

MARYLAND DEPARTMENT OF TRANSPORTATION
**MARYLAND HIGHWAY
SAFETY OFFICE**

2016

**ANNUAL
REPORT**

*Dedicated to saving lives and preventing
injuries on Maryland roadways.*



**Maryland Department
of Transportation**

EVERY LIFE COUNTS.

The philosophy of the Maryland Highway Safety Office is embodied in three simple words – Every Life Counts. These words form the basis of the Maryland Highway Safety Office's mission and drive each member of the Maryland Highway Safety Office in our quest to move Maryland *Toward Zero Deaths*. Every crash is preventable, every injury is avoidable, and ultimately it is up to each motorist, passenger, or pedestrian in Maryland to do their part to help save lives.

The Maryland Highway Safety Office's Annual Report is a visual representation of numbers that represent outcomes of traffic safety efforts coordinated throughout the state. But lives lost in crashes are not just merely numbers in a report. The people affected are parents, children, brothers and sisters, friends, and co-workers. The impact of their injury or loss is very real and devastating to families and communities.

The Maryland Highway Safety Office honors the memories of past victims of traffic crashes and will continue to work diligently in their memory to prevent needless tragedies from occurring on Maryland's roadways.

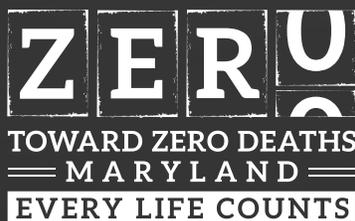


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A MESSAGE FROM OUR GOVERNOR'S HIGHWAY SAFETY REPRESENTATIVE



Christine Nizer,
Administrator, Maryland Motor
Vehicle Administration

As Administrator of the Maryland Department of Transportation's Motor Vehicle Administration (MVA) and Governor Larry Hogan's Highway Safety Representative, I am deeply committed to saving lives on our roadways. I know 2015 was a challenging year for all of us working together to prevent the tragic consequences that unfold when vehicles collide. Despite the increase in fatalities both nationally and here in Maryland, I am very proud of the work we accomplished and the progress we made, throughout the past year.

The successful implementation of strategies designed to move Maryland *Toward Zero Deaths* stems from the leadership and support we receive from Governor Hogan and Transportation Secretary Pete K. Rahn. Maryland is fortunate to have two leaders who, without question, are absolutely committed to highway safety. Under their leadership, Maryland launched our 2016 to 2020 Strategic Highway Safety Plan (SHSP), which outlines distinct goals and objectives to reduce roadway fatalities by at least 50 percent over the next two decades. Governor Hogan also added nearly \$2 billion in additional highway funds to make our roads safer, and signed one of the strictest anti-impaired driving laws in the nation – Noah's Law.

The staff of the Maryland Highway Safety Office (MHSO) also are to be commended for their leadership role in the state's traffic safety efforts. Working together with our federal partners at the National Highway Traffic Safety Administration (NHTSA), MHSO staff helped plan, implement, and evaluate proven strategies to help save lives. Through creative collaboration with our federal and local highway safety partners, MHSO staff developed comprehensive public awareness campaigns to educate Maryland citizens of the dangers of impaired, aggressive, and distracted driving. Efforts to enhance pedestrian and occupant safety also continued with renewed focus last year.

Our work is often dictated by data, but the truth is we must look beyond numbers and realize that behind every statistic is a community of people whose lives have been negatively impacted when a crash occurs. We, too, are a community of people brought together for a common purpose: to end the senseless loss of life on our roadways. Our future success hinges on strengthening our resolve to move Maryland *Toward Zero Deaths*. I want to thank all our federal, state and local partners for the dedication to this mission. Working together, we can achieve zero fatalities, because every life counts.

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

Christine Nizer

A MESSAGE FROM MARYLAND'S HIGHWAY SAFETY COORDINATOR



Thomas J. Gianni,
Chief, Maryland Highway Safety Office

As Maryland's Highway Safety Coordinator and Chief of the MHSO, it is my pleasure to highlight the past year's programs and projects funded by our agency to address Maryland's traffic safety problems. To achieve any degree of success, these programs require a comprehensive approach by the entire MHSO staff to analyze and evaluate all relevant data, establish short and long term program goals, and engage our partners across the state to develop and implement effective strategies. Ultimately it is the dedication to the mission of saving lives, both within the MHSO and with our partners, that paved the way for dramatic past reductions in traffic crashes, injuries, and fatalities, and will serve to address future challenges.

This Annual Report reflects the programs set forth in our FFY 2016 Highway Safety Plan (HSP), illustrating both the successes and challenges faced throughout the year. Maryland's "Four Es" approach to traffic safety has resulted in the development of new projects and the continuation and refinement of other ongoing projects. We recognize that ultimate success will only be achieved when there have been no fatalities, and no serious injuries, recorded on any of our state's roadways.

Under the FFY 2016 HSP, a total of 147 projects received grant funding and more than 10.6 million dollars were spent in pursuit of our goals. Working under the guidance of a new 5-year SHSP we continue to engage our diverse 4-E partners as active members of our Emphasis Area Teams. These teams analyze current trends to develop action plans for implementing the SHSP's various strategies. Highway safety projects funded with federal grant dollars continue to be fully integrated with the strategies contained in our state's SHSP.

Unfortunately again this year national crash trends, as well as those in Maryland, have indicated a dramatic reversal in the past fatality trends. Even as an improving economy and relatively inexpensive gasoline prices increase motorist exposure by increasing vehicle miles traveled, addressing high-risk driving behaviors will serve to reduce highway crashes in an increased driving environment. The continuous cycle of analysis, implementation, and evaluation within the SHSP framework will be the key to identifying critical countermeasures for addressing and eliminating these dangerous driving behaviors, especially in locations of high crash prevalence. I am pleased with the progress illustrated in this report and I extend my gratitude to all those that make continued progress possible.

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

A handwritten signature in black ink, appearing to read "Thomas J. Gianni". The signature is fluid and cursive, written over a light-colored background.

Thomas J. Gianni

MARYLAND HIGHWAY SAFETY OFFICE MISSION & VISION

MISSION

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

VISION

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



ORGANIZATIONAL STATEMENT

The MVA's Maryland Highway Safety Office endeavors to provide expert highway safety leadership through quality programs, ethical grants management, professional and accountable staff, and exemplary customer service.

OUR VALUES

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

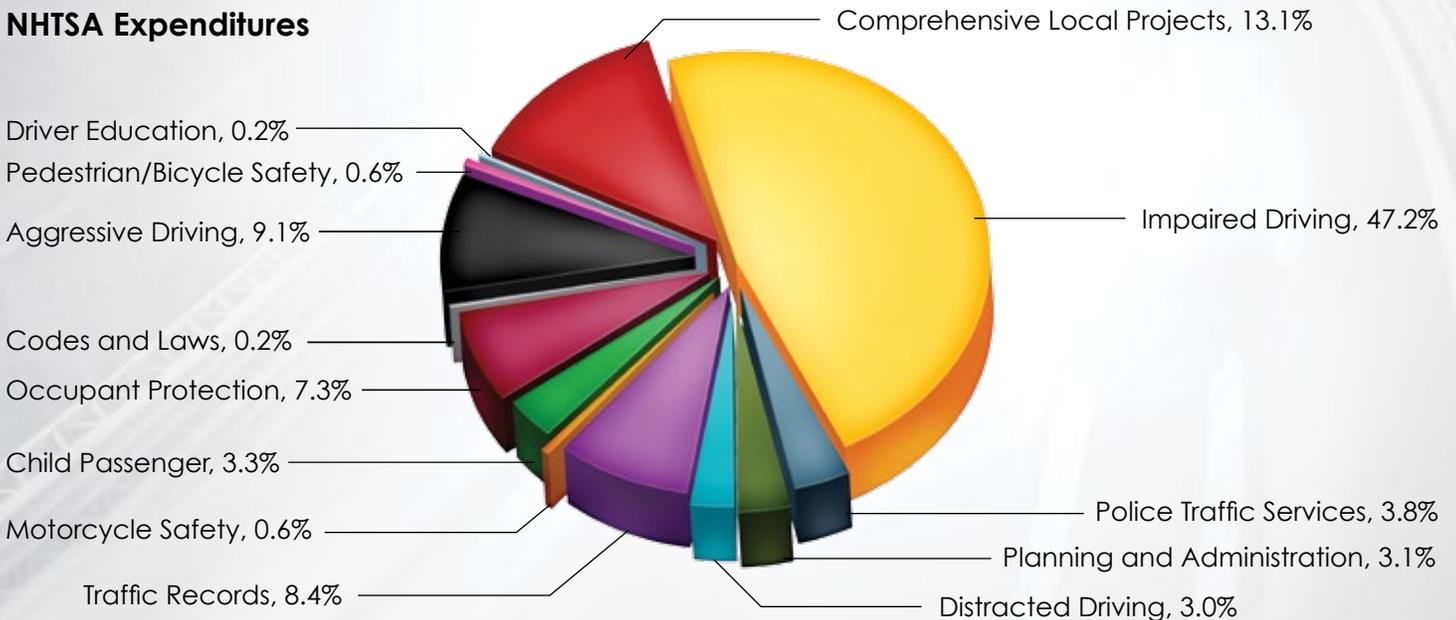
MARYLAND HIGHWAY SAFETY OFFICE FUNDING

The MHSO receives funding from the NHTSA for use at the statewide and local levels. The Highway Safety Act of 1966 authorized the first federal highway safety program - the State and Community Highway Safety Grant Program (Section 402). Since then, Congress has revised national highway safety grant programs many times through reauthorizing legislation, creating new incentive grants, penalties and sanctions. Maryland's highway safety program is funded through federal appropriations, and state laws can impact the amount and type of funding the state receives. The Fixing America's Surface Transportation Act is the surface transportation bill that authorizes the federal transportation programs, including Maryland's highway safety program.

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

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

MHSO FFY 2016 NHTSA Expenditures



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

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OUR ORGANIZATION

Serving as Maryland's Governor's Highway Safety Representative, the MVA Administrator, Christine Nizer, provides overall leadership for the state's highway safety program. The MHSO is housed within the MVA, a division of the Maryland Department of Transportation (MDOT), and the MHSO's topmost leadership reports directly to Administrator Nizer. The Chief and Deputy Chief oversee the MHSO's Safety Programs Section, Law Enforcement Section, Partnership, Resources and Outreach Section, Finance and Information Systems Section, Communications Team, and the MHSO's Office Management personnel.

The Safety Programs Section is comprised of a Section Chief and five Program Managers that specialize in Occupant Protection and Distracted Driving Prevention, Impaired Driving Prevention, Aggressive Driving Prevention, Motorcycle Safety, and Pedestrian/Bicyclist Safety. This section also includes a Traffic Records Program Manager, who manages the state Traffic Records Coordinating Committee (TRCC).

Led by a Section Chief, the Law Enforcement Section includes a Law Enforcement Program Manager, who coordinates special projects and law enforcement outreach, and four Law Enforcement Liaisons (LEL). The LEL positions were added this fiscal year and serve to facilitate communications between the MHSO and Maryland law enforcement agencies.

The Partnerships, Resources, and Outreach (PRO) Section includes a Section Chief and five staff members that have responsibility for various categories of outreach, as well as furthering the implementation of local SHSPs. The section staff has responsibility for employer outreach programs, leading efforts with military installations, and guiding programs with other local partners such as schools and universities. The PRO Section also houses a Contracts Manager who has responsibility for reviewing all MHSO contracts.

The MHSO's Finance and Information Systems Section manages and coordinates the financial operations of the MHSO, and this section also encompasses the MHSO's data analysis personnel. There are two Finance Manager positions, a Grants Specialist Supervisor, two Grants Managers, and a Data Processing Quality Assurance Specialist, in addition to the Section Chief.

The Communications Team houses a Communication Manager who primarily serves to guide the planning and implementation of education and media campaigns. The Communications Manager also coordinates correspondence and guides the strategic development of the MHSO's social media platforms. The Communications Manager works with MHSO staff and partners to provide further exposure to the efforts of the MHSO.

The Office Management Section consists of a Business Services Specialist who provides human resource and administrative support for the MHSO.

HIGHLIGHTS

Following 2014, a year that saw the fewest number of crash fatalities, 2015 brought an unwelcome surprise. Like much of the rest of the country, Maryland posted a significant increase in overall traffic fatalities and when the year was over, 521 people had been killed on Maryland's roads. It was a disappointing reversal of a downward trend that had been ongoing for several years.

The increase in fatalities was a focal point for Maryland's SHSP Summit which was held in April 2016. Approximately 150 people attended from the 4 Es across the state. MHSO staff participated as co-chairs throughout the event, working with Emphasis Area Teams (EATs) to have attendees sign up and be part of *Moving Maryland Toward Zero Deaths*. To raise awareness of the increase in fatalities and to emphasize the roles that everyone plays in eliminating



crashes, a media event was held in conjunction with the SHSP Summit. Coverage was provided by television, radio and print media outlets, and the event featured MVA Administrator, Christine Nizer, as emcee, with MDOT Deputy Secretary, Jim Ports, Maryland State Police (MSP) Superintendent, Colonel William Pallozzi, and Ms. Deborah Hersman, President of the National Safety Council, as featured speakers.

Maryland hosted the first annual DUI Conference in October 2015 and continued again in October 2016. These events drew hundreds of enforcement officers and traffic safety professionals who gained comprehensive knowledge of impaired driving issues in Maryland. Topics included: best practices to prevent, deter, and enforce laws surrounding this high-risk behavior; various topics related to drug and alcohol impairment; effective preparation of courtroom



Enhancing Enforcement to Achieve Zero Deaths

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testimony and evidence support; and other topics that increase the effectiveness of officers in the courtroom. The events have been very well received and future DUI Conferences are likely to play a role in Maryland's traffic safety program for many years.

The concept of High Visibility Enforcement (HVE) is one that will be mentioned heavily throughout this report. The premise is that effective use of media elements augment enforcement efforts, and vice versa. FFY 2016 was the first time that the MHSO mandated that all law enforcement agencies receiving grant funding adhere to the HVE model. Smaller agencies are required to use their funding during existing statewide mobilizations. Larger agencies that receive more funding are not strictly confined to major statewide mobilizations and may conduct operations with the caveat that enforcement operations receive considerable media support by those agencies.

To promote the concept of HVE, the MSHO participated in the development of the Law Enforcement Executive's Guide, through the Maryland Chiefs of Police Traffic Safety Committee. The heads of the Maryland Chiefs of Police Association (MCPA), the Maryland Sheriff's Association (MSA), and the Chairman of the MCPA's Traffic Safety Committee were heavily involved and provided vital guidance in achieving buy-in from Maryland's police executives. This guide outlines Maryland's SHSP, a general HVE Overview, and provides guidance on all critical elements of the HVE model. The guide was heavily marketed to law enforcement partners and the concept has been well received and various notes are made to the implementation of HVE modeling in the MHSO's campaigns later in this report.

In December 2015, the MHSO coordinated the first Judicial Highway Safety Conference. The event was designed to provide evidence-based training and education to assist judges in recognizing how the adjudication of traffic cases impacts highway safety. More than 50 judges from across



Law-Enforcement Executive's Guide to High Visibility Enforcement



Maryland attended to learn about such topics as: The Changing Face of the Impaired Driver; the Role of the MVA and the Courts; The Science and Admissibility of Drug Evaluation and Classification Evidence; and The Role and Importance of the Traffic Court Judge. The event was a major leap forward in raising the awareness of a judge's impact on road safety.

The MHSO funded the completion of a Mobile Breath Alcohol Truck (MBAT) which contains three Intoximeters, and will be staffed by a driver and a breath test maintenance technician from the MSP. A breath test

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operator will be provided by the agency that requests the use of the vehicle and the primary purpose of the MBAT is to support the impaired driving enforcement efforts of the MSP as well as allied agencies. The MBAT is designed to serve as a support vehicle for any type of high visibility event related to impaired driving enforcement, some of which includes on-scene breath testing at sobriety checkpoints and increased visibility of enforcement of activity with readily accessible breath testing when supporting DUI enforcement patrols. In addition to enforcement activities, the MBAT will be used for public events and will serve as an educational tool when advising the public of the dangers of impaired driving.



Of note is the importance that was placed upon the relationship with Maryland's engineering community this year. A new webinar series for engineers was developed and launched with the intent of more closely linking engineering science and its impact on behavioral safety programs. In addition, the MHSO hosted a national webinar of training devoted to safety engineering concepts and presented to an audience of 1,000 engineers at the Maryland Quality Initiative Conference. These vital relationships will be continued as they serve to greatly strengthen the engineering community's role in highway safety.

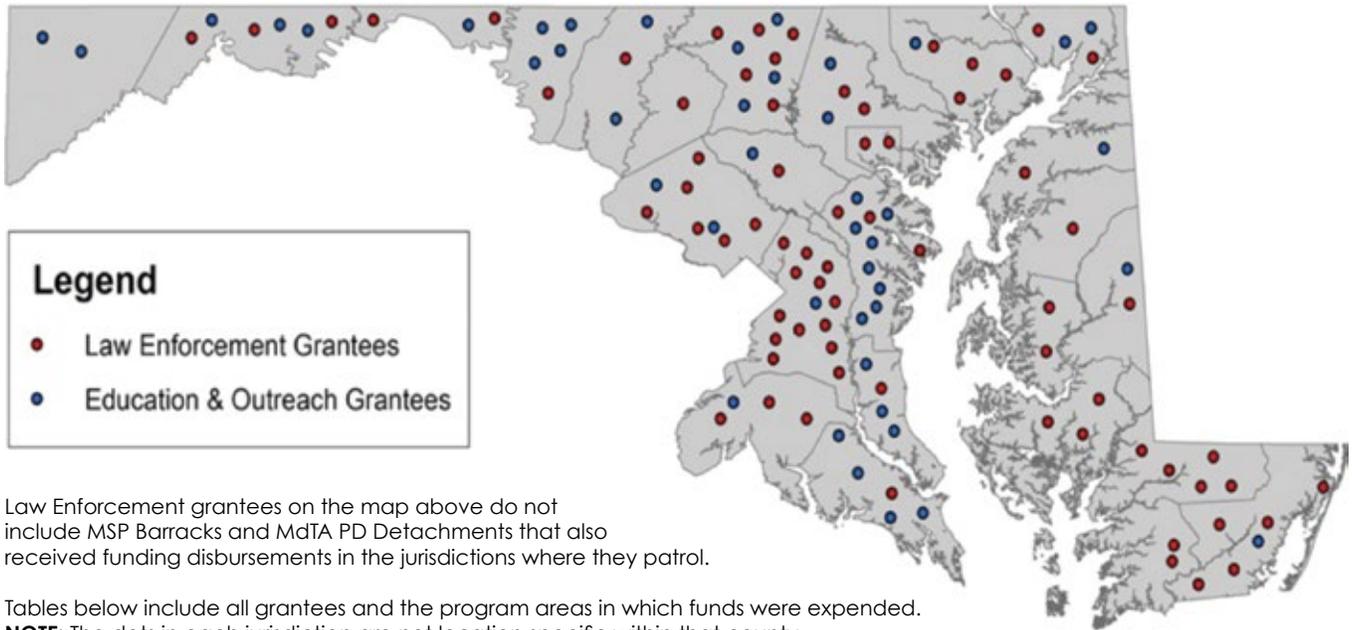
As with past years, several members of the MHSO were recognized internally for outstanding efforts or achievements. Three individuals were recognized for dedication and commitment to traffic safety:

- Ms. Laurie Dell, the MHSO's Finance Manager, was recognized by her peers for her dedication to providing excellent service to co-workers and the MHSO's grantees;
- Ms. Julie Maione, one of the MHSO's Outreach Program Managers, was presented with the MHSO Step-Up Award. Given by management, Julie received the award due to her constant willingness to assist co-workers, to take on new projects, and for her leadership in various facets of the MHSO; and
- The MHSO's Finance Team was presented with the MHSO's Chief's Award for their commitment to maintaining a top quality grants program and for the development of new grants software that will be implemented in the next FFY.

The Washington Regional Alcohol Program (WRAP) recognized the commitment of the MHSO and its management with the **WRAP Public Partnership Award**. This award highlights the overall partnership exhibited between WRAP and the MHSO throughout the year. Efforts included the MHSO's support of the WRAP's SoberRide® campaign, participation in the statewide *Checkpoint Strikeforce* campaign, and the leadership shown by the MHSO's staff in preventing impaired driving.



