Maryland Highway Safety Office

FFY 2010 Highway Safety Plan

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Executive Summary

The Maryland Department of Transportation (MDOT) and the Maryland State Highway Administration's (SHA) Highway Safety Office (MHSO) are pleased to present this FFY 2010 Highway Safety Plan (Benchmark Report). MDOT and MHSO continue to place traffic safety as the first and foremost concern in the State of Maryland. Through Maryland's Strategic Highway Safety Plan (SHSP), elected officials, heads of agencies and partners in both the public and private sectors will carry out efforts to save lives and prevent injuries on Maryland's roads by reducing the number and severity of motor vehicle crashes through the administration of a comprehensive and effective network of traffic safety programs.

While past successes have been encouraging, the ultimate goal remains for Maryland to experience zero fatalities from traffic-related incidents. Multiple organizations comprise a tightly-knit core for spreading the traffic safety message and emphasizing the seriousness of traffic crashes. Building and continuing partnerships is vital to the long-term reduction in crashes and the MHSO remains committed in FFY 2010 to finding pro-active partners in traffic safety.

Fatalities continued a two-year decline in 2008, resulting in 592 fatalities. Additionally, alcohol-related fatalities, as reported through the National Highway Traffic Safety Administration's (NHTSA) Fatality Analysis Reporting System (FARS), dropped significantly in 2008, from 221 in 2007 to 164 in 2008.

Injuries continued a sharp decline in 2008 and, as measured by observational safety belt use surveys, Maryland's use rate grew. During the 2009 annual safety belt use rate observation, Maryland's statewide use rate increased to an all-time high of 94%, up from 93.3% in 2008. Maryland currently has a fatality rate which still hovers close to the national goal of 1.0 or less. Although there have been significant statewide successes in regard to highway safety, leadership throughout the State realizes that there is still much work to be done. This HSP identifies many of the major contributors to those successes and also addresses the roles of the MHSO's partners in meeting the State's future traffic safety needs.

Maryland Highway Safety Office

In accord with the Highway Safety Act of 1966, Maryland established what is known today as the Maryland Highway Safety Office (MHSO) to assist in the reduction of crashes throughout the State. The MHSO is a division within the Maryland SHA's Office of Traffic and Safety (OOTS), and serves as Maryland's designated State Highway Safety Office (SHSO). The State Highway Administrator serves as the Governor's Highway Safety Representative and the Chief of the MHSO serves as Maryland's Highway Safety Coordinator. Maryland's highway safety program is facilitated by the MHSO's staff and supported by a combination of federal highway safety incentive and innovative program funds, as well as state and local funds.

The primary functions of the Maryland Highway Safety Office include:

- **Administration:** Includes the management of federal highway safety funds (402, 405, 406, 408, 410, 2010 and 2011 funds), state highway safety funds (148), distribution of these funds to sub-grantee agencies and the preparation of the Annual Highway Safety Plan and Annual Evaluation Report.

- **Problem Identification:** Includes identification of actual and potential traffic hazards and the development of effective countermeasures.
- **Monitoring and Evaluation:** Includes monitoring initiatives that impact highway safety and evaluating the effectiveness of approved highway safety projects.
- **Public Information & Education:** Includes development and coordination of numerous media events and public awareness activities with emphasis on the identified priority areas.

The MHSO staff is divided into sections – a Safety Programs Section (SPS), a Finance and Information Systems Section (FISS), and the Program Advisory Section (PAS). The MHSO's Chief, Mr. Vernon F. Betkey, Jr., oversees the operation of the entire office. Assistance in overall operations is provided by the MHSO's Deputy Chief, Mr. Tom Gianni. Three Section Chiefs function as leads for their individual areas and in coordinating efforts of those sections. A full listing of the MHSO's staff and sections is provided in Appendix B of this document.

Strategic Highway Safety Plan (SHSP)

Continuing the dramatic achievements that were made in regard to the SHSP during FFY 2009 will be integral to continuing a sustained reduction in motor vehicle crashes. Maryland has consistently emphasized an approach to highway safety that combines the "Four Es" of Education, Enforcement, Engineering, and Emergency Medical Services (EMS) to work toward its ultimate goal of saving lives and preventing injuries on its roadways.

The Maryland SHA is designated as the lead agency in the development of the SHSP. Through a lengthy process of coordination between the SHSP's Executive Committee and Steering Committee, a list of Emphasis Areas (EA) was created. These EAs incorporate many recommendations from other transportation agencies, including the Federal Highway Administration (FHWA) and the American Association of State Highway Transportation Officials. This diverse group of organizations was brought together specifically for the task of improving highway safety in Maryland and the State has sought Memorandums of Understanding among all of its SHSP Executive Committee members, thereby placing traffic safety as a top priority in the business plans of more than 30 federal, state, and local agencies.

The SHSP planning process commenced at a highway safety summit during July of FFY 2006 where more than 320 highway safety stakeholders participated in Emphasis Area work teams. Attendees represented diverse backgrounds such as engineering, enforcement, EMS, education, transportation operations, and planning. A successful follow-up Summit was held in FFY 2008. The focus of this Summit was leadership and the implementation of the SHSP at the regional, county, city, and municipal levels. The top-down support and attendance at this event helped galvanize additional partnerships with non-traditional stakeholders.

The structure of the SHSP process allows for a framework of Emphasis Area Teams (EAT) to work on specific aspects of highway safety (ie. Young Driver Safety, Impaired Driving Prevention) and complements MHSO initiatives well. All EATs have reported progress in working toward the SHSP's short and long-term goals in 2009. The SHSP is a "living" document and represents the future of highway safety in Maryland. As such, Maryland will continue to emphasize the comprehensive effort and commitment from all stakeholders.

The SHSP implementation process was initially viewed as an opportunity to galvanize the State's traffic safety efforts by securing commitments from a multitude of partners, many of which were not previously engaged in such programs. As the process of developing the plan evolved and continues to advance, Maryland's SHSP has provided a comprehensive framework for further reductions in highway safety fatalities and injuries on ***all*** public roads through the establishment of a statewide goal, objectives, key emphasis areas, and strategies.

Maryland's Benchmark Report – FFY 2010

It should be noted that the SHSP is just one piece of the puzzle in addressing highway safety in Maryland. This FFY 2010 HSP Report (Benchmark Report) will hopefully shed light on another important piece of the puzzle, more specific to the duties and functions of the MHSO. In conjunction with efforts to provide uniformity in HSP reporting among all 50 states and additional territories, the MHSO has chosen to continue utilizing the template provided by the Governors Highway Safety Association (GHSA). In brief summary, the template provides the following:

- **The Performance Plan,** including an explanation of the MHSO's SHSP, the State's overall problem identification process, an outline of target areas, as well as a summary of goals;
- **The Highway Safety Plan (HSP),** containing information on the MHSO's Program Areas;
- **The Certifications and Assurances,** containing all relevant legal information pertaining to the MHSO's projects, signed by Mr. Vernon F. Betkey Jr., the designee for the Governor's Representative for Highway Safety, Mr. Neil J. Pedersen, also the Administrator of the Maryland SHA;
- **The Program Cost Summary,** including a detailed description of the MHSO's funding source categories and funds allocated for projects; and
- **Appendices:** For the convenience of readers, a list of commonly used terms and acronyms has been provided in *Appendix A: NHTSA Standardized Goal Statements*, *Appendix B: List of Acronyms*, and a list of MHSO staff has been provided in *Appendix C.*

Performance Plan

Problem Identification Process & Data Sources

To determine traffic fatality and injury trends, as well as Maryland's overall highway safety status, crash data for the preceding years are collected and analyzed. Until somewhat recently, the MHSO had limited its analysis to the traditional sources of crash data – namely, the Maryland SHA's FISS of the MHSO (formerly Traffic Safety Analysis Division, or TSAD), which manages the Maryland Automated Accident Records System (MAARS).

The MHSO uses the Maryland Statewide Accident Profiles, the Maryland Fatal Crash Trends Report, the Maryland Traffic Safety Facts, and the Maryland Research Note; all developed by the FISS to better guide its efforts. Crash data is obtained from MAARS, a system that compiles data from crash reports submitted by Maryland's 144 law enforcement agencies. The MSP is responsible for maintaining the data contained within this system and shares information with FISS for a wide range of analyses. Outputs include:

- number of police-reported crashes (fatal crashes, injury crashes & property damage only crashes)
- number of people affected (fatalities & injuries)
- number of vehicles involved
- fatality rate
- number injured rate

Ranking of program areas by their average annual number of crashes and determining over-representation of person, time and location related factors further focuses both educational and enforcement efforts. Specifically, age and gender are used to focus educational efforts and most of the remaining categories listed below are utilized to focus enforcement efforts. Factors analyzed include:

- age
- gender
- illumination
- time of day
- day of week
- location
- weather
- vehicle body type
- crash type
- route type
- contributing circumstance

The MHSO continues to work with the University Of Maryland's National Study Center for Trauma and EMS (NSC) to improve the problem identification process used by the MHSO and its grantees. Data sources include the Comprehensive Crash Outcome Data Evaluation System (CCODES), the Health Services Cost Review Commission (HSRC), the Maryland Ambulance Information System, and the Maryland Trauma Registry. Supplemental data factors included:

- statewide demographics
- exposure data (vehicle miles traveled, population, number of registered vehicles, number of licensed drivers)
- traffic citations & convictions

- driver & vehicle records
- offender & post-mortem alcohol test results
- statewide observational seat belt use rates (provided in conjunction with the local Community Traffic Safety Program (CTSP)

The NSC annually provides the following data to statewide partners, and a localized version to each Community Traffic Safety Program (CTSP), in an effort to better focus programming efforts:

- **Data Summaries per program area** – shows areas of over-representation, and therefore target audiences, according to age, gender, month, day of week, time of day & road type
- **Impact Objectives per program area** – objectives are calculated using the same method that is used for statewide objectives
- **Ranking of program areas** – ranks program areas according to total crashes, injuries & fatalities
- **Density maps per program area** – shows general locations with a certain number or more crashes per square mile
- **Driver residence & overall crashes** – links driver residence data with license files
- **Citations per program area** – shows number of persons issued citations, as well as number of citations issued
- **Citations vs. Crashes ratio per impaired driving** – shows ratio of impaired driving citations to crashes
- **Crime-Crash Clock** – compares number of murders, assaults & associated crimes with number of fatalities, injuries & associated crashes
- **Adjudication per program area** – shows disposition of citations
- **Hospital data per program area** – shows number of inpatients, hospital days & hospital charges, as well as principal source of payment by person type
- **Top 10 Causes of Death** – shows where motor vehicle fatalities ranks as a cause of death

This data is analyzed for trends and substantial deviations from these trends. Inter-jurisdictional comparisons and comparisons with regional and national data are also used in the identification process. Ultimately, the data is used to determine target areas for action in each jurisdiction, countermeasures for which are enumerated in the CTSP Project Agreements (PA) for FFY 2010.

In the meantime, the MHSO is making strides in developing its problem identification even further, through enhanced partnerships with a number of long-time and new grantees:

- MSP
- MVA
- Office of the Chief Medical Examiner (OCME)
- Administrative Office of the Courts, Judicial Information Systems
- Maryland Institute for Emergency Medical Services Systems (MIEMSS)
- University of Maryland at College Park
- Towson University

In addition, Maryland will continue to use data available on the internet to assist in problem identification. Present sources of data being used by both the MHSO and its grantees

include the Maryland Department of Planning, the US Census Bureau, the Centers for Disease Control and Prevention, and the FHWA.

Summary of Goals

Each year, NHTSA establishes national priority program areas for the states to follow. However, each state is given the ability to adjust their priority areas using their own state and local data. Impaired driving prevention and occupant protection will continue to be the lead program priorities for Maryland's highway safety program in FFY 2010. Data Enhancement has assumed the third priority during the grant year and Maryland continues to strive for automated mobile reporting capabilities and real-time data capture. In addition, Maryland seeks to enhance the accessibility to this data for highway safety partners. Real-time data and subsequent analysis of this data will ultimately allow Maryland to make significant programmatic adjustments to achieve the results desired by the MHSO and its highway safety partners. A more efficient and effective use of funding would allow the targeting of those populations most at risk not only in the areas of occupant protection and impaired driving prevention, but also pedestrian/bicycle safety, school zone safety, aggressive driving prevention, motorcycle safety, inattentive driving prevention, and those programs administered for general driver safety. The following listing identifies Maryland's top priority traffic safety areas during FFY 2010:

PRIORITY PROGRAM AREAS	
1	**Impaired Driving Prevention**
2	**Occupant Protection**
3	**Data Enhancement**
4	**Community Traffic Safety Programs**
5	**Excessive Speed and Aggressive Driving Prevention**
6	**Motorcycle Safety**
7	**Pedestrian – Pedalcycle Safety**
8	**General Driver Safety**
9	**Police Traffic Services**
10	**Emergency Medical Services**

An overall goal has been established for Maryland's highway safety program for FFY 2010 and several objectives have also been identified as being critical to the program's success. Individual program and general area objectives have also been set for the priority program areas established by NHTSA in the Standardized Goal Statements. Objectives have been broken down into two categories: Impact Objectives, which focus on the crash data, and Administrative Objectives, which focus on the countermeasures used to address the problems and issues identified by data. Each program area has its own set of Impact and Administrative Objectives. The general areas, such as Police Traffic Services, use a general set of overall Impact Objectives, but have their own set of Administrative Objectives. The overall Impact Objectives are listed below.

Combining variables that the MHSO's governing agencies desire the State to follow allowed the development of Maryland's highway safety program Impact Objectives. These agencies include NHTSA, the GHSA, and the Maryland SHA. The objectives are written in such a way that they are specific, measurable, action-oriented, realistic and time-bound (S.M.A.R.T.).

OVERALL PROGRAM GOAL
• To substantially reduce motor vehicle-related crashes, thereby reducing the fatalities, injuries, and resulting property damage.

OVERALL IMPACT OBJECTIVES: Standardized Goal Statements
• To decrease traffic fatalities 4.0 percent from the 2008 calendar base year average of 591 to 568 by December 31, 2010.
• To decrease serious traffic injuries 21.0 percent from the 2008 calendar base year average of 4,544 to 3,579 by December 31, 2010.
• To decrease fatalities/VMT 5.0 percent from the 2008 calendar base year average of 1.05 to 1.00 by December 31, 2010.
• To decrease rural fatalities/VMT 7.0 percent from the 2008 calendar base year average of 1.58 to 1.47 by December 31, 2010.
• To decrease urban fatalities/VMT 2.0 percent from the 2008 calendar base year average of 0.87 to 0.85 by December 31, 2010.
• To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 13.0 percent from the 2008 calendar base year average of 142 to 123 by December 31, 2010.
• To decrease alcohol impaired driving fatalities 13.0 percent from the 2008 calendar base year average of 152 to 132 by December 31, 2010. *-Note: Alcohol-Impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.*
• To decrease speeding-related fatalities 11.0 percent from the 2008 calendar base year average of 191 to 169 by December 31, 2010.
• To decrease motorcyclist fatalities 2.0 percent from the 2008 calendar base year average of 91 to 89 by December 31, 2010.
• To decrease un-helmeted motorcyclist fatalities 10.0 percent from the 2008 calendar base year average of 10 to 9 by December 31, 2010.
• To decrease drivers age 20 or younger involved in fatal crashes 4.0 percent from the 2008 calendar base year average of 94 to 90 by December 31, 2010.
• To reduce pedestrian fatalities 2 percent from the 2008 calendar base year average of 116 to 114 by December 31, 2010.
• To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.6 percentage point(s) from the 2008 calendar base year average usage rate of 93.4 percent to 95.0 percent by December 31, 2010.

Objectives are set using a 5-year period of FARS data (except for serious injuries (MAARS data used) and observed seat belt use):

These measures are based on an average of yearly variations for the 2004-2008 time period. During this 5 year period, the annual percentage change was calculated and averaged. The average percent change was then applied to the 2008 data providing an intermediate goal

for 2009. That same average percent change was then applied to that 2009 goal to calculate the final 2010 goal. This methodology helps to account for extreme fluctuations in the data and provides moderate, attainable goals. If the data in a specific program area showed an increase over the past 5 years (such as in the cases of pedestrian and motorcyclist fatalities) the average percent change was substituted with a 2% decline from the most recent year (2008) to generate the 2010 goal.

All goals set with the MHSO use this methodology. These HSP performance measures were created in August, 2009 using the 5 most recent years of data. The SHSP goals were established in the fall of 2006 using the 3 most recent years of data at that time (2003-2005). Due to the timing of these reports as well as the data range, the 2010 goals do not match exactly in both of those documents. In the future, when goals for 2015 are set, the HSP and SHSP will coincide. This will streamline all efforts in Maryland under a common goal that will be established for a 5 year time period.

Unless otherwise indicated, the MHSO is projected to meet its stated objectives by the end of 2010. This date was chosen in order for the MHSO's goal and objectives to fall more closely in line with those addressed in Maryland's Strategic Highway Safety Plan (SHSP) as well as the Maryland SHA's Business Plan.

Data & Demographics

Statewide Demographics

As of March 2008, the Maryland Department of Planning provided an estimate stating that slightly more than 5.6 million people live in the State of Maryland, as shown below in Table 1, representing a 5.4% increase from the 2000 estimate. In contrast to its relatively small geographic size, Maryland ranks as the 19th most populated state, according to US Census Bureau statistics. The Maryland Motor Vehicle Administration (MVA) estimates that there are approximately 3.8 million licensed drivers throughout the State with more than 3.7 million vehicle registrations on record.

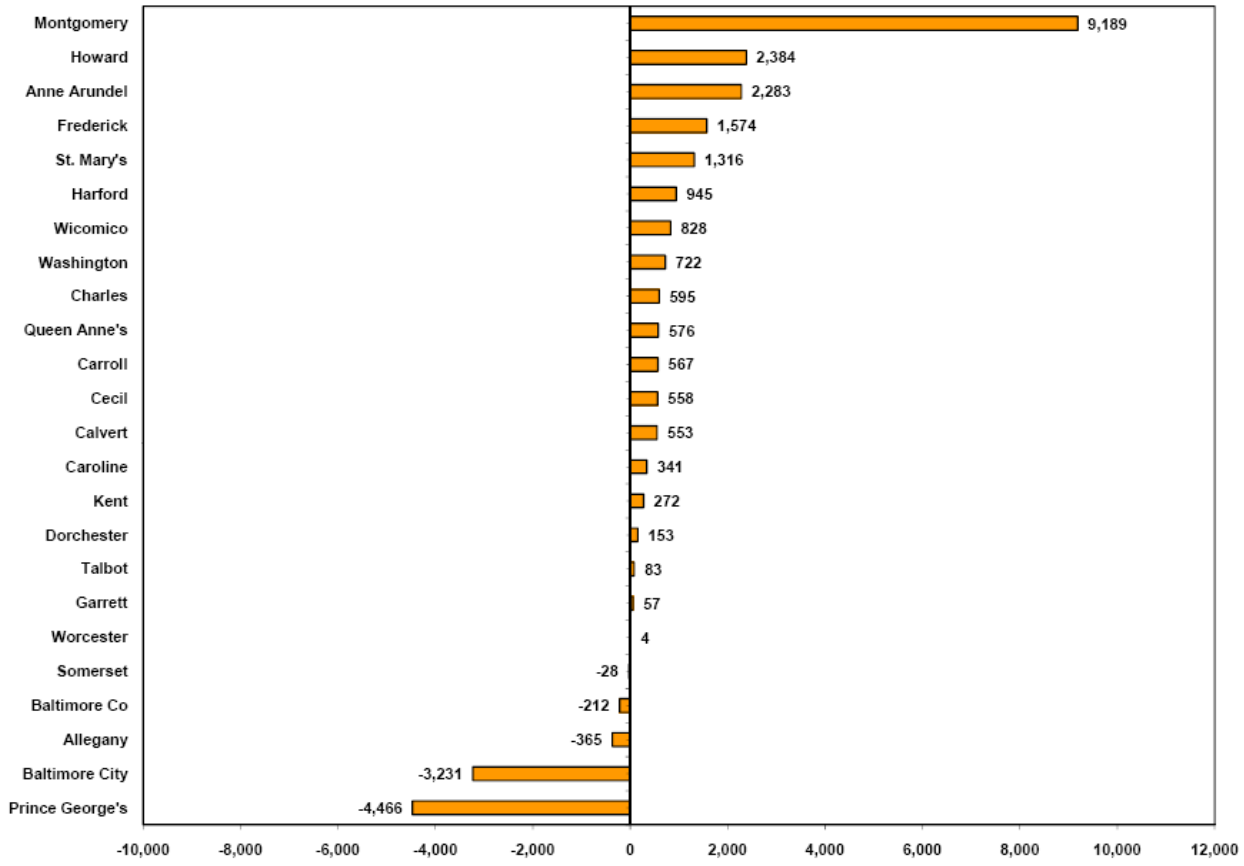
Table 1 – Total Population for Maryland Jurisdictions, 2007-2008

	2007	2008
MARYLAND	5,618,344	5,633,597
Allegany County	72,594	72,238
Anne Arundel County	512,154	512,790
Baltimore City	637,455	636,919
Baltimore County	788,994	785,618
Calvert County	88,223	88,698
Caroline County	32,910	33,138
Carroll County	169,220	169,353
Cecil County	99,695	99,926
Charles County	140,444	140,764
Dorchester County	31,846	31,998
Frederick County	224,705	225,721
Garrett County	29,627	29,698
Harford County	239,993	240,351
Howard County	273,669	274,995
Kent County	19,987	20,151
Montgomery County	930,813	950,680
Prince George's County	828,770	820,852
Queen Anne's County	46,571	47,091
Somerset County	26,016	26,119
St. Mary's County	100,378	101,578
Talbot County	36,193	36,215
Washington County	145,113	145,384
Wicomico County	93,600	94,046
Worcester County	49,374	49,274

Data extracts prepared by the Maryland Department of Planning, Planning Data Services, from U.S. Census Bureau and U.S. BEA, March 2009

Table 2, below, provides a brief summary of overall Maryland population growth by county. The table is listed in descending order, beginning with Montgomery County, which has experienced the most population growth. The MHSO will continue to take population data into consideration when planning for future programmatic activities.

