM**

Approximately 3,000 pedestrians are involved in crashes with motor vehicles every year in the DC Metro region.

The majority – more than 90% – of these pedestrians sustain injuries and about 80 of these pedestrians die each year.

The National Highway Transportation Safety Administration estimates that a pedestrian is killed almost every 2 hours and injured every 8 minutes on our nation's roadways. Nationally, pedestrians account for 11% of motor vehicle deaths with urban areas having higher fatality rates than rural areas.

In fact, in 2005 there were 4,881 pedestrian fatalities nationally, up 4.4% from 4,675 fatalities in 2004.

Pedestrian safety is an especially big challenge in the greater Washington, DC metro area for several reasons.

To start, walking and bicycle riding are important modes of transportation for many people in the area. In addition, the area has the nation's 3rd worst traffic congestion and is the 8th most popular tourist destination.

Too many cars and careless drivers combined with too little roadway and too many unfamiliar pedestrians all add up to a major pedestrian safety challenge. And that's exactly what we face today.

Pedestrian fatalities accounted for 22% of the total traffic fatalities the District of Columbia, suburban Maryland and northern Virginia from 1994-2003 based on regional average motor vehicle traffic fatalities.

Across the greater metro area, deadly behavior among drivers, cyclists and pedestrians is the leading contributor to the problem:

- Drivers are ignoring crosswalk laws.
- Pedestrians and cyclists act impulsively – failing to look both ways before crossing; not using the crosswalk where required; and not crossing with the signal.

The result has become an enormous public safety challenge in our area today. Education, awareness and enforcement of laws are critical to combat the problem and make the public more Street Smart.

### **THE SOLUTION**

Local, state and federal agencies are understandably concerned about pedestrian safety in our area. Many agencies have teamed up on initiatives, including campaigns such as Street Smart, to combat the problem.

Pedestrian fatalities outnumber homicides in many of Street Smart's participating jurisdictions. Officials realize that most injuries and deaths can be prevented. Methods include measures such as changing road designs and improving signage.

Changing the behavior of pedestrians and drivers is a more difficult process, but it is essential to improve pedestrian safety. However, it will take time.

While driver and pedestrian behavior changes have been seen when the Street Smart campaign is running, studies show that it takes between 8 to 12 years to permanently change behavior patterns. This is why the Street Smart campaign is imperative to increasing the safety of pedestrians.

### **THE "4 Es"**

Experts call education, enforcement, evaluation, and engineering the "4 Es" of pedestrian safety. All are essential for combating the problem.

Education targets pedestrians, cyclists and drivers. It includes information about devices designed to enhance pedestrian safety, such as important points for the use of crosswalks, pedestrian warning signs, pedestrian signals and reflective materials for nighttime safety.

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

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

Evaluation goals were to discover if public awareness of pedestrian and bicycle safety issues was increased. In order to validate the campaign and judge effectiveness of the efforts, as in the past years of Street Smart, longitudinal tracking studies were conducted both before and after the campaign.

Engineering includes improved sightlines, signals and markings and the use of technology, such as the laser detector and the “runway” lighting for crosswalks. New roads and upgrades to current streets will include building sidewalks, bike lanes, timed crosswalk signs, audible cross signals for the blind, pedestrian islands and other traffic calming measures to ensure the safety of drivers and pedestrians.

### **THE STREET SMART CAMPAIGN**

Street Smart is a public education, awareness and behavioral change campaign in the Washington, DC, suburban Maryland and northern Virginia area. Since its beginning in 2002, the campaign has used news and advertising media, public awareness efforts, and, in some jurisdictions, increased law enforcement activity, to respond to the challenges of pedestrian and cyclist safety.

#### **Campaign Goals:**

- Increase public awareness of pedestrian and bicycle safety issues.
- Reduce the incidence of pedestrian and bicyclist fatalities and injuries.
- Support an intensive region-wide education and enforcement effort.
- Improve all drivers’ perceived behavior to help decrease the incidence of pedestrian and bicycle injuries and deaths through increased public awareness and education in conjunction with increased law enforcement.

