

Maryland Department of Transportation



SCOHTS Roundtable Report Maryland April, 2016

- Following a record year low for traffic-related fatalities in 2014 (443), preliminary projections for the State of Maryland indicates a drastic reversal of this trend in 2015. Preliminary data indicates that fatalities reached increased 17% in 2015 from the previous year, exceeding the national upward curve and the highest single year increase for the state in over thirty years. As the data is analyzed for possible explanations the following factors are clear:
 - The improved economy across the region, reduced joblessness and the low price of gasoline increased Maryland's Vehicle Miles Travelled (VMT) by 2.37%;
 - Impaired Driving, Lack of Belt Use, and Speed factors tend to represent over 60% of all passenger vehicle crashes;
 - Unlike national trends, Pedestrian Fatalities in Maryland had a slight decrease;
 - Motorcycle involved fatalities increased slightly while Heavy Truck involved fatalities increased by nearly 40% (from 46 to 62).
- Maryland held the 2016 Strategic Highway Safety Plan (SHSP) Summit on April 26, 2016. The event served as the formal launch of Maryland's 2016-2020 SHSP. The current plan uses a focused approach on specific emphasis areas (EAs) and incorporates systemic safety implementation to complement the location-focused approach of the previous SHSP. Safety leaders convened a wide range of stakeholder groups to develop the new plan, and they participated in a series of meetings to confirm the final list of emphasis areas, develop strategies, and begin working on actions steps to meet the new performance goals. The Four Es of Safety - Enforcement, Engineering, Education, and Emergency Medical Services - serve as the cornerstones of the plan and were represented among the hundreds of attendees at the 2016 Summit.
- Taking into account new guidelines in Moving Ahead for Progress in the 21st Century (MAP-21), Maryland executives collaborated on revisions to the goal-setting methodology for the new SHSP. The initial TZD goal will remain (296 fatalities or fewer by 2030) but the annual percent reduction was adjusted based on the 2013 crash data. This resulted in lower reductions necessary each year to reach the 2030 target. The emphasis area objectives will be based on a five year rolling average utilizing an exponential trend. All traffic safety documents in the State of Maryland conform to these methodologies, including the SHSP, the MHSO's Highway Safety Plan (HSP), the State Highway Administration's (SHA) Highway Safety Improvement Plan (HSIP), and the SHA's Commercial Vehicle Safety Plan (CVSP). Additionally, all planning documents developed by the MHSO staff and all state-level reporting use SHSP emphasis area fatality and serious injury objectives. (For more information please contact Thomas J Gianni; Chief, MDOT's Maryland Highway Safety Office, at tgianni@mdot.state.md.us or Cedric Ward: Director, SHA's Office of Traffic & Safety at cward@sha.state.md.us).