Table 2 – Population Change For Maryland's Jurisdictions, 2000-2007



Source: Population Division, U.S. Census Bureau
Prepared by the Maryland Department of Planning, Planning Data Services, March 2009.

The MHSO continues to look toward age-based demographic information as a key component to effective traffic safety messaging. Analysis of such data, including projections of future population estimates, allows the MHSO to generate programming specifically focused on delivering messages to various at-risk populations, most notably younger and older drivers. Table 3 is presented on the following page as a means to highlight projections in Maryland's population until the year 2020.

Table 3 - Maryland Population Estimates by Age

	Historical				Projected					
	1970	1980	1990	2000	2005	2010	2015	2020	2025	2030
Population Characteristics:										
Total Population	3,922,399	4,216,975	4,780,753	5,296,486	5,577,470	5,779,380	6,086,840	6,339,290	6,533,900	6,684,260
Male	1,916,030	2,042,810	2,318,291	2,557,794	2,693,780	2,793,660	2,944,240	3,068,880	3,165,110	3,239,800
Female	2,006,369	2,174,165	2,462,462	2,738,692	2,883,700	2,985,710	3,142,600	3,270,420	3,368,790	3,444,470
White **	3,193,021	3,158,838	3,430,055	3,493,504	3,583,580	3,642,090	3,776,520	3,873,180	3,928,850	3,958,020
Nonwhite **	729,378	1,058,137	1,350,698	1,802,982	1,993,900	2,137,280	2,310,320	2,466,120	2,605,050	2,726,250
Selected Age Groups:										
0-4	344,573	272,274	364,988	353,393	370,180	387,410	406,830	421,770	422,000	419,950
5-19	1,170,508	1,054,505	940,288	1,139,572	1,197,000	1,187,380	1,204,340	1,252,630	1,297,930	1,320,730
20-44	1,321,781	1,645,037	2,046,144	1,978,806	1,930,470	1,878,310	1,948,460	2,015,150	2,109,900	2,170,780
45-64	785,840	849,550	914,989	1,225,408	1,433,590	1,600,200	1,656,860	1,623,030	1,513,000	1,436,840
65+	299,697	395,609	514,344	599,307	646,230	726,070	870,360	1,026,720	1,191,060	1,335,960
Total	3,922,399	4,216,975	4,780,753	5,296,486	5,577,470	5,779,380	6,086,840	6,339,290	6,533,900	6,684,260

Source: Maryland Department of Planning, Planning Data Services, Population Division

In conjunction with an analysis of age-based information, the MHSO also analyzes population estimates by race and gender. Analysis of ethnicity information allows the MHSO to recognize gaps in traffic safety messaging and adjust outreach efforts to meet the needs of diverse communities. The MHSO has utilized such information to place media, to create new messaging that is appealing to diverse audiences, and to aid the conduct of enforcement activities, namely enabling enforcement officers and traffic safety partners to more effectively communicate with Maryland's diverse communities. Table 4, provides an ethnic breakdown of Maryland's total population:

Table 4 - Maryland Population Estimates by Race

Estimated Annual Share of the Population by Race, and Hispanic Origin for Maryland: 2001 to 2008								
Race, and Hispanic Origin	**Population Estimates**							
	July 2008	**July 2007**	**July 2006**	**July 2005**	**July 2004**	**July 2003**	**July 2002**	**July 2001**
Total Population	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**	**100.0%**
One race	98.4%	98.4%	98.5%	98.5%	98.6%	98.6%	98.6%	98.7%
White	63.4%	63.6%	63.8%	64.2%	64.5%	64.9%	65.2%	65.6%
Black	29.4%	29.5%	29.4%	29.2%	29.0%	28.8%	28.7%	28.5%
American Indian and Alaska Native	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Asian	5.1%	5.0%	4.9%	4.8%	4.6%	4.5%	4.4%	4.2%
Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Two or more races	1.6%	1.6%	1.5%	1.5%	1.4%	1.4%	1.4%	1.3%

Source: Maryland Department of Planning, Planning Data Services, Population Division

Per 2008 statistics from the Maryland Department of Business and Economic Development, on average 96.2 percent of the 2.9 million people eligible for employment are employed in a given month. The mobility of these 2.9 million employees is a motivating factor when considering the State's highway safety efforts and the implementation of highway safety efforts. In fact, employers constitute a considerable portion of the MHSO's outreach effort and Maryland will continue in FFY 2010 to utilize these outstanding vessels for disseminating information. Drive times in both the morning and the afternoon represent some of the busiest on Maryland's roadways. As in the past, commuters will also continue to be one of the primary targets for the MHSO's messaging during FFY 2010.

State of the State

In 2008, 592 people were killed in the 95,349 police-reported traffic crashes in Maryland, while 48,143 people were injured and 62,041 crashes involved property damage only. In total, 358 drivers (282 vehicle drivers and 76 motorcycle operators), 123 pedestrians and bicyclists, and 111 passengers were killed on Maryland highways. On average, one person was killed every 15 hours, 132 people were injured each day (6 injuries every hour), and 261 police-reported traffic crashes occurred every day.

Table 5 – VMT, Fatality and Injury Information, 2004-2008

Year	VMT (billion miles)	Fatalities*	Fatality Rate*	Number Injured*	Alcohol-related Fatalities**	Safety Belt Use Rate
2004	55.1	643	1.166	57,409	211	89.0 %
2005	56.6	614	1.103	55,303	165	91.1 %
2006	56.6	652	1.149	53,615	189	91.1 %
2007	56.8	615	1.083	51,729	179	93.1%
2008	56.1	592	1.055	48,143	152	93.4%

* Source: Maryland State Highway Administration, MHSO/F&ISS
** Source: NHTSA, FARS (BAC 0.08+)

Table 6 – Statewide Total Crashes, Injury Crashes, Fatal Crashes, Injuries & Fatalities

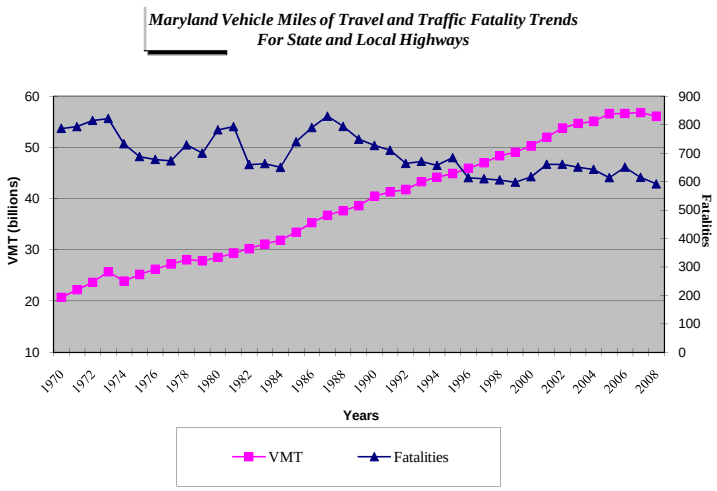
Statewide Crashes

	2004	2005	2006	2007	2008	% Change	2010 Goal
Fatal Crashes	576	577	593	558	539	-6.4	523
Injury Crashes	37,422	36,543	35,865	34,866	32,769	-12.4	32,304
Property Damage Only	66,105	65,488	65,430	65,519	62,041	-6.1	62,905
Total Crashes	104,103	102,608	101,888	100,943	95,349	-8.4	98,326
Total of All Fatalities	643	614	651	615	592	-7.9	530
Total Number Injured	57,409	55,287	53,615	51,729	48,143	-16.1	47,749

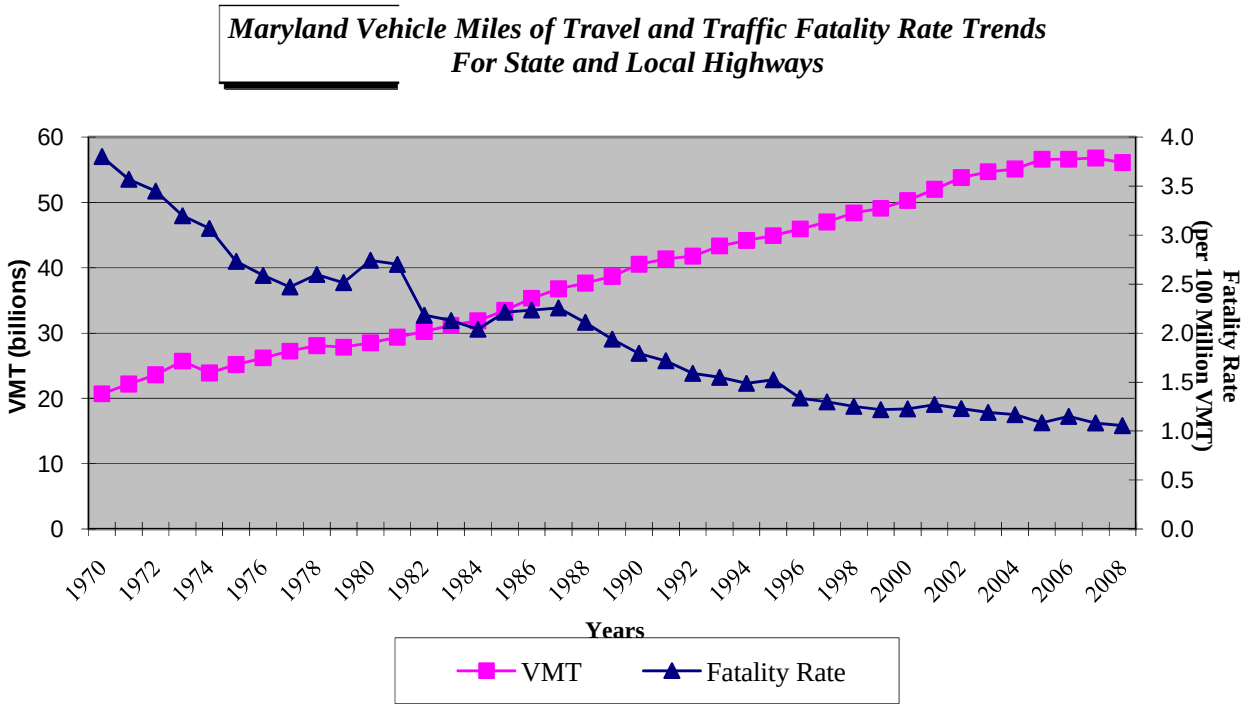
Source: Maryland State Highway Administration, FISS

There were decreases in every sub-category of crashes. Over the past year, total crashes decreased by 5,594 and injury crashes and total injuries decreased by 2,097 and 3,586, respectively. The largest decrease was seen in total injuries, which decreased by 6.9 percent. Additionally, the twelve-year fatality rate trend for Maryland decreased from a high of over 1.59 in 1992 to a low of 1.06 in 2008. Maryland's overall fatality rate has also consistently been lower than the national fatality rate for every year since 1992, and 2008 was no exception. Total VMT decreased by slightly more than 1% to 56.1 billion in 2008. The overall marked improvement in crash trends is clear, as noted in the graph on the following page, which illustrates the downward trend in the fatality rate and the upward trend of VMT.

Graph 1 – Maryland Vehicle Miles of Travel & Traffic Fatality Trends for State & Local Highways



Graph 2 – Maryland Vehicle Miles of Travel & Traffic Fatality Rate Trends for State & Local Highways



5-YEAR CRASH TRENDS

Table 7, below, illustrates Maryland's highway safety crash trends over the past 5 years. Individual program areas are ranked by total crashes, injuries and fatalities. The rankings are computed using 5-year averages – 2004 through 2008. The chart reveals that on average, the highest number of total crashes and injuries involve inattentive, young, older and alcohol / drug impaired drivers; however, a different pattern emerges among fatalities. Persons involved in inattentive, young and older driver crashes suffered more injuries. Improved coding of the Contributing Circumstances field on the police crash report between 2004 and 2005 led to a significant reduction in the use of the "07-Failure to Give Full Time and Attention" code in favor of other, more accurate determination of the crash circumstances. This resulted in a large decrease in the number of crashes that were attributed to Inattentive Driving (albeit still an inflated figure) and a subsequent increase in the number of crashes attributed to Aggressive Driving.

Table 7 – Statewide Crashes, Injuries & Fatalities by Program Area

	2004	2005	2006	2007	2008	5 Yr Avg
TOTAL CRASHES*						
Inattentive Driving	44,972	32,229	27,830	26,032	23,707	30,954
Young Driver (age 16-20)	20,882	20,316	19,857	18,993	17,344	19,478
Older Driver (65 & above)	10,226	10,167	10,364	10,166	9,884	10,161
Alcohol/Drug Impaired Driving	8,556	8,475	8,712	8,610	8,137	8,498
Aggressive Driving	3,909	5,651	6,252	6,205	6,111	5,626
Pedestrian	2,843	2,955	2,960	2,928	2,822	2,902
Motorcycle Involved	1,570	1,749	1,804	1,841	1,803	1,753
Pedalcycle	875	775	794	809	799	810
INJURIES*						
Inattentive Driving	26,523	17,405	14,177	12,994	11,636	16,547
Young Driver (age 16-20)	13,927	13,281	12,565	11,666	10,309	12,350
Older Driver (65 & above)	7,202	6,909	7,125	6,822	6,545	6,921
Alcohol/Drug Impaired Driving	4,886	4,851	5,068	4,820	4,291	4,783
Aggressive Driving	2,861	4,060	4,505	4,242	4,183	3,970
Pedestrian	2,631	2,755	2,765	2,667	2,618	2,687
Motorcycle Involved	1,416	1,599	1,701	1,661	1,568	1,589
Pedalcycle	705	655	671	662	652	669
FATALITIES*						
Alcohol/Drug Impaired Driving	215	201	241	221	164	208
Pedestrian	96	103	97	112	118	105
Young Driver (age 16-20)	122	113	111	112	106	113
Older Driver (65 & above)	104	96	112	79	85	95
Motorcycle Involved	68	88	87	96	83	84
Aggressive Driving	58	62	88	76	62	69
Inattentive Driving	187	73	51	40	35	77
Pedalcycle	12	7	7	7	7	8

Source: Maryland State Highway Administration, FISS

Note: Figures do not take into account exposure data such as VMT, population, registered vehicles and licensed drivers. Categories may also overlap (i.e. 16 year old alcohol/drug impaired driver). For this table, alcohol/drug impaired refers to crashes in which the operator of the motor vehicle was reported to be under the influence of alcohol or drugs.

VARIABLE DATA

The breakdown below summarizes where over-representation occurs in the various categories listed on crash reports for all of Maryland's traffic crashes. In FFY 2010, the MHSO will use this data to target educational efforts by age and gender, while focusing enforcement efforts by month, day of week, time of day, road type, and county.

Over-Represented Crash Factors – General		
Factor	*Variable*	*Percentage*
Age (drivers)	16-29	30.6% of involved; 36.5% of injured; 31.8% of killed
Gender (drivers)	Men	50.3% of involved; 49.7% of injured; 79.0% of killed
Month	October -December – total crashes; April- May – injury crashes; August-September – fatal crashes	Total – 26.4%; injury – 17.8%; fatal – 19.1%
Day Of Week	Friday and Saturday – total and injury crashes; Saturday – Sunday – fatal crashes	Total – 31.9%; injury – 31.1%; fatal – 36.9%
Time Of Day	2pm-6pm – total and injury crashes; 6pm-10pm – fatal crashes	Total – 27.0%; injury – 29.2%; fatal – 24.5%
Road Type	State and county roads	Total – 54.0%; injury – 59.3%; fatal – 70.1%
County	Baltimore City and Baltimore and Prince George's Counties	Total – 49.9%; injury – 44.7%; fatal – 42.1%

Programmatic and fiscal proposals for FFY 2010 were developed utilizing the aforementioned information. The MHSO used all available data to determine levels of funding for the various program areas, a process which remains especially vital in times of limited financial resources.

ALTERNATE SOURCES OF DATA

The MHSO continues to collaborate with the NSC to improve the problem identification process for FFY 2010. The following tables and graphs were compiled by the NSC to allow for an alternative look at the progress and/or continuing issues of those areas addressed by the Maryland highway safety program.

HOSPITAL DISCHARGES

The Health Services Cost Review Commission (HSCRC) collects data on patients discharged from Maryland hospitals. The following three representations contain data on patients discharged from Maryland hospitals in 2006, after involvement in a motor vehicle crash. During the past year, victims of motor vehicle crashes accumulated over $112 million in hospital charges.

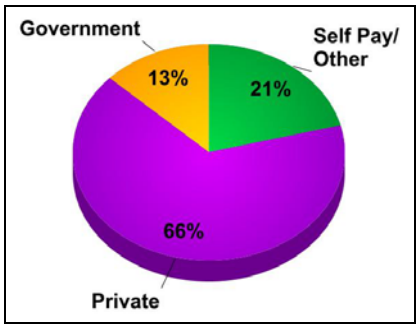
Table 8 – 2006 Distribution of Total Hospital Charges, Percents & Percentiles

Mechanism	Number	Charge ($ in 1,000s)	Percent (%)	Percentile ($)		
				25th	Median	75th
Driver	3,492	55,216	48.9	3,782	5,479	12,696
Passenger	1,294	18,949	16.8	3,783	5,425	12,458
Motorcyclist	747	16,554	14.7	4,556	7,682	20,010
Pedalcyclist	116	1,784	1.6	3,578	5,607	9,991
Pedestrian	756	14,304	12.7	4,362	7,182	17,138
Unspecified	285	5,947	5.3	4,258	6,771	14,338
Total	6,690	112,754	100.0	3,915	5,738	13,858

Source: NSC

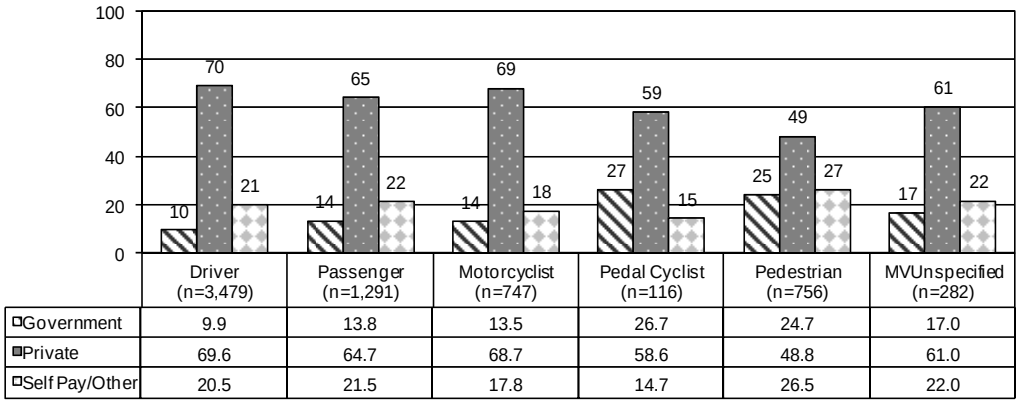
When combined across all hospital visits in Maryland, drivers and passengers accounted for two-thirds of all motor vehicle related hospital charges (49.0% and 16.8%, respectively). Yet motorcyclists and pedestrians accumulated the highest median hospital charges per hospital visit ($7,682 and $7,182, respectively).