REGIONAL LAW ENFORCEMENT & EDUCATION/OUTREACH GRANTEEES



			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
Allegany	Law Enforcement	Cumberland Police Department	X	X	X	X		
		Frostburg State University Police	X	X	X	X		
		Allegany County Sheriff's Office	X	X	X	X		
	Education & Outreach	Allegany College of Maryland		X	X	X		X
		The Family Junction, Inc.				X		
		Allegany County Liquor Board			X			
Anne Arundel	Law Enforcement	Anne Arundel County, Maryland	X	X	X	X	X	X
		City of Annapolis	X	X	X	X	X	X
		Maryland Natural Resource Police	X	X	X	X		
	Education & Outreach	Northeast High School		X	X			
		Anne Arundel Medical Center Foundation			X			
		St. Mary's High School			X			X
		Anne Arundel County Department of Health			X			
		Broadneck EP Church			X			
		Broadneck High School			X			
		Anne Arundel County Council of PTAs			X			
Maryland Judiciary - AA County DUI Court			X					

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			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
Baltimore	Law Enforcement	Baltimore County Police Department	X	X	X	X	X	X
		Towson University Police Department	X		X		X	
	Education & Outreach	Baltimore County Police Department						X
		Baltimore County Department of Health			X			
Baltimore City	Law Enforcement	Baltimore Police Department	X	X	X	X	X	
		University of Baltimore Police Department	X				X	
Calvert	Law Enforcement	Calvert County Sheriff's Office	X	X	X	X		X
	Education & Outreach	Calvert Office on Aging						X
		Calvert County Health Department				X		
		Calvert Alliance Against Substance Abuse			X			
Caroline	Law Enforcement	County Commissioners of Caroline County			X			
	Education & Outreach	Caroline County Sheriff's Office	X	X	X			
Carroll	Law Enforcement	Westminster Police Department	X	X	X	X		
		Carroll County Sheriff's Office	X	X	X	X		
		Manchester Police Department	X		X			
		Sykesville Police Department	X		X			
		Hampstead Police Department	X		X			
		Taneytown Police Department	X	X	X			
	Education & Outreach	McDaniel College Dept. of Campus Safety						X
		Carroll Co. Bureau of Aging & Disabilities						X
Cecil	Law Enforcement	Cecil County, Maryland	X	X	X	X	X	
		Elkton Police Department	X	X	X		X	
	Education & Outreach	Cecil County Dept. of Emergency Svcs.				X		
		Cecil County Sheriff's Office			X			
Charles	Law Enforcement	Maryland Natural Resources Police	X		X	X		X
		Charles County Sheriff's Office	X	X	X	X		
		Town of La Plata Police Department	X	X	X	X		
Education & Outreach	Kiwanis Club of La Plata					X		
Dorchester	Law Enforcement	Cambridge Police Department	X	X	X	X		
		Hurlock Police Department	X	X		X		
		Dorchester County Sheriff's Office	X	X	X	X		
Frederick	Law Enforcement	Frederick County Sheriff			X			
		Frederick Police Department	X	X	X			
	Education & Outreach	Frederick County Liquor Board			X			
		Safe Kids Frederick County/Families Plus				X	X	
Garrett	Education & Outreach	Garrett County Liquor Control Board			X			
		Garrett College	X	X	X			

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		Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects	
Harford	Law Enforcement	Havre de Grace Police Department	X	X	X			
		Harford County Sheriff's Office	X	X	X	X		
		Bel Air Police Department	X	X	X	X		
		Aberdeen Police Department	X	X	X			
	Education & Outreach	Harford County DUI Court			X			
Howard	Law Enforcement	Howard County Police Department	X	X	X	X	X	
	Education & Outreach	Maryland Judiciary - Howard Co. DUI Court			X			
Kent	Law Enforcement	Kent County Sheriff's Office	X	X	X	X		
	Education & Outreach	Washington College			X		X	
Montgomery	Law Enforcement	Chevy Chase Village Police	X	X				
		Rockville Police Department	X	X	X	X	X	
		Gaithersburg Police Department	X	X	X	X	X	
		Montgomery County Sheriff's Office			X			
		Montgomery County Police Department	X	X	X	X	X	X
		M-NC Park Police, Montgomery Co. Div	X		X			
	Education & Outreach	Montgomery Co. Dept. of Liquor Control			X			
		Montgomery County Fire and Rescue				X	X	
Prince George's	Law Enforcement	Capitol Heights Police Department	X	X	X	X		
		District Heights Police Department	X	X	X		X	
		University of Maryland Department of Public Safety	X	X	X	X	X	
		Laurel Police Department	X	X	X	X	X	
		Greenbelt Police Department	X	X	X	X	X	
		University Park Police Department	X	X	X		X	
		Cheverly Police Department	X		X	X	X	
		Edmonston Police Department	X	X	X			
		New Carrollton Police Department	X	X	X	X	X	
		City of Hyattsville Police Department	X		X		X	
		Prince George's County Police Department	X	X	X	X	X	X
		Riverdale Park Police Department	X	X	X		X	
		Edmonston Police Department						X
	Education & Outreach	Prince George's Child Resource Center				X	X	
Queen Anne's	Law Enforcement	Queen Anne's County Sheriff's Office	X	X	X	X		
Somerset	Law Enforcement	Princess Anne Police Department		X	X	X	X	
		Somerset County Sheriff's Office	X	X	X			
		Crisfield Police Department	X	X	X			

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			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian & Bicycle Safety	Special Projects
St. Mary's	Law Enforcement	St. Mary's County Sheriff's Office	X	X	X	X		X
	Education & Outreach	College of Southern Maryland			X			
		St. Mary's Hospital			X	X		
		St. Mary's County Alcohol Beverage Board			X			
		St. Mary's County Circuit Court			X			
Talbot	Law Enforcement	Talbot County Sheriff's Office	X		X	X		
		Easton Police Department	X	X	X	X		X
Washington	Law Enforcement	Hancock Police Department	X	X	X	X		
		Washington County Sheriff's Office	X	X	X	X		
		Hagerstown Police Department	X	X	X	X		
	Education & Outreach	Children's Village of Washington County					X	
		Washington County Liquor Board			X			
		Washington County Health Department	X	X	X	X		X
		Hagerstown Community College		X	X			X
Meritus Health				X				
Wicomico	Law Enforcement	Wicomico County Sheriff's Office	X	X	X	X		
		Fruitland Police Department	X	X	X	X		
		MD Natural Resources Police	X		X			
		Salisbury Police Department	X	X	X	X		
		Salisbury University Police Department		X	X			
Worcester	Law Enforcement	Pocomoke City Police Department	X	X	X	X		
		Ocean City Police Department	X	X	X	X	X	X
		Worcester County Sheriff's Office	X	X	X	X		X
		Berlin Police Department	X	X	X	X		
		Ocean Pines Police Department	X		X	X		
	Education & Outreach	Worcester County Health Department			X	X		

STRATEGIC HIGHWAY SAFETY PLAN & PROGRAM AREA MEASURES

In 2015, 521 people were killed in 107,789 police-reported traffic crashes in Maryland, while 44,816 people were injured and 76,654 crashes involved property damage only. In total, 314 drivers (247 vehicle drivers and 67 motorcycle operators), 110 pedestrians and bicyclists, and 97 passengers were killed on Maryland roads. On average, one person was killed every 17 hours, 123 people were injured each day (5 injuries every hour), and 295 police-reported traffic crashes occurred every day.

Statewide Total Crashes, Injury Crashes, Fatal Crashes, Injuries & Fatalities						
	2011	2012	2013	2014	2015	% Change from 2011
Fatal Crashes	458	462	432	417	480	+4.8%
Injury Crashes	30,466	30,516	29,236	30,369	30,655	+0.6%
Property Damage Only	59,186	59,542	62,937	67,165	76,654	+29.5%
Total Crashes	90,110	90,520	92,605	97,951	107,789	+19.6%
Total of All Fatalities	488	511	466	443	521	+6.8%
Total Number Injured	44,609	44,398	42,757	44,158	44,816	+0.5%

Source: Crash data are obtained from the State Highway Administration which maintains a database derived from crash reports submitted to, and processed and approved by, the Maryland State Police. Data are subject to change.

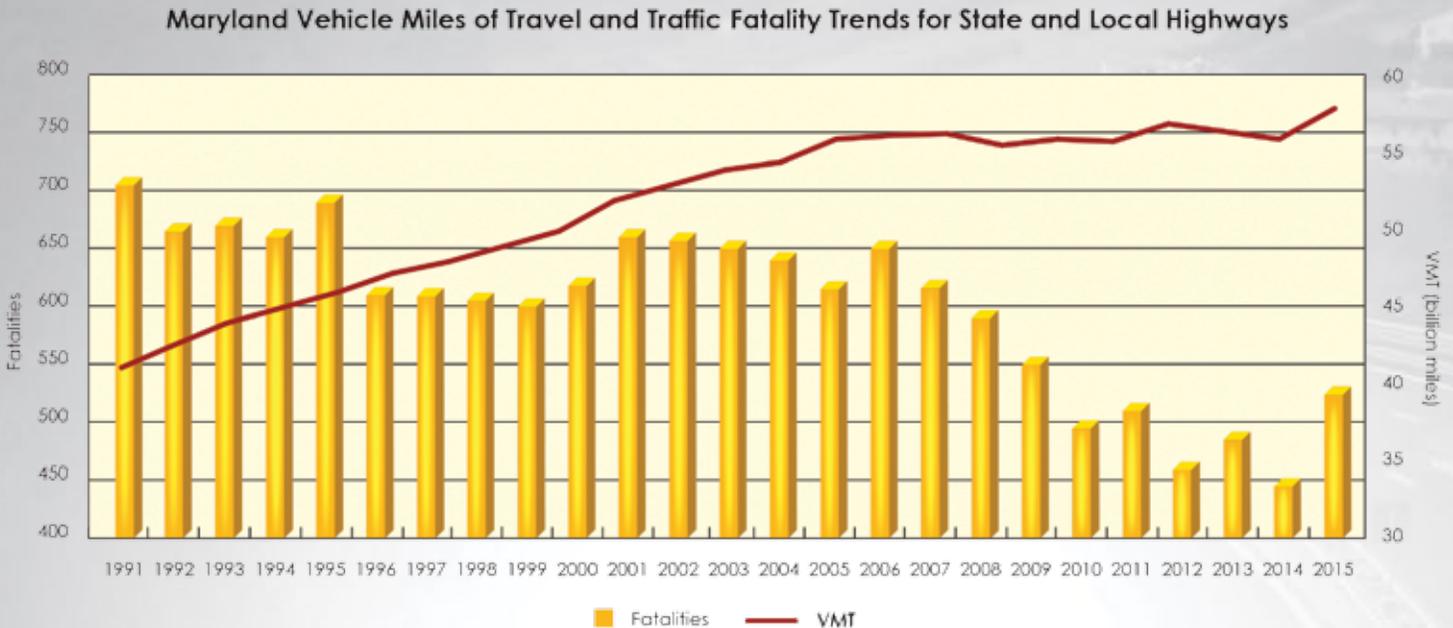
The five-year fatality rate trend for Maryland increased from a low of 0.79 in 2014 to a high of 0.91 in 2015. The overall fatality rate has consistently been lower than the national fatality rate every year since 1992.

Fatality Rate, Vehicle Miles Traveled, Maryland and National, 2011–2015				
Year	VMT (billion miles)	Fatalities*	Fatality Rate*	National Fatality Rate**
2011	56.0	488	0.870	1.10
2012	56.4	511	0.906	1.14
2013	56.5	466	0.825	1.10
2014	56.4	443	0.785	1.08
2015	57.3	521	0.909	1.12

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

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

The following chart displays a correlation between the rise in VMT and a decrease in fatalities over the past 25 years:



STRATEGIC HIGHWAY SAFETY PLAN GOALS

Maryland has adopted the *Toward Zero Deaths* (TZD) strategy and has implemented interim goals of reducing fatalities by at least 50 percent in the next two decades (592 in 2008 to 296 in 2030). An exponential trend line was fitted to the data points with a fixed endpoint of 296 in 2030. Interim targets were calculated from this trend line. Maryland used the same methodology to determine the 2015 goals set forth in the current SHSP.

Maryland executives collaborated on revisions to the goal-setting methodology. The initial TZD goals will remain (296 fatalities in 2030). Annual goals are based on projections using an exponential trend line using a fixed endpoint as established by TZD. The exponential trend lines combined with a TZD endpoint will only be applied to the five major goals required of the state (fatalities, fatality rate/VMT, serious injuries, serious injury rate/VMT, and non-motorist fatalities/serious injuries). The other program area goals will be based on a five-year rolling average with an exponential trend and no fixed endpoint.

The goals for serious injuries and serious injury rates were set in accordance with the TZD methodology that was used for the fatality and fatality rates. This methodology used the number of serious injuries observed in 2008 to set the 2030 goal.

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

Note: The SHSP Executive Council will soon consider a new approach to setting targets in relation to the final federal requirements that take hold in FFY2017. All performance measures that follow are updates to current, but soon-to-be-revised, measures established before the new rulemaking was final.

2016 MARYLAND HIGHWAY SAFETY OFFICE ANNUAL REPORT

OVERALL STATEWIDE GOALS

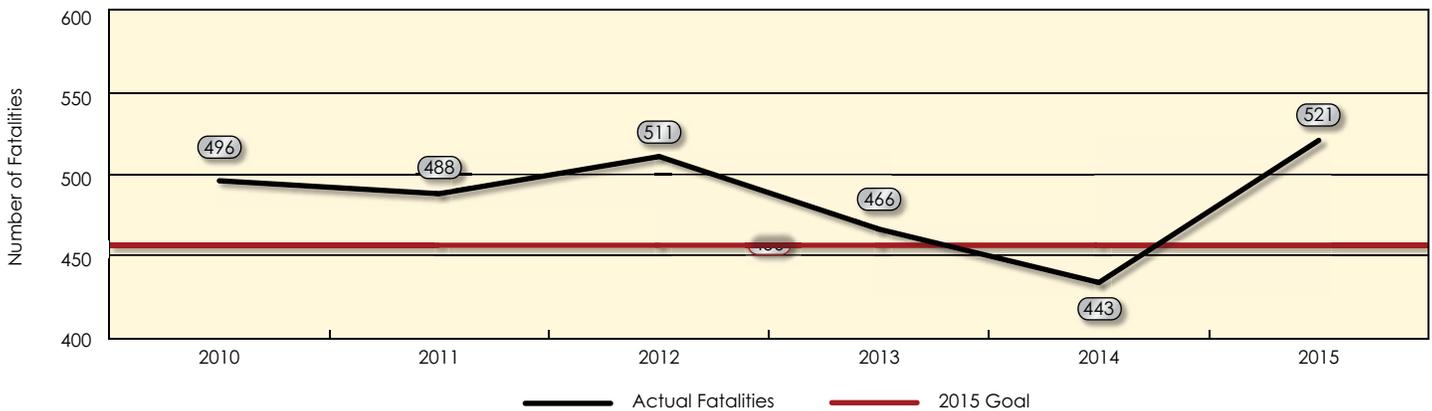
Fatality Objective: Reduce the annual number of traffic-related fatalities on all roads in Maryland from 521 in 2015 to fewer than 390 by December 31, 2020.

- In 2015, there were 521 fatalities in Maryland. This is the highest number of fatalities in the state since 2009. Maryland did not progress toward the 2020 goal.

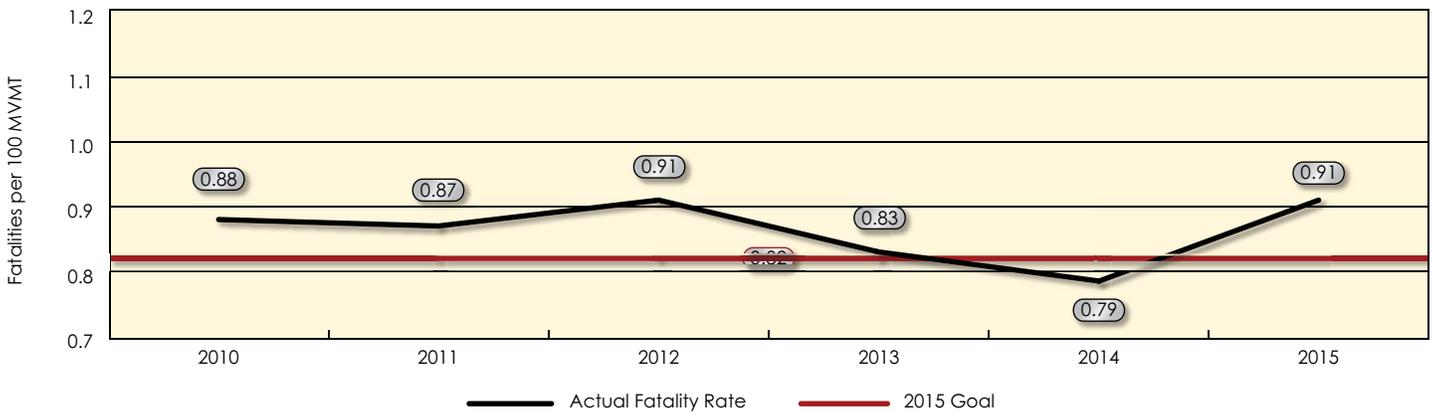
Fatality Rate Objective: Reduce the annual rate of traffic-related fatalities per 100 million vehicle miles traveled (MVMT) on all roads in Maryland from 0.91 in 2015 to 0.69 or lower by December 31, 2020.

- In 2015, Maryland had a fatality rate of 0.91 per 100 MVMT. This figure is higher than the 2014 figure (rate=0.79), and is the first increase in the past six years, so Maryland did not progress toward the 2020 goal.

Total Crash Fatalities in Maryland (2010-2015) and Interim 2015 Goal



Total Fatality Rate per 100 Million Vehicle Miles Traveled (VMT) in Maryland (2010-2015) and Interim 2015 Goal



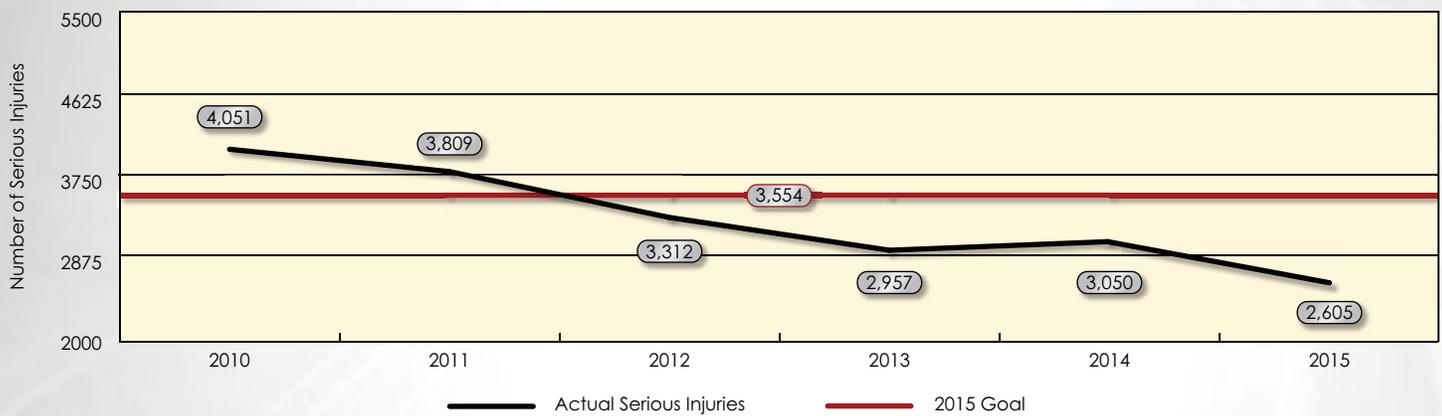
Serious Injury Objective: Reduce the annual number of traffic-related serious injuries on all roads in Maryland to 2,939 or fewer by December 31, 2020.

- In 2015, there were 2,605 serious injuries in Maryland. Based on historical data, Maryland has achieved their 2020 goal. It is unclear if this represents a 'real' reduction in the occurrence of serious injuries or if this reduction is an artifact in reporting.

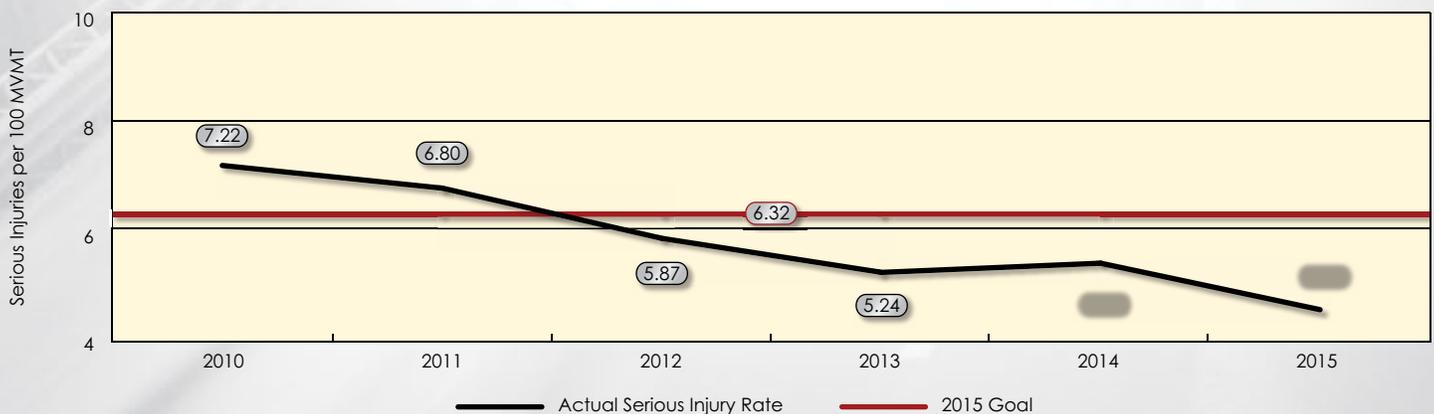
Serious injury rate objective: Reduce the annual rate of traffic-related serious injuries per 100 MVMT on all roads in Maryland to 5.22 or lower by December 31, 2020.

- In 2015, Maryland had a serious injury rate of 4.55 per 100 MVMT. This figure is already lower than the 2020 goal.

Total Crash Serious Injuries in Maryland (2010-2015) and Interim 2015 Goal



Total Serious Injury Rate per 100 Million Vehicle Miles Traveled (VMT) in Maryland (2010-2015) and Interim 2015 Goal



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IMPAIRED DRIVING

Fatality Objectives: (Federal) Reduce the five-year average number of impaired (BAC 0.08+) driving-related fatalities on all roads in Maryland from 150 (2011-2015 average) to 126 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, FARS reported 159 impaired driving-related (BAC 0.08+) fatalities. From 2011-2015 FARS¹ reported an average of 150 impaired driving-related (BAC 0.08+) fatalities in Maryland. This figure is slightly higher than the previous 5-year period but continues an overall downward trend. While progress has slowed, *Maryland is still progressing toward the 2020 goal.*

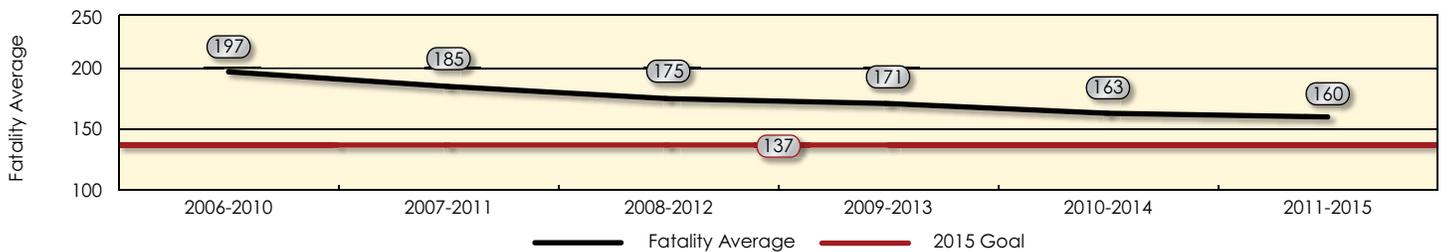
(State) Reduce the five-year average number of impaired (alcohol/drug) driving-related fatalities on all roads in Maryland from 160 (2011-2015 average) to 133 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 162 impaired driving-related fatalities. From 2011-2015, there was an average of 160 impaired driving-related fatalities in Maryland. This figure is lower than the previous 5-year average and continues a downward trend, so *Maryland is progressing toward the 2020 goal.*

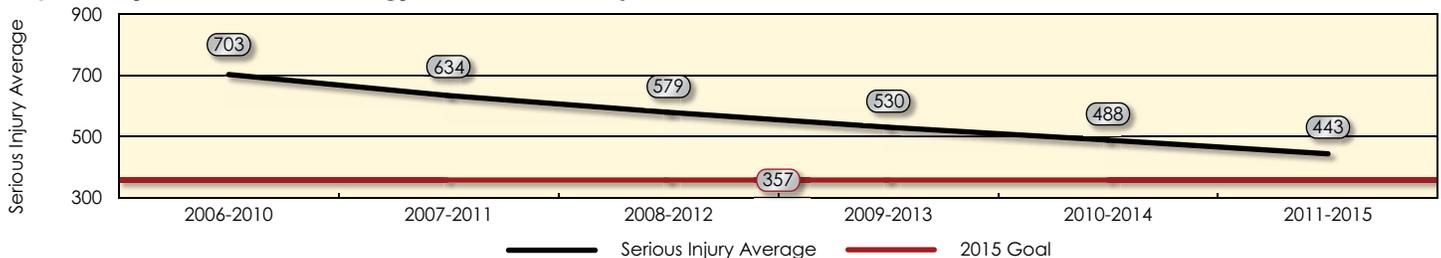
Serious Injury Objective: Reduce the five-year average number of impaired (alcohol/drug) driving-related serious injuries on all roads in Maryland from 443 (2011-2015 average) to 217 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 344 impaired driving-related serious injuries. From 2011-2015 there was an average of 443 impaired driving-related serious injuries in Maryland. This figure is lower than the previous 5-year average so *Maryland is progressing toward the 2020 goal* and is continuing to show a steady decline.

