

District of Columbia

FY 2007



Highway Safety Annual Report

Adrian Fenty
MAYOR

Emeka Moneme
DIRECTOR, DEPARTMENT OF TRANSPORTATION

Carole Lewis
COORDINATOR, HIGHWAY SAFETY OFFICE

D.C. Highway Safety Office

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

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



Office Staff

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

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

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



Carole Lewis, Coordinator



Kara Priessel, TSRP



Karen Gay, CPS Coordinator

Planning & Administration

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

The DC HSO, was established in accordance with the Highway Safety Act of 1966, and is a city agency dedicated to promoting safe travel throughout Washington, D.C. In FY 2007, \$90,000 in planning and administration funds were awarded to the highway safety program, thirty-one (31) grants totaling \$5,796,550 were recommended and approved by the DC HSO.

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

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

Demographic & Crash Data

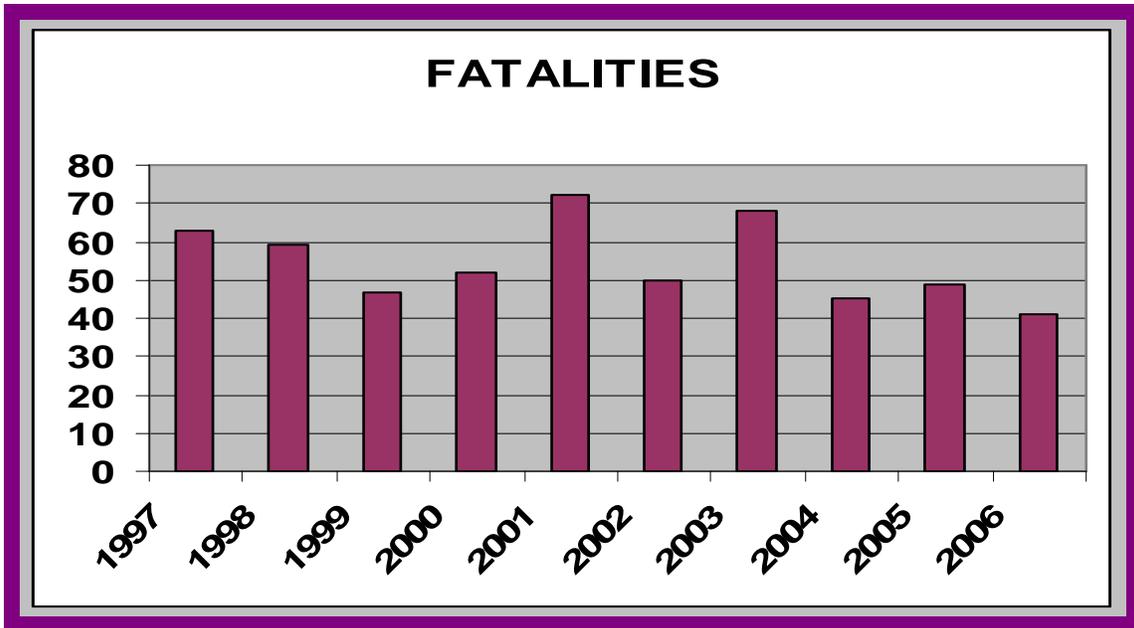
DISTRICT OF COLUMBIA TOTAL ESTIMATED POPULATION AS OF JULY 2000 - 2005								
	2000	2001	2002	2003	2004	2005	Percent Change in Population 2004-2005	Percent Change in Population 2000-2005
	571,437	572,716	569,157	563,384	553,523	550,521	-1%	-3.7%

DISTRICT OF COLUMBIA TOTAL TRAFFIC CRASHES 2000 - 2005

2001	2002	2003	2004	2005	Percent Change	
					2004-2005	1996-2005
18,261	17,734	22,722	18,490	17,717	-4.2%	8.7%

DISTRICT OF COLUMBIA TOTAL TRAFFIC FATALITIES 1999 - 2005

1999	2000	2001	2002	2003	2004	2005	Percent Change	
							2004-2005	1996-2005 [^]
46	50	72	50	67	45	49	8.9%	-24.6%



DISTRICT OF COLUMBIA ALCOHOL RELATED TRAFFIC CRASHES 2001 - 2005

2001	2002	2003	2004	2005	Percent Change	
					2004-2005	1996-2005
287	-	698	261	237	-9.2%	--

SNAPSHOT OF MOTOR VEHICLE CRASHES 2005

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

FY 2007 INITIATIVES

Occupant Protection

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

Impaired Driving

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

Aggressive Driving

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

Traffic Records

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

Pedestrian/Bike Safety

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

Roadway Safety

Work Zone Safety

2007 Summary of Highway Safety Priority Areas

Occupant Protection

Based on the Annual Citywide Observational Seat Belt Use Survey conducted in the District in June 2007, D.C.'s seat belt use rate is **87%**, up from 85% in 2006. The nation's seat belt use rate is 82%.