Graph 3 – 2006 Principal Source of Payment of Hospital Charges



Source: NSC

Graph 4 – 2006 Principal Source of Payment of Hospital Charges by Person Type



Source: NSC

Close to two-thirds of all payments were attributed to private insurance carriers. Pedalcyclists were highest in terms of payment by government sources (26.7%), and pedestrians had the highest percentage of self-payers (26.5%).

AMBULATORY CARE

The HSCRC also collects data on each outpatient hospital encounter, i.e. Emergency Department (ED) visit, in Maryland hospitals. However, the file does not contain information on patients treated by private physicians. The following three representations contain data on 71,758 outpatient ambulatory care visits in 2006, after involvement in a motor vehicle crash.

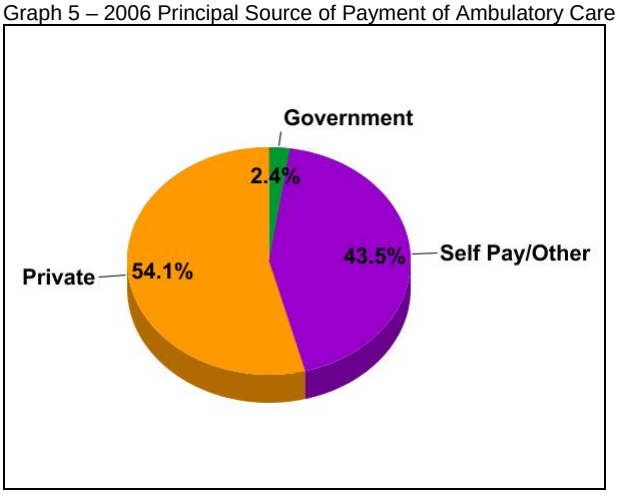
Table 9 – 2006 Distribution of Total ED Charges, Percents & Percentiles

Mechanism	Number	Charge ($ in 1,000s)	Percent (%)	Percentile ($)		
				25th	Median	75th
Driver	42,625	17,049	58.1	178	296	469
Passenger	19,981	7,468	25.5	162	273	439
Motorcyclist	2,133	1,385	4.7	302	447	785
Pedalcyclist	432	263	0.9	296	446	772
Pedestrian	2,582	1,561	5.3	268	411	747
Unspecified	4,005	1,594	5.4	185	293	446
Total	**71,758**	**29,320**	**100.0**	**179**	**298**	**474**

Source: NSC

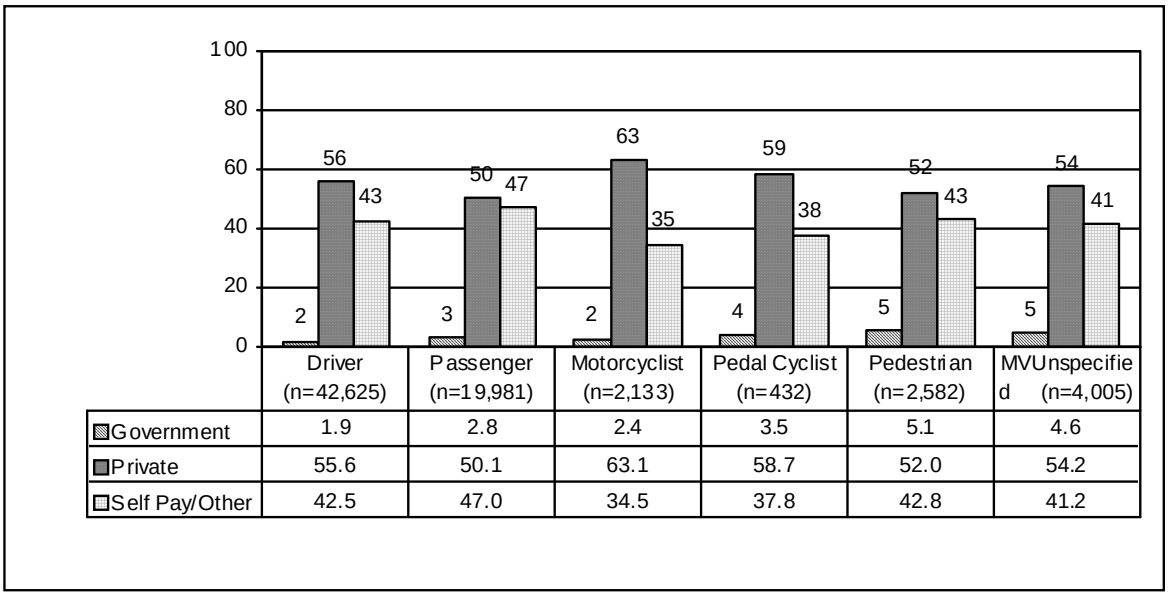
The distribution of ED charges (not including professional fees) among persons injured in a motor vehicle crash is displayed in the chart above. Motor vehicle crashes accounted for over $29 million in ED charges in 2006. This, when combined with in-patient charges, brings the total in excess of $140 million. Here, drivers and passengers accounted for nearly 84% of the total (58.1% and 25.5%, respectively). Once again, motorcyclists and pedalcyclist had the highest median charges per visit ($447 and $446, respectively).

Graph 5 – 2006 Principal Source of Payment of Ambulatory Care



Source: NSC

Graph 6 – 2006 Principal Source of Payment of Ambulatory Care by Person Type



More than half of all ED visit payments were attributed to private insurance carriers. As found in the hospital discharge data, pedestrians were highest in terms of payment by government sources (5.1%), although the proportion of the total bill paid by the government was much smaller. Passengers were highest in terms of those who self-paid or used other insurance means (approximately 47%), and motorcyclists were most likely to be covered by private insurance.

EMERGENCY MEDICAL SERVICES SYSTEMS

Regarding EMS response time, a total of 36,270 transported cases injured in a motor vehicle crash (including motorcyclists and pedestrians) were identified in the 2005 Maryland Ambulance Information System. EMS response time was calculated as the number of minutes between the time the call was received by the EMS system to the time the ambulance arrived at the scene location. The median EMS response time was 6 minutes and the mean response time was 7.5 minutes, with a standard deviation of 6.7 minutes.

TRAUMA REGISTRY

Table 10 – Motor Vehicle Crash Injured Cases Reported by Trauma Centers in 2005

Mechanism	Number	Percent (%)
Driver	3,297	53.6
Passenger	1,159	18.8
Motorcyclist	829	13.5
Pedalcyclist	77	1.3
Pedestrian	707	11.5
Unspecified	83	1.3
Total	6,152	100.0

Source: NSC

The Maryland Trauma Registry contains a record pertaining to each primary admission to the nine trauma centers located throughout the state. A treated patient is considered a primary admission if he/she is not released from the ED within six hours of arrival. According to the 2005 Maryland Trauma Registry, a total of 6,152 persons were admitted to a trauma center for injuries sustained in a motor vehicle crash. The majority of these patients were drivers (53.6%) and passengers (18.8%). Pedestrians accounted for approximately 12% of all motor vehicle related primary admissions.

CITATIONS / COURT

Table 10 contains data on the ten most commonly issued citations in Maryland in 2007. Each citation identifies a violation of the state transportation article. More than 1.2 million citations had been issued throughout the state. More than one-quarter were issued to motorists as a speeding violation, and another 10% were issued for improper seatbelt use. The violator was found guilty (either through payment of the fine or through the court system) in a majority of the improper belt use cases (90%) and for two-thirds of those cited for speeding violations.

Table 11 – Top Ten Types of Traffic Citations, 2007

Rank	Type	Number	% Guilty
1	Speeding	321,997	67
2	Improper belt use	123,584	90
3	Expired registration	76,365	65
4	Driving Under the Influence (DUI) or Driving While Intoxicated (DWI)	66,855	12
5	Failure to carry registration card	47,678	67
6	Suspended / revoked license	72,525	16
7	Registration violation (with canceled registration)	59,952	46
8	Failure to obey traffic control device	36,817	60
9	Failure to carry license	37,766	57
10	Driving without required license and authorization	35,327	14
Total		878,866	57

Source: NSC

Judiciary outcomes for three of the top four cited traffic violations are listed in the table below. The pattern of outcomes for DWI/DUI cases was slightly different than that for speeding and improper belt use violations. Since multiple citations may be issued for a single DWI/DUI arrest, frequently only the most relevant citation is prosecuted while others are Nol Prossed or otherwise disposed.

Table 12 – Citation Type by Court Disposition, 2007

Type	Guilty	Not Guilty	Probation Before Judgment	Dismissed	Nol Pross	Jury Trial	Merge with Other Citation	Fail to Appear	Inactive Docket
Speeding	215,514	14,238	60,973	7,641	8,809	102	324	10,407	3,743
Belt Use	110,940	1,444	1,169	895	3,162	41	191	5,141	554
DWI/DUI	8,063	383	11,087	95	5,030	263	113	806	751

Source: NSC

All data in the above Performance Plan section, as well as a number of newly developed variables, is available on the NSC website for use by the MHSO's grantees and partners. This is being done in an effort to continually improve upon Maryland's problem identification process and its subsequent effect on highway safety countermeasures. (http://medschool.umaryland.edu/NSCforTrauma//traffic.asp)

Highway Safety Plan

Program Delivery – An Overview

The Maryland Highway Safety Office is dedicated to implementing an expansive highway safety plan to reduce the number and severity of crashes and injuries on Maryland's roadways. The MHSO will continue to utilize a comprehensive approach to addressing its top identified priority traffic safety areas during FFY 2010. While many projects are developed and implemented in-house, many more are carried out with the assistance of statewide partners. This section will briefly introduce the four primary instruments utilized by the MHSO to deliver its program.

1. Grant Development and Monitoring

In FFY 2010, the MHSO hopes to distribute nearly $11 million in matching (state and federal) grant seed monies. Approximately $6 million additional funds will be from state and local matching funds. These funds will help aid in the implementation of numerous projects identified in each of the twelve Priority Program Areas (see page 12). These projects range from outreach and media campaigns, law enforcement campaigns, judicial education, Community Traffic Safety Programs, and assessment and evaluation components, to name a few. In the following pages, each program area will be highlighted, as well as a description of each anticipated grant and grantee that falls within that Priority Program Area.

The MHSO is charged with determining the appropriate allocation of federal funds to impact highway safety and reach as many motorists as possible. With the goals of accountability and efficiency, over the years, the MHSO has put a considerable amount of effort into developing comprehensive and transparent grant solicitation and selection processes. Below is a brief overview of the processes used to identify those projects that will have the largest impact in achieving MHSO's stated goals. These processes and timelines cover more than one calendar year, in the sense that preparation for the FFY begins well in advance of its formal starting date (October 1), and closeout extends beyond its formal ending date (September 30). A more detailed description of these processes can be obtained by contacting the MHSO.

A. **Establish Program Direction (October-December)**
   Select members of the MHSO staff meet to review programmatic activities and refine problem identification based on available data sources. Priority Program Areas are refined and reset for the next fiscal year, if necessary.
B. **Information Dissemination (November-February)**
   MHSO continues to utilize a comprehensive approach to solicit grantees. These grantees are broken out into three categories:
   a. Existing General – grantees that have already received funding from MHSO in previous fiscal years (ie., law enforcement agencies, non-profits, municipal governments, educational institutions)
   b. Potential General – organizations that have not received funding from MHSO in previous years, but that are interested in developing projects that address MHSO Priority Program Areas.
   c. Existing Local Funding – county-level agencies that house the 20 Community Traffic Safety Programs (CTSP). One-third of the CTSP programs are housed in health departments, one-third in law enforcement agencies, and the rest in various county offices.

Each year, the MHSO conducts a seminar to solicit proposals for grant funding. In order to be considered for grant funding, attendance is encouraged for both existing and potential grantees. This seminar provides MHSO staff an opportunity to outline Priority Program Areas, the data that supports the Priority Program Areas, and the type of grant activities that the MHSO is seeking for the next fiscal year.

C. **Expressions of Interest (April)**
Organizations and agencies are allowed to review the available data, prepare descriptions of projects that address Priority Program Areas, and submit a formal Expression of Interest(EOI) to the MHSO. Formal EOIs contain identification of problem(s), proposed project description, project objectives, project activities with timelines, a description of how the project will be evaluated, and project costs. Local Funding Grantees submit a similar Project Agreement (PA) document that outlines programmatic activities for the coming fiscal year.

D. **Grant Review (mid-June)**
Select members of the MHSO staff and partner agencies meet to review the formal EOIs and PAs submitted by Local Funding Grantees, Potential Grantees, and Existing Grantees. Utilizing a comprehensive weighted category system, EOIs are evaluated based on how well they address the Priority Program Areas. Funding recommendations are made by the grant review team and presented to the GR/SHA Administrator for final approval before being proposed back to the submitting agency.

E. **Project Agreements (June-September)**
Potential and Existing Grantees and Local Funding Grantees are allowed to submit revisions, if necessary, or withdraw the EOI. Once the grant review team and the grantee resolve any issues with the grant proposal, the project agreement is executed, on the condition of availability of funds and compliance with the terms of the agreement. During this time, the MHSO submits the Annual Application for Federal Highway Safety Funds that outlines proposed projects and grants.

F. **Approval from NHTSA (October)**
On or after October 1, the MHSO Chief is notified by letter of the federal funds available for the new fiscal year. If necessary, proposed budgets and grants are modified.

G. **Monitoring and Reporting (October-December-FY2010)**
MHSO staff monitor grantees to ensure compliance with standards and project agreements. Throughout the fiscal year, grantees are required to submit status reports, reimbursement claims, reimbursement itemization reports and supporting documentation, and equipment accountability report (if necessary). At the conclusion of the fiscal year, grantees are also required to submit a final narrative evaluation report. Each December 31, MHSO also submits an annual overall evaluation report to NHTSA for the previous fiscal year.

2. Community Traffic Safety Programs

Maryland will continue to utilize a network of local traffic safety personnel to address various community issues. These local programs, known as the Community Traffic Safety

Programs, cover each or regions of Maryland's 23 counties and Baltimore City[*]. The CTSP program allows the MHSO to incorporate local efforts to address problems unique to a certain community and to allow for more effective local implementation of the MHSO's Priority Program Areas as well as implementation of SHSP Emphasis Areas. The CTSP program is another tool for the MHSO to help ensure that annual performance measures laid out in this HSP are met.

Each year, local CTSP Coordinators work with their respective county-level Task Forces to gather data, identify local traffic safety issues and problems, develop appropriate countermeasures, and implement or advocate solutions. The Task Forces are the focal point for communication and cooperation among government agencies and the private sector on traffic safety matters, and serve as community facilitators for local traffic safety initiatives. Local CTSP Coordinators develop and implement numerous activities including:

Coordinate Task Force Activities/Meetings	Conduct seat belt use observational surveys
Manage CTSP budgets	Conduct outreach to new and existing partners
Supplement MHSO campaigns and functions	Coordinate law enforcement activities

While CTSPs are given autonomy to decide how best to address identified traffic safety issues in their locality, much work is done at the MHSO to monitor the progress of each CTSP and ensure that the activities will help achieve the stated Impact Objectives for the year. Several tools allow both CTSP Coordinators and the MHSO to better evaluate local CTSP program implementation. Developed collaboratively with funds by the MHSO and the Johns Hopkins University School of Public Health, Center for Injury Research and Policy and the University of Maryland, National Study Center for Trauma and EMS, several new tools continue to be utilized to support MHSO's integrated evaluation system of CTSP:

1. **CTSP Community Coalition Survey Tool**
   This survey allows members to evaluate and rate the effectiveness of their respective county-level Task Force. This gives CTSP Coordinators an opportunity to better understand what their coalition is doing well, at what stage in development the coalition is functioning and ways to continue to advance the coalition towards optimal performance.
2. **Action Measure Tools (paper and pencil survey)**
   This survey allows general population participants and attendees at highway safety-related events to weigh in on the effectiveness of MHSO programs. The purpose of the tool is to collect information regarding public knowledge, attitudes and behaviors in relation to traffic safety laws, programs, issues, and more.
3. **Strategic Plan and Status Reporting Document**
   Perhaps the most ambitious grant evaluation tool to-date at MHSO, this comprehensive document, developed through an Access database, will help CTSP Coordinators conceptually develop, implement and track their program's progress. The Strategic Planning Document is developed at the onset of the grant process with the MHSO as a portion of the Expression of Interest/Project Agreement and carries on electronically as a Status Reporting Tool that is submitted quarterly to the MHSO to track program activities.

[*] The Mid-Atlantic Region is comprised of Carroll and Frederick Counties. The Upper Chesapeake Region is comprised of Kent and Queen Anne's Counties. The Washington Metro Region is comprised of Montgomery and Prince George's Counties. All other counties/jurisdictions are managed individually, although other regional formations are expected in FFY10.

The combination of these evaluation tools will better equip MHSO with the ability to track progress in meeting SHSP goals, HSP Impact Objectives, as well as tap into the public's knowledge, perception, and approval of MHSO activities. The MHSO will continue to review the progress of the CTSPs and evaluate the effectiveness of each program, as well as monitor the effectiveness of these new evaluation tools

COMMUNITY TRAFFIC SAFETY PROGRAMS: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
Local	Local CTSP Base & Special Funds	$2,111,000	Section 402 / 406
Local	Local CTSP Enforcement	$1,358,700	Sections 402 / 406 / 410
Total All Funds		**$3,469,700**	

3. Law Enforcement

In addressing the Priority Program Areas, the MHSO administers numerous highway safety programs and projects. A major portion of almost every program includes a law enforcement component. Inherent in highway safety is the use of behavior modification to achieve multiple objectives, including, but not limited to, reductions in vehicle fatalities, reductions in impaired driving, and increasing seat belt usage. Enforcement of traffic laws is a large contributor to modifying driver behavior. Maryland has over 140 law enforcement agencies throughout the state, most of which have the authority and resources to enforce traffic laws. The MHSO will continue to utilize a comprehensive approach to coordinating and supporting the traffic safety activities of law enforcement agencies across the state. This will be accomplished in a variety of fashions including, but not limited to:

- **Programmatic Initiatives** – Of the 12 Priority Program Areas, the programs that most directly address behavioral modification are supplemented with enforcement support funding. These programs that include targeted enforcement are Aggressive Driving, Impaired Driving, Occupant Protection, Motorcycle Safety, and Pedestrian Safety. A more detailed description of how these enforcement funds will be utilized is included in each Priority Program Area description. A total of $645,200 will be allocated in FFY 2010 for targeted programmatic enforcement.

- **Police Traffic Services** – Law enforcement agencies are expected to address a multitude of public safety concerns, including rising crime rates, drug use, and traffic fatalities and injuries, especially in a post-9/11 environment. However, law enforcement agencies, in most cases, are expected to do this with current or static resources and budgets. Therefore, MHSO staff will continue to work closely with law enforcement agencies to seek unique and innovative approaches that can combine and achieve multiple law enforcement objectives. Activities include training courses for law enforcement officers in Crash Reconstruction, Crash Investigation, Drug Recognition, and coordination and participation in the annual Chiefs' Challenge activities. A more detailed description of this program can be found in the Priority Program Area.

- **Maryland Chiefs of Police Association and Maryland Sheriffs Association** – Multiple MHSO staff are involved in the promotion and development of this association's activities, as they relate to highway safety. These associations help serve as a vehicle for communicating and providing top-level encouragement in participating in MHSO's initiatives and campaigns, as well as providing endorsed outlets for law enforcement trainings in highway safety.

- **CTSP** - In addition to the CTSP base budget, each CTSP will receive additional funding to support local traffic enforcement, including special events enforcement such as motorcycle safety enforcement at BikeFest at Maryland International Raceway, and DUI checkpoints and saturation patrols at the Tiki Bar opening on Solomon's Island, to name a few. CTSP Coordinators are also expected to coordinate enforcement activities in relation to NHTSA national crackdown periods and MHSO initiatives, including *Click It Or Ticket* seat belt enforcement, *Checkpoint Strikeforce* impaired driving enforcement, and *Smooth Operator* aggressive driving enforcement, to name a few. A total of $1,218,700 will be allocated in FY 2010 for CTSP enforcement coordination. Much of this funding is considered as supplemental funding and requires detailed plans for allocation.