- Highlights from Maryland's Six SHSP Emphasis Areas are listed below:
 - **Impaired Driving Prevention Highlights:**
 - In March 2015, the MHSO held the first DUI Institute for Prosecutors in conjunction with the University of Maryland. Approximately 20 prosecutors from 17 jurisdictions across Maryland attended the two and a half day training, where they received training and knowledge on Maryland's Highway Safety Program, courtroom testimony, Standardized Field Sobriety Testing, the Intoximeter, the Drug Recognition Expert program, and common defenses in a DUI trial. They also observed a sobriety checkpoint on St Patrick's Day evening staged by the Prince George's County Police Department. A second session of the DUI Institute was presented in April, 2016 with 25 prosecutors from across the state.
 - In June, 2015, the 14th session of the DUI Institute for police officers was held at the University of Maryland. A total of 25 law enforcement officers from 19 different agencies across the state took part in the weeklong school. The training included several classes on historical approaches to impairment, a wet lab and mock trials to give the officers a broad view of impairment issues.
 - In October, 2015, the MHSO held its inaugural Impaired Driving Conference in Ocean City, MD. More than 150 officers from across the state participated in the conference, gaining comprehensive knowledge of impaired driving issues in Maryland and best practices to prevent, deter, and enforce laws surrounding this high risk behavior. Sessions included information on using data for HVE, case preparation, trial testimony, marijuana impairment indicators, and the Maryland Ignition Interlock Program.
 - In November, 2015, the Maryland Highway Safety Office and Mothers Against Drunk Driving hosted the 12th Annual Maryland Remembers ceremony to honor the victims of impaired driving-related crashes. Approximately 100 family members and state officials attended the event, which featured a speaker whose son had been killed in an impaired driving crash.
 - **Occupant Protection Program Highlights**
 - In 2015, the statewide seat belt use rate in Maryland increased for the second straight year, rising from 92.1 percent to 92.9 percent. Observational survey data was collected at 140 sites and more than 47,000 vehicles were observed. Increases were seen for automobiles and pickup trucks, with seat belt use among pickup truck occupants increasing 5.1 percent over the past two years.
 - **Distracted Driving Prevention Program Highlights:**
 - The April, 2015 Distracted Driving Awareness Month was accompanied by an \$85,000 distracted driving prevention media campaign, with main messages being "Park The Phone Before You Drive" and "Phone In One Hand, Ticket In The Other." Media for the campaign included radio messaging, and paid placement on digital and social media outlets. In addition, the MHSO created three video spots that were used on social media and distributed to partners for use on electronic media. Throughout the campaign, more than 2.4 million impressions were achieved.
 - Throughout the month of April, Alliance Sports Marketing and the MHSO engaged in a series of events at local community colleges and high schools with the purpose of distracted driving prevention education and outreach. A total of 12 events were conducted in Anne Arundel, Baltimore, Howard, Prince George's, and Wicomico Counties, as well as Baltimore City. The events included a distracted driving

simulator, and featured a Maryland victim, who had been seriously injured as a result of driving while she was distracted by texting. More than 3,000 students were contacted with materials and through presentations, and the effort was supported by a social media push by the MHSO and its partners.

- **Aggressive Driving Prevention Program Highlights**
 - In June, 2015, the *Smooth Operator* Program campaign kicked off its 15th year with a press event at the National Harbor. The event was attended by more than 50 law enforcement officers and highway safety agency officials. Strong media attendance and coverage ensured the “aggressive driving therapy” message reached an estimated audience of more than half a million local motorists. Media placements for the 2015 *Smooth Operator* campaign achieved almost 14.5 million impressions and added value provided by media vendors achieved almost 1.5 million additional impressions. Roughly 60 agencies participated in the mobilization in Washington, DC and Maryland, and more than 175,000 citations were issued by Maryland law enforcement officers during the waves.

- **Pedestrian/Bicyclist Safety Program Highlights**
 - The Baltimore and DC metropolitan area *Street Smart* campaigns continued to address pedestrian safety issues through education and enforcement.
 - In the DC metropolitan area, the regional campaign was developed in partnership with the Washington, DC Council of Governments (WASHCOG), and focused efforts in Charles, Frederick, Montgomery, and Prince George’s Counties in Maryland, along with areas of Virginia and Washington, DC. A kickoff was held in April, 2016 in College Park, an area that experienced three pedestrian deaths last year. It highlighted the joint engineering, education and enforcement countermeasures that were implemented following those fatalities.
 - *Street Smart Baltimore* adopted the DC area campaign creative in an effort to coordinate the effort across a larger region. The MHSO partnered with the Baltimore Metropolitan Council to share pedestrian safety messaging throughout the Baltimore region, including Baltimore City, Anne Arundel, Baltimore, Harford and Howard Counties. Media and enforcement activities were concentrated in areas where Pedestrian Road Safety Audits (PRSAs) and other engineering countermeasures were already implemented.
 - The *Walk Smart* campaign in Ocean City continued its success as a multi-state coordinated effort with many partners and stakeholders, including a partnership with the Delaware Office of Highway Safety to cover the entire shore community from Rehoboth Beach, DE to Ocean City, MD. As a result of these efforts, for the fourth year in a row, there were zero pedestrian fatalities in the campaign area including a drastic drop in pedestrian involved crashes. This program received a national award at the Governors Highway Safety Association Annual Meeting & Conference in Nashville in September.