Performance Goal

Increase Seat belt Usage Rates

1999	2000	2001	2002	2003	2004	2005	2006	2007
78%	83%	84%	84.56%	84.93%	87.02%	88.78%	85.36%	87.13%

Programming Accomplishments

The DC HSO coordinated the following programming initiatives in an effort to impact our occupant protection goals for 2007:

In May 2007, the HSO launched one of the city's most successful CIOT seat belt enforcement and education campaigns ever. The initiative combined high-visibility enforcement and education throughout the month of May. It was also the celebration of the 10-year anniversary of enacting one of the strongest most comprehensive seat belt laws in the country.



Overall, the DC Metropolitan Police Department (MPD) conducted 383 hours of checkpoints and saturation patrols, resulting in 850 seat belt citations.

In addition, the MPD conducted three (3) nighttime CIOT seat belt enforcement operations which netted fifteen (15) DUI/DWI arrests.



Over \$100,000 in paid media supported the enforcement efforts, including TV and radio ads as well as internet ads. We conservatively estimate that the campaign has earned more than 790,000 media impressions.

On May 23, 2007 the HSO and MPD conducted the DC kickoff CIOT press event. The press coverage included the FOX and CBS network affiliate stations in D.C., a radio interview with WAMU (NPR) and coverage in the Washington Examiner. In addition, Spanish language coverage was by both major broadcast (Univision) and two print outlets (Washington Hispanic and El Pregonero).



Throughout 2007, the HSO supported forty-two (42) CPS two-hour Safe and Secure workshops, two (2) 32 hour CPS certified trainings as well as 13 general CPS presentations. The District currently has 63 trained CPS technicians, 33 of which are active in the program. The DC HSO sponsored and maintained eight (8) cps fitting stations which installed 1,650 and conducted 33 car seat

installation events.

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

Evaluation

Based on the Annual Citywide Observational Seat Belt Use Survey conducted in the District in June 2007, D.C.'s seat belt use rate is 87%, up from 85% in 2006. In addition, based on the National Highway Traffic Safety Administration's (NHTSA) conversion formula, D.C. converted 66 percent of its non-seat belt users to users by increasing the city's use rate to 87 percent. According to the National Occupant Protection use Survey (NOPUS), the nation's seat belt use rate is 82.4 percent. In 2006, 44 percent of the of D.C.'s traffic fatalities were not using seat belts.

Impaired Driving

Based on the DC's Annual Traffic Statistics Report for 2006, alcohol-related fatalities accounted for 15 of the 41 total traffic crash fatalities. Overall, there were 15 total alcohol-related crashes. Further crash analysis revealed that 53% of all alcohol-related crashes occurred between midnight and 4 am and over 73% (11) occurred between 10 pm and 5 am. In addition, statistics show that most occur on Sundays and Wednesdays. Male drivers account for approximately 70% of all alcohol-related fatal crashes, and the average age is 36 years old.

Alcohol Involvement in Traffic Crashes

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

Performance Goals

To decrease the percentage of alcohol-related fatalities.

YEAR	2008	2009	2010	2011
% Alcohol	31%	27%	24%	20%

Programming Accomplishments

The DC HSO coordinated the following programming initiatives in an effort to impact our alcohol highway safety goals for 2007:

D.C. once again participated in the National DUI Crackdown as well as the NHTSA Region 3 Checkpoint Strikeforce Enforcement campaign. As a result of these initiatives the MPD worked more than 3,000 man-hours and conducted over 40 sobriety checkpoints and roving patrol operations resulting in 1,057 vehicles contacted and 134 DUI arrests, 33 of the 134 were made during the Crackdown. In addition, the MPD made four (4) drug arrests, eleven (11) suspended/revoked license arrests and seventeen (17) no permit citations during the Crackdown timeframe.



Though the District's Traffic Safety Research Prosecutor (TSRP) position was funded for 2007 the TSRP was not able to begin full-time work until June 2007. However she was still able to complete the following law enforcement/prosecutor workshops: January 15, 2007; February 20, 2007; May 4, 2007; June 29, 2007; and September 12, 2007.

The MPD conducted, between February 12, 2007 – September 30, 2007, nine (9) SFST classes resulting in forty-four (44) new SFST certified officers.