4. Public Information & Education (PI&E)

Another equally important component to behavior modification is the dissemination of public information and the use of educational mediums (PI&E) to encourage drivers to use good judgment and obey traffic laws. The MHSO will initiate and fund numerous public information campaigns throughout FFY 2010, as well as produce educational materials for distribution throughout the State at various events. Following the techniques employed by other areas of public health promotion, the MHSO will utilize both social norming and risk awareness messages to convey to drivers the need for good judgment and adherence to traffic laws. In addition to highlighting the personal health risks associated with poor driving behavior, another caveat widely utilized by the MHSO is to highlight the potential financial and legal risks also associated with poor driving behavior (ie, tickets, fines, points levied against one's driving record, arrest and incarceration). The male 18-34 year old demographic is the MHSO's primary audience for a wide variety of messaging, and in many instances, educational programming is formulated with this group in mind.

In addition to participation in NHTSA national crackdown initiatives and PI&E campaigns (ie, *Click It Or Ticket,* and *Over The Limit Under Arrest*), MHSO employs numerous well-branded statewide and regional campaigns such as *Smooth Operator*. The MHSO adheres to a strict calendar to roll out these campaigns and ensure that messages do not get overlapped. The particular mediums utilized by the MHSO for its PI&E campaigns are wide and varied. Far too many examples to list here, a few are provided below to exemplify the breadth and scope of MHSO's mediums in FFY 2009:

Radio Public Service Announcements (PSAs)	Television PSAs	Event Promotion/Partnerships
Busbacks and Buswraps	New Booster Seat Law Card Brochure	Target-based Activity Incentive Give-Aways
Press Conferences	Earned Media	Email Newsletters

Employer Outreach	Interactive web-based messaging	Roadside signage/VMS
Media Interviews	Billboards	

Program Area Details

Throughout FFY 2010, the MHSO will fund a variety of programs, projects and activities, with federal transportation dollars, which are intended to advance the traffic safety goals set forth by the State of Maryland. As in the past several years the Program Areas listed in this report have been arranged to coincide with their position in the MHSO's overall set of priority Program Areas, as defined in the "Summary of Goals" section. It is important to note that the Program Area priorities have not changed since FFY 2006, with top priority being placed on the areas of impaired driving prevention, occupant protection and the enhancement of statewide data collection and dissemination.

Each section of the priority areas will contain crash data and a listing of Impact Objectives and Administrative Objectives. Roughly half of the Program Areas identified utilize a general set of Impact Objectives, namely Data Enhancement, the CTSP, General Driver Safety, Police Traffic Services, Diversity in Traffic Safety, EMS, Engineering, and Planning and Administration. Only the Administrative Objectives will be provided for each of these sections.

The use of federal Section 402, 405, 406, 408, 410, and 2010 funds (in accordance with fund use limitations) is planned and the activities for which these funds will be used are included in the appropriate program area descriptions. Section 406 Incentive funds will be used in a variety of program areas to supplement activities that may also be utilizing other funds for a comprehensive approach to meeting highway safety goals. Specific uses of Section 406 Incentive funds include Aggressive Driving and Speed Enforcement by the Maryland State Police; Curriculum enhancement of motorcycle safety training programs; an assessment of Young Driver Education programs through the Maryland Motor Vehicle Administration (MVA); the placement of unused media inventory of safety messages; and the implementation of an E-Grants system that will streamline the Grants Management process allowing for better monitoring and program management by MHSO staff as well as more accurate and comprehensive reporting by grantees. The program area descriptions do not include state matching funds, however, those financial indicators can be found in the Program Cost Summary at the end of the document. The Program Cost Summary section identifies the specific planned uses of the various grant funds in FFY 2010. Additionally, basic program cost summaries are provided at the end of each individual Program Area section and a breakdown of funds to be spent on Maryland's SHSP activities is also provided in each section.

As in past years, not all of the national traffic safety priority program areas are addressed in this application. For example, the OOTS has a significant number of divisions, such as its Motor Carrier Division, that are assigned the primary responsibility for overseeing a variety of issues such as truck safety. The MHSO continues to provide maximum cooperation to these divisions to ensure the most complete highway safety program possible.

NOTE: * Unless otherwise noted, all tables and graphs included in each of the Program Areas are provided by the SHA's MHSO/FISS and the MAARS database.

IMPAIRED DRIVING PREVENTION

Table 13 – Crash Summary: Driver Involved Alcohol or Drug Impaired *

	2004	2005	2006	2007	2008	5-year % Change	2010 Goal
Fatal Crashes	183	184	214	192	147	-19.7	180
Injury Crashes	3,142	3,124	3,236	3,151	2,834	-9.8	2,442
Property Damage Only	5,231	5,167	5,262	5,267	5,156	-1.4	4,962
Total Crashes	8,556	8,475	8,712	8,610	8,137	-4.9	7,918
Total of All Fatalities	215	201	241	221	164	-23.7	196
Total Number Injured	4,886	4,851	5,068	4,820	4,291	-12.2	3,707

Over the past five years, an average of 8,498 impaired driving crashes has occurred annually on Maryland's roadways. Maryland's 2010 goal is 7,918 impaired driving crashes, as noted in the above table. On average, 208 people have lost their lives each year. This loss of life represents more than one-third of all of Maryland's traffic fatalities. In addition, an average of 4,783 people has been injured annually, accounting for 9% of all of Maryland's traffic injuries.

Over-Represented Crash Factors – Impaired Driving		
Factor	*Variable*	*Percentage*
Age (drivers)	21-29	32.4% of involved; 36.2% of Injured; 27.1% of killed
Gender (drivers)	Men	71.1% of involved; 73.9% of Injured; 87.8% of killed
Month	August and December – total and injury crashes; June and April – fatal crashes	Total – 18.6%; injury – 19.5%; fatal – 26.5%
Day Of Week	Saturday and Sunday	Total – 42.0%; injury – 40.6%; fatal – 46.2%
Time Of Day	12am-4am	Total – 31.0%; injury – 29.8%; fatal – 34.7%
Road Type	State and county roads	Total – 60.9%; injury – 66.4%; fatal – 74.8%
County	Prince George's and Baltimore Counties	Total – 30.7%; injury – 29.7%; fatal – 30.6%

IMPACT OBJECTIVE: Standardized Goal Statement – IMPAIRED DRIVING PREVENTION
• To decrease alcohol impaired driving fatalities 13.0 percent from the 2008 calendar base year average of 152 to 132 by December 31, 2010.

In FFY 2010, the MHSO Impaired Driving Program will dedicate resources to the development and implementation of the Maryland Strategic Highway Safety Plan, Impaired Driving Emphasis Area's objectives and strategies. To ensure a comprehensive program, the Impaired Driving Emphasis Area Team has integrated the objectives and strategies of a number of key reports published in the past 2.5 years. In particular, the Task Force to Combat Driving Under the Influence of Drugs and Alcohol, a legislatively established task force, submitted a

comprehensive set of recommendations to the Maryland General Assembly and Governor Martin O'Malley in October 2008. The outcome of this report closely parallels the recommendations of the 2007 Impaired Driving Assessment orchestrated by the National Highway Traffic Safety Administration. The findings and recommendations include strengths and weaknesses of the Maryland system, statistical trends, and tested countermeasures to enhance Maryland's Impaired Driving System and ultimately reduce impaired driving crashes and their associated injuries and fatalities.

A key element of the MHSO impaired driving program is its statewide Impaired Driving coalition, a network of public and private stakeholders that serve as the conduit for data analysis, campaign and project development, and implementation of projects, campaigns and future grants. Maryland's *Impaired Driving Coalition* (*IDC)* facilitated and supported by the MHSO, will continue to serve as the lead governing body of the statewide impaired driving prevention efforts. The *IDC* will continue to consist of a diverse membership, including state agencies, local agencies, law enforcement representation and private businesses. Speakers will be invited to present cutting-edge information, new initiatives, and data research to maintain better insight into the problems and solutions in impaired driving such as: Public Awareness, Law Enforcement, Improved Practice of Law, Creating Effective Legislation, Data Collection, and Education to Prevent Impaired Driving. The impaired driving program will pursue the recommendations of the DUI Task Force report, the 2007 assessment, as well as the objectives established by the SHSP Impaired Driving Emphasis Team which includes a recognition program for police agencies and rewards individual officers from across the State who make significant contributions to alleviating drunk driving on Maryland's roads. In addition, the Impaired Driving Coalition will seek to achieve a set of strategies and action steps to address increased enforcement, stronger penalties and standards for impaired driving convictions, as well as an overall strengthening of the post-arrest scenario, as well as exploring more effective and better coordinated enforcement and media campaigns to increase the public's awareness of impaired driving, its consequences and alternatives to this crime. The Impaired Driving EAT has been integrated into the State's existing *IDC*, thus increasing membership to include the following agencies: MVA, SHA, MIEMSS, Department of Corrections, Departments of Health, statewide law enforcement, the University of Maryland, County Governments among others. Among one of the IDC's major initiatives is the Checkpoint Strikeforce campaign.

The Checkpoint Strikeforce (CPSF) Campaign is a year-long sustained and highly-visible enforcement and public information campaign coordinated by the National Highway Traffic Safety Administration's Region III Office. Maryland, in close coordination with Virginia and the District of Columbia (DC) lead this effort as a means to curb impaired driving through the use of education, enforcement and accompanying outreach efforts in highly targeted jurisdictions throughout the State. The targeted Maryland areas are based on impaired driving crash, fatality, injury, arrest and judicial outcome data and include the Central Maryland/Baltimore area, the Washington DC metropolitan area, the Southern market and Maryland's Eastern Shore. Continued coordination of the Campaign message and materials will carry on throughout FFY 2010 in order to maintain a year-long, sustained and high-visibility enforcement program to increase awareness of enforcement efforts, and the consequences of impaired driving from a legal, health and public safety perspective. The campaign, while considered year-long, will conduct highly-visible enforcement and outreach efforts during designated waves and national crackdowns, in compliance with the provisions of the NHTSA Region III Office and its regional highway safety offices. The waves are intended to better target resources during the latter part of the year beginning with the launch of the national impaired driving mobilization in August 2010. The program has indentified the following five wave periods:

1. August - September, Labor Day
2. October, Halloween
3. November, Thanksgiving
4. Early December, Holiday Period
5. Late December - January, New Year's Eve

In FFY 2010 the MHSO will purchase $400,000 of paid media for the statewide CPSF Campaign. Additional funds will be used to implement impaired driving prevention and awareness advertising using web-based programs, television and high profile events. These campaigns will be designed to support the objectives of NHTSA's Regional impaired driving prevention campaign and will target Maryland-specific issues such as Court monitoring, DUI Courts, server training and alternative transportation services for impaired drivers. Media spots will be placed during the high visibility enforcement periods, as identified by the NHTSA Region III Office. The types of media used in conjunction with enforcements periods include TV, radio, outdoor advertising and sporting events.

The MHSO will continue its plan to maintain and/or increase sobriety checkpoints and/or saturation patrols in concert with its paid and earned media campaign during FFY 2010. The plan identifies joint enforcement teams in each county throughout Maryland. These teams, called "projects", are required to carry out at least one sobriety checkpoint and/or saturation patrol per quarter, as well as at least four operations during the two-week national impaired driving mobilization. This does not, however, prohibit or discourage departments who can manage to carry out operations independently from doing so. The MHSO hopes this plan will help maintain the numbers of sobriety checkpoints conducted and increase the total number of operations carried out statewide during FFY 2010 and in turn provide more opportunities to reach our target audience through direct contact with the law and increase the perception of the risk of arrest.

In the addition to the annual enforcement plan, the MHSO will implement a supplemental enforcement program, where law enforcement agencies or teams of agencies can qualify for additional overtime or equipment funds if they submit a written enforcement and education plan for the month of August 2010. Maryland's crash trends indicate that the deadliest month for impaired driving in Maryland is August. Therefore, any plan submitted for supplemental funds, must specify enforcement and outreach countermeasures to help reduce impaired driving fatalities by 1, or maintain zero fatalities should the county data indicate zero fatalities during the month of August. The intent of these supplemental funds is to empower law enforcement agencies to develop advanced plans that are tailored to the resources of the agency, encourage creativity, and in the long run prescribe an expected performance measure, the reduction or maintenance of fatalities. This approach has the potential to reduce impaired driving fatalities by 19 during the month of August 2010, for a potential statewide traffic crash reduction of 31 percent. With time this challenge can be increased and cut our fatal crashes during the month of August up to 44 percent.

Major initiatives for FFY 2010 will include: the pursuit of a Traffic Safety Resource Prosecutor for the enhancement of relations with judges, prosecutors, defense attorneys, and law enforcement; the DUI Law Enforcement Awards Ceremony, *Maryland Remembers*, a memorial service recognizing impaired driving victims during *National Drunk and Drugged Driving Prevention Month*; continuation of the *CPSF* Campaign; and press events, one announcing *CPSF* and the law enforcement crackdown, and another for *Maryland Remembers* activities, and the results of annual campaigns, as well a request to the Lieutenant Governor to

continue to serve as the Honorary Chair of the IDC. Finally, the IDC will launch its first social marketing campaign, DUI is for Losers. This local outreach and awareness campaign will provide members of the IDC with a consistent message that will be heard statewide. The message will be strategically delivered during the SuperBowl festivities, St. Patrick's Day, Alcohol Awareness month, Cinco de Mayo and July 4th.

During Maryland's 2007 Legislative Session, the Task Force to Combat Driving Under the Influence of Drugs and Alcohol was statutorily established from July 2007 through December 2008. The Task Force, commonly referred to as the DUI Task Force, submitted a comprehensive report with findings and proposed solutions to Maryland's DUI education, enforcement, engineering, and public outreach programs, as well as all of the components of the judicial and licensing proceedings, screening, intervention and treatment programs and more. While the DUI Task Force is formally defunct, the State Highway Administrator, who was appointed by the Secretary of Transportation as Chair of the Task Force and supported by his lead staff, the Impaired Driving Prevention Coordinator, is dedicated to the implementation of the recommendations. The State Highway Administration and the Maryland Highway Safety Office will provide staff and logistical support, oversight and management of the implementation phases of the Task Force recommendations.

In addition in FFY 2010 the MHSO will fund the following projects, to work toward accomplishing its impaired driving prevention objectives:

American Automobile Association (AAA) Mid-Atlantic Region – *Tipsy? Taxi!*

- Non-profit
- Target audience – 21-year-olds & older
- Target area – Baltimore Area (originating at establishments within Baltimore City limits)

The *Tipsy?Taxi!* Program, which is modeled after the Washington Regional Alcohol Program's SoberRide Campaign, will provide free taxi rides to drivers who have been drinking and need a safe ride home. The program was piloted during the 2006 July 4th holiday and more than 300 free rides were provided to potentially impaired drivers during the pilot. This program was expanded to provide rides for three holidays throughout FFY 2008. FFY 2010 will include Halloween, Thanksgiving, New Year's, St. Patrick Day, and July 4th. Free taxi rides will be available to those 21 years old and older who have been drinking at an establishment (restaurant or bar) within Baltimore City limits. Those wishing to utilize the service will be directed via an intense earned media campaign prior to each "ride program" to call 1-877-963-TAXI for a SAFE & FREE RIDE HOME within the Baltimore metropolitan area. Riders may only request a ride home and not to another bar, party, or public location. A ride provided by *Tipsy?Taxi!* may not exceed $50. The program is committed to reducing drunk driving and recognizes that holidays can be deadly due to drunk driving fatalities. Partners of this program include AAA Mid-Atlantic, Yellow Cab of Baltimore, and the MHSO. The program partners will be working on expanding public and private partners to support this program.

Anne Arundel, Harford & Howard County District Courts – *DUI/Drug Courts*

- State agency
- Target audience – convicted subsequent DUI offenders
- Target area – Anne Arundel, Harford & Howard Counties

The *DUI/Drug Court* is designed to address individuals over the age of 18 who have been charged with a DUI/DWI or a violation of probation on those charges, offering them a highly intensive monitoring and rehabilitative treatment program. Eligible individuals will have a prior history of DUI or DWI convictions, no pending sentences or warrants, and will not currently be on parole or probation. The program will divert offenders from long periods of incarceration.

However, they must serve any minimum mandatory sentence prior to entering the treatment program. This program is intended as a post-conviction, voluntary program that utilizes a multi-faceted approach to rehabilitation. The program proposes to reduce recidivism for the repeat offenders participating in each county court program, and increase abstinence from alcohol by 50 percent. Offenders will be monitored by frequent alcohol and drug tests, and will meet frequently with their team, consisting of a judge, probation monitor, treatment personnel, and their supervising officer. Participants will be tracked for one year following discharge to assess recidivism, drug use, and social functioning.

Local Law Enforcement / Statewide – *Impaired Driving Enforcement*

- County & local government agencies
- Target audience – general public
- Target area – State of Maryland

The main goal of this program is to increase traffic patrols and sobriety checkpoints in areas and at specific times where impaired driving has been identified as a problem in local communities and roadways. Increased enforcement will be conducted during heavily advertised enforcement waves, building the public perception of coordinated enforcement across the State. Almost all law enforcement agencies in the State devote some portion of their traffic enforcement efforts to reducing impaired driving, and many are supported at the local level through their CTSP. Additionally, the MHSO Law Enforcement Program Coordinator will work closely with newly formed checkpoint task forces across the State, providing them technical support as well as facilitating instruction in the form of Checkpoint Manager's training to police supervisors. MHSO, in conjunction with MSP, will help fund a coordinated statewide Drug Recognition Expert (DRE) effort, including maintaining certification of 110 DREs, and recruiting and training of new candidates. Best practices of previous pilot projects and innovative operations will be shared across the State, including a greater utilization of the low-manpower sobriety checkpoints. Additionally, training for patrol officers will continue to be offered to police agencies across the State in the form of the DUI Institute, which assist leaders in the field of DUI enforcement in identifying strategies for dealing with circumstances that might otherwise discourage the arrest of an impaired driver.

Mother's Against Drunk Driving, Chesapeake Region – Court Monitoring Program

- Non-profit
- Target audience – District Court
- Target area – Prince George's and Howard Counties; Statewide

MADD National has a long held tradition of volunteers sitting in on court proceedings to monitor the outcomes of drunk driving cases, in the interest of the victims, for the management of victim impact panels, and to encourage the judicial system to hold offenders accountable for their actions. Over the years the organization developed a database tracking system that tracks case outcomes, recidivism and more. In an effort to capture judicial outcomes and help improve adjudication of DUI cases, the Chesapeake Region MADD will monitor district courts in select counties, Prince George's and Howard, using volunteers. The program has a paid coordinator to train volunteers and serve as a liaison to the courts.

Washington Regional Alcohol Program – *Impaired Driving Outreach*

- Non-profit
- Target audience – 21-44 year olds
- Target area – Montgomery & Prince George's Counties; Statewide

Serving the residents of Montgomery and Prince George's counties, as well as having statewide impact through the *CPSF* Campaign, the focus of this program is multi-faceted, addressing the problem of impaired driving in the Washington Metro region through public education and innovative health education. Through partnering with numerous public and private partners such as AT&T Wireless, GEICO Direct, Washington Area New Automobile Dealers Association and

ExxonMobil, the Washington Regional Alcohol Program (WRAP) will present programs on the effects of impaired driving to high school age youth and adults 21 – 44 years of age. The support of these businesses provides an avenue to the target population that data shows is over-represented in crashes, fatalities and injuries. Programs such as *Safe And Vital Employees*, the distribution of 5,000 Corporate Guides to Safe Driving and Safe Celebrating, and WRAP's *SoberRide,* providing free taxi cab rides to would be drunk drivers during major holidays, will create an extensive public awareness program. Through the combination of efforts by Maryland, Virginia, and DC, WRAP will coordinate a media campaign and press event for the NHTSA *CPSF* advertising buy as well as ancillary media material. WRAP will provide support for the DUI Law Enforcement Awards and *Maryland Remembers* event in December.

Montgomery County Police Department – Law Enforcement/Prosecutor Training Program

- County & Local Government Agency
- Target audience – Law enforcement and prosecutors
- Target area – Statewide

Montgomery County has had a long history of providing diverse training and programming for its police officers and volunteer citizens and has recently begun a training program that includes prosecutors. The premise is to orchestrate a united front between officers and prosecutors in court in order to increase the adjudication of DUI Cases and recommend proven countermeasure to judges. This has been accomplished via a comprehensive workshop and presentation of the Impaired Driving Battle Book in Montgomery County and with revisions will be packaged for all law enforcement and prosecutors statewide. The project will provide a training course as well as a "train the trainers" element to keep these tactics and information at the forefront of officers and the judicial branch. Overall the intent is to improve DUI adjudication statewide and send a message to offenders that DUI will be prosecuted to the highest level.