- **Highway Infrastructure Safety Program Highlights**
 - In 2015, SHA initiated an Intersection Safety Implementation Plan (ISIP), which aims to significantly reduce the number of fatal and serious injury crashes on both the state and local networks using low cost safety mitigation measures. Action items from this strategy are expected to continue through 2018. SHA also took steps to develop a High Friction Surface Treatment Program to address curves with high crash rates.

- **Traffic Records Program Highlights**

- On June 16, 2015, nearly 60 traffic safety professionals attended the second annual Maryland Traffic Records Forum at the Maritime Institute. The Forum opened with a keynote address from the Deputy Secretary for the Maryland Department of Transportation and closed with a presentation from a national expert on crash data systems. Attendees were traffic records professionals from the core traffic records disciplines (crash, driver, vehicle, roadway, citation and adjudication, and injury surveillance) and the Forum was an opportunity to share and discuss their experiences, innovations, studies, and concerns to help improve Maryland traffic records data and systems.
- On November 16, 2015, the MHSO co-sponsored the third annual Maryland Technology for Law Enforcement Conference (MTLE). Approximately 240 law enforcement officers, data support personnel, university/college data analysts, and other traffic safety professionals gathered for the daylong conference to engage on topics relating to crash data quality, future enhancements to traffic data systems, Data Driven Approaches to Crime and Traffic Safety, and other topics.
- Several priority projects were undertaken in FFY 2015, including continued enhancements of Maryland's new crash records system, Automated Crash Reporting System (ACRS). ACRS, began its mandatory 100% implementation for all law enforcement agencies to submit crash data electronically, on January 1, 2015. To date, there have been more than 100,000 reports successfully submitted and quality control procedures continue to be implemented with this all new reporting and analysis process.

- **Police Traffic Services Program Highlights**

- The MHSO again sponsored the weeklong course *Leading Effective Traffic Enforcement Programs (LETEP)* for law enforcement officers who have direct involvement in their agency's traffic enforcement responsibility. This unique training opportunity was featured in a national FHWA webinar in January, 2016.
- The MHSO continued its close partnership with the Maryland Chiefs of Police and Sheriff's Association (MCPA & MSA) by sponsoring highway safety training modules for Law Enforcement executives at its annual Professional Development Seminar, as well as its annual Executive Officers Program.
- Maryland completed revisions to a video titled *Arrive Alive*. The video was created in partnership with law enforcement, officials from MCPA and MSA, and focuses on the safety of officers while in their vehicle. The video was distributed to law enforcement agencies statewide for use in roll call and other training efforts.

- **Recognition and Awards**

- The Maryland Department of Transportation's Motor Vehicle Administration Highway Safety Office was recognized for leadership and innovation by the American Association of Motor Vehicle Administrators (AAMVA) with two specific awards in 2015:
 - **AAMVA Public Affairs and Consumer Education (PACE) Award – Special Events**
 - Presented for the staging of a rollover crash using a pick-up truck to highlight the lifesaving benefits of properly using a seat belt. Footage of the crash was taken both in and out of the vehicle and was supplied to media at the event. Speakers at the event included officials from the MDOT, as well as law enforcement.

- **AAMVA PACE Award – Technology**

- Presented for Maryland’s ENDUI app. The app is provided for free in the iTunes and Google Play stores and was developed to combat impaired driving and save lives by helping people plan ahead or find a safe ride home if they have been drinking. The app received considerable national attention upon launch, hitting the Associated Press newswire and has achieved approximately 50,000 downloads to date. Additional enhancements to the app are expected in 2016.

- **Pending Legislation**

- HB 373: This bill will make seat belt use mandatory in all seating positions and will allow for primary enforcement in every seating position.
- HB 1342 / SB 945 (Noah’s Law): Named in honor of a Montgomery County Maryland police officer who was killed in 2015 while on a traffic stop by an impaired driver with multiple previous impaired driving arrests, this bill will increase the suspension periods for the driver's license of a person who is convicted of specified offenses relating to driving under the influence and driving while impaired. It will also require persons who are convicted of an impaired driving ‘per se’ offense (.08% or above) and persons who refuse a breath alcohol concentration test to participate in the Ignition Interlock System Program for a specified period of time.