The 2006 campaign furthered these goals in several ways and carried on the work begun over the past several years.

#### **Campaign Approach and Methods:**

- Use media advertising (radio, print, metro and outdoor transit advertising) to continue to increase public awareness of pedestrian and bicycle safety issues including specific messaging about walking safely around trucks and buses.
- In conjunction with increased law enforcement, use media advertising and other public relations activities to continue to target behaviors such as distracted driving, speeding, or not stopping at crosswalks, etc.
- Create collateral materials such as posters and brochures that help increase public awareness of pedestrian and bicycle safety issues and educate the driving, walking and cycling public concerning the “rules of the road.”
- Evaluate the campaign by conducting pre- and post-surveys to determine public awareness and attitudes toward pedestrian and bicycle safety and to measure the change in awareness and attitudes as well as driving behavior that may result from the campaign.

### **THE 2006 CAMPAIGN**

The Street Smart 2006 Pedestrian Safety Public Education and Awareness Campaign carried on the work from previous years. It augmented news media efforts and reinforced the efforts of increased law enforcement activity.

- The 2006 campaign’s main theme focused on the importance of paying attention.

- The 2005 Inova Regional Trauma Center Study found that failure by drivers to pay proper attention and pedestrians use of improper crossing areas resulted in the highest number of pedestrian incidents.
- In fact, the most common traffic violation associated with pedestrian crashes was driver inattention, accounting for 13%. In Northern Virginia, 8% of pedestrian crashes occurred when drivers did not yield right-of-way.
- The responsibility appears to be shared almost equally between drivers and pedestrians.
  - 48% – Pedestrian crashes where the drivers violated the traffic rules
  - 52% – Pedestrian crashes where the pedestrian violated the traffic rules

The media was important in reinforcing the public perception of the personal risk of detection and penalties for driving unsafely in and around crosswalks.

The 2006 campaign kicked off March 21 and ran until April 16, for a four-week period. Since the greatest number of pedestrian incidents occurs Monday through Friday from 4p.m. until 8p.m., advertising was concentrated during that time period.

#### Target Audience:

The outreach campaign was targeted specifically to adult, male drivers 18-49 years old and pedestrians/bicyclists of all ages in the District of Columbia, Maryland and Virginia. However, media placement was weighted heavily to male drivers 18-34 years old. Special emphasis was also given to high density Hispanic areas, as well as areas with a particularly high number of incidents involving pedestrians.

#### Campaign Strategy:

Street Smart concentrated paid media efforts for a four-week period between March 20 and April 16, 2006.

Combined with stepped-up law enforcement efforts, the media campaign consisted of radio spots, print ads, outdoor media, and collateral materials including posters and handouts. Public relations activities were conducted, as well.

Radio spots on popular stations were used to reach the driving audience of adult males 18-49, with more emphasis given to male drivers 18-34 years old. All area drivers were targeted with ads on the back of metro buses. These were concentrated on routes in high-risk areas for pedestrian accidents. For extra coverage in Northern Virginia, ads were placed on the backs of 25 Fairfax Connector buses.

Pedestrians were targeted with transit shelters in key locations including high-density Hispanic and African-American locations.

#### Selected print vehicles were used:

1. *El Tiempo Latino* provided added frequency against the high-risk Hispanic market
2. *The Afro-American* reached the African American community

3. The *Washington Post Express* was included to reach subway riders before they reached the street again and became pedestrians in high-traffic areas.

### **2006 CAMPAIGN ELEMENTS**

As in previous years, the 2006 campaign consisted of a one-month, \$210,065 blitz of local media outlets and transit services:

- Media advertising (radio, print and outdoor transit advertising) increased public awareness of pedestrian and bicycle safety issues.
- In conjunction with increased law enforcement, media advertising and other public relations activities continued to target behaviors such as speeding or stopping at crosswalks, etc.
- Collateral materials, such as posters and handouts, helped increase public awareness of pedestrian and bicycle safety issues and educate the public concerning the “rules of the road.”
- Evaluation through pre- and post-campaign surveys determined public awareness and attitudes toward pedestrian and bicycle safety. Research measured the change in awareness and attitudes as well as driving behavior that resulted from the campaign.