Impaired (alcohol and/or drug) Traffic Fatalities



Impaired (alcohol and/or drug) Traffic Serious Injuries



OCCUPANT PROTECTION

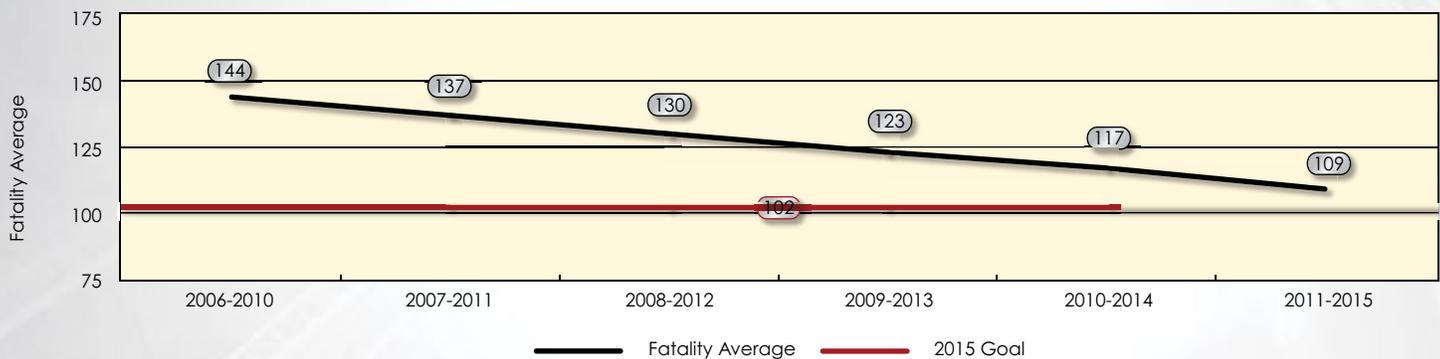
Fatality Objective: Reduce the five-year average number of unrestrained motor vehicle occupant fatalities on all roads in Maryland from 109 (2011-2015 average) to 89 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 73 unrestrained fatalities. From 2011-2015 there was an average of 109 unrestrained motor vehicle occupant fatalities in Maryland. This figure is lower than the previous 5-year average and has contributed to a continuing downward trend since 2004, so *Maryland is progressing toward the 2020 goal.*

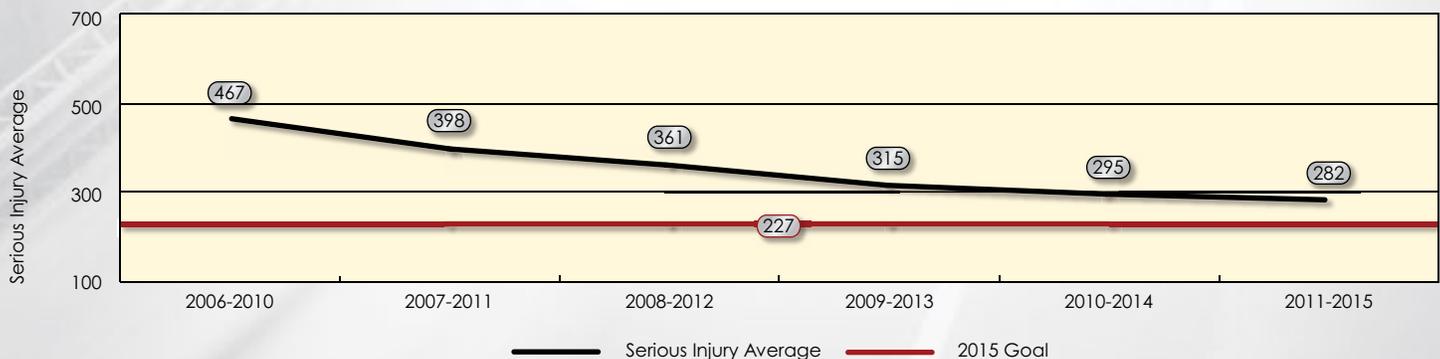
Serious Injury Objective: Reduce the five-year average number of unrestrained motor vehicle occupant serious injuries on all roads in Maryland from 282 (2011-2015 average) to 166 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 287 unrestrained serious injuries. From 2011-2015 there was an average of 282 unrestrained motor vehicle occupant serious injuries in Maryland. This figure is lower than the previous 5-year average and continues a steady decline that has been observed over the past decade, so *Maryland is progressing toward the 2020 goal.*

Unrestrained Motor Vehicle Fatalities



Unrestrained Motor Vehicle Serious Injuries



2016 MARYLAND HIGHWAY SAFETY OFFICE ANNUAL REPORT

AGGRESSIVE DRIVING

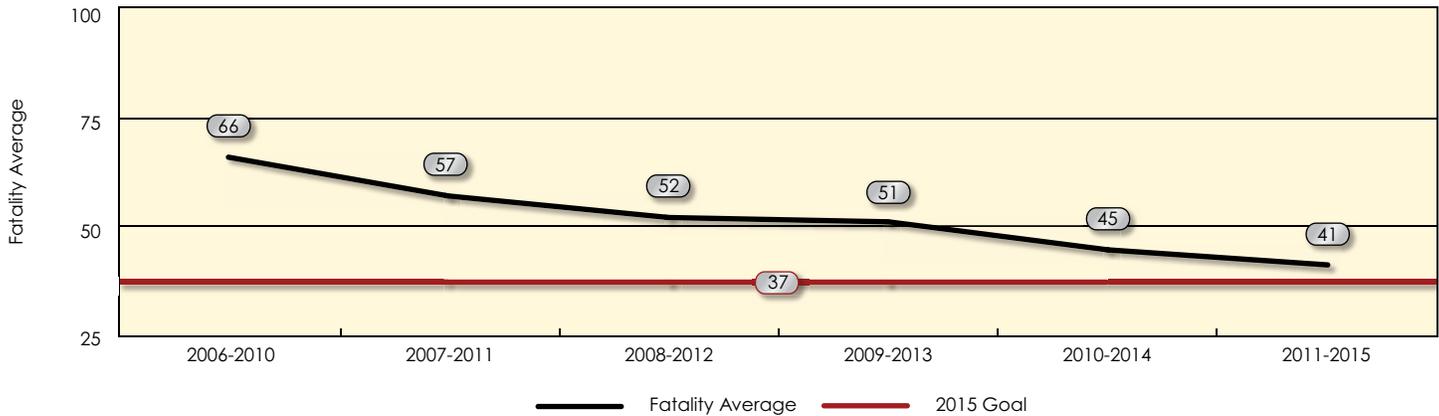
Fatality Objective: Reduce the five-year average number of aggressive driving-related fatalities on all roads in Maryland from 41 (2011-2015 average) to 30 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 30 aggressive driving-related fatalities. Between 2011 and 2015 there was an average of 41 aggressive driving-related fatalities in Maryland. This figure continues a decade long decline and *Maryland is progressing toward the 2020 goal.*

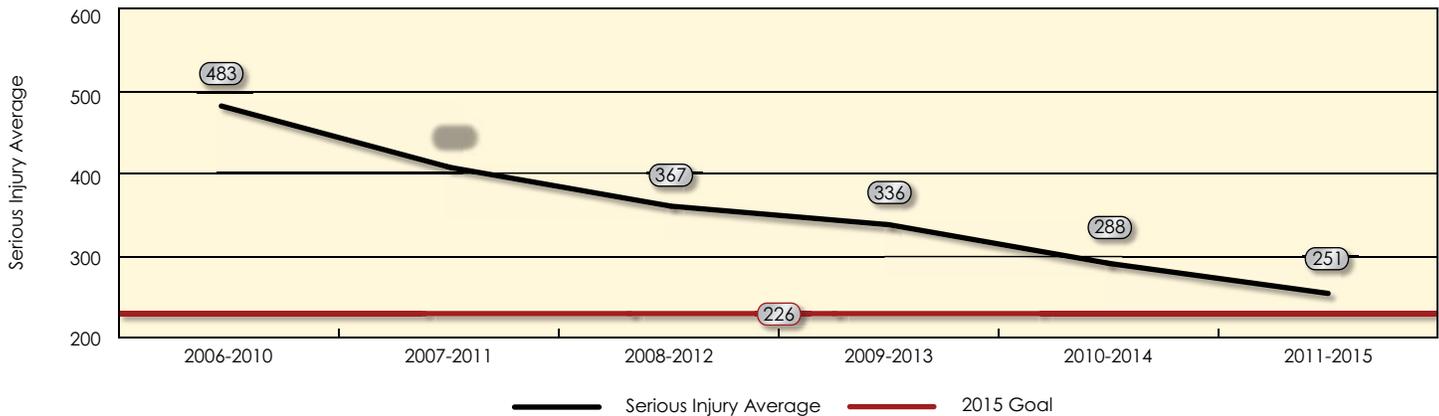
Serious Injury Objective: Reduce the five-year average number of aggressive driving-related serious injuries on all roads in Maryland from 251 (2011-2015 average) to 162 or fewer by December 31, 2020.

- In 2015, there were 136 aggressive driving-related serious injuries. From 2011 to 2015 there was an average of 251 serious injuries resulting from aggressive driving. This continues the downward trend observed in recent years and indicates *Maryland is progressing toward the 2020 goal.*

Aggressive Traffic Fatalities



Aggressive Traffic Serious Injuries



DISTRACTED DRIVING

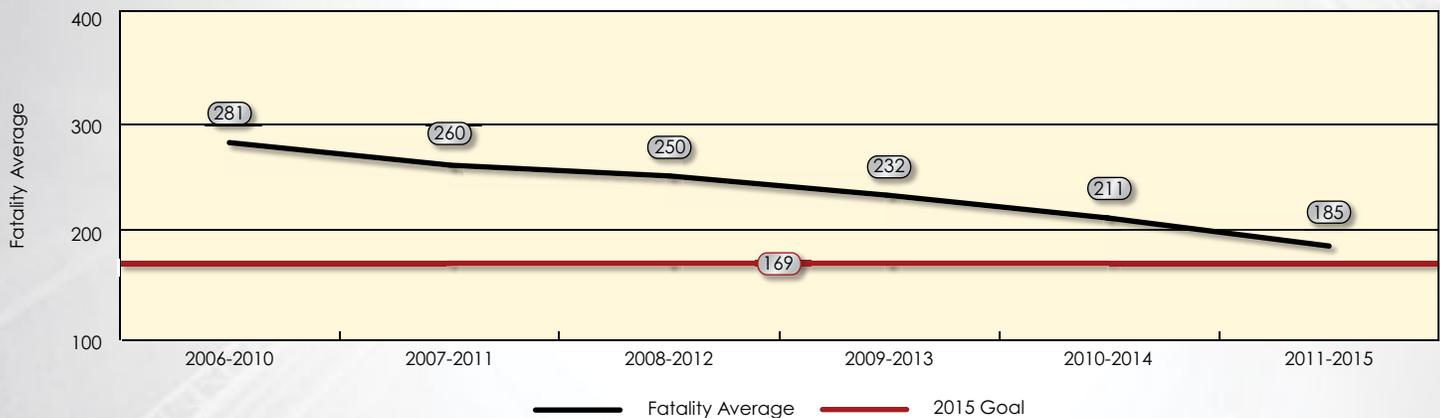
Fatality Objective: Reduce the five-year average number of distracted driving-related fatalities on all roads in Maryland from 185 (2011-2015 average) to 136 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 120 distracted driving-related fatalities. From 2011-2015, there were 185 distracted driving-related fatalities in Maryland. This figure is lower than the previous 5-year average, continuing a downward trend over the past decade, so *Maryland is progressing toward the 2020 goal.*

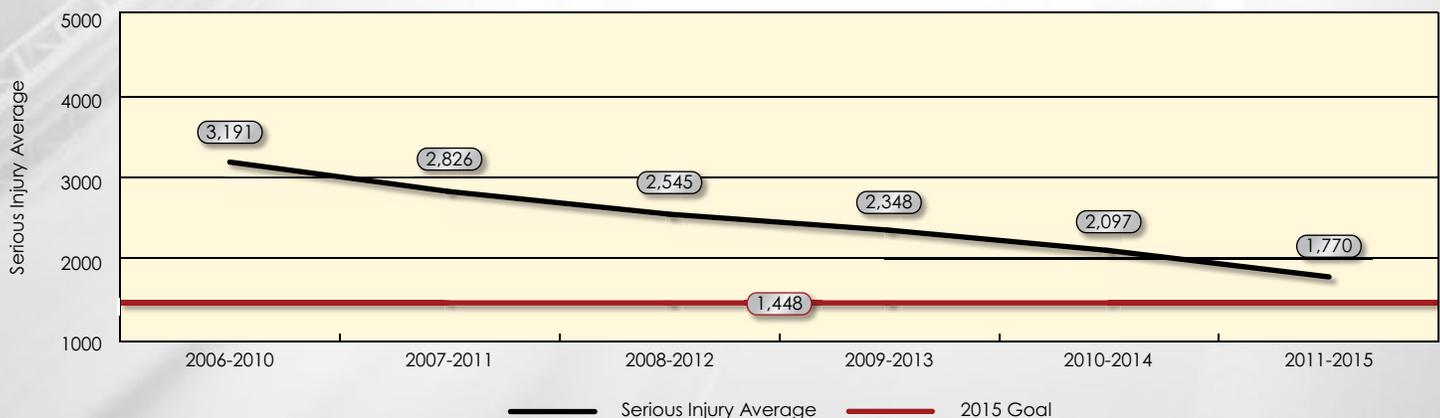
Serious Injury Objective: Reduce the five-year average number of distracted driving-related serious injuries on all roads in Maryland from 1,770 in 2011-2015 to 1,026 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 1,247 distracted driving-related serious injuries. From 2011-2015 there was an average of 1,770 distracted driving-related serious injuries in Maryland. This figure is lower than the previous 5-year average and continues the downward trend observed in recent years, so *Maryland is progressing toward the 2020 goal.*

Distracted Traffic Fatalities



Distracted Traffic Serious Injuries



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PEDESTRIANS

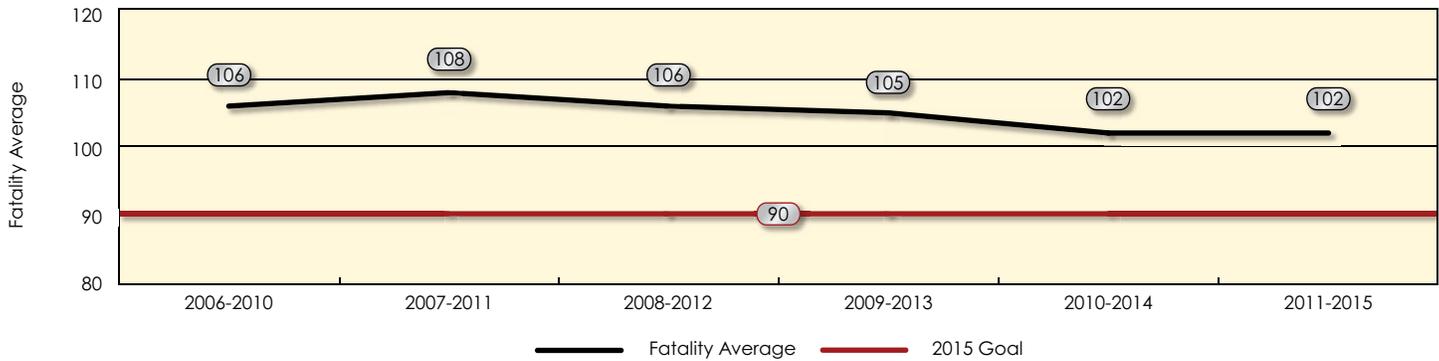
Fatality Objective: Reduce the five-year average number of pedestrian fatalities on all roads in Maryland from 102 (2011-2015 average) to fewer than 84 by December 31, 2020 (2016-2020 average).

- In 2015, there were 100 pedestrian-involved fatalities. From 2011-2015 there was an average of 102 pedestrian fatalities in Maryland. This figure is the same as the previous 5-year average and slightly lower than previous years. Although Maryland's pedestrian fatalities have remained fairly static over the past decade, *Maryland is slowly progressing toward the 2020 goal.*

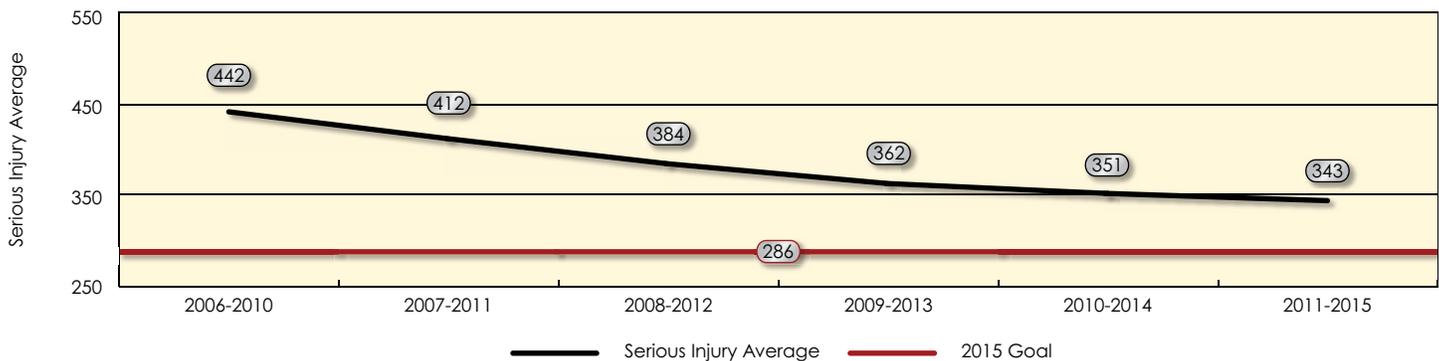
Serious Injury Objective: Reduce the five-year average number of pedestrian serious injuries on all roads in Maryland from 343 (2011-2015 average) to 287 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 335 pedestrian serious injuries. From 2011-2015 there was an average of 343 pedestrian serious injuries in Maryland. This figure is slightly lower than the previous five-year average and indicates that Maryland has experienced a decline in serious pedestrian injuries over the past decade, *so Maryland is progressing toward the 2020 goal.*

Pedestrian Fatalities



Pedestrian Serious Injuries



In addition to the goals set forth in the Maryland SHSP, the MHSO used the same methodology to create goals and interim performance statements for each of the following areas.

MOTORCYCLES

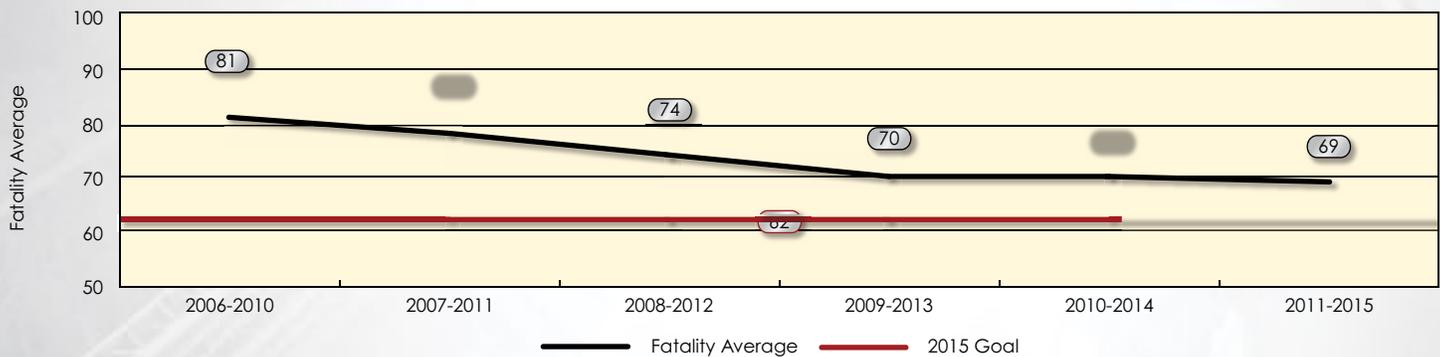
Fatality Objective: Reduce the five-year average number of motorcycle-involved fatalities on all roads in Maryland from 69 (2011-2015 average) to 55 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 71 motorcycle-involved fatalities. From 2011-2015 there was an average of 69 motorcycle-involved fatalities in Maryland. This figure is slightly lower than the 2012 figure and the state has continued to show a gradual decrease since 2004, so *Maryland is progressing toward the 2020 goal.*

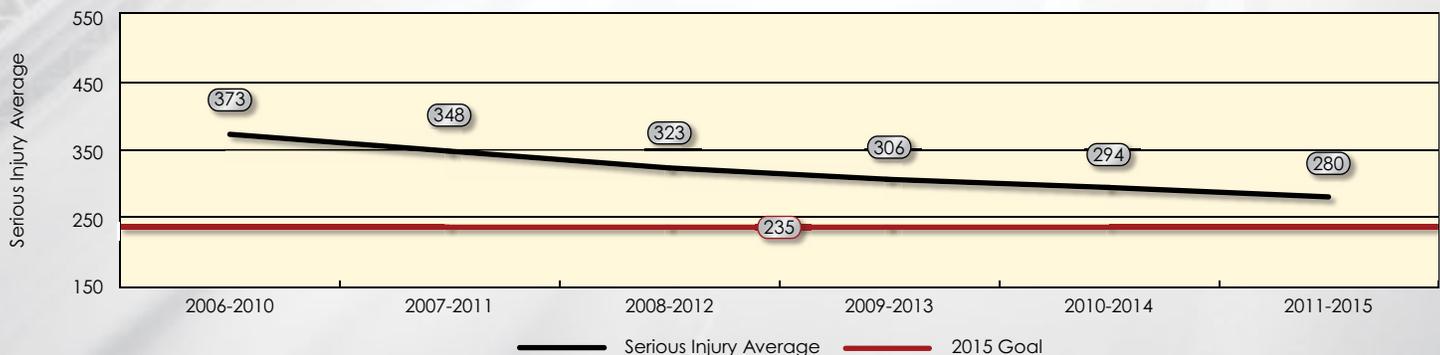
Serious Injury Objective: Reduce the five-year average number of motorcycle-involved serious injuries on all roads in Maryland from 280 (2011-2015 average) to 192 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 468 motorcycle-involved serious injuries. From 2011-2015 there was an average of 280 motorcycle-involved serious injuries in Maryland. This figure is lower than the previous five-year average and continues an overall decline over the past several years, so *Maryland is progressing toward the 2020 goal.*

Motorcycle Fatalities



Motorcycle Serious Injuries



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OLDER DRIVERS

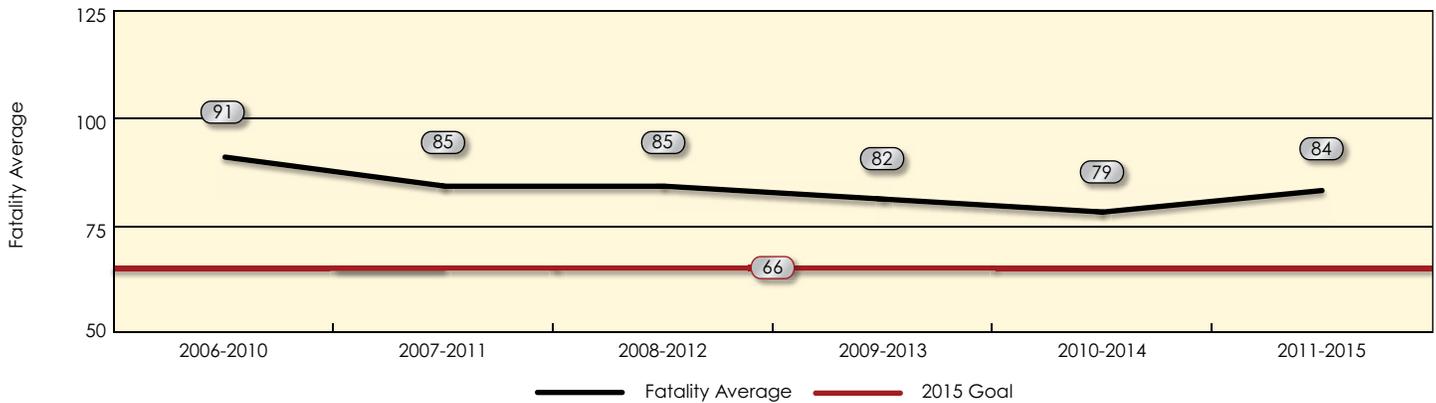
Fatality Objective: Reduce the five-year average number of older driver-related (defined as 65 years and above) fatalities on all roads in Maryland from 84 (2011-2015 average) to 58 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 104 older driver-related fatalities. From 2011-2015 there was an average of 84 older driver-related fatalities in Maryland. This figure is higher than has been observed in recent years but still slightly lower than 2006-2010. *Maryland is slowly progressing toward the 2020 goal.*