Motor Vehicle Administration – Advice of Rights and Order of Suspension Translation

- State Government Agency
- Target audience – Law enforcement
- Target area – Statewide

In response to "Recommendation III.3.- Law Enforcement Initiatives" of the Task Force to Combat Driving Under the Influence of Drugs and Alcohol accepted by Governor O'Malley and the General Assembly, the Motor Vehicle Administration, in coordination with the Maryland Highway Safety Office and Law Enforcement, create a CD or electronic file with an audio translation of the DR-15 Form, Advice of Rights in different languages, primarily in Spanish. The project will aid law enforcement in conducted impaired driving related arrest and ensure that arrestees understand their rights and make informed decisions. The project will also provide a translation of the DR-15A Order of Suspension Packet in written and audio format. These tools will be made easily accessible on-line. Ultimately, the intent is to help reduce the amount of time officers spend on DUI arrests and strengthen the administrative suspension and the overall case in court.

IMPAIRED DRIVING PREVENTION: PROJECT BUDGET SUMMARY

Projects funded for Impaired Driving Prevention will primarily utilize 410 Incentive funds as cited in the following table:

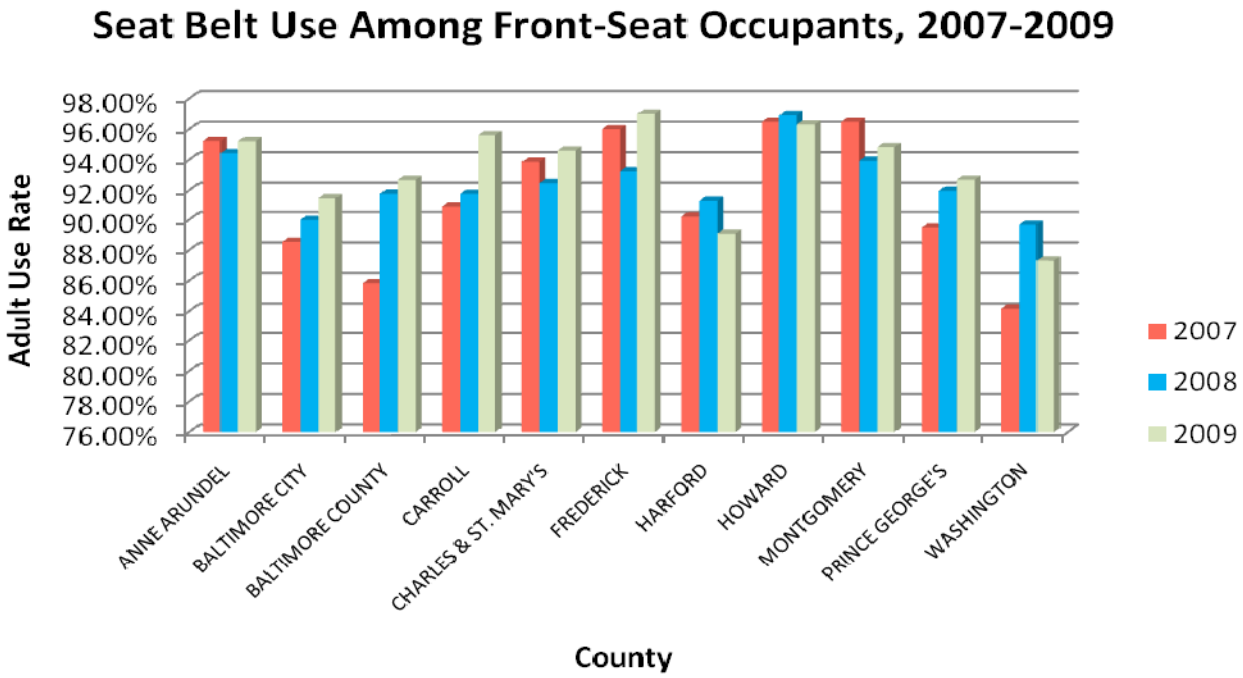
Project Number	Project Title	Budget	Budget Source
10-027	Impaired Driving Outreach	$561,600	Sections 410 / 148
10-028	Impaired Driving Enforcement	$285,800	Section 410
10-005	MADD – Court Monitoring	$82,900	Section 410
10-010	MCPA Executive Training & Highway Initiatives	$90,000	Section 410

10-022	Impaired & Aggressive Driving Enf.	$49,800	Section 410
10-025	NCSA Campaign	$30,000	Section 410
10-067	Maryland DUI/Drug Court - Harford County	$45,000	Section 410
10-068	Maryland DUI/Drug Court - Howard Co.	$66,300	Section 410
10-069	Maryland DUI/Drug Court – Anne Arundel County	$81,600	Section 410
10-011	Tipsy? Taxi!	$45,600	Section 410
10-042	Law Enforcement/Prosecutor Training Program	$31,700	Section 410
10-043	Advice of Rights and Order of Suspension Translation	$31,300	Section 410
Total All Funds		**$1,401,600**	

OCCUPANT PROTECTION

Seat belt use in Maryland has historically been among the highest in the nation, with the average rate being above 90% for roughly five years. In 2009, seat belt use of front seat occupants, the only occupants covered by Maryland's primary seat belt law, at the State's 78 NHTSA-approved observation sites was 94.01%, an all-time high. The use rate among pickup truck drivers, 89.8% as observed in 2009, increased to a record level as well, a fact that is especially encouraging as this population has formed a core segment of the MHSO's occupant protection media outreach. Automobile drivers, including those driving SUVs, were observed to be buckled at a rate of 94.7% in 2009, an increase from 94.2% in 2008. Using a base population of roughly four million drivers registered in the State of Maryland, these observed figures translate into an additional 40,400 drivers using their safety belts in 2009 compared with the results of the 2008 observations, a conversion rate of roughly one percent of previously unbuckled drivers.

The following graph shows a representation of seat belt use observed in all counties with NHTSA observation sites and shows the changes in those rates between 2007 through 2009:



In 2008, a total of 9,750 motor vehicle occupants over the age of 8 were reported as unrestrained ('none' and 'airbag only') in a total of 5,065 crashes. Of those, 163 (1.7%) were killed and 2,825 (29.0%) were injured. Those crashes represent all crashes with at least one unrestrained motor vehicle occupant over the age of 8 (where Maryland's booster law coverage ends) ranked by the highest injury severity of those unrestrained occupants.

Over-Represented Crash Factors – Unrestrained Adult (ages 9+) Motor Vehicle Occupants (drivers and passengers)		
Factor	*Variable*	*Percentage*
Age	9-20	41.7% of involved; 28.4% of Injured; 17.2% of killed
Gender	Men	59.0% of involved; 60.5% of Injured; 81.6% of killed
Time Of Day	2pm-6pm – total and injury crashes; midnight-4am – fatal crashes	Total – 27.2%; injury – 26.0%; fatal – 24.0%
County	Baltimore City and Prince Georges County – total and injury crashes; Baltimore and Prince Georges Counties – fatal crashes	Total – 39.4%; injury – 30.6%; fatal – 35.7%

Only three counties demonstrated a decrease in the overall use rate, and one of those counties, Howard County, has an extremely high use rate and slipped by mere hundredths of a percentage point. Harford County has been without a CTSP Coordinator for the better part of the grant year and the placement of a new coordinator will greatly aid in increasing belt use efforts in the County during the coming grant year. Additional emphasis will be placed on

Washington County, especially efforts on rural roads and with pickup truck drivers, to reverse what was the most notable decrease in county-specific use rate.

Expenditures in Occupant Protection-related media efforts in 2009, while extensive, were reduced from the previous year. This reduction in spending was largely predicated by the fact that Maryland has been successful in achieving a high use rate and has been in a maintenance phase with an eye toward continued, gradual increases in seat belt use. In conjunction, the MHSO is continuing to include seat belt messaging in other program areas, such as Impaired Driving Prevention and Aggressive Driving Prevention. This merging of messages places belt use in a prominent position throughout the year. Even with the reduction in money spent for media outreach during the May *Click it or Ticket* period, the MHSO was able to have approximately 3,700 messages placed during the month of May, with roughly one third of those spots being placed on radio and the rest on broadcast and cable television outlets.

Despite the increases in belt use, Maryland is still suffering from a fairly high percentage of fatalities occurring with drivers who were unbelted at the time of the crash. Preliminary data for 2009 indicates a drop in the percentage of fatalities where belt use was evident and this trend is one that must be reversed in order to save additional lives on the State's roadways.

IMPACT OBJECTIVES: Standardized Goal Statement – OCCUPANT PROTECTION
• To increase the statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.6 percentage points from the 2008 calendar base year average usage rate of 93.4 percent to 95.0 percent by December 31, 2010. • To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 13.0 percent from the 2008 calendar base year average of 142 to 123 by December 31, 2010.

In FFY 2010, the MHSO will purchase roughly $450,000 of paid media for the statewide *CIOT* Campaign, with campaigns conducted through television, radio, print and outdoor media outlets. The MHSO spent less on media in FFY 2009 in comparison with FFY 2008 and actually achieved significantly better results. Continued refinements to media outlets, demographic targets, and community partners will allow the MHSO to maximize its investments and achieve more with less media expenditures. All avenues of possible paid and earned media will be explored, including continued multi-messaging with other program areas with the constant goal of increasing statewide exposure to safety belt and CPS messaging.

Using available crash data, the MHSO is planning to implement a nighttime seat belt enforcement campaign in FFY 2010 aimed at increasing police presence and seat belt enforcement efforts. Maryland law enforcement will continue to give attention to seat belt compliance throughout the year during regular patrols but the nighttime effort is specifically aimed to areas where unbelted fatalities and serious injuries have occurred on Maryland roads between the hours of 10:00 p.m. and 3:00 a.m.

In FFY 2010, Maryland's Occupant Protection Program Coordinator will also continue to serve at the coordinator for the *Maryland Law Enforcement Challenge (LEC).* Formerly known as *Chiefs' Challenge*, this program was significantly overhauled for FFY 2009 and enjoyed one of the highest levels of participation in the program's history. Maryland will include additional members of the law enforcement community to help continue to revise the program and make it as meaningful and rewarding to law enforcement partners, and will be awarding grant funds to the winners of the 2009 *Maryland LEC*.

The *Occupant Protection Task Force (OPTF),* one of the MHSO's largest task force groups, will be reconfigured in FFY 2010 to allow for the inclusion of sub-committees. While not set into final form, proposed sub-committees will include Law Enforcement Challenge, Media & Outreach, Pacesetters, Seat Belt Surveys, and SHSP. As in the past, the *OPTF* will continue to focus on increasing the efficiency of all of Maryland's Occupant Protection and CPS-related activities, as well as garnering the support of all applicable partners. Special initiatives and the direction of the Occupant Protection Emphasis Area for Maryland's SHSP will also be primary focal points of the *OPTF* during FFY 2010.

In addition in FFY 2010, the MHSO will fund the following projects, to work toward accomplishing its occupant protection objectives:

Johns Hopkins University (JHU) – *Cultural Diversity Assessment*

- Institute of higher learning
- Target audience –general public, diverse populations
- Target area – State of Maryland

This project is intended to fill a void in the State of Maryland created by the addition of numerous diverse populations, as well as the increase in size of many of Maryland's previously existing populations. Currently, media and outreach efforts are conducted for seat belt use and impaired driving prevention to the African American and Hispanic markets, but the efforts are broad-based and aimed at getting the most exposure for the groups in mass. However, in the Washington DC region alone, there are numerous segments of the Hispanic population, including residents from Guatemala, El Salvador, Colombia, etc., that have different methods of receiving information, whether it be by different radio stations or community leaders. The needs of these individual communities will be addressed, and media and education outlets will be identified to maximize the potential for favorable reception of Maryland's traffic safety messaging. Maryland will also be more capable of engaging community leaders in grassroots efforts intended to increase safety.

Maryland Department of Health & Mental Hygiene (DHMH) – *Maryland Kids In Safety Seats (KISS) Program*

- State agency
- Target audience – children, low income families, general public, parents & caregivers
- Target area – State of Maryland

This project addresses training and education of car seat inspection technicians, as well as Maryland's car seat loaner program to low-income residents. The program is a core component of Maryland's SHSP in the Occupant Protection Emphasis Area and cultivates partnerships with medical professionals, local SAFE KIDS coalitions, Maryland State Police and other law enforcement agencies, health service providers, and local health departments. In FFY 2010, KISS will take the lead on *National CPS Awareness Week* in September; to increase the number of child restraints loaned to indigent families to 1,275, to implement a booster seat awareness campaign to reinforce Maryland's newest CPS law, and to sponsor at least 16 training CPS-related sessions for technician certification, renewal, and special needs training. KISS will also continue to recruit more senior checkers and potential CPS instructors in each region of the State and will serve as the lead in Maryland's *Child Passenger Safety Advisory Board*.

Maryland Institute for Emergency Medical Services Systems – Child Passenger Safety & Occupant Protection Healthcare Project

- State agency
- Target audience – hospital personnel and other health care providers (ED personnel in particular), CPS technicians and instructors, general public, parents and caregivers of

children with special health care and transportation needs
- Target area – State of Maryland

Through this program, MIEMSS will utilize its extensive network of contacts among Maryland's EMS Community to implement programs intended to increase seat belt use and child passenger safety. MIEMSS will focus efforts on approximately 3,000 EMS personnel for proper use in both business and personal vehicles. In addition, the agency will also coordinate a program with neo-natal units to educate new parents on proper belt and child passenger safety seat use. Acute care providers, Maryland's shock trauma facilities, pediatric centers and other hospitals are all targets partners. Training materials and educational components for these partners will be created, including posters and other literature. Electronic updates will be provided to all hospital facilities to help increase belt use education and MIEMSS will also coordinate SAFE KIDS efforts, something for which they receive no money from the MHSO, but an effort that incorporates traffic safety.

OCCUPANT PROTECTION: PROJECT BUDGET SUMMARY

Projects funded for Occupant protection will utilize primarily Section 405 funds. Section 2011 Incentive funds will be applied toward Maryland's Child Safety Seat program whose lead partner is Maryland Kids in Safety Seats. These funds will be used primarily to conduct training seminars for law enforcement as well as actual seat checks.

Project Number	Project Title	Budget	Budget Source
10-020	CPS Hospital Assessment/Special Populations Project	$47,100	Section 405
10-021	Maryland Kids In Safety Seats	$213,800	Section 2011
10-023	Cultural Diversity Assessment	$100,000	Sections 2011/410
10-028	MSP-Occupant Protection Program	$9,600	Section 405
Total All Funds		**$370,500**	

DATA ENHANCEMENT

Maryland Highway Safety Office's programmatic activities are largely determined based on available data. Therefore, the MHSO will continue to work toward improving the timeliness, accuracy, completeness, accessibility, uniformity, and integration of crash and injury data. However, since traffic crash and injury data is derived from a multitude of sources, a strategic and multi-agency approach is necessary to achieve improvements. In Maryland, that strategic approach comes in the form of the Maryland Traffic Records Coordinating Committee (TRCC).

The current TRCC organizational structure consists of the TRCC Executive Council and the Traffic Records Technical Coordinating Committee. The Executive Council is comprised of chief executives that designate the membership of the technical level. Two new subcommittees have recently been formed in response to current statewide needs: the Crash Reporting System (CRS) Task Force and the DUI Tracking System Task Force.

The CRS Task Force will oversee the development of an electronic crash report and a system for capturing all crash data electronically according to the Model Minimum Uniform Crash Criteria (MMUCC) standards developed by the National Highway Traffic Administration (NHTSA).

The DUI Tracking System Task Force is charged with carrying out a recommendation from the Maryland Task Force to Combat Driving Under the Influence of Drugs and Alcohol to develop a comprehensive DUI Tracking System in order to evaluate and track an impaired driving offender using real-time data. The Task Force will also work with NHTSA for additional support to assess current data systems to determine the requirements for DUI Tracking, which includes utilizing the NHTSA Model Impaired Driving Records Information System (MIDRIS) as a guiding document.

The multi-agency approach includes representative members from the following organizations:

TRCC Member Organizations	
DHMH	MSP
Governor's Office of Crime Control and Prevention	MVA
Maryland Department of Public Safety and Correctional Services	NSC
Maryland Transportation Authority	OCME
MCPA	Office of Information Technology
MIEMSS	SHA/MHSO
MSA	Baltimore Metropolitan Council
MdTA	Baltimore City DOT
Advisory Members to the TRCC	
Federal Motor Carrier Safety Administration	Maryland Judiciary
FHWA	NHTSA
Governor's Office of Homeland Security	DBM

The vision of the TRCC is to provide a strong, coordinated plan to maximize the efficiency and effectiveness of traffic safety information collection and analysis and to provide the resources needed to support the resulting safety data system. Additionally, the TRCC is committed to support data improvements at all levels of government that minimize duplication, improve uniformity, advance electronic data collection, and facilitate data access and use. The primary goal of the Committee is to ensure that complete, accurate, and timely traffic safety data is collected, analyzed, and made available for decision-makers at the national, state, and local levels to improve public safety through the elimination of crashes and their associated deaths and injuries.

The TRCC has continued to implement recommendations from a 2005 Traffic Records Assessment and will continue to do so in FFY 2010. NHTSA requires that a state perform an assessment every 5 years; therefore, Maryland has scheduled a Traffic Records Assessment in April 2010.

In FFY 2010, MHSO will work together with the TRCC, MSP, CapWIN, and SHA's Motor Carrier Division (MCD) to develop a new standardized crash form (in a paper and electronic format) that will meet the Model Minimum Uniform Crash Criteria (MMUCC) standard. In order to fulfill MMUCC compliancy, new data elements and data codes which were suggested in the 2005 Traffic Records Assessment will be added. In addition to the new crash report, necessary changes will continue to be made to the Maryland Automated Accident Reporting System (MAARS) database to ensure backwards compliancy with the former data elements and data codes.

The TRCC is also working with the National Study Center and NHTSA to develop a Traffic Records Strategic Plan which will be a subset of the updated statewide Strategic Highway Safety Plan (SHSP). The plan would cover the years 2010–2015. This 5-year plan will be the guide for the MHSO and the TRCC to implement and support state data system projects. The plan will determine the state priority process for data system improvements, and track the process, impact, and outcome objectives for projects implemented based on the assessment recommendations, as well as provide an evaluation method to track and report progress on a quarterly and yearly basis. Progress will be based on performance measures developed by the Governor's Highway Safety Administration (GHSA), NHTSA, FHWA, FMCSA, and the TRCC.

Additionally in FFY 2010, the MHSO will fund the following projects to work toward accomplishing its Traffic Records objectives:

Comprehensive Crash Outcome Data Evaluation System

- Institution of Higher Education
- Target audience – State agencies & other public traffic safety stakeholders
- Target area – State of Maryland

The Comprehensive Crash Outcome Data Evaluation System (CODES) project is an innovative means to access a set of State-based data systems created and maintained for outcome-based decision making related to improving traffic safety, i.e., reducing the number and severity of traffic crashes by using available data and linkage techniques to provide data analyses to support problem identification, project evaluation, and programmatic decisions.

The main goal of this project is to provide a resource for motor vehicle related injury data and information to state and local agencies. Data supplied to the MHSO, its grantees, and other traffic safety professionals includes: statewide demographics, exposure data (VMT, population, number of registered vehicles, number of licensed drivers), traffic citation and conviction data, driver and vehicle records, offender and post-mortem alcohol test results, and statewide observational seat belt use rates. Data provided to each jurisdiction includes: data summaries per program area, Impact Objectives per program area, ranking of program areas, density maps per program area, driver residence and overall crash data, citations per program area, citations vs. crashes, crime-crash clock, adjudication per program are, hospital days and hospital charges, and the top ten causes of death, all using local data.

Towson University Extended Education & Online Learning – *Safety and Transportation Knowledge Online (STKO)*

- Institute of Higher Education
- Target audience – State and local responder agencies
- Target area – State of Maryland

The STKO portal (i.e., website) is a component of the TRCC data accessibility strategy. The STKO project aims at all highway safety professionals in need of timely, accurate, complete and uniform safety information, as well as documents, policies, and manuals related to transportation, highway safety, and incident response. The STKO environment will handle data requests from other public agencies along with requests from private entities. Users will be able to interact, share information, review workshops, and

schedule and sign up for events related to law enforcement, EMS, and transportation safety. The portal will also grant assigned content managers for each Highway Safety Program Area the ability to control and monitor their own web space within the STKO environment so that they can further disseminate information to other users and agencies.