#### ***1) Radio Advertising***

Radio advertising was produced in both English and Spanish versions. Four new spots were produced to enhance passenger vehicle /pedestrian awareness of walking around trucks and buses. Each spot was created in English and Spanish, and used to reach a drive-time audience of males 18-49, with the main focus on males 18-34 years old. Spots were run in and around the Washington, DC metro area on stations that targeted drivers and pedestrians.

Radio spots ran primarily Monday through Friday, 3pm to 7pm. Some spots ran in the morning, evening and weekend day parts to increase reach for the message. The total impressions for radio was 8,525,000.\*

The total net reach of the radio spots that ran was 1,103,748, for a reach of 57.9%, and a frequency of 7.9.\*\*

In addition to the paid advertising schedule of pre-produced spots, stations gave public service announcements, sponsorships of news/weather/traffic reports, several on-air and taped interviews, and website exposure.

The total added value of these messages was \$100,025.

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

*\*\*Reach is the percentage of different people reached in a given schedule. Frequency is the average number of times a person is exposed to a radio spot during the schedule.*

## **2) Outdoor Media**

Drivers and pedestrians were targeted with a variety of outdoor media messages. Transit shelter displays, bus cards, and taillight displays, or bus backs, were created.

- One hundred and seventy-five taillight displays were created and placed on buses along corridors where there was a high incidence of pedestrian and bicycle injuries and fatalities. They were targeted to reach pedestrians running to catch buses, as well as drivers in traffic. These resulted in 15,839,600 total impressions.\*
- Three hundred and seventy-five interior cards were displayed in Metro buses resulting in 738,000 total impressions.\*
- Twenty-five transit shelter displays were placed in general markets resulting in 276,710 total impressions and 10 transit shelter displays were placed in primarily Hispanic neighborhoods resulting in 28,784 total impressions.\*

Together, all outdoor media produced 18,693,334 total impressions for the Street Smart campaign.\*

The total earned media for outdoor media was \$11,300.

## **3) Newspaper Advertising**

Newspaper ads ran in *El Tiempo Latino*, targeting the Hispanic market; the *Afro-American*, to reach the African American community and the *Washington Post Express*, to target subway riders before they reach the street again and become pedestrians.

Two ads were created; one aimed at general pedestrian awareness and one for specific pedestrian awareness of walking around trucks and buses.

- Three ads ran in *El Tiempo Latino* for total impressions of 115,788.
- Four ads ran in *Afro-American* for total impressions of 56,000.
- Four ads ran in *Washington Post Express* for total impressions of 714,824.\*

In all, 11 ads ran (220 total column inches) for total impressions of 886,612.\*

## **4) Literature**

The campaign utilized brochures and posters that were based on previous year information, as well as a tip card that was updated specifically for this year's campaign. These handouts discuss safe ways for pedestrians to cross the street (by using the crosswalks and using pedestrian traffic signals), as well as giving tips to pedestrians, bicyclists and drivers for sharing the road.

To meet bilingual needs, they were printed in English and Spanish. In 2006, they were distributed to participating organizations and in government buildings, schools, libraries, parking garages, and grocery stores, as well as at various public events throughout the year.