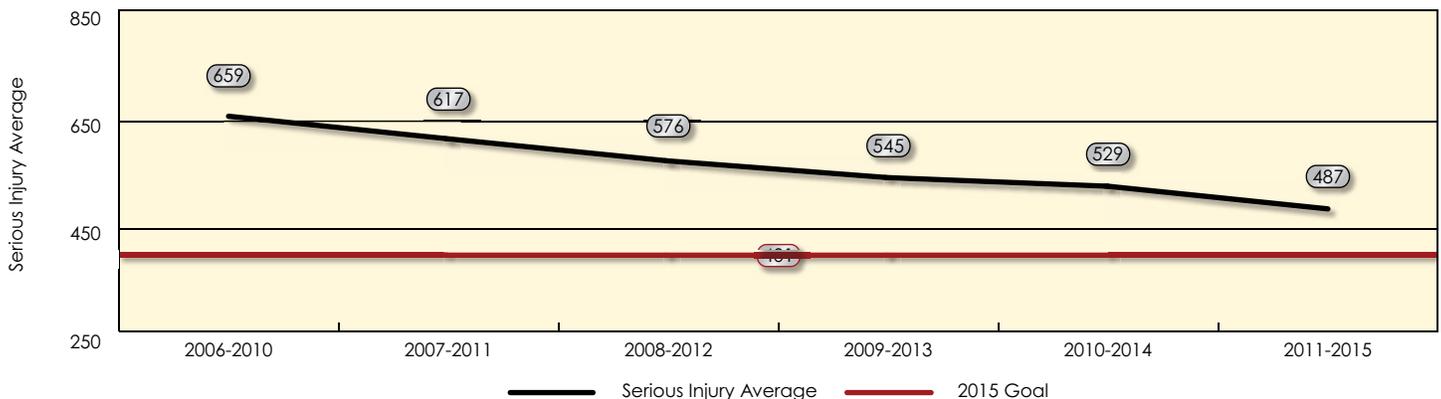
Serious Injury Objective: Reduce the five-year average number of older driver-related serious injuries on all roads in Maryland from 487 (2011-2015 average) to 320 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 259 older driver-related serious injuries. From 2011-2015 there was an average of 487 older driver-related serious injuries in Maryland. This figure is lower than the previous five-year average so Maryland is continuing its downward trend of older driver serious injuries and *is progressing toward the 2020 goal.*

Older Driver Traffic Fatalities



Older Driver Traffic Serious Injuries



YOUNGER DRIVERS

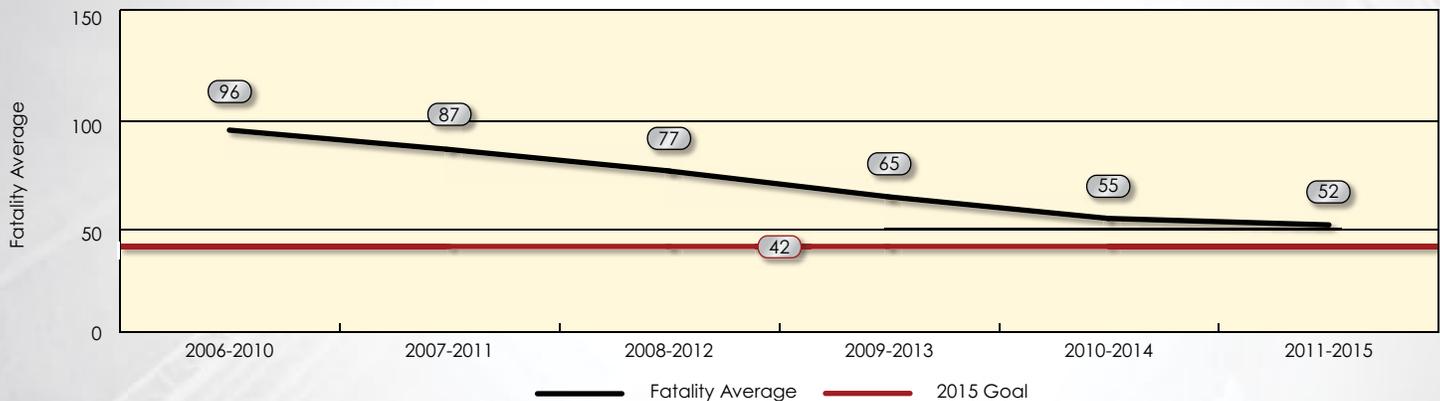
Fatality Objective: Reduce the five-year average number of young driver-related (defined as 16-20 years of age) fatalities on all roads in Maryland from 52 (2011-2015 average) to 30 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 51 young driver-related fatalities. From 2011-2015 there was an average of 52 young driver-related fatalities in Maryland. This figure is lower than the previous five-year average and continues to follow a downward trend over the past several years so *Maryland is progressing toward the 2020 goal.*

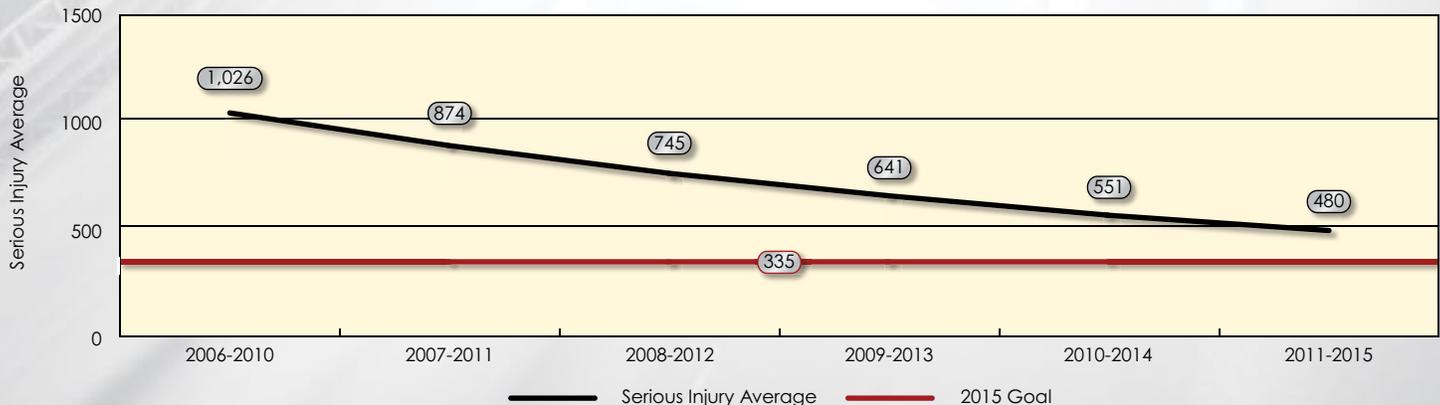
Serious Injury Objective: Reduce the five-year average number of young driver-related serious injuries on all roads in Maryland from 480 (2011-2015 average) to 205 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 298 young driver-related serious injuries. From 2011-2015 there was an average of 480 young driver-related serious injuries in Maryland. This figure is lower than the previous five-year average and continues a steady downward trend so *Maryland is progressing toward the 2020 goal.*

Younger Driver Traffic Fatalities



Younger Driver Traffic Serious Injuries



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SPEED-RELATED

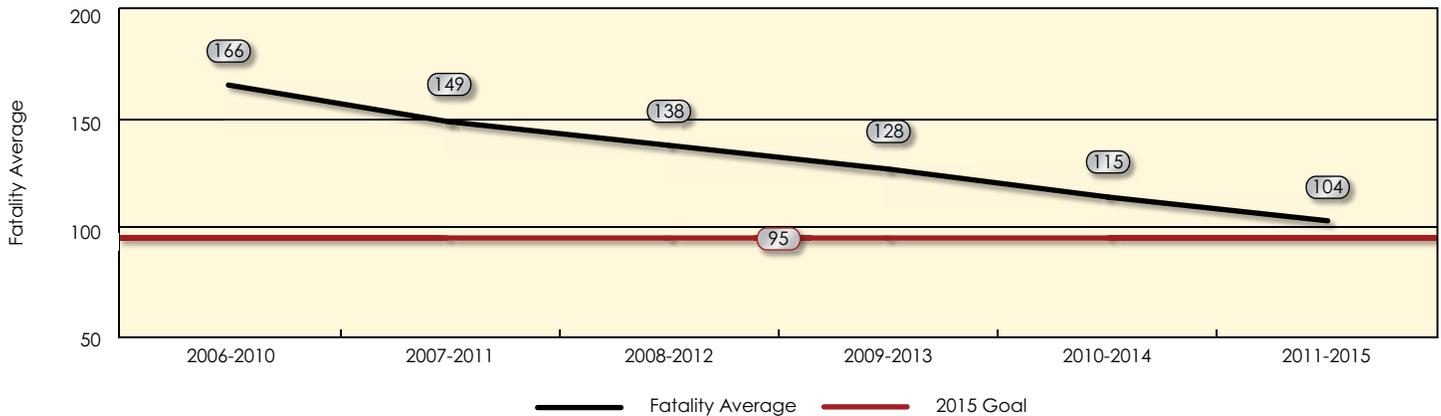
Fatality Objective: Reduce the five-year average number of speed-related fatalities on all roads in Maryland from 104 (2011-2015 average) to 77 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 71 speed-related fatalities. From 2011-2015 there was an average of 104 speed-related fatalities in Maryland. This figure is lower than the previous five-year average and continues a decade-long downward trend, so *Maryland is progressing toward the 2020 goal.*

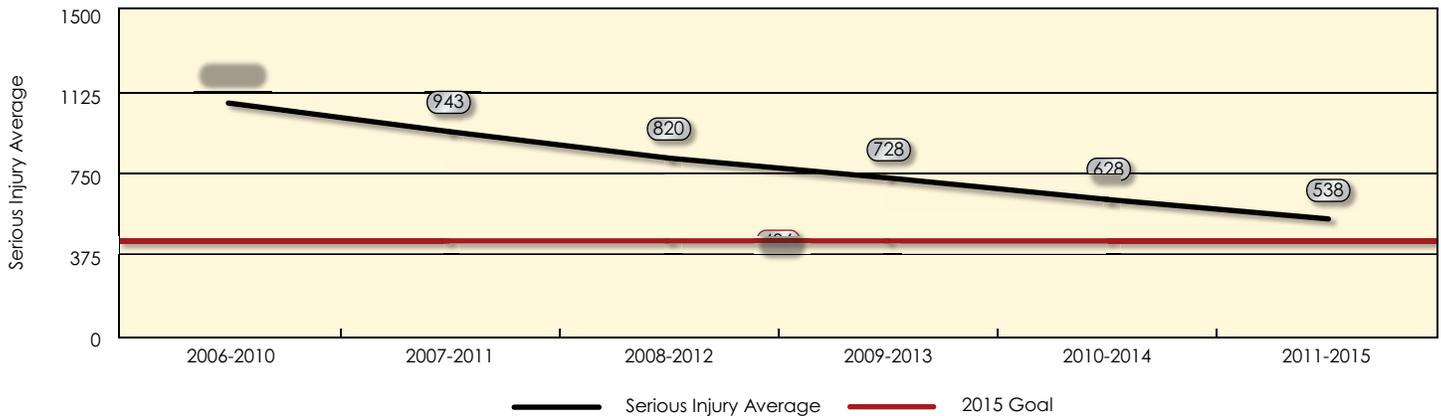
Serious Injury Objective: Reduce the five-year average number of speed-related serious injuries on all roads in Maryland from 538 (2011-2015 average) to 298 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 292 speed-related serious injuries. From 2011-2015 there was an average of 538 speed-related serious injuries in Maryland. This figure is lower than the previous five-year average and continues a decade-long downward trend, so *Maryland is progressing toward the 2020 goal.*

Speed-Related Traffic Fatalities



Speed-Related Traffic Serious Injuries



BICYCLISTS

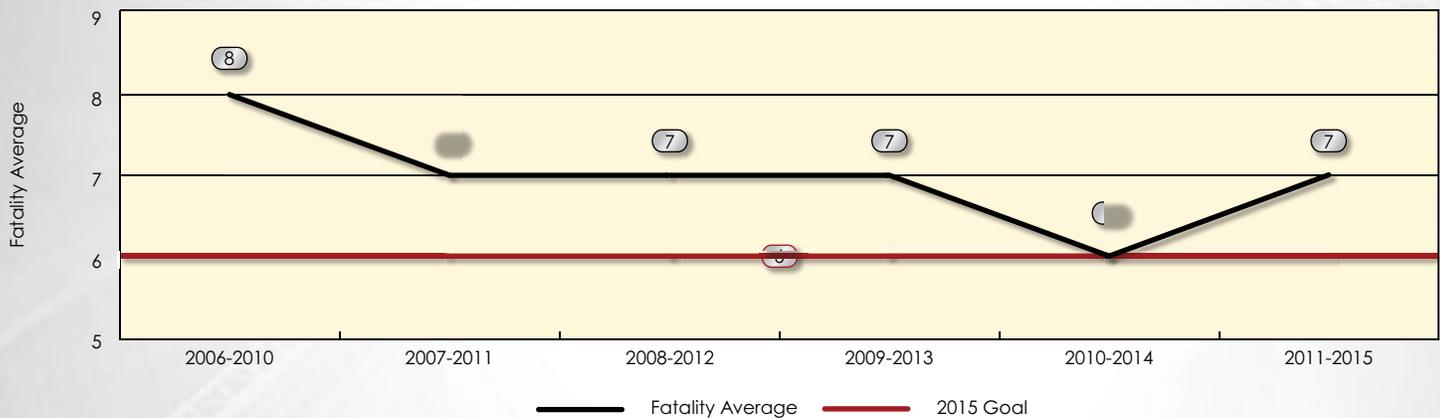
Fatality Objective: Reduce the five-year average number of bicycle fatalities on all roads in Maryland from 7 (2011-2015 average) to 6 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 11 bicycle fatalities. From 2011-2015 there was an average of 7 bicycle fatalities in Maryland. This figure is higher than the previous five-year average and there has been little change in fatalities over the past decade, so Maryland is not progressing toward the 2020 goal.

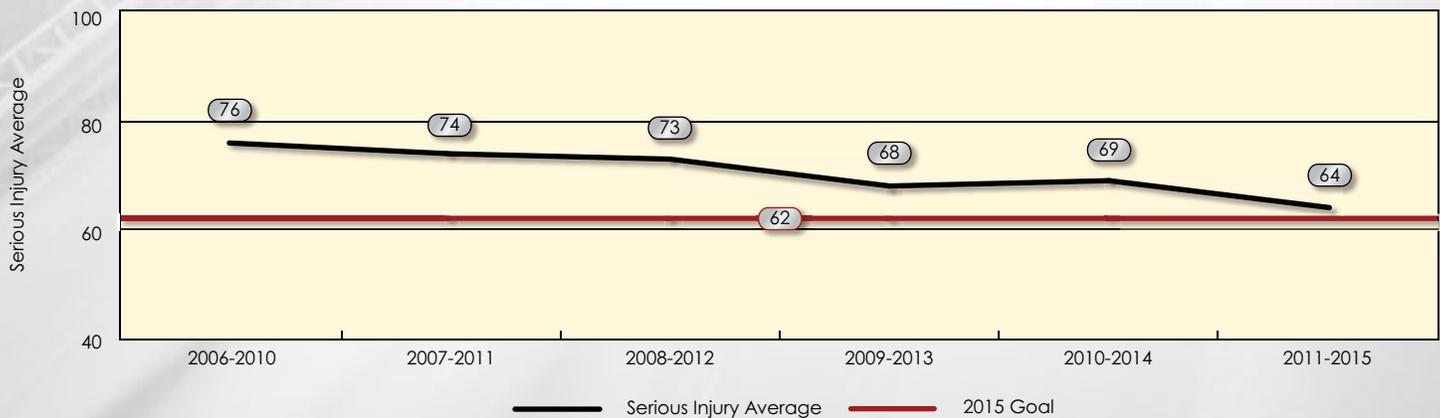
Serious Injury Objective: Reduce the five-year average number of bicycle serious injuries on all roads in Maryland from 64 (2011-2015 average) to 57 or fewer by December 31, 2020 (2016-2020 average).

- In 2015, there were 51 bicycle serious injuries. From 2011-2015 there was an average of 64 bicycle serious injuries in Maryland. This figure is lower than the previous five-year average and Maryland is progressing toward the 2020 goal.

Bicyclist Fatalities



Bicyclist Serious Injuries



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NHTSA CORE PERFORMANCE MEASURES

To meet federal requirements, the minimum set of core performance measures are included below. The source for all fatality baseline data is NHTSA's FARS's most recently available data. Please note that base year numbers and goals will NOT match the base year number and goals stated above (in the SHSP and HSP program area performance measures) due to differences in data definitions between the NHTSA FARS system and the state crash data system.

All goals below are set using a five-year average and the exponential trend method described earlier. Additional sources include: serious injury crash data derived from the State Highway Administration (SHA), based on reports submitted and processed by the MSP; seat belt use rate obtained from the annual Maryland Observational Surveys of Safety Belt Use; and seat belt citations, DUI arrests, and speeding citations obtained through the MHSO's grant management reporting system, SHARP.

Standardized Performance and Survey Measures
<ul style="list-style-type: none"> Reduce the five-year average number of fatalities on all roads in Maryland from 483 in 2011–2015 (<i>NHTSA FARS ARF</i>) to 390 or fewer by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average number of fatalities on rural roads in Maryland from 142 in 2011–2015 to 88 or fewer by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average number of fatalities on urban roads in Maryland from 278 in 2011–2015 to 222 or fewer by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average fatality rate per VMT on all roads in Maryland from 0.85 in 2010–2014 to 0.71 or lower by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average fatality rate per VMT on rural roads in Maryland from 1.34 in 2010–2014 to 0.85 or lower by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average fatality rate per VMT on urban roads in Maryland from 0.70 in 2010–2014 to 0.52 or lower by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average number of serious injuries on all roads in Maryland from 3,147 in 2011–2015 to 2,939 or fewer by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average number of unrestrained passenger vehicle occupant fatalities (all seat positions) on all roads in Maryland from 109 in 2011–2015 to 72 or fewer by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average number of alcohol-related fatalities (BAC 0.08+) on all roads in Maryland from 150 in 2011–2015 to 118 or fewer by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average number of speeding-related fatalities on all roads in Maryland from 149 in 2011–2015 to 101 or fewer by December 31, 2020.
<ul style="list-style-type: none"> Reduce the five-year average number of motorcyclist fatalities on all roads in Maryland from 72 in 2011–2015 to 59 or fewer by December 31, 2020.

Dedicated to saving lives and preventing injuries on Maryland roadways.



Standardized Performance and Survey Measures

- Reduce the five-year average number of unhelmeted motorcyclist fatalities on all roads in Maryland from 8 in 2011-2015 to 6 or fewer by December 31, 2020.
- Reduce the five-year average number of drivers aged 20 or under involved in fatal crashes on all roads in Maryland from 48 in 2011-2015 to 21 or fewer by December 31, 2020.
- Reduce the five-year average number of pedestrian fatalities on all roads in Maryland from 100 in 2011-2015 to 95 or fewer by December 31, 2020.
- Reduce the five-year average number of bicyclist and other cyclist fatalities on all roads in Maryland from 6 in 2011-2015 to 5 or fewer by December 31, 2020.
- To increase statewide observed belt use rate of front seat outboard occupants in passenger vehicles and light trucks from the 2012 calendar base year of 91.1 percent to 96.2 percent by December 31, 2020.
- To report the number of seat belt citations issued during grant-funded enforcement activities.
- To report the number of impaired driving arrests made during grant-funded enforcement activities.
- To report the number of speeding citations issued during grant-funded enforcement activities.

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Core Outcome Measures		Year					
		2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015
Traffic Fatalities	Total	580	547	526	501	480	483
	Rural	227	204	191	180	170	142
	Urban	351	341	332	317	307	278
Fatalities Per 100 Million Vehicle Miles Driven	Total	1.04	0.98	0.94	0.89	0.85	N/A
	Rural	1.59	1.44	1.35	1.34	1.34	N/A
	Urban	0.84	0.82	0.80	0.74	0.70	N/A
Unrestrained passenger vehicle fatalities (all seat positions)		144	137	130	123	117	109
Alcohol-Impaired Driving Fatalities (BAC=.08+)		166	161	158	156	149	150
Speeding-Related Fatalities		199	180	177	168	158	149
Motorcyclist Fatalities		84	83	79	73	73	72
Unhelmeted Motor Cyclist Fatalities		11	11	10	9	9	8
Drivers Aged 20 or Under Involved in Fatal Crashes		90	81	73	62	51	48
Pedestrian Fatalities*		109	110	106	105	102	100
Bicyclist and Other Cyclist Fatalities*		8	7	7	7	6	6

* Pedestrian and bicyclist fatalities have not exhibited a declining trend over the past 10 years. A 2% annual reduction from the most current 5-year average was applied to calculate the goal.

Core Outcome Measure (State Data)	Year						
	Actual						Goal
	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2016-2020
Serious Injuries	4,923	4,436	4,020	3,702	3,436	3,147	3,171

Core Behavior Measure (State Data)	Year									
	Actual					Goal				
	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	91.1	90.7	92.1	92.9	90.8	94.1	94.8	95.5	96.2	

The proposed seat belt use rate goals estimate a reduction in the number of observed unbelted motor vehicle occupants by at least 25 in each of the observation counties for each successive year. Goals were set based on the 92.1% belt used rate in 2014.

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Activity Measures (State Data: Grant-funded Only)*	FFY 2016
Number of seat belt citations issued during grant-funded enforcement activities	4,900
Number of impaired driving arrests made during grant-funded enforcement activities	1,894
Number of speeding citations issued during grant-funded enforcement activities	24,542

* Goals are not created for activity measures.

MARYLAND SINGLE YEAR TRAFFIC SAFETY YEAR GOALS							
Core Outcome Measures		Year					
		2015	2016	2017	2018	2019	2020
Traffic Fatalities	Total	456	442	428	415	403	390
	Rural	129	120	111	103	95	88
	Urban	269	259	249	240	231	222
Fatalities Per 100 Million Vehicle Miles Driven	Total	0.82	0.80	0.77	0.75	0.73	0.71
	Rural	1.10	1.04	0.99	0.94	0.89	0.85
	Urban	0.64	0.61	0.59	0.57	0.55	0.52
Unrestrained passenger vehicle fatalities (all seat positions)		97	91	86	81	76	72
Alcohol-Impaired Driving Fatalities (BAC=.08+)		137	133	129	126	122	118
Speeding-Related Fatalities		134	126	119	113	107	101
Motorcyclist Fatalities		68	66	64	62	61	59
Unhelmeted Motor Cyclist Fatalities		8	7	7	7	6	6
Drivers Aged 20 or Under Involved in Fatal Crashes		38	34	30	27	24	21
Pedestrian Fatalities*		100	99	98	97	96	95
Bicyclist and Other Cyclist Fatalities*		6	5	5	5	5	5
Serious Injuries		N/A	2,949	2,947	2,944	2,941	2,939

* Pedestrian and bicyclist fatalities have not exhibited a declining trend over the past 10 years. A 2% annual reduction from the most current 5-year average was applied to calculate the goal.

PROGRAM AREAS IMPAIRED DRIVING

The prevention of alcohol and drug-related driving was the largest area of concentration for the MHSO in terms of grant funding for FFY 2016. Over the past five years, an average of 133 people have lost their lives and 443 were seriously injured in impaired driving-related crashes. This loss of life represents approximately one-third of Maryland's traffic fatalities.