Towson University Crash Reporting System (CRS)

- Institution of Higher Education
- Target audience – State agencies & other public traffic safety stakeholders
- Target area – State of Maryland

There are approximately 180 law enforcement agencies (LEAs) in Maryland that prepare vehicle crash reports for submission to the Maryland State Police. In order to standardize the format and content of these reports, and to expedite their submission, a consensus of State and local agency representatives has agreed in principle to develop a Crash Reporting System (CRS) that will be made available to LEAs. Development will begin in FFY 2010 by a partnership between Maryland State Police and CapWIN with funding resources coming from MHSO and FMCSA, which will all be overseen by the TRCC Technical and Executive Committees.

LEAs that elect to use the planned CRS will find it significantly easier and faster to collect and/or report crash information. The system also will ensure the collection of a standard data set (MMUCC) on each crash and expedite the saving of that data in the MSCAN database. The end result will include quicker and more accurate reporting of crash information, which means better and faster identification (data analysis) of causal factors and possible road improvements to reduce crashes, injuries, and deaths.

Towson University Maryland Safety and Crash Analysis Network (MSCAN)

- Institution of Higher Education
- Target audience – State agencies & other public traffic safety stakeholders
- Target area – State of Maryland

The Maryland Safety Collection and Analysis Network (MSCAN)'s primary focus is to provide analytical tools for highway safety program coordinators, engineers, State Highway business partners at the local level, and eventually public partners who request crash data frequently. MSCAN will automate the process of generating reports that are currently created manually, e.g, the Program Area and County Profile Sheets. MSCAN will be GIS-based (geographic location-based) and will have real-time access to crash data. Users of the system will have access based on their role and position, thus conforming to any data release policies set forward by SHA and all agencies with traffic data ownership.

Planned modules include the Safety and Crash Analysis Node, Commercial Vehicle Reporting System, Fatal Crash Tracking System, Visual Interchange, Construction Maintenance Zone, and the Maryland Highway Safety System. Within these modules, MSCAN will provide a user with the ability to identify high-crash locations, to support local strategic plans with location-based data, and to track progress on implemented safety programs, especially targeted enforcement zones.

This project addresses the following components of a traffic records system as recommended in the Federal Register by NHTSA: Problem Identification, Research and Program Development, Policy Development, Analytic Resources Access, Public Access to Data, and Data Use and Improvement

This project will require items of computer hardware in excess of $5,000 per unit (i.e. database server, web/application server, and a GIS/Spatial Server) that will require prior NHTSA approval.

Maryland Institute for Emergency Medical Services Systems – NEMSIS-compliant EMS Pre-hospital Data Management Enhancement (eMAIS® Next Generation)

- State agency
- Target audience – State agencies & other public traffic safety stakeholders
- Target area – State of Maryland

eMAIS® Next Generation is designed to replace the current Emergency Medical Services (EMS) paper run sheet with a web-based computer software application. Additionally the plan is to provide eMAIS® Next Generation as a minimum model standard to enhance the statewide EMS database for the inclusion of the National Emergency Medical Services Information System (NEMSIS) national data set; produce EMS quality improvement indicator reports for jurisdictional/company use in meeting objectives of their specific Quality Assurance/Quality Improvement plans; and improve record linkage to other related data sets through the resources of the National Study Center CODES project.

All patients requiring EMS intervention will be entered into this patient care reporting database and specific attention will be given to crash/pedestrian cases for enhanced understanding of safety planning, EMS demands, response, and outcome. Linkage to other associated databases will be attainable after implementation of this database. The resulting EMS data from this project will directly benefit crash data from the CODES project. Patients and multiple organizations, such as the National Study Center, benefit from the information.

The new product will enable MIEMSS and partnering organizations in the data collection, data analysis, and prevention of emergency vehicle crashes. Additionally, State Highway safety personnel (engineers, planners) would have spatial, GIS, and temporal relationships to EMS data and include a standardized patient identification number to be linked with the future MAARS data set.

DATA ENHANCEMENT: PROJECT BUDGET SUMMARY

Data Enhancement projects will be funded utilizing both Section 402 and Section 408 Incentive Funds. The Section 408 Incentive Funds will fund the Safety & Transportation Knowledge Online and Maryland Safety & Crash Analysis Network as described below:

Project Number	Project Title	Budget	Budget Source
10-018	Safety and Transportation Knowledge Online (STKO)	$182,200	Section 408
10-034	Maryland Safety and Crash Analysis Network (MSCAN)	$205,400	Section 408

10-035	Crash Reporting System	$165,300	Section 402
10-038	National Emergency Medical Services Information System (NEMSIS)— eMAIS® Next Generation	$300,000	Section 402
10-054	Comprehensive Crash Outcome Data Evaluation System (CCODES)	$274,900	Section 408
Total		**$1,127,600**	

AGGRESSIVE DRIVING PREVENTION

Table 14 – Crash Summary: Aggressive Driver Involved *

	2004	2005	2006	2007	2008	5-year % Change	2010 Goal*
Fatal Crashes	52	56	79	65	56	+7.7	70
Injury Crashes	1,660	2,415	2,663	2,582	2,579	+55.4	2,399
Property Damage Only	2,197	3,180	3,510	3,558	3,476	+58.2	3,375
Total Crashes	3,909	5,651	6,252	6,205	6,111	+56.3	6,033
Total of All Fatalities	58	62	88	76	62	+6.9	72
Total Number Injured	2,861	4,060	4,505	4,242	4,183	+46.2	4,012

Over the past five years, an average of 5,626 aggressive driving crashes has occurred annually on Maryland's roadways. On average, 69 people have lost their lives each year, representing nearly twelve percent of all of Maryland's traffic fatalities. In addition, 3,970 people, on average, have been injured annually, representing more than eight percent of all of Maryland's traffic injuries.

Over-Represented Crash Factors – Aggressive Driving		
Factor	*Variable*	*Percentage*
Age (drivers)	16-29	44.8% of involved; 50.1% of Injured; 70.0% of killed
Gender (drivers)	Men	60.2% of involved; 58.2% of Injured; 96.7% of killed
Month	October- November – total and injury crashes; June – crashes	Total –18.1%; injury – 17.7%; fatal –19.6%
Day Of Week	Friday – total and injury crashes; Friday-Sunday – fatal crashes	Total – 17.6%; injury – 17.0%; fatal – 58.9%
Time Of Day	2pm-6pm – total and injury crashes; 8pm-midnight – fatal crashes	Total – 31.5%; injury – 30.6%; fatal – 26.8%
Road Type	State and county roads	Total – 56.7%; injury – 58.4%; fatal – 58.9%

County	Baltimore County – total and injury crashes; Prince George's County – fatal crashes	Total – 18.2%; injury – 16.6%; fatal – 23.2%

IMPACT OBJECTIVES: Standardized Goal Statements – SPEED*
• To decrease speeding-related fatalities 11.0 percent from the 2008 calendar base year average of 191 to 169 by December 31, 2010.

** Speed remains the most often cited violation in Aggressive Driving related crashes and also remains the most cited offense ticketed by police in Maryland. Therefore Speed Management remains a critical element in the state's Aggressive Driving Reduction program.*

In FFY 2010, the MHSO will continue to partner with Virginia and the District of Columbia (DC) in the regional *Smooth Operator Task Force (SOTF).* The *SOTF* mission is to curb aggressive driving through the use of intense, coordinated enforcement waves and accompanying public awareness efforts throughout the expanded DC-metro area, including the entire state of Maryland. Over 100 state and municipal law enforcement agencies from across the tri-state region participate in this program. For the upcoming year the MHSO will continue to provide a Program Coordinator for the tri-jurisdictional *SOTF*. This coordinator will provide the administrative oversight of the program and facilitate the implementation of initiatives, as well as the fulfillment of directives agreed upon by the Smooth Operator Executive Advisory Committee.

In FFY 2010, the MHSO will spend $250,000 on a paid media campaign for the tri-jurisdictional *Smooth Operator* Campaign, including its share of about $450,000 in paid media for the entire area. The evaluation plan for this campaign will include the contracting of an independent research firm that will develop a polling tool to survey motorists in the targeted areas both before and after the campaign to gauge their perceptions of aggressive driving and their awareness of the *Smooth Operator* Campaign. Likewise, the evaluation of the media campaign will include a comparison of the number of media impressions made regionally during this campaign as compared with media impressions made during previous campaigns and will utilize new web-based polling formats.

The MHSO's Aggressive Driving Program is a major component in the State's SHSP. The Aggressive Driving EAT began meeting in July 2006, as part of Maryland's Strategic Highway Summit. Major initiatives for FFY 2010 will include enforcement waves which include media and enforcement mobilizations. Week-long enforcement waves are preceded as well by at least one major press event in each of the DC-metro and Baltimore area to kick off the program. In Baltimore County, the 2008 Crash/Crime Corridor Project has evolved into a national model for the Data Driven Approaches to Crime and Traffic Safety strategy (DDACTS). The Baltimore County Police Department utilizes overtime enforcement funding from the MHSO to concentrate law enforcement during Smooth Operator waves in areas that have high incidence of both crime and traffic crashes. Signs will be erected in these corridors, and enhanced enforcement activities will take place throughout the enforcement campaign. New brochures will be developed to target at-risk operators, specifically males in the 16-29 age categories. The Public Information and Education (PI&E) plan will include outdoor media, web-based advertising, and media spots on radio and cable television outlets whose demographic

audience includes those in our targeted categories. Additionally, Smooth Operator brochures will be distributed to each CTSP across the State for use in safety fairs and community forums. Two statewide law enforcement meetings will be conducted, pre & post campaign, to inform law enforcement about the program's upcoming media theme and new enforcement strategies.

In FFY 2010, the MHSO will fund the following projects, to work toward accomplishing its aggressive driving prevention objectives:

Maryland Motor Vehicle Administration – *Smooth Operator PR Campaign*

- State agency
- Target audience – General public
- Target area – State of Maryland

The focus of this program is to conduct a massive education and awareness campaign through a collaborated effort between Maryland, Virginia and the District of Columbia highway safety offices and law enforcement, as well as Maryland's Motor Carrier Safety Division. This public education campaign focuses on four enforcement waves intended to raise awareness not only of the aggressive driving problem, but also of the stepped-up enforcement activity targeting these unsafe behaviors. Included in the media portion of the program are Cable TV and radio spots, as well as web-based media including pod-casts, and radio streaming. Additional media includes distributed brochures and outdoor advertising such as Maryland Transit Authority bus backs and billboard placement. Electronic media outlets for the program include the heavily populated Baltimore and DC-metro markets, and provide air coverage for the vast majority of the State's driving population, especially those statistically over-represented counties. The public awareness campaign for which these funds will be used begins in May, 2010 and continues through the summer months culminating with a recognition program in October/November to honor the efforts of the law enforcement community.

Maryland State Police – *Aggressive Driving Enforcement*

- State agency
- Target audience – General public
- Target area – State of Maryland

The focus of this program is to increase patrols in areas and at specific times where aggressive driving has been identified as a problem. MSP troopers will be deployed to areas prone to incidents of aggressive driving during those times that historically aggressive driving incidents are most likely to occur and based on a statewide strategic enforcement plan. Funding to barracks across the State will be disbursed based on a formula tracking past trends in enforcement and crash rates in areas, and on highways of MSP jurisdiction. This new disbursement formula will aid MSP in targeting enforcement to areas / barracks where the data indicates a more extensive aggressive driving problem. Troopers will continue to utilize both conventional and non-conventional methods to identify and apprehend aggressive drivers, as well as explore new and innovative enforcement methods. Finally, this agency will continue to participate in the Smooth Operator program and provide stepped-up enforcement during the Smooth Operator media waves. MSP will also continue to provide an agency representative to sit on the Executive Advisory Committee.

Maryland Transportation Authority Police – *Aggressive Driving Enforcement*

- State agency
- Target audience – General public
- Target area – State of Maryland

The focus of this program is to increase patrols in areas and at specific times where aggressive driving has been identified as a problem on Maryland toll facilities and interstate highways. In addition to stepped-up patrols during the Smooth Operator enforcement waves the MdTA Police will be deployed to areas prone to incidents of aggressive driving during those times that historically aggressive driving incidents are most likely to occur. Officers will utilize both conventional and non-conventional methods to identify and apprehend aggressive drivers. Innovative enforcement methods, including the use of unconventional style police cars that will afford officers some degree of anonymity as well as the ability to better identify aggressive drivers and cite for the specific Aggressive Driving violation – three offenses during the same driving act.

AGGRESSIVE DRIVING: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
10-022	Aggressive Driving Enforcement - MdTA	$25,000	Section 406
10-028	Aggressive Driving Enforcement - MSP	$352,000	Sections 406 / 148
10-051	Smooth Operator PR Campaign	$250,000	Section 406
Total All Funds		**$627,000**	

PEDESTRIAN-PEDALCYCLE SAFETY

Table 15 – Crash Summary: Pedestrian On Foot Involved*

	2004	2005	2006	2007	2008	5-year % Change	2010 Goal
Fatal Crashes	95	102	95	108	106	+11.6	98
Injury Crashes	2,405	2,487	2,473	2,436	2,385	-0.8	2,389
Property Damage Only	343	366	392	384	331	-3.5	352
Total Crashes	2,843	2,955	2,960	2,928	2,822	-0.7	2,838
Total of All Fatalities	96	103	97	112	118	+22.9	99
Total Number Injured	2,631	2,755	2,765	2,667	2,618	-0.5	2,646

Table 16 – Crash Summary: Pedalcycle Involved *

	2004	2005	2006	2007	2008	5-year % Change	2010 Goal
Fatal Crashes	12	7	7	7	7	-41.7	7
Injury Crashes	665	624	642	640	629	-5.4	460
Property Damage Only	198	144	145	162	163	-17.7	103
Total Crashes	875	775	794	809	799	-8.7	570
Total of All Fatalities	12	7	7	7	7	-41.7	7
Total Number Injured	705	655	671	662	652	-7.5	490

Over the past five years, an average of 2,902 pedestrian and 810 pedalcyclist crashes have occurred on Maryland's roadways. On average, 105 people in pedestrian crashes and 8 people in pedalcyclist crashes have lost their lives each year, representing 19% of Maryland's traffic fatalities. In addition, those crashes involved an average of 2,687 (pedestrian crashes) and 669 (pedalcyclist crashes) injured persons annually, representing 7% of all Maryland's traffic injuries

Over-Represented Crash Factors - Pedestrian		
Factor	*Variable*	*Percentage*
Age (pedestrians)	<20	29.3% of involved; 30.4% of Injured; 15.6% of killed
Gender (pedestrians)	Men	55.9% of involved; 54.6% of Injured; 77.4% of killed
Month	April-May – total and injury crashes; December and January – fatal crashes	Total – 18.0%; injury – 18.5%; fatal – 26.4%
Day Of Week	Friday – total and injury crashes; Saturday – fatal crashes	Total – 17.2%; injury – 17.6%; fatal – 22.6%
Time Of Day	2pm-6pm – total and injury crashes; 6pm-12am – fatal crashes	Total – 29.9%; injury – 30.5%; fatal – 55.7%
Road Type	Baltimore City streets – total and injury crashes; State roads – fatal crashes	Total – 29.5%; injury – 28.0%; fatal – 51.9%
County	Baltimore City – total and injury crashes; Prince George's County – fatal crashes	Total – 31.0%; injury – 29.5%; fatal – 29.2%

Over-Represented Crash Factors - Pedalcycles		
Factor	*Variable*	*Percentage*
Age (pedalcyclists)	<16	29.6% of involved; 29.7% of Injured; 28.6% of killed
Gender (pedalcyclists)	Men	84.1% of involved; 85.0% of Injured; 57.1% of killed
Month	July and August	Total – 30.5%; injury – 30.7%' fatal – 42.9%
Day Of Week	Tuesday-Wednesday	Total – 30.8%; injury – 30.7%; fatal – 57.1%
Time Of Day	4pm-8pm	Total – 39.8%; injury – 38.5%; fatal – 57.1%
Road Type	County roads – total and injury crashes	Total – 30.5%; injury – 32.1%; fatal – 42.9%
County	Baltimore City – total and injury crashes	Total – 24.0%; injury – 21.8%

IMPACT OBJECTIVES: Standardized Goal Statement - PEDESTRIAN
• To reduce pedestrian fatalities 2.0 percent from the 2008 calendar base year average of 116 to 114 by December 31, 2010.

During FFY 2010, MHSO will continue its leadership role in pedestrian and pedalcycle safety through the Pedestrian & Bicycle Safety Task Force (*PBSTF)* and the SHSP Making Crossing the Streets Safer Emphasis Area Team (EAT). The *PBSTF* meets quarterly and serves as a clearinghouse for pedestrian safety information, activities, and best practices in pedestrian and bicycle safety in Maryland and from around the nation. The EAT will provide guidance to ensure that the programs address the highest priority areas and populations and encourage coordination across state and local agencies and nongovernmental organizations.

Major initiatives for FFY 2010 will include a evaluation of top crash locations in the State an use of Road Safety Audit Reviews to encourage practical and innovative countermeasure development. Using overtime grant funds, training, educational and enforcement resources from the MHSO, local law enforcement agencies will target high-risk motorist and pedestrian behaviors and locations in urbanized areas. Training on enforcement for motorists and pedestrians will be offered to support this enforcement effort and earned media support will be offered to participating agencies to further extend the impact of the enforcement and to improve the effectiveness of the StreetSmart safety campaign.

The MHSO will work with its partners in FFY 2010 to maintain the expansion of the *StreetSmart* campaign to the Baltimore Metropolitan region, and will explore ways in which the *StreetSmart* campaign materials can be promoted in other pedestrian hotspots in the state, including Ocean City and other urban centers in otherwise rural areas.

MHSO will continue to promote motorist awareness for bicycle safety through transit advertising in the Baltimore region in April and distribution of a variety of bicycle safety materials for children and adult bicyclists and motorists, including the new Bicycle Safety: It's a Two-Way Street" pamphlet developed in FFY2009.

In addition in FFY 2010, the MHSO will fund the following projects, to work toward accomplishing its pedestrian and bicycle safety objectives:

Metropolitan Washington Council of Governments (WASHCOG) – *StreetSmart Regional Pedestrian and Bicycle Safety Campaign*

- Non-Profit/Not-for-Profit
- Target audience – General public
- Target area – Washington DC-metropolitan region

The main goal of this program is to reduce pedestrian and bicycle traffic fatalities and injuries in the Washington metropolitan area. The WASHCOG will coordinate a media press event to kick off the implementation of the Regional Pedestrian, Bicycle and Traffic Safety Education Campaign and will also conduct two focused waves of enforcement in October and April. The media portion of the program includes a three-week campaign consisting of radio spots, transit advertising, print ads and collateral materials. During FFY 2010 increased attention will be given to Spanish-language media to address pedestrians in this language group. The StreetSmart media plan will provide air coverage for the vast majority of Maryland's driving population, especially within the statistically over-represented counties of Prince George's and Montgomery. The public awareness campaign for which these funds will be used will be completed by May 2010.

Baltimore Metropolitan Council (BMC) – *FY2010 Baltimore Regional StreetSmart Campaign*

- Non-Profit/Not-for-Profit
- Target audience – General public
- Target area – Baltimore metropolitan region

The main goal of this program is to reduce pedestrian and bicycle traffic fatalities and injuries in the Baltimore Metropolitan area by continuing the program expansion begun in FFY2009. Inasmuch as this is a new program for regional stakeholders, additional emphasis will be placed on stakeholder outreach and law enforcement recruitment and training.

PEDESTRIAN-PEDALCYCLE SAFETY: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
10-061	Street Smart - PR Campaign	$143,000	Section 402
10-014	Street Smart - PR Campaign	$100,000	Section 402
Total All Funds		**$243,000**	

MOTORCYCLE SAFETY

Table 17 – Crash Summary: Motorcycle Involved *

	2004	2005	2006	2007	2008	5-year % Change	2010 Goal
Fatal Crashes	65	86	83	91	78	+20.0	83
Injury Crashes	1,222	1,348	1,406	1,428	1,367	+11.9	1,295
Property Damage Only	283	315	315	322	358	+26.5	303
Total Crashes	1,570	1,749	1,804	1,841	1,803	+14.8	1,680
Total of All Fatalities	68	88	87	96	83	+22.0	85
Total Number Injured	1,416	1,599	1,701	1,661	1,568	+10.7	1,536

Over the past five years, an average of 1,753 motorcycle crashes has occurred on Maryland's roadways. On average, 84 people have lost their lives each year, representing close to 14% of all of Maryland's traffic fatalities. In addition, an average of 1,589 people has been injured annually, representing nearly 3% of all of Maryland's traffic injuries.