## **5) Public Relations Events**

The Street Smart Task Force kicked off the 2006 campaign with a news conference at Alexandria's King Street Metro on March 21. The event resulted in a tremendous amount of coverage in various media, print, radio and web:

### ***Print Coverage***

#### **March 21, 2006**

- Associated Press (Online sites: WUSA, WJLA, Daily Press, WAVY.com, WVEC.com, NBC4, WTOPNews, Richmond Times-Dispatch, Roanoke Times, Access News and Kansas City infoZine)
- *The Washington Examiner*  
"Area leaders to push for pedestrian safety"  
By Mike Rupert
- *The Washington Examiner*  
"The Pedestrian Problem"  
By Steve Eldridge

#### **March 22, 2006**

- *The Washington Times*  
"Program aims to curb pedestrian accidents"  
By Arlo Wagner
- Scripps Howard Foundation Wire  
"Walk, Don't Walk – A Matter of Life and Death"  
By LaRue Cook
- *El Tiempo Latino*  
"Uno de cada cuatro muertos en las carreteras de la region son peatones ..."  
By Milagros Melendez-Vela
- Washington Hispanic  
"Hay ochenta victimas fatales cada ano en la region ..."  
By Victor Caycho

#### **March 23, 2006**

- *Mount Vernon Gazette*  
"A Different Take on 'Street Smart.' Drivers, pedestrians and cyclists all share the blame for pedestrian deaths and injuries"  
By Chuck Hagee  
\*\*Also ran in the *Alexandria Gazette Packet* on April 13, 2006

#### **March 24, 2006**

- *Express* – A Washington Post Co. Publication  
Letter to Editor  
By Washington Resident

**April 12, 2006**

- *Washington Afro-American*  
“Studies assert pedestrian accountable for safety”  
By Valencia Mohammed

**April 27, 2006**

- *The Fairfax County Times*  
“Pedestrians in peril”  
By Frank Mustac
- *Washington Post*  
“Minorities, Young, Old Most at Risk, COG Finds”  
By Bill Turque
- *The Washington Examiner*  
“Despite precautions, pedestrian deaths rise”  
By Mike Rupert
- *The Baltimore Examiner*  
“New report cites 3,000 pedestrian accidents in Md.”  
By Megan McIlroy

**Radio Coverage**

**March 21, 2006**

- WPFW-FM (Washington, D.C.)
- WACA-AM (Wheaton, MD)
- WAMU
- WTOP Radio

**April 26, 2006**

- WTOP radio

**April 27, 2006**

- WPFW-FM (Washington, D.C.)

**Television Coverage**

**Alexandria, VA Kick-Off Event**

- Latenite Report – News Channel 8
- Primetime Report – News Channel 8
- Sports Talk – News Channel 8
- Maryland Report – News Channel 8
- News Talk Live – News Channel 8
- Afternoon Report – News Channel 8
- Morning Live – News Channel 8
- News at Noon – WJLA-TV CH7 (ABC) Washington, DC
- News 4 At 5:00 – WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 158,944)

- News 4 At 4:00 – WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 111,361)
- News 4 Today - WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 145,106)
- Fox 5 News At 5 – WTTG-TV (FOX) Washington, DC (Estimated Audience: 94,723)
- Fox 5 News At Noon - WTTG-TV (FOX) Washington, DC (Estimated Audience: 73,337)
- Fox 5 Morning News At 5AM - WTTG-TV (FOX) Washington, DC (Estimated Audience: 47,095)
- Eyewitness News Tonight - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 160,304)
- Eyewitness News At 6 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 83,352)
- Eyewitness News At 5 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 50,567)
- Eyewitness News At Noon - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 104,146)
- Eyewitness News At 9 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 42,982)
- Eyewitness News This Morning At 6 - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 58,010)
- Eyewitness News This Morning - WUSA-TV CH 9 (CBS) Washington, DC (Estimated Audience: 47,433)
- Univision Channel 47 - Washington, DC
- Telemundo Channel 64 – Washington, DC

#### **District of Columbia Enforcement Event**

- Morning Live – News Channel 8
- Fox 5 Morning News – WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience: 139,270)

#### **INOVA Fairfax Hospital Event**

- Maryland Report – News Channel 8
- News Talk Live – News Channel 8
- Afternoon Report – News Channel 8
- News At 5 – WJLA-TV CH 7 (ABC) Washington, DC (Estimated Audience: 150,347)
- News At Noon - WJLA-TV CH 7 (ABC) Washington, DC (Estimated Audience: 42,126)
- News 4 At 5 – WRC-TV CH 4 (NBC) Washington, DC (Estimated Audience: 158,944)
- Fox 5 News At 5 – WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience: 94,723)

- Fox 5 News At Noon – WTTG-TV CH 5 (FOX) Washington, DC (Estimated Audience 73,337)

These stories all ran during and just after the Street Smart campaign. The total earned media value for public relations efforts was \$197,850.