WRAP activities for the District included the continuation of its very successful *SoberRide program*, while championing the re-criminalization of underage drinking in the District. This issue will be revisited during the 2008 legislative session. WRAP's Executive Director also participated in the NHTSA Region 3 April 3 – 4, 2007 Young Driver Summit held in Ocean City, Maryland. In addition, The DC HSO funded travel and registration costs for two MPD officers to attend the Summit.

Evaluation

Through comprehensive efforts such as enforcement, public information and education, dui enforcement training, DC continues to reduce the incidence of

impaired driving. D.C. continues to reduce the incidence of impaired driving. There has been an almost 16 percent decline in D.C.'s alcohol fatalities between 2006 and 2006. We believe that with continued comprehensive efforts like Checkpoint Strikeforce, we can continue to maintain these reductions in fatalities in the coming years.

Aggressive Driving

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

Percentage of fatal crashes resulting from aggressive driving behaviors

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

Performance Goal

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

YEAR	2008	2009	2010	2011
%	40	37	35	32

Programming Accomplishments



During FFY 2007, D.C. MPD once again participated in the regional Smooth Operator enforcement and education campaign. The MPD worked more than 1,700 man-hours which resulted in 3,613 citations issued. Though the majority of citations issued were for speeding, other citations included 112 suspended license, 96 revoked license, and 35 felony arrests. In addition to the enforcement Component of the Smooth Operator

campaign the District also supported the following paid and earned media efforts:

- *The DC HSO, in conjunction with its partners on the Smooth Operator Task Force purchased \$ 415,997.38 of paid media for the regional campaign. This campaign was geared to all drivers between the ages of 18-34 and addressed risky aggressive driving behaviors, as well as stepped up enforcement efforts in that regard. In the Washington DC metro market \$63,604.35 was spent on billboards and busbacks, while an additional \$153,501.51 was spent on radio PSA's.*
- *Based upon the marketing plan for this campaign, 768 radio spots were aired, with a net reach of 372,203 listeners in the Washington, DC metro market (including Northern Virginia, Suburban Maryland, and the District of Columbia). The net reach of this campaign resulted in 65.90% of the target audience hearing the message 20.4 times.*
- *Internet advertising included: Atom Films Preroll and Big Box; AF Leaderboard; Shockwave Preroll, Big Box and Leaderboard; Comedy Central Leaderboard; Action Games Big Box and Leaderboard; WWDC-FM Video Download and Banner Ads; WJFK-FM Podcasts and Streaming. These ads were seen a total of 2,087,297 times.*
- *Busback advertising was purchased on WMATA buses servicing the DC metro area. A total of 115 busbacks were purchased. This outdoor media resulted in a reach of 79.6% of the target audience saw the message 4.6 times.*
- *Pre- and Post-campaign telephone surveys, conducted by an independent research firm indicate that overall awareness of the Smooth Operator Campaign increased significantly with the target audience (adult drivers aged 18-34) during the campaign. Between May and September respondents reported a 4% improvement in aggressive driving behavior. There was a 9% improvement reported on "entering an intersection after the light turned yellow." When asked if you have driven aggressively in the last seven days, 22% said yes in May and 18% said yes in September. Awareness of hearing or*

seeing the Smooth Operator aggressive driving message increased 13%. Pre to post awareness rose from 54% to 67% over the course of the campaign. 22% of drivers interviewed reported seeing enforcement during the waves. Five in 10 feel enforcement was somewhat to very strong and 8 in 10 believe you can be ticketed for aggressive driving. Use of cell phones by drivers was respondents greatest concern followed by aggressive driving. When asked who drove aggressively, responses were divided evenly among cars, trucks and motorcycles at about one third each.

- *\$25,000 was spent on Public Relations and Outreach, including a kick-off Press Release, the June District of Columbia media event at the Jefferson Memorial. This outreach and expenditure resulted in approximately \$535,431.00 of earned media exposure through September 30, 2007, including news stories and interviews at various times throughout the campaign. The estimated audience for this outreach was approximately 4.2 million people.*



Evaluation

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

Traffic Records

The DC HSO recognizes that with the volume of requests for crash information from various sources, (e. g. federal, city, and local agencies, general public, legislators, citizen activist groups, etc.) all of the city's traffic records systems are in constant demand. There is an increased interest and need for more accurate and timely data and a better understanding of the

information. This is evident in the numbers of requests for additional information in relation to the initial crash; the automobile, occupant protection devices, court disposition, trauma and discharge information, and economic cost related factors.