Maryland invests a significant amount of funding in education and media to complement ongoing enforcement efforts. This model of HVE has proven very effective in preventing impaired driving. On a statewide level, Maryland promotes the message that motorists need to “make a plan for a safe and sober ride” before they go out and emphasizes the need to “stick to the plan” at the end of the night.” To that end, the MHSO partnered with WRAP and representatives from Virginia for the *Checkpoint Strikeforce* campaign. The campaign was called “Beautiful” and featured campaign messages themed around the message that “There’s nothing more ‘beautiful’ than a safe ride home” and “Don’t risk a DUI. Let someone take you home tonight”. The

campaign urged personal responsibility at the end of a night through messages that were broadcast on cable television and radio. Additional messaging was placed in liquor stores, bars, and restaurants. A social media campaign, #BeautifulRide, was used to encourage the use of designated sober drivers or public transportation as alternatives to driving while impaired. Street teams were used to interact with bar patrons in Annapolis, Baltimore, Frederick, College Park, Silver Spring, and Hagerstown. Media support for the campaign included more than \$366,000 in paid media, and the total number of media impressions for the campaign exceeded 13.6 million.



The MHSO collaborated with MADD and WRAP to implement the 12th Annual Maryland Remembers memorial event in November 2015. This annual event honors the memories of impaired driving victims and their family members, and serves to raise awareness about the devastating impact of impaired driving. Representatives from numerous Maryland agencies, including the MDOT, MSP, and the MVA, joined MADD’s President and a victim speaker who gave a personal account of losing his son in an impaired

High visibility enforcement has proven effective in preventing impaired driving.

driving crash. More than 100 family members, government officials, safety advocates, and law enforcement officers attended the event. During the ceremony, James Fell, formerly a lead researcher at the Pacific Institute for Research and Evaluation, was presented with the Kevin E. Quinlan Advocacy Award recognizing his notable achievements and dedication in the field of impaired driving prevention.

WRAP recognized 12 Washington, D.C. metropolitan area police officers in a December 2015 ceremony for their "outstanding commitment in the fight against drunk driving in Greater Washington" and presented those officers with the area's 18th-annual "Law Enforcement Awards of Excellence for Impaired Driving Prevention." Three Maryland officers were given awards by WRAP during the ceremony.

WRAP coordinates the operation of SoberRide, a local effort that provides rides to potentially drunk drivers around five timeframes when impaired driving is known to spike - Halloween, the winter holidays, St. Patrick's Day, Cinco de Mayo, and Independence Day. This grant year, rides were provided to at least 1,500 potentially drunk drivers that utilized the service. WRAP also coordinates presentations at local high schools, known as Alcohol Awareness for Students, that are aimed to provide impaired driving prevention education to students. This year, 158 presentations were conducted in Maryland specifically by WRAP's

staff, reaching 4,411 students in Maryland's Prince George's and Montgomery Counties.

Continuing very successful efforts from past years, Maryland funded DUI Courts in Anne Arundel, Howard, Harford, and St. Mary's Counties. The programs offer county residents, who have three or more DUI convictions, an opportunity to enter an intensive comprehensive, judicially-supervised program to treat the substance abuse problem while building a strong foundation for future success without alcohol. In FFY 2016, 96 repeat offenders agreed to participate in the voluntary court, a 10 percent increase over the previous year. Participants were monitored for alcohol use, completed MADD impact panels, attended treatment, weekly case management meetings, and monthly judicial reviews. Participants were encouraged to engage in support groups, enlist a sponsor, and work through a 12-step program. Through rigorous monitoring and educational measures, the courts have demonstrated low recidivism rate among participants.



The MHSO staff worked extensively to plan Maryland's 2nd Annual Impaired Driving Conference which was held in October 2016. This conference was developed to help offset reduced training resources available to many law enforcement agencies. The MHSO and its partner agencies

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worked the entire year to develop the training curriculum. Approximately 180 law enforcement officers from across the state, representing 48 law enforcement agencies and sheriff's departments, attended the event.



The MHSO continued funding two Traffic Safety Resource Prosecutors (TSRP) which provide training and education to law enforcement and prosecutors in Maryland. The 2nd annual University of Maryland-DUI Institute for Prosecutors took place in March 2016. Over the two-and-a-half-day conference twenty-five prosecutors received training and education on the following: MHSO programs; courtroom testimony; SFST; intoximeter operation; DUI checkpoints; the Drug Recognition Expert (DRE) program; and common defenses in a DUI trial. During the training, prosecutors also participated in a wet lab administered by the Prince George's

County Police Department and observed a St. Patrick's Day checkpoint. A second training was conducted for prosecutors and police in September 2016. This training focused on prosecuting DRE cases and trained approximately 90 law officers and prosecutors from around the state.

In addition, the TSRPs continued to teach at police academies, police leadership training, prosecutor's conferences, and for prosecutor's offices throughout the state. The TSRP monthly blog continued to be produced and distributed to over 1,000 Maryland stakeholders.

The following training programs were conducted by or in collaboration with the MHSO:

Title	Persons Trained
Discovery Training	60
DUI Awareness Training (Fort Meade)	100
DUI Institute for Law Enforcement	28
DUI Institute for Prosecutors	25
DUI Training (Edmonton)	12
DUI Training (MSP Command)	30
DUI Training (PG County)	15
Impaired Driving for Judges (Dec 2015)	40
Leading Effective Traffic Enforcement Programs (LETEP)	20
Opening statements, direct examination, cross, and closing arguments	40
Prosecuting a DRE case	90
Search Warrant (MDTA)	8
SFST Training (Baltimore Recruits)	30
Stop-Search-Seizure (Anne Arundel)	13
Stop-Search-Seizure (Kent County)	14
Webinar - Report Writing	35
Webinar - Stop-Search-Seizure	125
Total Persons Trained	685

Statewide messaging promotes the need for motorists to "make a plan and stick to it."

Noah's Law now mandates ignition interlock devices for those convicted of drunk driving.

In a continuing effort to end underage drinking, the MHSO collaborated with MADD Maryland on numerous efforts including the implementation of the *Power of Parents* program, a powerful tool used to encourage productive conversations regarding the dangers of underage drinking between children and parents. The *Power of Youth* program was introduced in Maryland this grant year. Youth participants in the program welcomed the idea of taking control of the underage drinking prevention message being delivered to their peers. Both programs provide research-based information so that parents could engage in conversation with their children and youth could have peer-to-peer conversations regarding the dangers of underage drinking.

MADD Maryland reached more than 1,000 parents and 500 youth through outreach events this year across the state. Twenty-eight new volunteer facilitators were also trained to conduct parent workshops. MADD Maryland attended the Maryland Parent Teacher Association (PTA) Conference to increase the visibility and outreach of the *Power of Parents* and *Power of Youth* programs, and interacted with more than 100 PTA members.

The MHSO continued to provide grant funds to support the DRE Program in Maryland. A total of 2 DRE and 13 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were held. In total, 25 new DREs were certified this year, and 224 officers received ARIDE training. Throughout the year, DREs

participated in a total of 802 evaluations, a 2.8 percent increase over the number of evaluations conducted in the previous year.

Several pieces of legislation passed that helped to make Maryland roads safer and make it easier to punish impaired drivers. This legislation included the following:

- **HB773/SB1008** – established that a law enforcement officer who witnessed the taking of a blood specimen by a qualified medical person could testify in lieu of requiring the presence at trial of the medical person who drew the blood.
- **HB 157/SB 160** – established more stringent penalties for persons convicted of auto manslaughter, DUI homicide, or causing a life-threatening injury while impaired.
- **Drunk Driving Reduction Act of 2016** – also known as “Noah’s Law,” was named after Montgomery County Police Officer Noah A. Leotta, who was hit and killed by a drunk driver in December 2015 while pulling over another suspected drunk driver during a holiday patrol. This law significantly increased the administrative driver’s license suspension periods and mandates an ignition interlock device for those convicted of drunk driving.
- **HB0409/SB0564** – This law enacts stricter penalties for adults that knowingly allow minors to consume alcohol in their residence. Parents can now face up to a year in jail and a maximum fine of up to \$5,000 if an underage person who consumed alcohol leaves their home and hurts themselves or others in a crash.

In conjunction with funding the efforts of statewide and local police agencies, the MHSO also continued its partnership with the MSP in funding a dedicated DUI enforcement team known as the State Police Impaired Driving Effort (SPIDRE). The SPIDRE team continued efforts to locate and remove impaired

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drivers from three jurisdictions in FFY 2016 - Prince George's, Montgomery, and Baltimore Counties. The team stopped 1,404 vehicles, issued 4,232 citations, arrested 528 impaired drivers, and made 10 criminal arrests. Since May 2013, troopers assigned to the SPIDRE team have removed a total of more than 2,000 impaired drivers from Maryland roads.

The MSHO coordinated a media campaign to complement enforcement efforts of the SPIDRE team, which consisted of \$200,000 in paid media. Throughout the course of the campaign, which included radio, television, and outdoor advertising in areas where the SPIDRE team was present, more than 20,000,000 impressions were made.

Following an October 2015 forum in Arlington, Va., hosted by the International Association of Chiefs of Police, Maryland was selected as one of four states to conduct a demonstration project involving HVE. The MSHO took the lead in assembling an impaired-driving enforcement campaign in Maryland and began evaluating roadways that exhibited a history of DUI-related crashes, a heavy volume of traffic and a relatively broad collection of jurisdictions. A 70-mile stretch of US 40, which spans nearly the entire length of Maryland, was eventually selected as the best possible fit for all of the selection criteria. Personnel from Washington College provided maps illustrating the locations of alcohol-related serious injury and fatal crashes that occurred on US 40 in five different jurisdictions: Baltimore City, Baltimore County, Cecil County, Harford County, and Howard County. County, state and municipal law-enforcement agencies within these jurisdictions all agreed to be part of the effort and committed enough personnel so that 40 officers would conduct impaired-driving enforcement on that route throughout the weekend. This commitment was the basis of the "40-on-40" name for the operation.

Creative elements specific to the operation were designed by the MSHO's media contractor, based upon input from MSHO staff. This creative material

was placed on four billboards at highly visible locations along the US 40 enforcement corridor to supplement the patrol operations and provide extensive public awareness at the site of operations. Social media also played a large role in "40-on-40" via postings to the MSHO's Toward Zero Deaths (TZD) social media sites. A total of \$21,600 was spent on media for the campaign with 2,670,100 impressions being made throughout the effort. Sixty-four drivers were arrested for impaired driving infractions that weekend, and 604 traffic citations were issued for a variety of traffic violations. Based on the average annual daily traffic counts conducted by the SHA, it is estimated that as many as 670,000 motorists were exposed to the impaired driving messaging during the weekend operation. Along the entire length of the targeted Route 40 corridor that weekend, there was only one alcohol-involved crash reported involving three minor injuries and a DUI arrest.



Significant marketing and public relations efforts were targeted to various audiences leading up to the implementation of Noah's law. These efforts included the production of educational videos for law enforcement and the public. "Don't Blow It" was

Memorial checkpoints put a face to the dangerous and deadly consequences of impaired driving.

the campaign message and the call to action was brought back to Maryland's main impaired driving prevention message to always make a plan for a safe and sober ride. Messages appeared on internet and broadcast radio, gas pump toppers and social media posts. On September 13, 2016 Governor Larry Hogan dedicated a portion of Georgia Avenue in Olney, Maryland to Officer Noah Leotta and the event received significant earned media coverage.

The MHSO supported several memorial checkpoints throughout the state. Memorial checkpoints were held in Montgomery, Calvert, Frederick, and St. Mary's Counties. Prior to the start of these checkpoints, officers attended a roll call where the victim's family addressed them. At some checkpoints, representatives from MADD and the WRAP were present. Drivers who passed through the checkpoint received cards (see example to the right) that included the victim's photograph and contained a message reminding drivers of the importance of always making a plan to have a safe and sober ride. These cards were designed to put a face to the dangerous and deadly consequences of impaired driving. Approximately 700 vehicles passed through these checkpoints.

As part of Maryland's standardized performance and survey measures, the total number of DUI arrests that were made during grant funded enforcement activities was 1,894.

MARYLAND REMEMBERS
Vincent "Vinny" Charles Healy Jr.
1991 - 2012



On November 11, 2012, Vinny was riding his motorcycle on Route 77 when he was struck and killed by a drunk driver. Vinny left behind his parents, sister, brother in-law, niece, nephew, his extended family as well as his girlfriend and many friends.

There are no words to describe the pain of losing a child. The Healy family wants you to know that **EVERYONE** on the road is somebody's child. Please take the pledge for Vinny – **DON'T DRINK AND DRIVE!**

In response to deaths like Vinny's, the Maryland state legislature passed the Drunk Driving Reduction Act of 2016, also known as Noah's Law. Noah's Law will require any driver convicted of driving under the influence to drive only a vehicle that has an ignition interlock device installed. An interlock device prevents a vehicle from starting if alcohol is detected on the driver's breath. The law also significantly increases driver's license suspensions for those convicted of drunk driving.

Noah's law will become effective
OCTOBER 1, 2016.

PROGRAM AREAS

OCCUPANT PROTECTION

Promoting seat belt use in all seating positions is a major focus of the MHSO's statewide messaging. Over the past five years, an average of 109 people have lost their lives and another 282 were seriously injured each year on Maryland's roadways while not wearing a seat belt or being properly restrained.



In 2016, the statewide seat belt use rate for drivers and front seat passengers was 90.8 percent, which is a two percent decrease from 2015. Observational survey data was collected at 140 sites and more than 41,000 vehicles were observed within the 14 jurisdictions. The decrease was observed on secondary and local roadways with pick-up truck drivers and passengers. An aggressive HVE campaign will take place over the coming year in areas and locations where the seat belt usage rates have decreased to help increase Maryland's seat belt usage rate.

Maryland participated in the National Child Passenger Safety Awareness Week and Child Passenger Safety (CPS) Technicians from around Maryland organized 14 car seat check-up events,

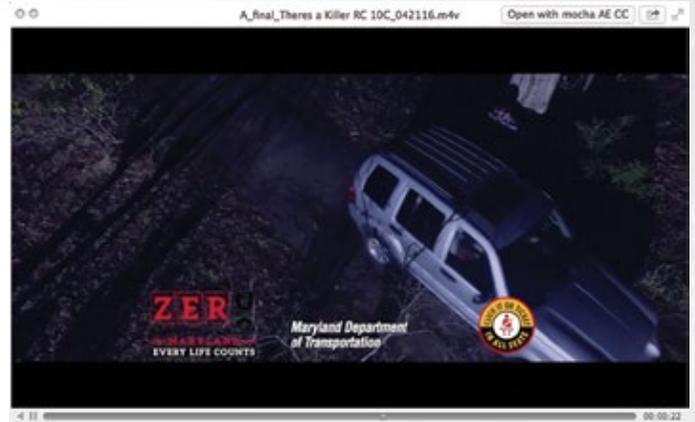
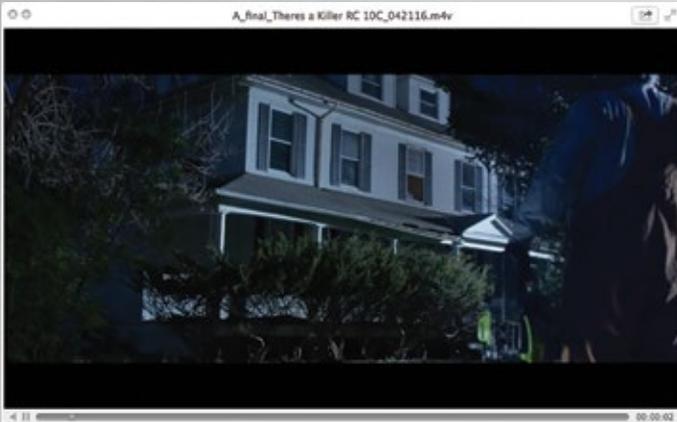
inspected over 200 car seats, and distributed 10 car seats to families throughout the week. Partners issued press releases and shared social media messaging related to the campaign.

Kids in Safety Seats (KISS) and Maryland Institute for Emergency Medical Services Systems (MIEMSS) staff planned, implemented, and taught the pilot Quality Assurance Technician (QAT) training at the end of CPS Week. The QAT training and mentoring program was developed by KISS and CPS board members to redefine the role of the Senior Checker and clearly define the role of a CPS event supervisor. Eleven technicians attended the training and the feedback is being evaluated for next year. Through local child safety seat distribution grants, more than 300 child safety seats were purchased and distributed to families in need throughout Maryland.

Occupant protection efforts continued to follow the HVE model, with enforcement being augmented by significant education and media efforts. The primary campaign for increasing seat belt use, *Click it or Ticket (CIOT)*, took place in May 2016, and included the continued funding of a daytime seat belt enforcement demonstration project. This enforcement effort took place at locations that had

Enforcement efforts are augmented by significant education and media efforts.

Dedicated to saving lives and preventing injuries on Maryland roadways.



Above: Video stills from "Killer in the Back Seat" spot.

a low seat belt use rate in last year's observation, while also carrying a high traffic volume, ensuring that efforts were highly visible to the public. The media portion included a \$250,000 campaign that achieved more than 15 million impressions. Broadcast and Pandora radio outlets were utilized, and a new television spot was produced that focused on backseat seat belt use. The spot, titled "Killer in the Back Seat," was broadcast on cable outlets and cinema advertising was also utilized to broadcast the spot. Billboards, social media, and digital media were used to round out the media campaign, and partnerships were formed with Chick-Fil-A and Antwerpen Automotive for promoting seat belt use at a grassroots level.

In support of the May CIOT wave, the MHSO staff coordinated a "T-bone" crash demonstration to highlight the lifesaving benefits of properly using a seat belt, especially when seated in the rear seating positions. Speakers included the MDOT Secretary, the MVA Administrator, the NHTSA Region 3 Administrator, the Baltimore County Police Department Chief, and the mother of an unbelted crash victim. Approximately 50 people were in attendance and at least 6 televised media outlets covered the event.

Staff from MIEMSS, an MHSO grantee, produced and distributed a new 30-second public service announcement. The theme was, "Don't rush your child through the car seat stages," and referred families to Maryland KISS and

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the NHTSA for more information about which car seat to use for their child. The video was closed-captioned in English and Spanish. Twelve Maryland hospitals included the video on in-house patient education and the spot was provided to the MVA to include on their closed circuit television monitors, a system that reaches thousands of Maryland residents each day. Johns Hopkins Hospital featured it on social media outlets and YouTube during National CPS Week. Throughout FFY 2016, the MIEMSS also distributed more than 12,600 educational items to 600 agencies. In addition, 16 car seats, which were purchased from grant funds, were given by MIEMSS staff to 11 different agencies. MIEMSS also updated the document "Updated Best Practice Guidelines for Maryland Hospitals on the Car Seat Tolerance Screen" and distributed the material to Maryland hospitals that are building or rebuilding CPS programs. This year the document was used by a popular, on-line nursing point-of-care procedure guide company which should result in hospitals nationwide having this Maryland document to use as a guide.

*"Killer in the Back Seat"
focused on the importance of
backseat seat belt use.*

Additional activities coordinated by the MIEMSS included: giving continuing education credit to EMS providers who take the CPS certification course or the "Transporting Children in Ambulances" class; coordinating 7 interactive exhibits at conferences, reaching approximately 1,140 providers; holding 17 classes in hospitals or similar venues, reaching approximately 169 providers; giving 2 presentations for EMS providers on new technologies in CPS, one at a regional EMS conference and one at the annual state EMS Care Conference; and holding 2 webinars



Dedicated to saving lives and preventing injuries on Maryland roadways.



on important CPS issues, including “Minorities and OP” and “Alternative Transportation for Children.” The webinars remained available by archive and for the first time, social media was also extensively used to promote CPS messages among Maryland’s healthcare community.

The MHSO provided grant funds to KISS, Maryland’s statewide child passenger safety program dedicated to increasing the public’s access to, and use of, car seats and increasing the public’s awareness of correct selection and use of car seats and booster seats. KISS supports a network of Car Seat Assistance Programs and Special Needs Loaner Programs, designed to provide low cost purchase seats to families and short-term rentals to children with special healthcare needs. For education and outreach, KISS staff developed a comprehensive approach to public education and training. They provided five National CPS Certification Courses, training 46 new people as CPS Technicians, and provided one Technician Renewal Course, reaching 9 previously certified technicians to renew their

certification status. KISS also provided one CPS CEU Training, reaching 18 CPS Technicians.

KISS planned and implemented one Special Needs Training, reaching 10 CPS Technicians. KISS Staff provided 18 presentations, reaching, 254 attendees and assisted with 100 car seat checkup events throughout the state, reaching, 1,597 families with car seat education. A total of 244 technician volunteers contributed 783.5 hours to the state program. With assistance from the Maryland CPS Advisory Board, KISS staff planned and implemented a one-day update, attended by 23 instructors or technicians. During the year, staff responded to more than 2,100 helpline calls and emails, and attended 10 health safety fairs, reaching 247 caregivers. The number of page views on the KISS site for the year was approximately 24,000. Nearly 840 car seats were distributed throughout the state, with volunteers contributing more than 800 hours to assist families via distribution appointments.

As part of Maryland’s standardized performance and survey measures, the total number of seat belt citations issued during grant funded enforcement activities was 4,900.



PROGRAM AREAS AGGRESSIVE DRIVING

Aggressive driving behaviors, specifically excessive speed, constitute some of the leading causes of crashes on Maryland's roadways. Over the past five years, an average of 41 people have lost their lives in aggressive driving-related crashes and 251 were seriously injured each year on average. Speeding is the most prevalent aggressive driving behavior and over the past five years, approximately 104 people have lost their lives and 538 were seriously injured each year as the result of a speed-related driving crash.

Preventing aggressive driving, including the enforcement of Maryland's speeding and aggressive driving laws, are major components of Maryland's traffic safety program. A significant portion of MHSO funds were designated to speed and aggressive driving patrols for state, county and local law enforcement agencies. These agencies conducted their enforcement using the HVE model and such enforcement periods were accompanied by increased education and media outreach.

The most significant media campaign to focus on aggressive driving prevention is *Smooth Operator*,



a campaign coordinated in conjunction with the District of Columbia. This campaign ran for three separate, ten-day waves, with waves occurring in June, July and August. These months were selected due to the fact that aggressive driving and speed-related crashes have been shown to be statistically more prevalent. The MHSO participated in an overhaul of the creative elements of the campaign, marking the first such new creative direction in



Dedicated to saving lives and preventing injuries on Maryland roadways.



more than three years. Campaign messages were carried via radio in the Baltimore and DC Metro areas, as well as on Pandora, transit advertising, gas pump toppers and an outdoor billboard. Media placements achieved almost 28.1 million impressions and added value provided by media vendors achieved almost 1 million additional impressions. A social media toolkit was developed which enabled law enforcement agencies across Maryland to utilize a different message supporting the campaign each day of the waves.

A kick-off event for the 2016 *Smooth Operator* campaign was held in Washington, D.C. Representatives from more than 25 law enforcement

agencies attended and press coverage reached approximately 500,000 viewers. Roughly 60 agencies participated, and more than 311,000 citations and warnings, were issued by Maryland law enforcement officers during the waves. Grant funds from the MHSO supported more than 6,200 hours of *Smooth Operator* aggressive driving enforcement.

After the campaign, the MHSO partnered with the DC Department of Transportation for a *Smooth Operator* awards ceremony for participating law enforcement agencies. Top level commanders, project directors and officers who demonstrated a commitment to the program were presented with awards. More than 60 agencies were represented and speakers included NHTSA's Region 3 Administrator Dr. Elizabeth Baker, Maryland's Governor's Highway Safety Representative and MVA Administrator, Christine Nizer, and local celebrity and sports radio talk show host, Rob Long, functioned as the event emcee.

As part of Maryland's standardized performance and survey measures, the total number of speed citations issued during grant funded enforcement activities was 24,542.



PROGRAM AREAS DISTRACTED DRIVING

Distracted driving continues to be one of the biggest dangers on the state's roadways. From engaging passengers in conversations, using cell phones or other electronic devices, eating, to other types of distractions, the problem is complex and difficult to address. Over the past five years, an average of 185 people have lost their lives and another 1,770 were seriously injured each year on Maryland's roadways.