Over-Represented Crash Factors - Motorcycles		
Factor	*Variable*	*Percentage*
Age (operators)	21-29 – total; 40-49 – injured; 25-44 fatals	24.3% of involved; 24.9% of Injured; 52.6% of killed
Gender (operators)	Men	90.1% of involved; 92.6% of Injured; 96.0% of killed
Month	June-August – total and injury crashes; May-July – fatal crashes	Total – 44.2%; injury – 45.4%; fatal – 48.7%

Day Of Week	Saturday	Total – 20.5%; injury – 21.0%; fatal – 26.9%
Time Of Day	4pm-8pm	Total – 35.4%; injury – 34.6%; fatal – 43.6%
Road Type	State and county roads	Total – 64.3%; injury – 67.1%; fatal – 66.7%
County	Baltimore and Prince Georges Counties – total and injury crashes; Baltimore City and Prince Georges County – fatal crashes	Total – 27.0%; injury – 27.2%; fatal – 30.8%

IMPACT OBJECTIVES: Standardized Goal Statements – MOTORCYCLE SAFETY
• To decrease the motorcyclists fatalities 2.0 percent from the 2008 calendar base year average of 91 to 89 by December 31, 2010. • To decrease un-helmeted motorcyclist fatalities 10.0 percent from the 2008 Calendar base year average of 10 to 9 by December 31, 2010.

Motorcycle crashes, injuries and fatalities all decreased for the first time in 2008 since 2002. Crash levels remain high compared to 1999-2002; however, progress is being made in reducing the severity of the motorcycle crash problem in Maryland.

In FFY 2010, the MHSO will continue to refine its motorcycle safety campaigns, targeting those locations, populations and behaviors that contribute to motorcyclist crashes. The MHSO and MVA will convene a 3rd Annual Motorcycle Safety Leadership meeting in FFY 2010, and a steering committee of state and local agencies and motorcycle rider group representatives will serve as the coordinating body for the implementation of the 2010 campaign, in alignment with the SHSP and the 2006 Motorcycle Safety Program Assessment recommendations.

The Maryland SHSP Motorcycle Safety Emphasis Area Team (EAT) will continue to be a central player in the State's SHSP. The EAT will work in close coordination with its stakeholder groups to implement components of the 2010 campaign. The campaign will focus on high-crash jurisdictions, while providing material and support statewide.

Major initiatives for FFY 2010 will include the Motorcycle Safety Month Campaign including a kick off press event, and continued motorcycle safety enforcement outreach and training. Additional emphasis will be placed on proper licensure, protective equipment, and impaired riding.

In addition in FFY 2010, the MHSO will fund the following projects, to work toward accomplishing its motorcycle safety objectives:

Maryland Motor Vehicle Administration – *Motorcycle Safety Program Curricula Enhancement*

- State agency
- Target audience – Motorcycle riders
- Target area – State of Maryland

This project is designed to upgrade existing Maryland curricula for motorcycle safety training courses and to implement new courses specific to certain motorcycling populations. Existing curricula will be updated to put more emphasis on protective gear, basic and advanced control techniques and road management strategies. New courses targeting sport bike riders and operators of three-wheeled motorcycles will be implemented.

MOTORCYCLE SAFETY: PROJECT BUDGET SUMMARY

Motorcycle Safety projects will be funded utilizing both Section 406 and Section 2010 Incentive Funds. The Section 2010 Incentive funds will be used exclusively for rider safety education curriculum enhancements and for motorist awareness activities.

Project Number	Project Title	Budget	Budget Source(s)
10-026	Statewide Law Enforcement Challenge & Motorcycle Safety	$42,300	Section 2010
10-062	Motorcycle Safety Program – Curricula Enhancement	$88,300	Sections 406 / 2010
Total All Funds		**$130,600**	

YOUNG DRIVER SAFETY

Table 20 – Crash Summary: Young Driver Involved

	2004	2005	2006	2007	2008	5-year % Change	2010 Goal
Fatal Crashes	109	100	102	98	90	-17.4	76
Injury Crashes	8,524	8,174	7,808	7,357	6,579	-22.8	6,223
Property Damage Only	12,249	12,042	11,947	11,538	10,675	-12.8	10,423
Total Crashes	20,882	20,316	19,857	18,993	17,344	-16.9	16,672
Total of All Fatalities	122	113	111	112	106	-13.1	79
Total Number Injured	13,927	13,281	12,565	11,666	10,309	-26.0	10,007

Over the past five years, an average of 19,478 crashes involving young drivers has occurred on Maryland's roadways. On average, 113 people have lost their lives each year. This loss of life represents close to twenty percent of all of Maryland's traffic fatalities. In addition, an average of 12,350 people has been injured annually, accounting for one-quarter of all of Maryland's traffic injuries.

Over-Represented Crash Factors – Young Drivers		
Factor	*Variable*	*Percentage*
Gender (drivers)	Men	56.0% of involved; 48.4% of Injured; 74.4% of killed
Month	May and June – total and injury crashes; July – fatal crashes	Total – 18.2%; injury – 19.1%; fatal – 13.3%

Day Of Week	Friday and Saturday	Total – 32.9%; injury – 32.3%; fatal – 32.2%
Time Of Day	2pm-6pm – total and injury crashes; 8pm-midnight – fatal crashes	Total – 31.0%; injury – 31.7%; fatal – 26.7%
Road Type	State and county roads	Total – 66.5%; injury – 68.2%; fatal – 80.0%
County	Baltimore and Prince George's Counties	Total – 29.0%; injury – 26.8%; fatal – 33.3%

IMPACT OBJECTIVES: Standardized Goal Statement – YOUNG DRIVER SAFETY
• To decrease drivers age 20 or younger involved in fatal crashes 4.0 percent from the 2008 calendar year average of 94 to 90 by December 31, 2010.

Sixteen year-olds have by far the highest crash risk of drivers of any age. Nationally, the crash risk per mile driven by 16 year-olds is twice that for 18-19 year-olds and about 7 times the risk for drivers ages 30-59. Sixteen and 17-year-old drivers represent only 1.6 of all licensed Maryland drivers, and 1.3 percent of all miles driven, but these drivers represent 11 percent of all driver fatalities, on average. Inattention, poor driving strategies and high-risk behaviors continue to be problem areas with young drivers. Parent involvement during the learner's permit and provisional licensing periods is a critical component of a comprehensive approach to young driver safety. The MHSO is exploring two innovative approaches to increasing parental involvement through parent coaching and parental monitoring enhanced by an in-car video feedback system. The results of these two pilot programs will benefit not only the participants in the programs, but also parents statewide as the lessons learned from these pilots are shared across the State.

In FFY 2010, the MHSO will convene four meetings of the *Young Driver Task Force (YDTF)*. The *YDTF* will serve as the coordination point for information exchange and program development for young driver safety programs in the State as well as for the SHSP Young Driver EAT. The *YDTF* will be the forum for grantee partners to share progress reports on their projects with CTSPs and other stakeholders.

The MHSO's Young Driver Safety Program is a core partner in the State's SHSP. The SHSP Young Driver EAT, with staff support from MHSO, will review priority action items for FFY 2010 and project forward priorities for FFY 2011 that these priority actions may be developed into grant projects in the earliest stages of the FFY 2011 granting projects. The MHSO and the SHSP EAT will recruit new partners to develop and deliver projects that address critical action items in the SHSP

Major initiatives for FFY 2010 will include the *Youth Alcohol Compliance Enforcement* media campaign to start late fall 2009 but, to be centered on Prom and Graduation season in April and May 2010, implemented in coordination with legislative changes. The focus of other MHSO activity in this program area will be focused on innovative ways of increasing parental involvement in their young drivers' learning and training as well as increasing risk awareness associated with behavioral and environmental factors.

In addition in FFY 2010, the MHSO will fund the following projects, to work toward accomplishing its Young Driver safety objectives:

MVA-*Parent Education & Involvement in Teen Driving – Part II*

- State Agency
- Target audience – Teen Drivers & their Parents
- Target area –State of Maryland

This project will focus on the SHSP Impact Objective: to develop and implement an awareness program that will include parental involvement. The priority/process objectives that will be targeted includes: identifying a best practice program based on research findings, creation of a core message and campaign items, development and distribution of model tools for outreach to include brochures and enhanced website content, evaluation of parent notification of citations as significant indicator of future crashes and the evaluation of parent involvement in driver education.

MVA-*Driving Program Assessment*

- State Agency
- Target audience – State and Local Agencies
- Target area –State of Maryland

This program will address a priority action item in the SHSP Young Driver Emphasis Area: to conduct an evaluation of existing driver education programs and requirements currently in place in Maryland. This project will include, but not be limited to, formal driver education. The assessment process provides a comprehensive set of recommendations for enhancements and improvements to the current driver education structure. The assessment will be a cooperative effort between the MVA, MHSO, NHTSA other state agencies, and a wide variety of community stakeholders who are affected by young driver behavior.

AAA Mid-Atlantic-*Teen Driving Safety Event*

- State Agency
- Target audience – State and Local Agencies
- Target area –State of Maryland

This one-day event to be held in October will coincide with Teen Driver Safety Week and high school homecoming season. The event will aim to increase risk awareness among teen drivers and their parents by providing them with the tools necessary to better understand the realities and risks that teen drivers encounter on today's roads with particular emphasis on driver distractions, safety belts & impaired driving. The event will be promoted through: direct outreach, mailings, web, print, earned media and TV ads.

Maryland DriveCam

- Local Agency
- Target audience – Teen Drivers & their Parents & their Peers
- Target area – State of Maryland

The DriveCam program will be initiated for 80 families, that choose to enroll teen drivers that have demonstrated a need for further parent interaction due to previous warnings, citations, crashes or other high risk behaviors determined during the National Study Center (NSC) evaluation of the Southern MD DriveCam pilot program. The program will specifically educate parents and their teens using individual event visuals, trend and comparison data, document the need for continued interaction and allow a system for understanding their teen's risk level and enabling/rewarding improvements. The program will also, assist in providing documentation through NSC evaluation of long-term effectiveness of program if continued crashes or citations cease following enrollment. Use of saved DriveCam events will be used

to increase public awareness of teen driving issues and the need for continued parental involvement. The results of the intervention will be evaluated for effectiveness in reducing risky behavior and change in knowledge, attitudes and behaviors of young drivers and the involvement of parents.

YOUNG DRIVER: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
10-007	MVA– Parent Education & Involvement in Teen Driving– Part II	$40,100	Section 402
10-063	MVA– Assessment of Drivers Education	$38,800	Section 406
10-064	AAA Mid-Atlantic– Teen Driving Safety Event	$10,000	Section 402
10-039	Maryland DriveCam	$134,000	Section 402
Total All Funds		**$222,900**	

TRAFFIC SAFETY AWARENESS FOR EMPLOYERS (T-SAFE)

More than $7.5 billion dollars are spent annually in the state of Maryland as a result of motor vehicle crashes. Motor vehicle crashes are the number one cause of fatal workplace accidents and distracted driving is a factor in 1 out of 4 crashes nationally. The average crash costs an employer $16,500 in lost productivity, insurance costs and workers' compensation. When a worker has an on-the-job crash that results in an injury, the cost to their employer is $74,000, and costs can exceed $500,000 when a fatality is involved.

MHSO's *T-SAFE Project* will work together with all partners to jointly increase workplace driver safety prevention strategies for employers. The initiatives implemented throughout the year will assist employers with identifying and proposing training for employees, motivating employees to change driver behaviors, as well as provide assistance with seminars and programs to promote traffic safety awareness.

Strategic planning across the state involves many of our partners. Implementing programs to establish better communication and education efforts for employers is essential to preventing work-related crashes. The *T-SAFE* Project allows employers to promote safety by providing information to employees and setting enforcement driver safety policies. These identified steps can help employers protect their employees and their companies.

Major initiatives for FFY 2010 will include one training seminar in conjunction with the MHSO Program Coordinators which will be implemented by September 2010. The Drive Safely Work Week (DSWW) kick-off event and activities will be promoted throughout the designated week with a special emphasis on distracted driving prevention. The T-SAFE Toolkit will be disseminated throughout the year with nearly 1,000 copies distributed by September 2010. The distribution plan will include the T-SAFE Executive Council, T-SAFE members, risk managers, fleet managers, other local agencies and organizations interested in starting a traffic safety program. Monthly T-SAFE E-News and Driver Safety Tips will be e-mails to all partners. During FFY 2010, there will be two T-SAFE Executive Council Meetings.

T-SAFE and the Choose Safety for Life (CSFL) campaign are teaming up to promote an internal “Be a Driving Force for Safety” campaign. The internal SHA campaign will strive to make state government more efficient and effective, by encouraging state employees to drive safely on and off the job. The campaign is designed to increase awareness of traffic safety and decrease excessive motor vehicle crash costs. According to the Injured Workers Insurance Fund of Maryland, in 2008, nearly 63% of claim costs were directly linked to motor vehicle crashes.

In FFY 2010, the MHSO will fund the following project, to work toward accomplishing its traffic safety awareness driving prevention objectives:

TRAFFIC SAFETY AWARENESS FOR EMPLOYERS: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
10-025	NCSA Public Awareness Media Outreach Campaign	$30,000	Section 406
Total All Funds		**$30,000**	

POLICE TRAFFIC SERVICES

The MHSO administers a variety of federally funded highway safety programs and projects. A major portion of almost every program includes a law enforcement component. Given the number of enforcement agencies across Maryland on the state, county and local levels, a need for coordination of the law enforcement response in highway safety initiatives has been identified. Training, program overviews, and needs assessments are required for the most efficient deployment of enforcement resources. Site visits, statewide meetings, and training symposiums offered to the MSP and allied agencies afford the MHSO an opportunity to implement effective techniques for maximum impact in the various project areas. Additionally, continued outreach through active liaison with the Maryland Chiefs of Police Association and the Maryland Sheriff’s Association provides the opportunity for highway safety messages and programs to receive endorsement and support by this crucial group of law enforcement executives. The MHSO will continue to promote its highway safety programs to law enforcement under the program slogan, ‘Traffic Safety IS Public Safety.

Needs assessments conducted across Maryland have identified gaps in both general training and in the coordination and intensity of targeted enforcement on the state level. To resolve these issues in FFY 2010, continued interaction with the MSP Command Staff will be made and regional meetings for law enforcement across the State will be conducted to provide project guidance and coordination of enforcement efforts as well as identify and assess the various needs at the street enforcement level. Likewise, participation in organizations such as the Maryland Chiefs of Police Association and Maryland Sheriff’s Association, provides the opportunity to reaffirm the role these agencies play in an effective highway safety program as well as identify resources available to them through the MHSO.

To ensure a more comprehensive partnership with the law enforcement community, the MHSO will collaborate with officials at all levels to provide incentives, training opportunities and recognition for officers who are actively involved in highway safety initiatives, as well as to recruit more of such involvement from police officers in general. Towards this end, the MHSO will continue to promote the University of Maryland's Institute for Advanced Law Enforcement Studies (DUI Institute) by providing technical and logistical support, as well as recruiting potential students from the law enforcement community and providing agencies with scholarship assistance for their personnel. Additionally, in conjunction with the Maryland Police and Correctional Training Commission(MPCTC), the MHSO will continue to support a statewide Traffic Safety Specialist classification in recognition of police officers who have attained advanced levels of training in highway safety initiatives, and have demonstrated their interest and proficiency in this area. These programs will work in concert with plans to better 'market' traffic enforcement initiatives within the statewide law enforcement community, as well as to develop future police leaders in highway safety.

The MHSO Law Enforcement Program Coordinator, along with the MHSO Law Enforcement Liaisons, will actively enlist agencies, as well as provide technical support for the Maryland Law Enforcement Challenge Campaign for FFY 2010. The Law Enforcement Liaisons will work in close connection with the Maryland Chiefs of Police and Maryland Sheriff's Associations to coordinate their grant activities and insure top-down support of highway safety initiatives from chief law enforcement executives..

In addition in FFY 2009, the MHSO will fund the following projects, to work toward accomplishing its police traffic services objectives:

Baltimore County Police – *Police Crash Reconstruction Training*

- County agency
- Target audience – traffic crash investigators from MSP & allied agencies
- Target area – State of Maryland

The main goal of this program is to increase the number of highly trained traffic crash reconstruction investigators across the State. Due to attrition, promotion and change of assignment, the MSP and other allied police departments continue to experience a drastic reduction of officers trained in traffic crash reconstruction methods. This program will provide training in the most advanced techniques of crash investigation and reconstruction to officers from across the State. Likewise, through partnership and participation in the Maryland Crash Reconstruction Committee, the Baltimore County PD will facilitate training for troopers and allied police officers in advanced collision investigation and various levels of crash reconstruction.

Maryland Chiefs of Police Association – *Managing Traffic Enforcement Programs (MTEP)*

- State agency
- Target audience – Police executives
- Target area – State of Maryland

The main goal of this program is to provide accelerated command level training to law enforcement managers and MSP Barrack Commanders who supervise Traffic Safety Units. This training, provided in conjunction with the Maryland Chiefs of Police Association will consist of one week of instruction on identifying high crash locations and conducting subsequent selective traffic enforcement. Training at this level will provide present and future police supervisors from across the State a strong background in Police Traffic Services, enabling them to integrate effective traffic enforcement as part of their daily operational plan.

Maryland Police & Correctional Training Commission – ***Traffic Safety Specialist Designation***

- State agency
- Target audience – police officers
- Target area – State of Maryland

The main goal of this program is to provide a new statewide designation of Traffic Safety Specialist to police officers who have attained certain levels of training, proficiency and expertise in various disciplines of traffic enforcement. Officers who attain the varied levels of this designation will be awarded a certificate and uniform ribbon at a special awards ceremony. A committee of police executives and highway safety officials will consider applications and make final determinations as to the eligibility of officers that have applied for recognition. The MPCTC will conduct all administration of the program. With the implementation of this program it is anticipated that officers will be motivated to attend traffic safety training and apply their skills in highway safety matters.

Maryland Police & Correctional Training Commission – ***Northwestern School of Police Staff & Command***

- State agency
- Target audience – police officers
- Target area – State of Maryland

The main goal of this program is to provide mid-level and command law enforcement executives an exposure to a internationally recognized training curriculum that will help them to systematically address many of the state's traffic issues in addition to, and in conjunction with, other public safety issues facing their communities. In order to develop successful and effective solutions that address local traffic issues, local law enforcement agencies need to have personnel on staff who are adept at identifying, analyzing problems that affect their locale and who have developed contacts within their community who can generate public support for their response to the problem. There is a need to address the management perspective of an effective response to highway safety. This ten week, high-intensity, university level course of instruction will expose individuals to some of the most current philosophy and thinking in the law enforcement profession. Northwestern University has adapted its curriculum to include extensive training in managing a traffic enforcement unit. The mandatory research based staff studies must be traffic related and the curriculum will also expose them to the need for developing and implementing programs that will address the significant number of traffic safety problems that should be a priority for law enforcement command and executive personnel. The MPCTC'S role in this project is to provide the training facility and host the event, as well as provide lodging & meals for student candidates. With the implementation of this program it is anticipated that officers will be motivated to attend traffic safety training and apply their skills in highway safety matters.

Maryland Sheriff's Association – ***Crash Reconstruction-Advanced Topics Regional Conference***

- State agency
- Target audience – Police Crash Reconstruction Specialists
- Target area – State of Maryland & NHTSA Region 3

The main goal of this program is to provide training on advanced topics of a crash reconstruction nature in a conference format to reconstruction specialists from across the region. By holding a three day conference, more specialists will be able to attend to receive information on some of the latest issues and technical matters in this field of expertise from some of the most reknown instructors across the country. Registration fees and grants from other state agencies will help to offset the cost of this training. Additionally this conference will help to solidify the relationship between the Maryland Sheriff's Association and the MHSO.

Maryland State Police – *Police Traffic Services/Command Summit*

- State agency
- Target audience – general public
- Target area – State of Maryland

The focus of this project is to promote greater communication and cooperation between the MSP Command staff and the MHSO. Command Summits provide the MHSO Law Enforcement Coordinator an opportunity to address MSP administration, as well as commanders at the barrack level, in reference to priority areas in highway safety, grants management, and current best practices in enforcement techniques. As the lead law enforcement agency in the state, the MSP and its command staff play a crucial role in the implementation of Maryland's Highway Safety Plan.