Traffic Records Performance Goal:

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

Program Accomplishments:

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

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

Evaluation

The DC HSO developed, submitted and received a \$300,000 408 Data Incentive Grant

Pedestrian /Bike Safety

In 2006, 780 persons were injured and 16 were killed in pedestrian crashes. This number is up from 2004 when there were 10 pedestrian fatalities. Of the 16 pedestrians killed in 2005, 5 had a positive



BAC. 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.

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



Program Accomplishments

Continued design of the Rock Creek Park Trail rehabilitation. Held a public Open House on October 28, 2006 and received many positive comments.

DDOT staff held a trail walk on the Metropolitan Branch corridor near Rhode Island Avenue for Kaiser Permanente

sponsored active living project. The goal of the project is to encourage community to use trails for fitness.

Installed bicycle lanes as part of the resurfacing of 11th Street, NW. DDOT has installed 22 miles of bicycle lanes since 2001, bringing the total in the city to 25 miles.

DDOT has continued the installation of bicycle racks. To date, DDOT has installed all 300 racks described in the latest contract and a total of 440 since 2001. Staff is currently working on installation of rack under a new contract.

Provided funding from DDOT allowed the Washington Area Bicyclist Association to conduct another Confident City Cycling class this quarter to help increase safe cycling in the city.

Work on the Pedestrian Master Plan has begun, including the first meeting of the Technical Advisory Committee and the gathering of GIS and other data. With funding from DDOT, the Washington Area Bicyclist Association conducted pedestrian and bicycle safety training for kids in 2 DC Public Schools and several other events.

DDOT participated in oversight of the regional TDM program (Commuter Connections). Staff continued the management of the downtown TDM projects in cooperation with the Downtown Bid.

These projects are as follows:

- Traveler Information System (www.goDCgo.com)
- Special Event Management (working with event organization to promote alternative modes)
- Curbside Management (evaluation and changing curbside activity to relieve congestion)

The District hosted this year's launch of the 5th annual wave of Street Smarts, the pedestrian/bike safety campaign. The regional event was held at Thomas Circle with the Mayor, Chief of Police, DDOT Director, WMATA General Manager, and leaders from other jurisdictions.

DDOT trained 1300 children in 6 schools on pedestrian/bike safety as part of our Safe Route to School program. Staff began training of 2,500 WMATA bus operators in bike and pedestrian safety. Also, staff trained another 25 MPD officers in pedestrian safety enforcement.

DDOT launched the Neighborhood Pace Car program in Ward 3, designed to help residents encourage each other to slow down, in cooperation with 3 schools.

DDOT Director, Emeka Moneme, hosted the annual Commuter Connections Employer Awards ceremony. The TDM program participated in Bike to Work Day, highlighting goDCgo.com, bike parking and car sharing. Staff participated in oversight of the regional TDM program (Commuter Connections).

Between July and September 2007, DDOT installed (89) bike racks bringing the total of bike racks installed since 2001 to (643). DDOT also installed (1) mile of bike lanes bringing the total miles of bike lanes in DC to (26).

DDOT conducted (1) class on “Confident City Cycling”, an adult bicycle safety class funded by highway safety using 402 money. DDOT is responsible for funding (8) of these classes per year.

DDOT received the Bicycle Friendly Community Award from the League of American Bicyclists for the 3rd consecutive time.

Trained (200) children at a summer event on ped/bike safety as part of our Safe Routes to School Program. Continued the training of 2500 WMATA bus operators on bicycle and pedestrian safety.

Staff began attending weekly Project Development Review Meetings (PDRM) to ensure pedestrian and bicycle friendly real estate development, particularly as related to public space improvements.

This report describes the 2007 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.

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

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

Evaluation

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

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

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

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

Highlights of Evaluation Findings

- While the public is very aware of laws pertaining to yielding to pedestrians in crosswalks, motorists still readily report it is not likely that drivers will be issued a ticket for a law violation.

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

Roadway Safety

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

Program Accomplishments

Four one-day TCT course provided an introduction to temporary traffic control in work zones for individuals who work in the field installing and removing traffic control devices. The course deals with concepts, techniques and practices in the installation, and maintenance of traffic control devices. The students are provided an American Traffic Safety Services Association (ATSSA) Guide, which is used as the basic text material for the course. This

Guide booklet contains material condensed from the Manual on Uniform Traffic Control Devices (MUTCD) but in a simplified, easy to understand and use format.

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

[Paid Media Summary](#)

Overview

In FY 2007, The DC HSO continued to use a combination of paid and earned media to increase awareness of critical highway safety issues in the District. The paid media efforts were used to support its enforcement campaigns as national research shows that the greatest impact can be made by combining the two efforts. The paid media buy plan was based on crash data to identify the primary and secondary audiences and to determine when the paid media messages would run.