The MHSO organized a \$25,000 paid media campaign from October 14-26, 2015 that focused on distracted driving prevention. Markets covered included Baltimore, Washington, D.C., and the Eastern Shore, and the main message continued to be "Park the Phone." More than 30 enforcement agencies participated in distracted driving enforcement during this period and the campaign provided media exposure for all law enforcement agencies participating in the HVE wave. More than three million impressions were achieved through a combination of broadcast and internet radio advertising, two billboards, and social media on Facebook and Twitter.

In March 2016 and again in May 2016, the MHSO collaborated with State Farm for a series of events highlighting the dangers of distracted driving. The first event occurred in March at the University of Maryland Eastern Shore with the second event taking place at Manchester Valley High School that same month. In May 2016, the MHSO collaborated with State Farm to hold a mock crash event held at Wicomico High School and a Teen Driver Safety Day was held in partnership with Baltimore Gas and Electric later that month. In total, more than 1,000 people attended the events, which included the involvement of numerous local partners and featured presentations by distracted driving crash victims, such as Liz Marks and her mother Betty Shaw. Photo booths and other

interactive displays were used to promote highway safety messages for the attendees.



A paid media campaign of \$85,000 was implemented in April 2016 to support Distracted Driving Awareness Month with main messages being "Park the Phone Before You Drive" and "Phone in One Hand, Ticket in the Other." Messages were broadcast across the state on internet radio, terrestrial radio, social media, billboards, and grassroots advertising. The MHSO also created three video spots that were used on social media and distributed to partners for use on electronic media. The campaign made an estimated 3.1 million impressions.

To support Distracted Driving Awareness Month in April, the MSP's Frederick Barrack collaborated with the MHSO and sponsored meetings with each of Frederick County's law enforcement partners to generate a collaborative effort to enforce the laws against the use of electronic devices while driving. Weekly saturation patrols targeted areas with high traffic volume during peak commute hours. During these operations the Maryland SHA routinely

Dedicated to saving lives and preventing injuries on Maryland roadways.

provided two Variable Message Signs boards with “Park the Cell Phone, Before You Drive” and “Park the Phone, Don’t Text and Drive” strategically placed inside the targeted enforcement area. This collaborative effort resulted in the distribution of 3,152 brochures, provided by the MHSO, and 1,118 traffic citations throughout April.

On April 7, 2016, MDOT officials joined representatives from the MSP, MdTA Police, AAA, and AT&T to designate Maryland’s rest areas as safe texting and calling zones. The state committed to installing 26 signs prior to 13 rest areas alerting motorists of Maryland’s law that prohibits the use of handheld electronic devices while driving. The launch included driving simulators that illustrated the dangers of distracted driving to visitors at the Maryland House Travel Plaza and the event received considerable media coverage.



Beginning in June 2016, the MHSO paired with Alliance Sports Marketing to sponsor a series of 20 distracted driving-themed events which ran through the end of September 2016. The events took place at Maryland’s minor league baseball teams and motorsports venues and were coordinated in support of Maryland’s “Park the Phone Before You Drive” distracted driving prevention message.

The events featured the use of distracted driving simulators and survey results showed that only 25 percent of respondents stated that they never text while driving.



Enforcement played a critical role in Maryland’s effort to fight distracted driving. Maryland has stringent laws that give police and prosecutors the ability to cite and prosecute distracted drivers. The Montgomery County Police Department planned a texting sting operation with an officer disguised as a panhandler who notified other officers placed further down the street, of drivers who violated Maryland’s cell phone and texting laws. Over 40 citations were issued with 45 vehicle contacts using MHSO grant funds. A total of 45 Maryland law enforcement agencies participated in cell phone and texting enforcement during Maryland’s dedicated distracted driving enforcement periods, including Distracted Driving Awareness Month in April, resulting in more than 1,800 citations being written on MHSO-funded overtime for cell phone use and texting while driving violations.

In total, 5,154 citations were written over the course of the whole year for cell phone use and texting while driving violations on grant-funded overtime.

PROGRAM AREAS

PEDESTRIAN AND BICYCLE SAFETY

Maryland has placed a critical emphasis on improving the safety of pedestrians and bicyclists throughout the state. Over the past five years, an average of 102 pedestrians have lost their lives and 343 were seriously injured each year resulting from a crash. Over the past five years, an average of 7 bicyclists were killed and another 64 were seriously injured each year in bicycle crashes.

The *Street Smart* campaign has been Maryland's primary public education, awareness, and behavioral change campaign for several years, with emphasis placed upon the Washington, D.C., suburban Maryland, and Baltimore metropolitan areas. *Street Smart* promotes safe behavior by pedestrians, motorists, and bicyclists through media and direct outreach, and the MHSO funds enforcement to create a fuller HVE campaign.



In the Washington, D.C. metropolitan area, implementation of *Street Smart* is coordinated in conjunction with Washington, D.C. and Virginia through the Metropolitan Washington Council of Governments. Maryland allocated \$225,000 as a part of the campaign's overall budget which was split between waves in the Fall and Spring. In total, more than 162 million impressions were delivered in the Washington, D.C. metropolitan region, and outdoor advertising valued at more than \$1.5 million was donated by media partners. The campaign achieved an advertising recall of 74 percent and the total media value received exceeded more than three million dollars. Through two press events, the campaign reached more than two million people and received more than \$500,000 in earned media coverage.

In the Baltimore metropolitan area, *Street Smart* was promoted through outdoor, radio, television, and social media outlets in Fall 2015 and again in Spring 2016. A total of nearly \$150,000 was spent between the two waves, and the campaigns achieved more than 25 million impressions.



Maryland's SHSP places a critical emphasis on pedestrian and bicyclist safety. The EAT works to ensure that everyone living or visiting the state, especially in areas with large numbers of pedestrians and bicyclists are provided with safe environments for walking and bicycling. During FFY 2016, the EAT members worked to continue implementation of the new action steps set forth by Maryland's most recent SHSP and for guiding the implementation and refinement of those action steps.

Maryland funded the Bike-Minded Program with the goal of reducing bicyclist crashes by teaching safety education to youth and adults in high-risk areas in Maryland. The hands-on workshops, educational outreach events, and volunteer training opportunities continue to engage communities not only in Baltimore City but surrounding counties in the state. In FFY 2016, nearly two dozen events for adults and children were held in Baltimore City and four surrounding counties. The MHSO grant-funded 59 workshops at nine schools between October and December 2015. Bike Maryland also coordinated a first-time Memorandum of Understanding with Anne Arundel County Public Schools and the Bicycle Advocates of Annapolis and Anne Arundel County to provide bike safety education to third through fifth graders during their Physical Education classes; In the first year, 26 schools participated, and more than 5,000 children were reached. This also included eight Title 1 schools with



significant populations of disadvantaged children or those with special needs, a key target audience of the bike safety education program.

Maryland continued to emphasize safe bicycle travel and educated drivers in FFY 2016 on sharing the road with bicyclists. Social media was used to promote safe behavior while cycling and for motorists while driving around cyclists. In addition, bicycle safety messaging was included as a part of the MHSO's overall pedestrian safety campaigns. Bicycle safety trailers were utilized whenever possible and a total of 368 bike helmets was distributed by MHSO grant-funded partners.

In FFY 2016, there were a total of 1,030 pedestrian enforcement citations written on grant-funded details.

*The Bike-Minded Program
provides safety education
to youth and adults in
high-risk areas.*

PROGRAM AREAS MOTORCYCLE SAFETY

The number of crashes and injuries involving motorcycles has increased in recent years, aided in part by an increase in the overall number of riders. Over the past five years, an average of 69 people have lost their lives each year and 280 people have been seriously injured annually as a result of motorcycle crashes on Maryland's roadways.

The MHSO promoted education and media campaigns that targeted motorcycle rider behavior as well as that of motor vehicle drivers. Impairment of motorcycle operators and excessive speed are two major factors in motorcyclist-involved crashes and behaviors that received considerable focus throughout the year.

Rider responsibility and training were also highlighted throughout the year. The Maryland MVA offered numerous courses to ensure that riders are licensed and properly prepared to handle roadway situations. Rider responsibility includes the use of protective equipment and responsible riding behavior. Riders

were reached through outreach at statewide public events and by involving leaders of the motorcycle community in the development of safety campaigns.

The MHSO funded a campaign for Motorcycle Safety Awareness Month in May to educate motorists on the need to devote attention to motorcycle operators. The media campaign ran through September, and targeted both motorcycle riders and motorists. Nearly \$125,000 was invested in the campaign to procure billboards, network television spots, web banners, and direct outreach materials, including banners at each MVA branch and many of the Vehicle Emissions Inspection Program locations. Yard signs were distributed by the MHSO's partners and "Share the Road" billboards were placed on roadways that were highly traveled by motorcycle riders. Electronic advertisements were placed on websites and social media promoting safe motorcycle riding. Throughout the course of the campaign, more than 26 million total impressions were achieved and \$52,000 was garnered in earned media.



Save a Life!

Look Twice for Motorcycles.

towardzerodeathsmd.com

Maryland Department of Transportation

Dedicated to saving lives and preventing injuries on Maryland roadways.



Representatives from the MHSO, MVA, MSP, Washington County Sheriff's Office, Maryland's Motorcycle Coalition members, and other key stakeholders kicked off Motorcycle Safety and Awareness Month with a press event at the MVA's Hagerstown branch, and Maryland again utilized overhead highway dynamic messaging signs across the state and displayed a "SHARE THE ROAD WITH MOTORCYCLES - LOOK TWICE FOR BIKES" message to promote motorist awareness of increased presence of motorcycles. The signs were posted during important riding events: Motorcycle Safety Month, the Rolling Thunder Rally in May and Delmarva Bike Week in mid-September. Hundreds of thousands of motorists across the state were exposed to these important safety messages. Throughout the year, outreach was conducted through the media, to motorcycle dealers and clubs, grant-funded and other partners.

MHSO grant funds were allocated to the MVA's Motorcycle Safety Program for training and outreach in motorcycle events across the state to promote lifelong learning, skills, and training to educate riders. The program staff participated in two major events: the Timonium Motorcycle Show in February and Delmarva Bike Week in September. The Timonium show is one of the largest on the East Coast and attracts over 40,000 motorcycle enthusiasts. The end of the season Delmarva Bike

Week is another huge event that attracts more than 150,000 riders to Maryland and Delaware beaches. Approximately 5,200 contacts were made between the two events and staff distributed more than 1,200 pieces of educational material.

Education and media campaigns targeted both motorcycle rider and motor vehicle driver behavior.

The MVA's grant with the MHSO also incorporated planning activities and implementation of the National Association of State Motorcycle Safety Administrators Symposium. The Symposium took place in October 2016 but coordination was done throughout FFY 2016. The annual meeting brought over 200 motorcycle safety professionals, federal and state motorcycle safety program staff, researchers, and vendors from across the country to share best practices and learn about the most current research, policies, and equipment in motorcycle safety.

PROGRAM AREAS

YOUNGER AND OLDER DRIVER SAFETY

Younger and older drivers represent very different subsets of Maryland's population but are pivotal groups for Maryland's highway safety messaging. Effectively reaching these two segments of Maryland's population is vital to achieving the state's mission of moving *Toward Zero Deaths*.

Over the past five years, an average of 52 young drivers have lost their lives each year in Maryland as a result of a crash. In addition, an average of 480 young drivers have been seriously injured in a crash annually.

Maryland places a great deal of attention on the needs of young drivers. With roughly 400,000 people between the age of 16 and 20 years of age, these drivers are inexperienced and susceptible to numerous dangers while on the road. The MHSO has specifically utilized parent involvement programs and partnerships with driving schools as these strategies have proven particularly effective.

The MHSO continued funding the *Every 15 Minutes* program, with the program taking place in Carroll County in FFY 2016. The program was held at South

Carroll High School in April and continued to be successful, with an emphasis on demonstrating the effects of impaired driving to high school students. Over the span of two days, approximately 500 students participated in the event, which included a mock crash, memorial service and trial, victim speaker panels, and an educational assembly with a video chronicling the events.

The MHSO funded a program at Broadneck High School in Anne Arundel County called The 5th Quarter. The program offered Broadneck students a safe, positive alternative to combat drug and alcohol abuse at parties after two Friday night football games. The events were held at Broadneck EP Church in Anne Arundel County and nearly 1,000 students attended.

MHSO staff continued to participate in the Maryland Teen Safe Driving Coalition, a group of traffic safety professionals and advocates that work on issues related to increasing the safety of young drivers. The coalition worked on a pilot project with driving schools in Baltimore County to increase parental involvement with their teens' driving education. The MHSO received a \$20,000 grant from the Governor's Highway Safety Association and Ford Driving Skills for Life (FDSFL) program to educate young drivers and parents at safety events. Planning was coordinated throughout the grant year for four large high schools located in Anne Arundel, Baltimore, Howard, and Montgomery counties to offer teen driver safety programs to mark Teen Driver Safety Week (TDSW) in mid-October. Activities at these free events were directed to educate young drivers and their parents on safe driving behaviors and provided information about alternatives to drinking and driving before and after high school



*Facebook and Twitter
were used to promote teen
driving events.*

football games. The events consistently featured both impaired and distracted driving simulators and games as well as a photo booth. Food, music, water bottles and t-shirts were provided through partnerships as an incentive for the teens and parents to participate in the interactive and dynamic atmosphere. A victim speaker spoke at one of the schools to teens on the risks of distracted driving. Facebook and Twitter were used to promote the events and to capture student and community participation throughout TDSW, and FDSL kits were distributed to each school for continued use throughout the remainder of the school year. These events resulted in thousands of teens and parents being educated regarding young driver safety issues, and social media was used to extensively promote the programs.

The MHSO also received a \$15,000 grant from State Farm Insurance to educate teens concerning seat belt use and prevent distracted, impaired, and aggressive driving. The teen driver safety program was provided at several high schools and colleges in Maryland, and at the Baltimore Gas and Electric's Teen Driver Safety Day in Baltimore City. Distracted driving simulators, impaired driving goggles, a mock crash program, and a distracted driving presentation by victims and victim family members were featured. Approximately 1,100 high school and 200 college students participated in the teen safety events.

In Wicomico County, the MHSO collaborated with the Wicomico County Sheriff's Office to host mock crash events during prom season for two local high schools. The events simulated an actual crash scene, with EMS personnel, rescue vehicles, and a medical helicopter attending to the "victims". A victim speaker, Liz Marks, and her mother told Liz's story of her traumatic brain injury due to a distracted driving crash in 2012. Local press attended the events and more than 300 students attended the demonstrations.

The MHSO worked with partners throughout the state to conduct young driver safety programs at high school proms and after-prom parties. These efforts focused on high-risk driving behaviors among young drivers including impaired, distracted, and aggressive driving, and seat belt use. Young driver safety messages were also promoted at high school and college campuses near graduation. Grantees in Calvert, Anne Arundel, and Baltimore Counties supported these educational programs at a total of 41 high schools, reaching nearly 6,200 students.

Older drivers (age 65 or older) comprise roughly 700,000 people throughout the state. Outreach for older drivers was carried out at a local level by MHSO staff and at the statewide level through the Maryland MVA.



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Over the past five years in Maryland, an average of 84 older drivers have lost their lives each year in a crash. In addition, an average of 487 older drivers have been seriously injured annually.

Per the U.S. Census Bureau, roughly one-quarter of Maryland's projected population will be 65 years or older by 2030. The MVA developed a three-year plan for older and medically at-risk drivers which was implemented this year to address older driver safety. The areas of driver awareness and self-assessment, driving skills, occupant protection, and the importance of medication management were the subject of many activities across the state, including MVA older driver educational workshops and the Maryland Older Driver Safety Forum. MHSO staff supported the MVA Driver Services Division with several regional workshops entitled, "Older & Medically At-Risk Drivers – What You Can Do To Help?" These sessions were aimed to educate law enforcement, health care professionals and others involved in traffic safety on the issues and challenges facing older drivers regarding their ability to drive safely. One hundred and sixty professionals participated in the seven workshops.

The MHSO also worked with the MVA and the Maryland Older Driver Safety Forum to develop a new older driver safety resource entitled, "Maryland's Resource Guide for Aging Drivers." The Older Driver Safety Forum was assembled with the purpose of creating an older driver safety guide for Maryland drivers. The forum consisted of stakeholders and partners from organizations across Maryland including the AAA, the American Association of Retired Persons (AARP), the Department of Aging, the Maryland SHA, the Baltimore Metropolitan Council, and occupational therapists. The booklet is a one-stop resource for aging drivers, caregivers, and professionals for issues related to aging drivers. The hard copy resource guide was completed in 2016 and 2,000 copies were printed for distribution.

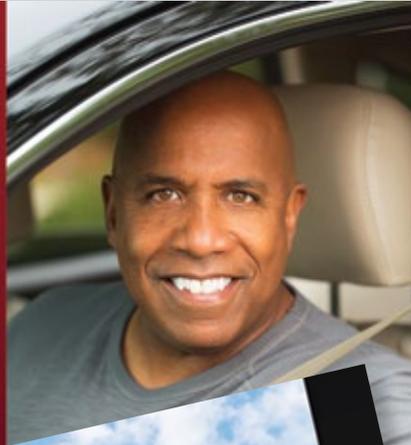
The Carroll County Bureau of Aging and Disabilities and the Calvert County Office on Aging hosted a combined 12 AARP Smart Driver Courses. The course focused on avoiding distractions, general safe driving, car safety, health and driving considerations, preparing for roadside emergencies, and talking with family about driving. Participants attending the courses received instruction from a certified AARP instructor. The classes were provided to a total of 114 participants.

The MHSO participated in the *CarFit* program to help educate older drivers on safety in their vehicles. The *CarFit* program provides information and materials on community-specific resources to enhance older driver safety, help adults screen their driving ability, and increase overall mobility. Several trained MVA and MHSO staff members participated in *CarFit* with the AAA Mid-Atlantic Foundation for Safety and Education, AARP, and other community partners to offer *CarFit* to over 130 aging drivers. The *CarFit* program was expanded this year to parts of Western and Southern Maryland.



The MHSO collaborated with the Mid-Atlantic Foundation for Safety and Education and presented to over 40 older-driver programs in Montgomery and Washington Counties. The presentations provided safe driving tips for seniors as well as a demonstration of *CarFit*.

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I. INTRODUCTION

No matter your age, driving is one of the most complex everyday things we do. The remarkable human brain allows you to juggle the competing tasks of paying attention to the roadway environment AND controlling your vehicle. Driving decisions need to be made in an instant.

"Driving requires responsibility to operate the vehicle in a safe manner...[to] reduce risk for yourself, your passengers and other roadway users." (Maryland Driver's Manual)



5

Aging drivers – especially those with drowsiness. Drowsy drivers are as dangerous as a drunk driver. Fatigue, exhaustion, changes in vision, and medical conditions.

DROWSY DRIVER:

Loss of focus.
Head up or down.
Erratic thoughts.
Last few miles.



Left turns are difficult for drivers – especially older drivers – because of slower reaction times and slower speed and judgment. Older drivers also have more difficulty with vehicles.

Aging drivers can have trouble at intersections because of slower reaction times. If you have issues judging traffic flow or you notice your reaction time is slower, try using only intersections with a green left-turn arrow. On city streets, you may want to consider going to the next block and then making three right turns instead of making a left turn.

11



PROGRAM AREAS LAW ENFORCEMENT SERVICES

Enforcement is the backbone to Maryland's traffic safety program and is a crucial component to the MHSO's emphasis on HVE, providing an unequalled opportunity to save lives. Throughout FFY 2016, the MHSO's Law Enforcement Services staff worked with law enforcement personnel to maximize the impact of enforcement programs such as *CIOT*, *Smooth Operator*, *Street Smart*, and *Checkpoint Strikeforce*, as well as enforcement for distracted driving laws.



The HVE concept also fuels the MHSO's evidence-based traffic safety enforcement program activities. The MHSO directs funding toward program areas that are predicted to have the greatest impact to reducing fatalities and serious injuries resulting from crashes, and directs media activity to augment those enforcement efforts. The MHSO provides a calendar to enforcement agencies so that they can plan operations during proscribed HVE periods.

Explanations of enforcement activities are provided in each program area section. In summary, the following program areas received law enforcement funding and yielded the following results:

	DUI	Seat Belt	CPS	Texting	Cell Phone	Speeding	Pedestrian
MSP	1,020	1,048	49	108	1,494	8,702	11
Allied Agencies	874	3,571	232	331	3,280	15,840	953
Total	1,894	4,619	281	439	4,774	24,542	964

Two full-time and two part-time Law Enforcement Liaisons were hired by the MHSO when it formed its new Law Enforcement Services Section in FFY 2016. These LELs are tasked with identifying the needs of police agencies and implementing solutions to meet those needs. The LELs coordinate HVE training programs and communicate details of the MHSO's traffic safety programs to Maryland law enforcement agencies, as well as major partners such as the Maryland Chiefs of Police Association, the Maryland Sheriff's Association, and the Maryland Crash Reconstruction Committee.

In April 2016, the MHSO teamed up with the Maryland Municipal League Police Executives Association to offer training for 105 municipal Chiefs of Police and their executive officers. This partnership allowed the highway safety message to reach smaller departments as well as the larger departments that more often receive training opportunities. The endeavor enables great avenues of communication and enhanced training for these agencies.

The MHSO continued implementation of LETEP which focuses on providing law enforcement supervisors with advanced training regarding the use of data and countermeasures from multiple disciplines of highway safety.

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This approach allows those supervisors to provide law enforcement officers with the tools necessary to make quality traffic stops and arrests and to address Maryland's areas of greatest need. Twenty-five people attended and graduated from the LETEP course held in May.

In June, the MHSO and the University of Maryland worked in conjunction to host the Institute of Advance Law Enforcement Studies, more commonly referred to as the DUI Institute. Featuring a challenging university-level curriculum that emphasizes effective techniques to identify and arrest drivers under the influence, the DUI Institute brings highway safety experts, researchers, treatment and court experts, DUI prosecutors, drug recognition experts, and members of the University of Maryland faculty together in an intense training. Officers who have successfully completed training at the DUI Institute have demonstrated a marked increase in the number of impaired driving arrests and convictions obtained. Thirty law enforcement officers from across the state attended the DUI Institute in FFY 2016.



In September, the MCPA and the MSA collaborated on a Professional Development Seminar for Maryland's law enforcement executive community. MHSO staff presented two training topics, including the police executives' responsibilities when dealing with the issue of impaired driving and Traffic Incident Management (TIMs) training. The session on impaired driving addressed the support and training needed between the police department and the

prosecutor's office to win challenging cases. The TIMs training stressed the importance of the chiefs and sheriffs embracing the concept of making roadways safer for all first responders. At the seminar, Captain Tom Didone of the Montgomery County Police Department was awarded the MHSO's Chief's Award for his role in the advancement of traffic safety with the Montgomery County Police Department. In addition, the Calvert County Sheriff's Department and the Fort Meade Police Department were recognized as first place finishers in the National Law Enforcement Challenge. The audience included more than 300 police chiefs, sheriffs, and executive officers from across the state.

The MHSO's Law Enforcement Services Section collaborated with the Prince George's County Municipal Police Academy to instruct upcoming municipal officers on HVE. The training provided the history of traffic safety, the use of data in determining locations for traffic enforcement, and the importance of officer safety when dealing with highway safety issues. More than 120 officers received the training.

In collaboration with the MCPA, the MSA, and the Maryland Police and Correctional Training Commissions, the MHSO coordinates Maryland's Traffic Safety Specialist (TSS) Program, an initiative that recognizes police officers who have attained certain levels of experience and proficiency in highway safety and traffic enforcement methods and procedures. There are roughly 1,000 officers enrolled in the program, representing 77 Maryland law enforcement agencies. An awards presentation ceremony was held in September and 37 new TSS Level 1 and 3 TSS Level 2 recipients were recognized for their achievements. In addition, for only the second time since the program's inception, one recipient received TSS Level III Award, the highest level available within the program.