#### **6) Additional Media Promotions**

In a public awareness campaign such as Street Smart, media outlets recognize the public service value of promoting the message. The 2006 campaign benefited from this added value media and helped extend the coverage of the audience and message – and the campaign’s annual budget. For instance:

- Every one of the 10 radio stations Street Smart ran spots on gave free spots and/or free mentions or announcer read spots for the campaign – resulting in \$100,025 in free radio spot coverage.
- Viacom Outdoor, who manages transit advertising in many areas in the region, gave the campaign \$11,300 in free interior card displays and tail light displays, along with the paid placements.
- The multiple public relations events of this campaign generated a lot of additional coverage, which resulted in \$197,850 in earned media.
- As of September 2006, including free spots, distribution of information and Internet advertising, the total added value plus the total earned media from public relations activities for the entire campaign added up to \$309,175.

#### **STREET SMART 2006 CAMPAIGN EVALUATION**

A critical element of the campaign is measuring the results of its effectiveness. To that end, Riter Research, Inc. of Edgewater, Maryland was engaged to conduct evaluation of Street Smart. The 2006 campaign was evaluated in terms of:

- Increasing public awareness of pedestrian safety, in general, and regarding pedestrian laws in crosswalks in particular.
- Increasing public awareness of police enforcement regarding yielding to pedestrians in crosswalks.
- Measuring changes in beliefs, behavior regarding pedestrian safety in crosswalks and on roadways since the launch of the 2002 Street Smart initiative.

#### **Study Methodology**

The study was conducted using a traditional pre/post awareness methodology:

- 300 interviews conducted prior to Street Smart Campaign and 300 conducted at end of campaign.
- Motorists selected at random from DC, Maryland, and Virginia that comprise the DC metropolitan area.
- Sample is in proportion to the population that resides in DC metropolitan area included in the study.
- Benchmark interviews were conducted March 15 – March 17. The Street Smart Media Campaign ran from March 20 - April 16. Post campaign interviews were conducted April 21- April 25.

### **Major Conclusions:**

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

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

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

- The frequency of drivers observing pedestrians who jaywalk or walk into the roadway without concern for motor vehicles has improved.
- In 2002, 40% of motorists frequently observed pedestrians either jaywalking or walking into the roadway without concern for motor vehicles. In 2006, 30% of motorists observed this.
- Observing drivers who do not yield to pedestrians in crosswalks has also improved. In 2002, 76% of motorists reported they 'frequently/occasionally' observed drivers who did not yield to pedestrians in crosswalks. That number dropped to 54% in 2006.
- Motorists in 2006 were less likely to have had to swerve to avoid a pedestrian who was jaywalking or walking on the roadway without concern for vehicle traffic in 2006 than in 2004 – 32% vs. 14%.

### **Highlights of Evaluation Findings**

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

- Among target drivers – males under 35 – awareness increased 29 percent from 11% to 40%.

**Note:** The maximum expected sampling error at the 95% level of confidence is plus or minus 5.8%. For sub-groups, the maximum error will be larger than the total sample.