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

Aggressive Driving

Smooth Operator 2007 Campaign Results Summary

- During FFY 2007, the Smooth Operator Task Force purchased \$ 415,997.38 of paid media for the regional campaign. This campaign was geared to all drivers between the ages of 18-34 and addressed

risky aggressive driving behaviors, as well as stepped up enforcement efforts in that regard. \$292,926.03 was spent on radio PSA's, \$63,604.35 was spent on billboards and busbacks in the Washington DC metro market and an additional \$45,000 was spent on busbacks in the Baltimore market. \$59,467 was spent on Internet advertising. In the Baltimore market, \$139,424.52 was spent on radio PSA's and \$153,501.51 was spent on radio PSA's on the Washington market.

- Based upon the marketing plan for this campaign, 768 radio spots were aired, with a net reach of 372,203 listeners in the Washington, DC metro market (including Northern Virginia, Suburban Maryland, and the District of Columbia). The net reach of this campaign resulted in 65.90% of the target audience hearing the message 20.4 times. In the Baltimore market, 1,365 radio spots were aired with a net reach of 204,723 / 70.40% of the target audience heard the message 13.7 times. Free radio PSA's bus backs, resulted in \$142,700 worth of Added Media Value. Many of the bus backs continue to remain in place at no charge.
- Internet advertising included: Atom Films Preroll and Big Box; AF Leaderboard; Shockwave Preroll, Big Box and Leaderboard; Comedy Central Leaderboard; Action Games Big Box and Leaderboard; WWDC-FM Video Download and Banner Ads; WJFK-FM Podcasts and Streaming. These ads were seen a total of 2,087,297 times.
- Busback advertising was purchased on WMATA buses servicing the DC metro area including suburban Maryland. A total of 115 busbacks were purchased. This outdoor media resulted in a reach of 79.6% of the target audience saw the message 4.6 times. In Baltimore a total of 100 bus backs were purchased. This resulted in a reach of 79.17% of the targeted audience saw this message 9.60 times.
- Pre- and Post-campaign telephone surveys, conducted by an independent research firm indicate that overall awareness of the Smooth Operator Campaign increased significantly with the target audience (adult drivers aged 18-34) during the campaign. Between May and September respondents reported a 4% improvement in aggressive driving behavior. There was a 9% improvement reported on "entering an intersection after the light turned yellow." When asked if you have driven aggressively in the last seven days, 22% said yes in

May and 18% said yes in September. Awareness of hearing or seeing the Smooth Operator aggressive driving message increased 13%. Pre to post awareness rose from 54% to 67% over the course of the campaign. 22% of drivers interviewed reported seeing enforcement during the waves. Five in 10 feel enforcement was somewhat to very strong and 8 in 10 believe you can be ticketed for aggressive driving. Use of cell phones by drivers was respondents greatest concern followed by aggressive driving. When asked who drove aggressively, responses were divided evenly among cars, trucks and motorcycles at about one third each.

- \$25,000 was spent on Public Relations and Outreach, including a kick-off Press Release, the June District of Columbia media event at the Jefferson Memorial), and the Baltimore media event at the University of Maryland Shock Trauma Medical Center). This outreach and expenditure resulted in approximately \$535,431.00 of earned media exposure through September 30, 2007, including news stories and interviews at various times throughout the campaign. The estimated audience for this outreach was approximately 4.2 million people.

Occupant Protection

2007 CIOT Summary

The 2007 CIOT media campaign ran in a two-week flight, from May 14 to 28, 2007. The concurrent enforcement campaign ran from May 21 to June 3, 2007.

The target audience was:

- White males, 18 to 43 years of age.
- Teens, 15-17 years of age.
- Newly arrived immigrant Latino males, 18-34 years of age.
- African American males, 18-34 years of age.

The Radio Campaign

Spots ran from May 14-27, 2007 on these DC-area radio stations:

WITH – FM Pop Contemporary

WJFK – FM Talk
WKYS- FM Urban Hits
WLZL – FM Hispanic
WPGC – FM Rhythmic Contemporary
WWDC – FM Album-oriented rock

Total Spots Run: 370
Total Impressions: 5,585,000
Total Net Reach: 30,499
Reach: 54.4%
Frequency: 9

Added Value

The public service announcements that these radio stations ran in conjunction with the paid media was totaled at \$36, 700.

Media Coverage

The total value of the earned media coverage was \$46,853 earning more than 790,000 media impressions.

Pedestrian/Bike Safety