PROGRAM AREAS TRAFFIC RECORDS

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

Maryland employs a two-tiered Traffic Records Coordinating Committee, with both General (or technical) and Executive Councils, comprised of data owners, data managers, and data users with oversight and interest in the datasets listed above. MHSO staff serve on the TRCC General Council and subcommittees, and advise the TRCC Executive Council.



Several priority projects were undertaken in FFY 2016, including continued enhancements of Maryland's new crash records system called the Automated Crash Reporting System (ACRS). ACRS is a significant upgrade to the previous data collection system employed by law enforcement and increases the quality of data collected. In addition to the upgrades in ACRS, the TRCC also focused on enhancements to Maryland's E-TIX program, and providing access to traffic safety data through grant-funded partners at the National Study Center for Trauma and EMS (NSC) and the Washington College GIS Program.

The MHSO's Traffic Records Program Manager coordinated updates to the Traffic Records

Strategic Plan (TRSP) and led the implementation of recommendations provided in the 2014 Traffic Records Assessment, including the development of performance measures for all six systems in the traffic records system. The 2016–2020 TRSP continues to be aligned with the SHSP, with members between the groups crossing over frequently, and relevant topics related to each formally discussed as part of their meetings.

The 42nd Annual International Traffic Records Forum was held in Baltimore from August 7–10, 2016, sponsored by the Association of Transportation Safety Information Professionals. Nearly 300 traffic safety professionals from around the country attended this signature event focused on traffic records data. The opening speaker was Ms. Christine Nizer, MVA Administrator and Chairperson of the Maryland Traffic Records Executive Council, who welcomed the attendees to the conference and shared several success stories in traffic records improvement in Maryland. The MHSO and TRCC provided scholarships for 13 Maryland traffic safety



**TRAFFIC RECORDS FORUM
2016**

*The MHSO supported
Baltimore City's initiative,
Toward Zero Deaths.*

professionals to attend the conference. This year's Forum theme was *Making Traffic Matter*, and featured nearly 50 unique sessions which included hands-on workshops from MVA and MHSO partners, GIS training with staff from Washington College, and Excel training with staff from the NSC.

The MHSO's Traffic Records Program Manager provided support to the Baltimore City Department of Transportation (BCDOT)'s Interagency Advisory Group for a new initiative called "TowardZERO Baltimore." This long-term initiative aims to move Baltimore toward its goal of zero pedestrian traffic fatalities and severe injuries. The interagency group developed a comprehensive action plan for addressing roadway safety, with specialized focus areas of education, engineering, enforcement, and EMS, and considering other areas such as technology and innovation, evaluation, advocacy, and policy advancement, mirroring the components of the state SHSP. MHSO staff have been working with BCDOT, providing guidance from a statewide perspective on Maryland's TZD mission and SHSP strategies, providing information for HVE strategies and campaigns, and coordinating support from analysts from the NSC and Washington College, who provided a wealth of geospatial analysis of high density pedestrian crash areas in Baltimore City. MHSO staff, SHA staff, and analysts from the NSC completed work on the BANDAID project, a revision to the programs used by the

MHSO and the SHA to generate crash data summary reports, a necessary upgrade given the transition from the paper-based MAARS form to the electronic ACRS, and the corresponding upgrade of SHA's Safety Information Database to the ACRS-aligned database, TANG. After a long delay on the release of crash data, the most recent two complete years (2014–2015) are now releasable to traffic safety partners and the public.

The MSP, with the support of funding from MHSO, improved and supported the new crash reporting system's accuracy and completeness, and work on enhancement recommendations brought to the Task Force from the TRCC General Council. Maryland continued to participate as a pilot state with the NHTSA in populating its FARS data from an automatic feed. This will assist the FARS analyst with auto-populating the crash data into the federal system, allowing for more time to focus on improving the quality and completeness of the fatal crash data. Maryland is also the only state delivering daily data to the NHTSA for all crashes not just fatal crashes.



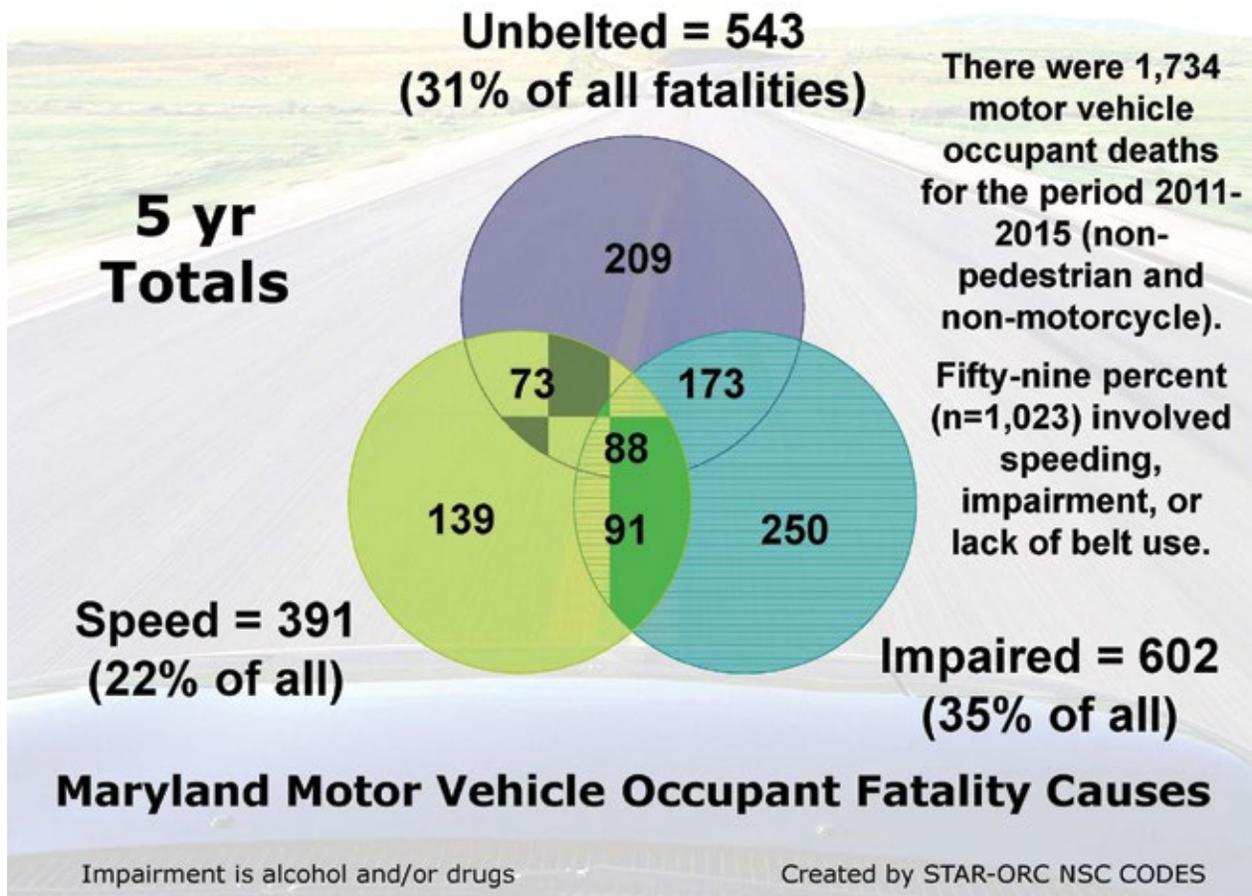
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Additional work was performed this year to allow agencies and personnel to track special initiatives, such as grant-funded overtime HVE, through the system to report on traffic related statistics. The manual statistics collection can now be pulled automatically from any E-TIX user for a period of time the user identifies as an initiative. A report was developed to mirror the data collection sheet that agencies fill out to report these statistics.

Two new task forces were also formed under the auspices of the ACRS Task Force and the TRCC. These task forces worked on electronic DUI paperwork and crash data 'short form' concepts. Both task forces met multiple times throughout the fourth quarter and made progress to begin implementing the concepts within the next year. Improvements were also made

within the ACRS to help improve the quality of the data and areas of the crash report that have historically contained errors are highlighted for easy review by the supervisor.

The NSC's Maryland Center for Traffic Safety Analysis (MCTSA) project provided analytical support to MHSO and its partners and served as a data resource for all traffic safety professionals. Through accessibility and integration of multiple traffic records data systems, NSC has continued the Maryland Crash Outcome Data Evaluation System project and has provided unmatched data support to the traffic safety community through data products including maps, tables, summary reports, presentations, instruction, and consultation.



*Crash data analysis
by the NSC helps support
funding decisions.*

The MCTSA Traffic Records project provided data resources to the MHSO throughout the year. Project members provided support in the forms of epidemiological expertise, statistical analyses, and TRCC facilitation. The project team also availed themselves to all traffic safety task forces and committees and served as the data coordinator(s) for the SHSP and EATs. Analytical support also included fulfilling timely data requests and providing funding allocation formulas on the statewide and jurisdictional level. A “Pedestrian 360°” report was also developed and provided to the SHSP Pedestrian/Bicycle EAT for reference and further analysis. The MCTSA project is critical to providing data and analysis to professionals, partners, decision-makers, and advocates, and provides guidance and documentation on numerous statewide and local projects and reports.

The NSC provided analysis to the MHSO to support funding allocation decisions, updating a methodology that incorporated several safety program areas identified as the most prevalent factors related to motor vehicle crashes in Maryland. By applying a specific weighting regimen, the formula provided a guide for highway safety funding that applied the most money to areas with the most problems. To further this effort, MHSO was also

provided the frequencies and proportions of each sub-category by law enforcement agency within each jurisdiction so that once total funding for each jurisdiction is determined, further stratification may be completed by agency. Thus, the funding decisions are data-driven and provide guidance for the identification of jurisdictions that are most capable of reducing the state’s total number of serious injury and fatal crashes.

The NSC continued to conduct analysis of the occupant protection survey and provide training to the observers. The final report was compiled and submitted to MHSO. The use rate for Maryland was 90.8% for 2016. The NSC also conducted backseat observations for the first time in Maryland, data that will be critical as the MHSO seeks to strengthen seat belts laws and achieve full seat belt use in all seats all the time.

Finally, the NSC conducted a critical analysis of the MVA’s ignition interlock program to support a bill proposed during the 2015 legislative session that required the installation of ignition interlocks for all first-time convictions of a DUI offense. The legislature requested information to determine how DUI cases were adjudicated through Maryland’s court and administrative sanctions systems. A comprehensive plan was developed by the project team, which



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included MVA and NSC personnel. That team met at least monthly, and refined the report based on questions from representatives. Analysis of the ignition interlock program is now a regular part of the data support provided through the MCTSA grant to the MVA.

The products and analysis provided by Washington College were made possible by their highly qualified team of GIS experts who are collecting and maintaining data for a risk terrain analysis in Maryland. The use of a data-driven approach is key to allocating resources to prevent alcohol-related traffic crashes, injuries, and deaths.

Washington College has been supporting the MSP SPIDRE team since its inception and continues to provide in-depth spatial analysis to guide SPIDRE's deployments. GIS analysts support Maryland impaired driving efforts through a wide variety of data products and hands-on support and training.

Washington College created weekly post-patrol analysis for the SPIDRE team, and completed monthly E-TIX analysis for Anne Arundel, Montgomery, Baltimore, and Prince George's Counties, and used this data to complete a statistical report of all SPIDRE team arrests. The following products were created to aid law enforcement in reducing alcohol impaired crashes throughout the state of Maryland: alcohol-related E-TIX citation quarterly analysis, holiday maps, impaired SHSP focused projects, and local/state law enforcement DUI related on-demand requests. Washington College increased support to the MSP Berlin Barrack for analysis on alcohol impaired driving between March and September in Ocean City, Maryland.

Washington College staff worked with county liquor boards and developed a one-of-its-kind statewide liquor board license database, which includes information about licensee locations and hours, as well as violations. Including this dataset with crash and DUI arrest data allowed analysts to paint a picture

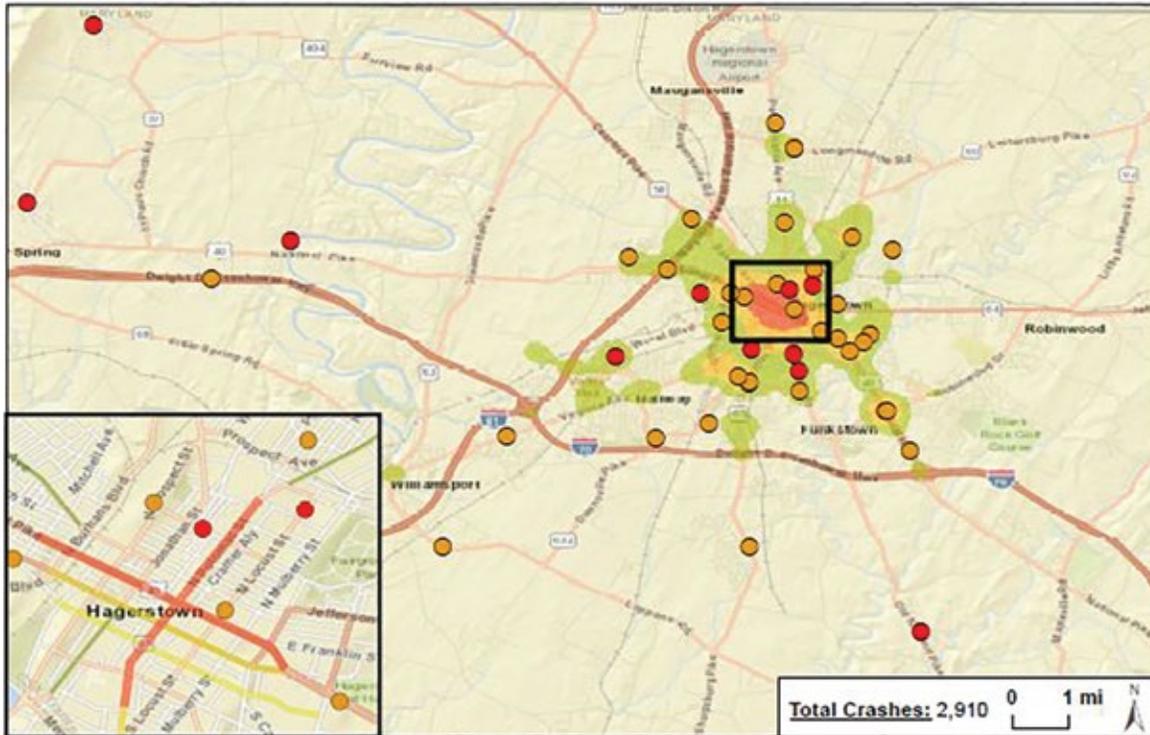


of high-density DUI activity areas to be targeted with enforcement and educational strategies. Washington College also maintained E-TIX data and improved location data for better spatial analysis.

In January 2016, Washington College collaborated with the MHSO to provide support with a high visibility campaign along Route 40, a highly traveled Maryland road. The goal was to stop all impaired driving on Route 40 during Super Bowl weekend. Maryland law enforcement used this analysis to conduct targeted patrols and were successful at stopping numerous impaired drivers. The campaign resulted in zero deaths from impaired driving on Route 40 that weekend. Washington College, and law enforcement partners were featured in the *Police Chief Magazine*, the *Baltimore Sun*, and other media outlets.

Washington College provided density maps to MHSO staff and partners for aggressive driving-related crashes for all jurisdictions to help with HVE deployments, and conducted analysis of E-TIX data related to aggressive driving to support the SHSP Aggressive Driving EAT.

Washington County SHSP Distracted Driving Crash Analysis 2010 to 2015



Day/Time	Sun	Mon	Tues	Wed	Thurs	Fri	Sat	Total
0000	11	4	3	8	4	12	7	49
0100	3	2	6	2	7	4	6	30
0200	11	4	4	6	5	9	12	51
0300	7	5	3	2	3	4	11	35
0400	4	2	0	1	2	3	8	20
0500	6	3	5	6	4	6	3	33
0600	3	10	16	6	10	7	6	58
0700	7	23	10	9	13	24	13	99
0800	4	20	28	25	25	25	11	138
0900	3	23	20	20	22	17	14	119
1000	16	20	19	27	31	27	20	160
1100	13	29	19	30	21	38	23	173
1200	15	24	17	19	33	29	33	170
1300	15	35	26	37	38	34	33	218
1400	24	27	29	28	25	40	30	203
1500	11	42	43	28	49	52	15	240
1600	19	32	38	36	52	55	23	255
1700	14	33	35	23	35	36	18	194
1800	11	25	20	22	30	42	15	165
1900	12	15	18	18	27	28	13	131
2000	14	12	11	11	21	13	17	99
2100	10	11	5	6	14	21	18	85
2200	7	9	8	10	13	13	12	72
2300	5	6	8	7	8	14	7	55
Total	245	416	391	387	492	553	368	2852

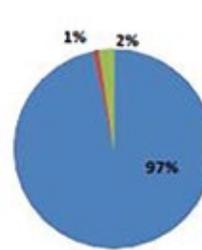
Top Routes Crashes Are Occurring:

US 40 = 561 Crashes
 RT 11 = 211 Crashes
 RT 5 = 153 Crashes
 I-70 = 87 Crashes

Top Fatal Roadway:

US 40
 (total of 4 fatal crashes)

Distracted Driving Crashes



Failed to Give Full Time and Attention (07) = 2,347 Crashes
 Operator Using Cellular Phone (19) = 23 Crashes
 Inattentive (60.88) = 56 Crashes

Severity	2010	2011	2012	2013	2014	2015	Crashes
No Injury	315	275	283	309	368	300	1,850
Possible Injury	82	82	123	100	118	34	539
Injury	70	59	75	67	100	80	451
Severe Injury	17	7	11	9	8	4	56
Fatal	2	2	2	3	2	3	14
Total	486	425	494	488	596	421	2,910

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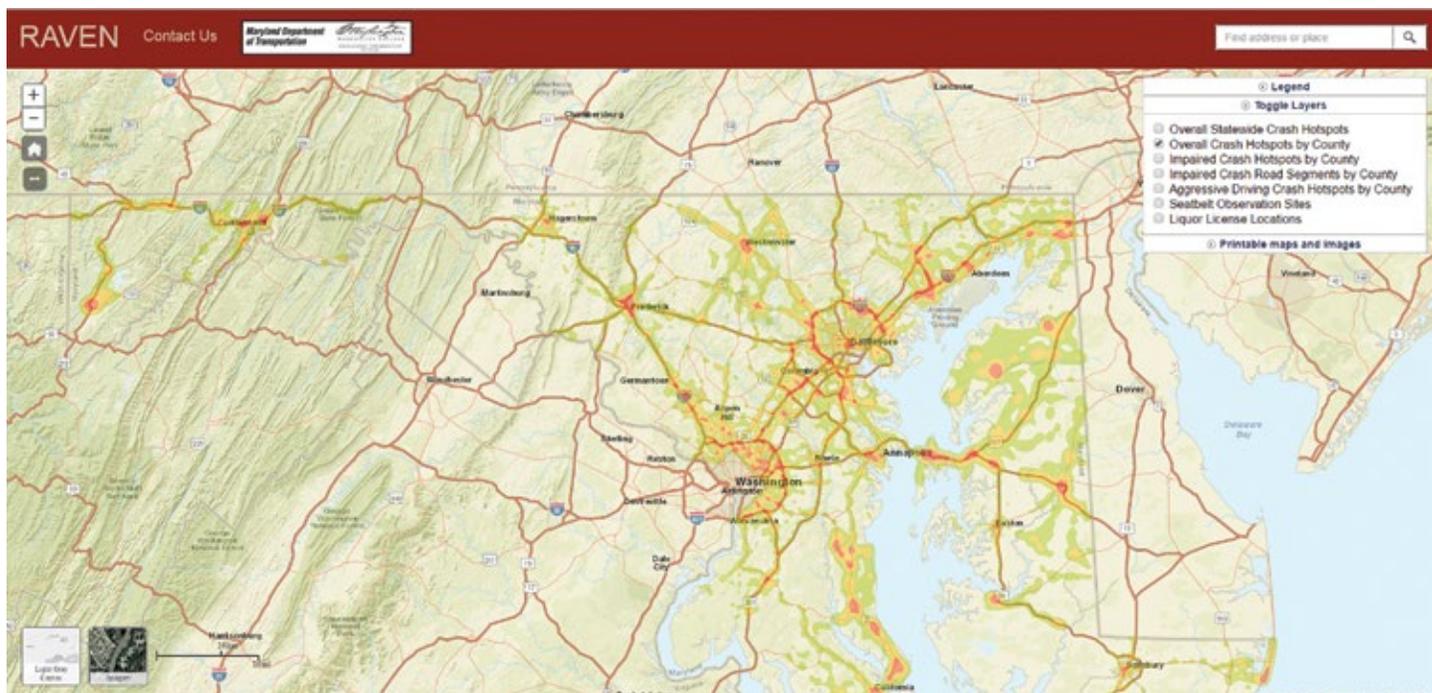
A significant undertaking in FFY 2016 was the development of a new online mapping tool for use by traffic safety professionals in Maryland. The MHSO and Washington College debuted a pilot version of the new online traffic safety mapping tool, the Risk Analysis Vehicle Environment Network (RAVEN). RAVEN includes an interactive map accessible online through standard web browsers and will include multiple data layers the user will have full control over. RAVEN can also run queries to visually display crash data summaries on a dynamic page. The goal of RAVEN is to be a one-stop location for traffic data collected by law enforcement, and data on the site will not have personally identifiable information.

The Washington College GIS Program provides support staff to the MHSO to improve accessibility to traffic safety data and to improve statewide traffic safety data completeness and accuracy. The program focused on three main objectives: provide the MHSO with maps of crash data and citation data for use in program planning and evaluation by the MHSO and their partners; provide

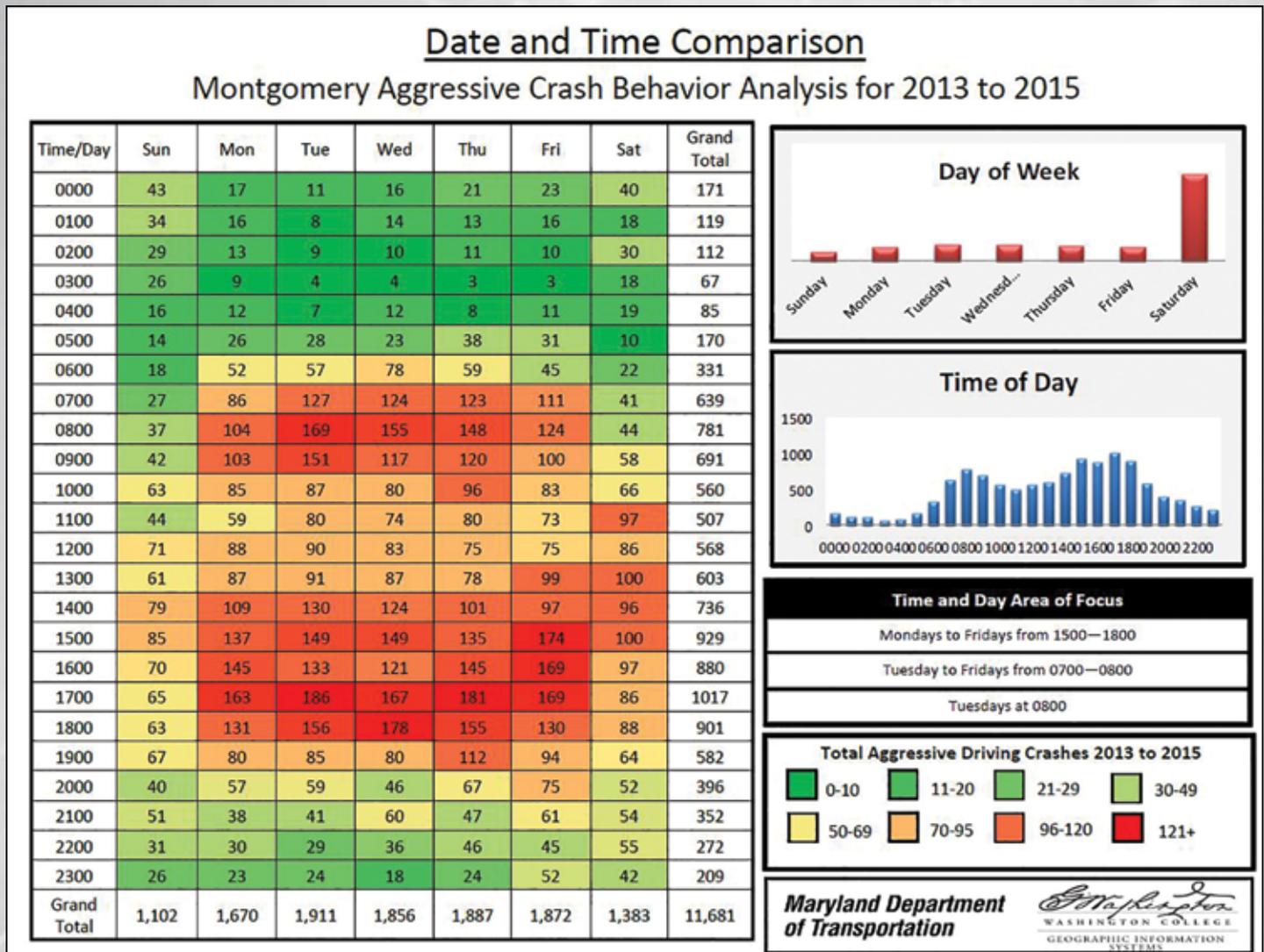
training to traffic safety professionals on the use of GIS analytical tools; and increase the completeness and accuracy of statewide crash data as well as improve accuracy of citation data. This project will improve the accuracy, completeness, and accessibility of the traffic safety data that Maryland must identify for national, state, and local traffic safety programs.