**Pedestrian and Bicycle Safety and Public Awareness Campaign**

**For more information contact:**

**National Capital Region Transportation Planning Board**

**Metropolitan Washington Council of Governments**

**777 North Capitol Street, NW, Suite 300**

**Washington, DC 20002**

**[www.mwcog.org](http://www.mwcog.org) • 202-962-3760**

# ROADWAY OPERATIONS PATROL (ROP) INCIDENT MANAGEMENT DISTRICT DEPARTMENT OF TRANSPORTATION



## SECTION I: OVERVIEW INFORMATION:

**GRANTEE: TRAFFIC SERVICES ADMINISTRATION**  
**PROJECT: ROADWAY OPERATIONS PATROL & INCIDENT  
MANAGEMENT**

## ACCOMPLISHMENTS

- The Systems Operation Branch has successfully hired additional Roadway Operations Patrollers in fiscal year 2006.
- There are now 8 Patrollers on two shifts, beginning at 6:00 am – 2:00 pm, and 2:00 pm – 10:00 pm. The new Patrollers are being trained in incident management and roadway safety.
- DDOT now has 2 new tow trucks –a first for the Department
- A Survey Post Card was developed and is handed out by the Patroller when making a stop. The Survey Card asks 5 questions:
  1. How would you rate our service?
  2. Did our service meet your needs? If not, what other service would you like to see?
  3. What type of problem were you having when the ROP Patroller stopped to assist you?
  4. DOT's number one goal is safety. Did you feel safer with the ROP Patroller on site?
  5. Your name, address and phone number (optional)

Responses have been very positive.

## CHALLENGES

The District of Columbia hosts over 3,000 scheduled special events on any given year. Most of the events require road closures, special messages to be placed on message boards (manually entered) that are located throughout the city, incident management supplies and materials, as well as the Patrollers

being deployed at strategic locations. Then, of course, there are the unscheduled events, hurricanes, floods, crashes, manhole explosions, and Presidential funerals, to name a few. All requiring a Patroller on the scene to either direct traffic, or to divert traffic.

## **SECTION II: PROGRAM REPORT**

### **PROGRAM OVERVIEW**

The District of Columbia roadways are among the most visible aspects of its infrastructure and if emergency response agencies are to meet the public's expectations and demands, the highway system must be managed. Emergency response agencies (Police, Fire, tow trucks, etc.) must focus on eliminating the difficulties encountered when multiple agencies attempt to coordinate activities to mitigate a major roadway incident.

Incident Management is aimed at reducing the impact of these incidents and applying other strategies to assist in managing the operation of the roadway system more efficiently, while at the same time preserving life and property.

This project created a Roadway Operations Patrol (ROP) program for the District of Columbia. Currently grant funds are being used for training of emergency responders, Police, Fire & Emergency Medical Services, towing and recovery personnel, dispatchers, and Public Works personnel. This was the goal of the program for fiscal year 2006. This goal was accomplished.

The class, *“Emergency Traffic Control for Emergency Responders”* is held monthly at the Reeves Center's Community Room. A *“Traffic Control for Technicians”* class is held quarterly, and *“Flagger”* training is also held. These classes are well attended. Personnel from the Virginia Department of Transportation as well as the Maryland State Highway Administration also participate in these classes.

## **SECTION III. LOOKING TO THE FUTURE**

### **SIGNIFICANT CHALLENGES TO BE ADDRESSED**

- Continued CMAQ funding to expand operation;
- Hire additional personnel;
- Purchase additional equipment and supplies;
- Continuation of training

## **SIGNIFICANT TRAINING, TECHNICAL ASSISTANCE, EXPERTISE AND OTHER RESOURCES NECESSARY FOR SUCCESS**

The ROP training program will be an ongoing effort. Classroom training will include the following:

- ITS Systems;
- Equipment/vehicle use/maintenance;
- Radio Procedures;
- Safety Policies
- Hazmat Response
- Police, fire and ambulance coordination;
- Defensive Driving;
- Public Relations;
- Traffic control and lane closures;
- Firefighting;
- Minor Vehicle repairs;
- Accident Response Scenarios
- Traffic Control Technician
- Emergency Traffic Control for Emergency Responders



**“STREET SMART”  
CAMPAIGN SUMMARY  
REPORT**