Over the course of FFY 2016 Washington College increased their involvement directly with LELs, EATs, and other agencies, enabling a better awareness of the needs of law enforcement.

The MHSO debuted RAVEN, a new, online mapping tool for use by traffic safety professionals.



Washington College presented at the Maryland Traffic Safety Summit 2016, which attracted over the 200 people. In addition, staff has presented at the Maryland DUI Conference, the 2015 and 2016 Traffic Records Forums, and multiple other statewide conferences and EAT meetings.



PROGRAM AREAS COMMUNICATIONS & SOCIAL MEDIA

The MHSO coordinated more than \$1.6 million in media funding this past year, spanning all major statewide program areas as well as local events and projects. The MHSO's media campaigns in FFY 2016 included *Click It or Ticket* and support for *Drive Sober or Get Pulled Over*, as well as local efforts such as *Park the Phone Before You Drive*, *Smooth Operator*, *Street Smart*, and *Checkpoint Strikeforce*. Maryland's *Toward Zero Deaths* campaign is also housed within the MHSO's Communications section. All campaigns fall under Maryland's *Toward Zero Deaths* umbrella and the goal of the MHSO is to utilize media to augment ongoing enforcement efforts to complete the HVE model.



the year, as well as vital information concerning earned media and impressions.

The MHSO continued to see intense social media audience growth due to a growth strategy that was implemented in late FFY 2015. The growth in the audience on Facebook has been particularly explosive, increasing by more than 300 percent from the start of FFY 2016.

Maryland's *Toward Zero Deaths* Twitter account also experienced significant growth in terms of followers and, although still in its infancy, the MHSO's presence on Instagram was fortified with additional funding.

As a part of the social media expansion, the MHSO embarked on the creation of a new series of social media advertising which targeted the behavior of its primary target demo, 18-44-year-old males. The campaign, called "That Driver," included assets pertaining to preventing distracted driving, aggressive driving, and impaired driving, while also promoting seat belt use and child passenger safety.



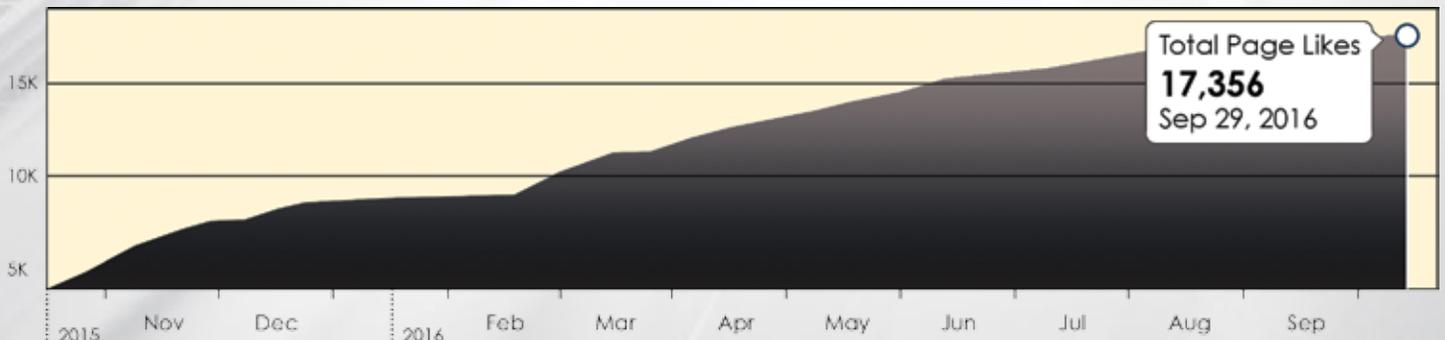
Across all campaigns, the MHSO achieved more than 342 million impressions in FFY 2016. The MHSO always attempts to maximize the amount of earned media through events, donated advertising, organically shared social media postings, and grassroots efforts. The table on page 68 is a representation of the dollars spent on various communications efforts throughout

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Approximately 20 new elements were created with a presence across Facebook, Twitter, and Instagram. Examples of the creative include the following:



Through its media contract, the MHSO funded an outreach project with a company called Alliance Sports Marketing. This project reached an estimated 1.3 million fans through a marketing campaign that targeted attendees of 32 local motorsports, minor league baseball, and wine and beer festival events. Alliance worked with the MHSO to promote impaired driving and distracted driving prevention messages, while also promoting seat belt use. Attendees were engaged with activities such as Fatal Vision demonstrations, driving simulators, and photo booths. A 10' pop-up tent, tablecloth, and backdrop featured the *ENDUI*, *Park the Phone Before You Drive*, and *Click It or Ticket* messages. This presence provided opportunities for engagement and also offered prominent branding and visibility for all attendees.



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Campaign Name	Program Area	Campaign Time Frame	Media Outlets Utilized	Paid Media	Earned Media	Total Media	Total Impressions		
SPIDRE	Impaired Driving Prevention	October 2015 - September 2016	Television (press event news coverage), radio, digital media, billboards, gas pump ads, press releases, newspaper articles, social networking	\$200,000	\$43,000	\$243,000	20,000,000		
StreetSmart DC *	Pedestrian/Bicycle Safety	Fall 2015 Spring 2016	Radio, digital media, billboards, transit ads, gas pump ads, television, press releases, newspaper articles, social networking	\$225,000	\$1,500,000	\$1,725,000	162,000,000		
Park the Phone Before you Drive	Distracted Driving	October 2015 & April 2016	Radio, digital media, social media	\$110,000	\$5,000	\$115,000	6,100,000		
Click it or Ticket	Occupant Protection	November 2015 & May 2016	Radio, digital media, gas pump top advertising, social media, business partnerships (Chick fil-A, Antwerpen Automotive)	\$250,000	\$51,545	\$301,545	15,800,000		
40 on 40	Impaired Driving Prevention			\$3,600	\$18,000	\$21,600	2,670,100		
Motorcycle Safety	Motorcycle Safety	April/May 2016	Radio, digital media, billboards, press releases, newspaper articles, social networking	\$125,000	\$52,000	\$177,000	26,000,000		
Smooth Operator	Aggressive Driving Prevention	June 2016 July 2016 August 2016	Radio, digital media, transit ads, out of home	\$200,000	\$10,000	\$210,000	29,100,000		
Drive Sober or Get Pulled Over & Checkpoint Strikeforce	Impaired Driving Prevention	Various mobilizations throughout the year (i.e. Halloween, New Year's, St. Patrick's Day, Cinco de Mayo, Independence Day, and DSOGPO)	Television, radio, digital media, bar/restaurant/liquor store messaging, press releases, newspaper articles, social networking	\$366,000	\$40,000	\$406,000	55,700,495		
StreetSmart Baltimore	Pedestrian/Bicycle Safety	Spring 2016	Radio, digital media, billboards, mall media, grass roots (street teams), social media, business outreach	\$150,000	\$12,000	\$162,000	25,000,000		
* Total Impressions figure includes a "potential outdoor viewership" calculation that is included by the vendor and which is not included in the Total Impressions of other campaigns							Total Media	\$3,361,145	342,370,595

LOOKING TO THE FUTURE

Across the nation, fatalities from traffic crashes took a sharp turn for the worse in 2015, the last recorded full year of traffic fatality data. In Maryland, traffic fatalities rose 18 percent from 2014, the largest single jump in 30 years. Numerous explanations have been proposed, including upturns in the economy and the number of miles being driven across the state. Regardless of the possible explanations, the increase is unacceptable.

Traffic-related tragedies occur every day and are unfortunately all too often viewed as consequences of driving. Crashes are relatively rare occurrences but, unlike violent crime or disasters that regularly receive extensive coverage and public outcry, incidents on our roads are often met with public indifference. One of the main missions of the MHSO is to raise the profile of the tragedy caused in traffic crashes and to reverse that indifference.

Everyone has a role to play in preventing crashes and in saving lives on our roadways. The impacts of crashes are real but often seem disconnected to the average person. Through public education, the media, and by high profile enforcement activities, the MHSO staff will strive to make people realize that negative actions such as distracted driving, DUI, or not wearing a seat belt have lasting effects on both themselves and to fellow motorists or pedestrians.

Staff members are committed to the *Toward Zero Deaths* philosophy and organize the use of available resources in ways that are deemed best able to make a difference on Maryland's roadways. Data helps guide the programs but it's the people within the MHSO, and their shared desire to save lives, that truly makes an impact. Every crash matters, and every life counts.



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GRANTS AND SPENT AMOUNTS

Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 16-068	Aberdeen Police Department			\$20,277.47	\$20,277.47
GN 16-057	Allegany College of Maryland			\$1,737.30	\$1,737.30
GN 16-055	Allegany County Liquor Board			\$812.47	\$812.47
LE 16-053	Allegany County Sheriff's Office			\$13,879.00	\$13,879.00
LE 16-015	Annapolis Police Department			\$25,893.23	\$25,893.23
GN 16-018	Anne Arundel County Council of PTA's			\$11,000.00	\$11,000.00
GN 16-054	Anne Arundel County Department of Health			\$16,865.00	\$16,865.00
LE 16-022	Anne Arundel County, Maryland		\$9,654.11	\$71,322.67	\$80,976.78
GN 16-104	Anne Arundel Medical Center Foundation			\$1,818.96	\$1,818.96
GN 16-026	Baltimore County Department of Health			\$11,500.00	\$11,500.00
LE 16-067	Baltimore County Police	\$27,820.01	\$69,202.94	\$207,818.86	\$304,841.81
GN 16-107	Baltimore County Police Department			\$30,083.30	\$30,083.30
LE 16-041	Baltimore County Police Department			\$49,849.52	\$49,849.52
LE 16-069	Baltimore Police Department		\$9,825.10	\$65,614.57	\$75,439.67
LE 16-070	Bel Air Police Department			\$10,613.42	\$10,613.42
LE 16-036	Berlin Police Department			\$5,428.71	\$5,428.71
GN 16-081	Bike Maryland		\$22,811.60	\$2,946.00	\$25,757.60
GN 16-099	Board of License Commissioners - Washington County			\$400.00	\$400.00
GN 16-043	Broadneck EP Church			\$2,545.67	\$2,545.67
GN 16-031	Broadneck High School			\$4,840.00	\$4,840.00
GN 16-064	Calvert Alliance Against Substance Abuse			\$4,729.00	\$4,729.00
GN 16-085	Calvert County Health Department			\$1,484.90	\$1,484.90
LE 16-002	Calvert County Sheriff's Office			\$50,386.54	\$50,386.54
GN 16-096	Calvert Office on Aging			\$1,200.00	\$1,200.00

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Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 16-100	Cambridge Police Department			\$11,275.07	\$11,275.07
LE 16-095	Capitol Heights Police Department			\$403.90	\$403.90
GN 16-065	Caroline County Department of Planning & Codes			\$1,990.00	\$1,990.00
LE 16-075	Caroline County Sheriff's Office			\$14,166.57	\$14,166.57
GN 16-063	Carroll Co. Bureau of Aging & Disabilities			\$780.00	\$780.00
GN 16-015	Carroll County Health Department		\$320.50	\$5,846.12	\$6,166.62
LE 16-027	Carroll County Sheriff's Office			\$21,300.81	\$21,300.81
GN 16-044	Cecil County Department of Emergency Services			\$500.00	\$500.00
GN 16-003	Cecil County Government			\$7,000.00	\$7,000.00
LE 16-045	Cecil County, Maryland			\$16,977.60	\$16,977.60
LE 16-019	Charles County Government			\$59,901.41	\$59,901.41
GN 16-134	Chesapeake Region Safety Council			\$82,645.26	\$82,645.26
LE 16-065	Cheverly Police Department			\$1,552.72	\$1,552.72
LE 16-091	Chevy Chase Village Police			\$2,157.66	\$2,157.66
GN 16-100	Children's Safety Village		\$496.00		\$496.00
LE 16-049	City of Hyattsville Police Department			\$0.00	\$0.00
GN 16-077	College of Southern Maryland			\$1,500.00	\$1,500.00
LE 16-074	Crisfield Police Department			\$1,930.00	\$1,930.00
LE 16-093	Cumberland Police Department			\$5,670.97	\$5,670.97
LE 16-092	District Heights Police Department			\$4,607.00	\$4,607.00
LE 16-044	Dorchester County Sheriff's Office			\$3,791.15	\$3,791.15
LE 16-082	Easton Police Department			\$21,556.86	\$21,556.86
LE 16-056	Edmonston Police Department			\$3,174.79	\$3,174.79
GN 16-084	Edmonston Police Department			\$2,566.88	\$2,566.88
LE 16-020	Elkton Police Department			\$10,209.45	\$10,209.45
GN 16-029	Frederick County Liquor Board			\$2,000.00	\$2,000.00
LE 16-106	Frederick County Sheriff			\$2,102.05	\$2,102.05
LE 16-012	Frederick Police Department		\$5,119.55	\$35,163.86	\$40,283.41
LE 16-054	Frostburg State University Police			\$2,721.23	\$2,721.23
LE 16-018	Fruitland Police Department			\$4,648.75	\$4,648.75

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Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 16-063	Gaithersburg Police Department			\$19,921.41	\$19,921.41
GN 16-086	Garrett College			\$3,027.99	\$3,027.99
GN 16-053	Garrett County Liquor Control Board			\$1,084.00	\$1,084.00
LE 16-083	Greenbelt Police Department			\$19,887.64	\$19,887.64
GN 16-062	Hagerstown Community			\$4,566.40	\$4,566.40
LE 16-059	Hagerstown Police Department			\$9,553.61	\$9,553.61
LE 16-007	Hampstead Police Department			\$5,838.44	\$5,838.44
LE 16-062	Hancock Police Department			\$1,320.00	\$1,320.00
GN 16-095	Harford County Finance Department			\$48,040.00	\$48,040.00
LE 16-071	Harford County Sheriff's Office		\$16,660.00	\$118,840.00	\$135,500.00
LE 16-072	Havre de Grace Police Department			\$11,732.34	\$11,732.34
LE 16-011	Howard County Department of Police		\$14,256.29	\$78,446.89	\$92,703.18
LE 16-094	Hurlock Police Department			\$221.80	\$221.80
LE 16-085	Kent Co Board of Lic Commissioners			\$8,490.45	\$8,490.45
GN 16-089	Kiwanis Club of La Plata		\$500.00		\$500.00
LE 16-086	Laurel Police Department			\$35,975.64	\$35,975.64
LE 16-021	Manchester Police Department			\$268.36	\$268.36
GN 16-078	Maryland Chiefs of Police			\$58,011.16	\$58,011.16
GN 16-069	Maryland Dept. of Health & Mental Hygiene			\$248,629.56	\$248,629.56
GN 16-002	Maryland Institute for EMS Systems			\$56,090.47	\$56,090.47
GN 16-013	Maryland Judiciary - AA County DUI Court			\$71,407.04	\$71,407.04
GN 16-014	Maryland Judiciary - Howard County DUI Court			\$16,591.70	\$16,591.70
LE 16-010	Maryland Natural Resource Police			\$3,971.23	\$3,971.23
LE 16-030	Maryland Natural Resources Police			\$7,826.14	\$7,826.14
GN 16-032	Maryland Police and Correctional Training Commissions			\$19,434.27	\$19,434.27
GN 16-094	Maryland Sheriff's Association, Inc.			\$18,231.15	\$18,231.15
LE 16-073	Maryland State Police Barrack L			\$6,708.67	\$6,708.67
GN 16-079	Maryland State Police DRE			\$130,238.16	\$130,238.16

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Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
GN 16-005	Maryland State Police IT	\$43,657.85	\$18,936.77	\$200,640.43	\$263,235.05
GN 16-080	Maryland State Police Mobile Testing			\$22,246.09	\$22,246.09
LE 16-079	Maryland State Police SPIDRE			\$964,571.58	\$964,571.58
LE 16-005	Maryland State Police Statewide	\$24,622.72	\$15,796.82	\$589,767.13	\$630,186.67
GN 16-070	Maryland State's Attorneys' Association			\$248,560.30	\$248,560.30
LE 16-024	Maryland Transportation Authority Police			\$60,697.38	\$60,697.38
GN 16-131	McDaniel College Department of Campus Safety			\$4,536.00	\$4,536.00
LE 16-035	MD Natural Resources Police			\$3,750.51	\$3,750.51
GN 16-068	MedStar St. Mary's Hospital			\$2,509.85	\$2,509.85
GN 16-038	Meritus Health/Safe Kids			\$1,498.05	\$1,498.05
GN 16-087	Metropolitan Washington Council of Govts	\$249,999.55		\$0.00	\$249,999.55
LE 16-023	M-NC Park Police, Montgomery Co. Div			\$5,710.39	\$5,710.39
GN 16-042	Montgomery County Fire Department		\$499.50	\$1,500.00	\$1,999.50
LE 16-051	Montgomery County Police Department	\$3,819.36	\$37,760.14	\$191,574.50	\$233,154.00
GN 16-067	Montgomery County Department of Liquor Control			\$3,331.84	\$3,331.84
LE 16-055	Montgomery County Sheriff's Office			\$10,000.00	\$10,000.00
GN 16-051	Mothers Against Drunk Driving			\$49,695.40	\$49,695.40
GN 16-092	MVA Driver Instructional Services Division			\$9,943.78	\$9,943.78
LE 16-052	New Carrollton Police Department			\$4,947.16	\$4,947.16
GN 16-106	Northeast High Signature Program			\$2,489.11	\$2,489.11
LE 16-066	Ocean City Police Department		\$4,593.38	\$50,773.76	\$55,367.14
LE 16-033	Ocean Pines Police Department			\$4,020.22	\$4,020.22
LE 16-096	Pocomoke City Police Department			\$3,792.50	\$3,792.50
GN 16-052	Prince George's Child Resource Center		\$499.99	\$1,500.00	\$1,999.99
LE 16-034	Prince George's County Police Department		\$60,161.41	\$205,561.28	\$265,722.69

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Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
LE 16-013	Princess Anne Police Department			\$9,835.28	\$9,835.28
LE 16-084	Queen Anne's County Sheriff's Office			\$13,849.37	\$13,849.37
LE 16-088	Riverdale Park Police Department			\$5,814.82	\$5,814.82
LE 16-089	Rockville Police Department			\$16,644.33	\$16,644.33
GN 16-017	Safe Kids Frederick County/ Families Plus		\$499.50	\$1,977.69	\$2,477.19
LE 16-040	Salisbury Police Department			\$13,645.21	\$13,645.21
LE 16-105	Salisbury University Police Department			\$1,465.25	\$1,465.25
LE 16-039	Somerset County Sheriff's Office			\$4,800.00	\$4,800.00
GN 16-006	St. Mary's County Circuit Court			\$26,573.77	\$26,573.77
GN 16-016	St. Mary's County Government Board of County Commissioners			\$1,134.72	\$1,134.72
LE 16-050	St. Mary's County Sheriff's Office			\$26,117.52	\$26,117.52
GN 16-058	St. Mary's High School			\$4,950.00	\$4,950.00
GN 16-020	Sykesville Freedom District Fire Department			\$3,893.78	\$3,893.78
LE 16-016	Sykesville Police Department			\$4,900.00	\$4,900.00
LE 16-081	Talbot County Sheriff's Office			\$3,364.80	\$3,364.80
LE 16-025	Taneytown Police Department			\$4,726.69	\$4,726.69
GN 16-056	The Family Junction, Inc.			\$1,100.00	\$1,100.00
LE 16-006	Town of La Plata Police Department			\$7,237.63	\$7,237.63
LE 16-014	Towson University Police Department			\$10,000.00	\$10,000.00
LE 16-099	University of Baltimore Police Department			\$14,718.37	\$14,718.37
GN 16-109	University of Baltimore Schaefer Center		\$31,388.68	\$1,001,024.41	\$1,032,413.09
GN 16-110	University of Baltimore Schaefer Center		\$187,773.32	\$450,886.35	\$638,659.67
GN 16-111	University of Baltimore Schaefer Center			\$15,578.24	\$15,578.24
GN 16-007	University of Maryland Baltimore			\$28,722.90	\$28,722.90
GN 16-008	University of Maryland Baltimore			\$272,567.15	\$272,567.15
LE 16-090	University of Maryland Department of Public Safety	\$3,336.00		\$13,050.94	\$16,386.94

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Project Number	Agency	FHWA Funds Spent	State Funds Spent	NHTSA Funds Spent	Total Spent
GN 16-074	University of Maryland, Baltimore			\$69,661.14	\$69,661.14
GN 16-128	University of Maryland, Baltimore			\$22,056.46	\$22,056.46
LE 16-076	University Park Police Department			\$2,862.64	\$2,862.64
GN 16-021	Washington College			\$146,553.68	\$146,553.68
GN 16-022	Washington College			\$188,423.65	\$188,423.65
GN 16-076	Washington County Health Department			\$1,888.37	\$1,888.37
LE 16-060	Washington County Sheriff's Office			\$20,565.00	\$20,565.00
GN 16-036	Washington Regional Alcohol Program			\$462,864.17	\$462,864.17
GN 16-037	Washington Regional Alcohol Program			\$15,975.63	\$15,975.63
LE 16-029	Westminster Police Department			\$7,914.91	\$7,914.91
LE 16-017	Wicomico County Sheriff's Office			\$11,765.21	\$11,765.21
GN 16-046	Worcester County Health Department			\$2,110.13	\$2,110.13
LE 16-043	Worcester County Sheriff's Office			\$2,890.70	\$2,890.70
Totals by Funding Source		\$353,255.49	\$506,755.60	\$7,482,991.92	\$8,343,003.01

Approved Unimplemented Projects		
Project Number	Agency	
LE-16-049	Hyattsville Police Department	This project failed to be implemented due to difficulties within the Hyattsville Police Department to schedule officers for MHSO-funded overtime activity.

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MARYLAND HIGHWAY SAFETY OFFICE

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