POLICE TRAFFIC SERVICES: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source(s)
10-013	Police Crash Reconstruction Training	$30,600	Section 402
10-037	Police Crash Reconstruction - Adv Topics Conference	$27,500	Section 402
10-017	Law Enforcement Liaison	$106,000	Section 402
10-010	MCPA Exec Training Initiatives	$52,300	Sections 405
10-030	Command Training - SPSC	$128,100	Section 402
10-031	Traffic Safety Specialist	$22,200	Section 406
10-028	MSP - Command Training Summit	$39,000	Section 402
10-037	MSA Training & Highway Safety Initiatives	$78,200	Section 402
Total All Funds		**$483,900**	

Management Details

FINANCIAL MANAGEMENT

The Financial and Information Systems Section (FISS) will implement a web-based, user-friendly grants management system (E-Grants). The ultimate outcome is the secure, on-line submission of Applications, Project Agreements (PAs), Status Reports, Reimbursement Claims, supporting documentation, and related documents by grantees. E-Grants has automatic error checking and required fields, and greater reporting capabilities. Other key components of the system are the on-line ability of MHSO staff to review and score application submissions prior to funding consideration and to closely monitor financial and program status, by comparing actual results with proposed objectives and activities during project implementation. Information reported will include financial data, as well as statistical / monitoring information specific to the project, which would be used in annual reporting to the NHTSA and other partners.

Primary users of the E-Grants system and their roles will be:

- Applicants – to complete and submit applications for highway safety grants
- Grantees – to complete and submit grant status and financial forms
- MHSO management and administrative staff – to review all forms, assign applications to Project Managers
- MHSO financial staff – to review and score applications, review and process reimbursement forms, monitor overall program expenditures, create budgets and ad hoc financial reports when needed.
- MHSO Project Managers – to review and score applications, review and approve status reports and reimbursement claims, conduct routine monitoring

Additional users, with read-only access, may include NHTSA, FHWA, and other SHA management and financial staff, as needed.

The long-term goal is to integrate and improve communication among the new E-Grants system, the State Financial Management Information System (FMIS) and NHTSA's Grants Tracking System (GTS). This will further enhance the MHSO's ability to manage programs and associated projects more effectively and efficiently, resulting in better use of staff time and service to customers.

To comply with the *MHSO Monitoring Policy* and federal requirements, the FISS will conduct monitoring site visits on all projects with $150,000 or more in funds obligated to the projects. Projects under $150,000 will have formal site visits as deemed necessary. Monitoring is essential to track progress of projects in meeting objectives and performance measures. Monitoring also helps ensure compliance with procedures, laws, and regulations and sound operational practices, in addition to fulfilling the reporting requirements contained in 49 CFR Part 18, Sect. 18.40 - 43.

During FFY 2010, the FISS will complete the *MHSO Financial Management Manual* which provides instructions on finance-related tasks and includes examples where appropriate. Grants management and related projects are coordinated by the Grants Management Team, which meets monthly.

FINANCIAL MANAGEMENT: PROJECT BUDGET SUMMARY

Project Number	Project Title	Budget	Budget Source
10-002	Coordination & Management	$139,900	Section 402
10-300	E-Grants System-IT Project	$350,000	Section 406
10-001	Planning & Administration	$50,000	Section 402
Total All Funds		**$539,900**	

OFFICE MANAGEMENT

The Office Management Section (OMS) currently consists of an Office Manager, one Administrative Assistant, one State Temporary employee, and at least two Interns from the Maryland Department of Transportation Fellows Internship Program. The State Temporary Employee as well as the Interns work along with the Administrative Assistant and the Office Manager with the overall responsibility to provide administrative support to the Chief of the Maryland Highway Safety Office, the Deputy Chief, the Chief of the Safety Programs Section,

the Chief of the Program Advisory Section, the Chief of the Financial and Information Section, and 12 program area coordinators. In FFY 2010 the OMS will continue to provide support to the expanding program areas and the division as a whole as well, including coordinating events, bids for location, resources, and determining necessary materials. In addition, the OMS will continue a lead role in training the new staff on the current policies and procedures, location of files, electronic forms, and will implement new policies and/or training as necessary.

An important part of the Office Manager's duties center around grants management, and thus, the OM sits on the Grants Management Team. The Office Manager continues to work with the FISS to establish an annual grantee monitoring schedule that conforms to the monitoring policy. Site visits will continue to be coordinated as required by MHSO policy.

During FFY 2009, the OMS assumed the Human Resource responsibilities of the Division. Including personnel issues with benefits, time, travel, expenses, tracking training, and leave requests. In addition the Office Manager is responsible for the negotiation and recruiting of staff members. The activities listed above will continue to be monitored and additional policies will be written in FFY2010.

During FFY 2010, the OMS will continue to implement new components to the Resource Inventory Database, specifically, measures to increase the efficiency of the existing system. The OMS will continue to provide administrative support by assisting with preparation for major press events, coordinating various MHSO annual events, and automating general use office forms and templates. With the increasing responsibilities of the MHSO, the OMS is vital to the organization's continued success and positive growth.

Conclusion

Maryland remains resolved in its dedication to reducing traffic crashes and the associated injuries and fatalities throughout Maryland. In FFY 2010, the MHSO will depend upon its vast network of traffic safety partners, including state and local agencies, CTSPs, community-based groups, associations, non-profit organizations, hospitals, institutions of higher learning, and the private sector, to effect real and lasting change throughout the State. Strategies to improve the planning and development of highway safety programs will receive continual attention throughout the year as will methods to enhance data collection and dissemination. Periodic assessments conducted to monitor progress and to ensure accountability for both programmatic and fiscal responsibilities will continue to receive the upmost attention.

Maryland's Strategic Highway Safety Plan (SHSP) continues to be a complementary guide to programmatic prioritization and targeted countermeasure implementation. In FFY 2010, the MHSO will continue to seek new and unique partnerships to help implement the action measures identified within the SHSP. Additionally, the projects and programs outlined in this report will undoubtedly have a significant impact in addressing the goals outlined within the SHSP as well as the overall goal to substantially reduce motor vehicle-related crashes, thereby reducing the fatalities, injuries, and resulting property damage.

While the five percent overall reductions in fatalities for 2008 was encouraging, the MHSO is certain that even greater achievements can be attained in the coming year. Anchored by an impressive safety belt use rate and a dedicated network of partners, Maryland stands poised to make some significant inroads to reducing fatalities in the next several years. With the assistance of federal funding, Maryland's leadership remains firmly committed to this goal and the MHSO looks forward to providing a stable, efficient, and effective highway safety program for years to come.

Certifications & Assurances

The following are scanned copies of the required Certifications and Assurances for FFY 2010, as secured through the Governor's Highway Safety Representative designee, Mr. Vernon F. Betkey, Jr.. Please note that the NHTSA received an original copy of the Certifications & Assurances in the HSP documents submitted to the agency on September 1, 2009.

State Certifications Revised 8/13/09

STATE CERTIFICATIONS AND ASSURANCES

Failure to comply with applicable Federal statutes, regulations and directives may subject State officials to civil or criminal penalties and/or place the State in a high risk grantee status in accordance with 49 CFR §18.12.

Each fiscal year the State will sign these Certifications and Assurances that the State complies with all applicable Federal statutes, regulations, and directives in effect with respect to the periods for which it receives grant funding. Applicable provisions include, but not limited to, the following:

- 23 U.S.C. Chapter 4 - Highway Safety Act of 1966, as amended;
- 49 CFR Part 18 - Uniform Administrative Requirements for Grants and Cooperative Agreements to State and Local Governments
- 49 CFR Part 19 - Uniform Administrative Requirements for Grants and Agreements with Institutions of Higher Education, Hospitals and Other Nonprofit Organizations
- 23 CFR Chapter II - (§§1200, 1205, 1206, 1250, 1251, & 1252) Regulations governing highway safety programs
- NHTSA Order 462-6C - Matching Rates for State and Community Highway Safety Programs
- Highway Safety Grant Funding Policy for Field-Administered Grants

Certifications and Assurances

The Governor is responsible for the administration of the State highway safety program through a State highway safety agency which has adequate powers and is suitably equipped and organized (as evidenced by appropriate oversight procedures governing such areas as procurement, financial administration, and the use, management, and disposition of equipment) to carry out the program (23 USC 402(b) (1) (A));

The political subdivisions of this State are authorized, as part of the State highway safety program, to carry out within their jurisdictions local highway safety programs which have been approved by the Governor and are in accordance with the uniform guidelines promulgated by the Secretary of Transportation (23 USC 402(b) (1) (B));

At least 40 per cent of all Federal funds apportioned to this State under 23 USC 402 for this fiscal year will be expended by or for the benefit of the political subdivision of the State in carrying out local highway safety programs (23 USC 402(b) (1) (C)), unless this requirement is waived in writing;

The State will implement activities in support of national highway safety goals to reduce motor vehicle related fatalities that also reflect the primary data-related crash factors within the State as identified by the State highway safety planning process, including:

- **National law enforcement mobilizations,**
- **Sustained enforcement of statutes addressing impaired driving, occupant protection, and driving in excess of posted speed limits,**
- **An annual statewide safety belt use survey in accordance with criteria established by the Secretary for the measurement of State safety belt use rates to ensure that the measurements are accurate and representative,**
- **Development of statewide data systems to provide timely and effective data analysis to support allocation of highway safety resources.**

The State shall actively encourage all relevant law enforcement agencies in the State to follow the guidelines established for vehicular pursuits issued by the International Association of Chiefs of Police that are currently in effect.

This State's highway safety program provides adequate and reasonable access for the safe and convenient movement of physically handicapped persons, including those in wheelchairs, across curbs constructed or replaced on or after July 1, 1976, at all pedestrian crosswalks (23 USC 402(b) (1) (D));

Cash drawdowns will be initiated only when actually needed for disbursement, cash disbursements and balances will be reported in a timely manner as required by NHTSA, and the same standards of timing and amount, including the reporting of cash disbursement and balances, will be imposed upon any secondary recipient organizations (49 CFR 18.20, 18.21, and 18.41). Failure to adhere to these provisions may result in the termination of drawdown privileges);

The State has submitted appropriate documentation for review to the single point of contact designated by the Governor to review Federal programs, as required by Executive Order 12372 (Intergovernmental Review of Federal Programs);

Equipment acquired under this agreement for use in highway safety program areas shall be used and kept in operation for highway safety purposes by the State; or the State, by formal agreement with appropriate officials of a political subdivision or State agency, shall cause such equipment to be used and kept in operation for highway safety purposes (23 CFR 1200.21);

The State will comply with all applicable State procurement procedures and will maintain a financial management system that complies with the minimum requirements of 49 CFR 18.20;

The State highway safety agency will comply with all Federal statutes and implementing regulations relating to nondiscrimination. These include but are not limited to: (a) Title

VI of the Civil Rights Act of 1964 (P.L. 88-352) which prohibits discrimination on the basis of race, color or national origin (and 49 CFR Part 21); (b) Title IX of the Education Amendments of 1972, as amended (20 U.S.C. §§ 1681-1683, and 1685-1686), which prohibits discrimination on the basis of sex; (c) Section 504 of the Rehabilitation Act of 1973, as amended (29 U.S.C. §794), which prohibits discrimination on the basis of handicaps (and 49 CFR Part 27); (d) the Age Discrimination Act of 1975, as amended (42U.S.C. §§ 6101-6107), which prohibits discrimination on the basis of age; (e) the Drug Abuse Office and Treatment Act of 1972 (P.L. 92-255), as amended, relating to nondiscrimination on the basis of drug abuse; (f) the comprehensive Alcohol Abuse and Alcoholism Prevention, Treatment and Rehabilitation Act of 1970(P.L. 91-616), as amended, relating to nondiscrimination on the basis of alcohol abuse of alcoholism; (g) §§ 523 and 527 of the Public Health Service Act of 1912 (42 U.S.C. §§ 290 dd-3 and 290 ee-3), as amended, relating to confidentiality of alcohol and drug abuse patient records; (h) Title VIII of the Civil Rights Act of 1968 (42 U.S.C. §§ 3601 et seq.), as amended, relating to nondiscrimination in the sale, rental or financing of housing; (i) any other nondiscrimination provisions in the specific statute(s) under which application for Federal assistance is being made; and, (j) the requirements of any other nondiscrimination statute(s) which may apply to the application.

The Drug-free Workplace Act of 1988(49 CFR Part 29 Sub-part F):

The State will provide a drug-free workplace by:

k. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance is prohibited in the grantee's workplace and specifying the actions that will be taken against employees for violation of such prohibition;
l. Establishing a drug-free awareness program to inform employees about:
    1. The dangers of drug abuse in the workplace.
    2. The grantee's policy of maintaining a drug-free workplace.
    3. Any available drug counseling, rehabilitation, and employee assistance programs.
    4. The penalties that may be imposed upon employees for drug violations occurring in the workplace.
m. Making it a requirement that each employee engaged in the performance of the grant be given a copy of the statement required by paragraph (a).
n. Notifying the employee in the statement required by paragraph (a) that, as a condition of employment under the grant, the employee will --
    1. Abide by the terms of the statement.
    2. Notify the employer of any criminal drug statute conviction for a violation occurring in the workplace no later than five days after such conviction.
o. Notifying the agency within ten days after receiving notice under subparagraph (d) (2) from an employee or otherwise receiving actual notice of such conviction.
p. Taking one of the following actions, within 30 days of receiving notice under subparagraph (d) (2), with respect to any employee who is so convicted -
    1. Taking appropriate personnel action against such an employee, up to and including termination.
    2. Requiring such employee to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a Federal, State, or local health, law enforcement, or other appropriate agency.
q. Making a good faith effort to continue to maintain a drug-free workplace through implementation of paragraphs (a), (b), (c), (d), (e), and (f) above.

BUY AMERICA ACT

The State will comply with the provisions of the Buy America Act (23 USC 101 Note) which contains the following requirements:

Only steel, iron and manufactured products produced in the United States may be purchased with Federal funds unless the Secretary of Transportation determines that such domestic purchases would be inconsistent with the public interest; that such materials are not reasonably available and of a satisfactory quality; or that inclusion of domestic materials will increase the cost of the overall project contract by more than 25 percent. Clear justification for the purchase of non-domestic items must be in the form of a waiver request submitted to and approved by the Secretary of Transportation.

POLITICAL ACTIVITY (HATCH ACT).

The State will comply with the provisions of 5 U.S.C. §§ 1501-1508 and implementing regulations of 5 CFR Part 151, concerning "Political Activity of State or Local Offices, or Employees".

CERTIFICATION REGARDING FEDERAL LOBBYING

Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

18. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
19. (2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
20. The undersigned shall require that the language of this certification be included in the award documents for all sub-award at all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

RESTRICTION ON STATE LOBBYING

None of the funds under this program will be used for any activity specifically designed to urge or influence a State or local legislator to favor or oppose the adoption of any specific legislative proposal pending before any State or local legislative body. Such activities include both direct and indirect (e.g., "grassroots") lobbying activities, with one exception. This does not preclude a State official whose salary is supported with NHTSA funds from engaging in direct communications with State or local legislative officials, in accordance with customary State practice, even if such communications urge legislative officials to favor or oppose the adoption of a specific pending legislative proposal.

CERTIFICATION REGARDING DEBARMENT AND SUSPENSION

Instructions for Primary Certification

21. By signing and submitting this proposal, the prospective primary participant is providing the certification set out below.
22. The inability of a person to provide the certification required below will not necessarily result in denial of participation in this covered transaction. The prospective participant shall submit an explanation of why it cannot provide the certification set out below. The certification or explanation will be considered in connection with the department or agency's determination whether to enter into this transaction. However, failure of the prospective primary participant to furnish a certification or an explanation shall disqualify such person from participation in this transaction.
23. The certification in this clause is a material representation of fact upon which reliance was placed when the department or agency determined to enter into this transaction. If it is later determined that the prospective primary participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.
24. The prospective primary participant shall provide immediate written notice to the department or agency to which this proposal is submitted if at any time the prospective primary participant learns its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
25. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meaning set out in the Definitions and coverage sections of 49 CFR Part 29. You may contact the department or agency to which this proposal is being submitted for assistance in obtaining a copy of those regulations.
26. The prospective primary participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency entering into this transaction.
27. The prospective primary participant further agrees by submitting this proposal that it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion-Lower Tier Covered Transaction," provided by the department or agency entering into this covered transaction, without modification , in all lower tier covered transactions and in all solicitations for lower tier covered transactions.
28. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the list of Parties Excluded from Federal Procurement and Non-procurement Programs.
29. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.

30. Except for transactions authorized under paragraph 6 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal Government, the department or agency may terminate this transaction for cause or default.

Certification Regarding Debarment, Suspension, and Other Responsibility Matters-Primary Covered Transactions

(1) The prospective primary participant certifies to the best of its knowledge and belief, that its principals:

(a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded by any Federal department or agency;

(b) Have not within a three-year period preceding this proposal been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of record, making false statements, or receiving stolen property;

(c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State or Local) with commission of any of the offenses enumerated in paragraph (1)(b) of this certification; and

(d) Have not within a three-year period preceding this application/proposal had one or more public transactions (Federal, State, or local) terminated for cause or default.

(2) Where the prospective primary participant is unable to certify to any of the Statements in this certification, such prospective participant shall attach an explanation to this proposal.

Instructions for Lower Tier Certification

31. By signing and submitting this proposal, the prospective lower tier participant is providing the certification set out below.

32. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the prospective lower tier participant knowingly rendered an erroneous certification, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
33. The prospective lower tier participant shall provide immediate written notice to the person to which this proposal is submitted if at any time the prospective lower tier participant learns that its certification was erroneous when submitted or has become erroneous by reason of changed circumstances.
34. The terms *covered transaction, debarred, suspended, ineligible, lower tier covered transaction, participant, person, primary covered transaction, principal, proposal, and voluntarily excluded*, as used in this clause, have the meanings set out in the Definition and Coverage sections of 49 CFR Part 29. You may contact the person to whom this proposal is submitted for assistance in obtaining a copy of those regulations.
35. The prospective lower tier participant agrees by submitting this proposal that, should the proposed covered transaction be entered into, it shall not knowingly enter into any lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, declared ineligible, or voluntarily excluded from participation in this covered transaction, unless authorized by the department or agency with which this transaction originated.
36. The prospective lower tier participant further agrees by submitting this proposal that is it will include the clause titled "Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transaction," without modification, in all lower tier covered transactions and in all solicitations for lower tier covered transactions. (See below)
37. A participant in a covered transaction may rely upon a certification of a prospective participant in a lower tier covered transaction that it is not proposed for debarment under 48 CFR Part 9, subpart 9.4, debarred, suspended, ineligible, or voluntarily excluded from the covered transaction, unless it knows that the certification is erroneous. A participant may decide the method and frequency by which it determines the eligibility of its principals. Each participant may, but is not required to, check the List of Parties Excluded from Federal Procurement and Non-procurement Programs.
38. Nothing contained in the foregoing shall be construed to require establishment of a system of records in order to render in good faith the certification required by this clause. The knowledge and information of a participant is not required to exceed that which is normally possessed by a prudent person in the ordinary course of business dealings.
39. Except for transactions authorized under paragraph 5 of these instructions, if a participant in a covered transaction knowingly enters into a lower tier covered transaction with a person who is proposed for debarment under 48 CFR Part 9, subpart 9.4, suspended, debarred, ineligible, or voluntarily excluded from participation in this transaction, in addition to other remedies available to the Federal government, the department or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Certification Regarding Debarment, Suspension, Ineligibility and Voluntary Exclusion -- Lower Tier Covered Transactions:

40. The prospective lower tier participant certifies, by submission of this proposal, that neither it nor its principals is presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in this transaction by any Federal department or agency.
41. Where the prospective lower tier participant is unable to certify to any of the statements in this certification, such prospective participant shall attach an explanation to this proposal.

ENVIRONMENTAL IMPACT

The Governor's Representative for Highway Safety has reviewed the State's Fiscal Year 2010 highway safety planning document and hereby declares that no significant environmental impact will result from implementing this Highway Safety Plan. If, under a future revision, this Plan will be modified in such a manner that a project would be instituted that could affect environmental quality to the extent that a review and statement would be necessary, this office is prepared to take the action necessary to comply with the National Environmental Policy Act of 1969 (42 USC 4321 et seq.) and the implementing regulations of the Council on Environmental Quality (40 CFR Parts 1500-1517).

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

8-13-09
Date

APPENDIX A: Standardized Goal Statements

MHSO Traffic Safety Performance Measures

Objectives are set using a 5-year period of FARS data (except for serious injuries (MAARS data used) and observed seat belt use):

These measures are based on an average of yearly variations for the 2004-2008 time period. During this 5 year period, the annual percentage change was calculated and averaged. The average percent change was then applied to the 2008 data providing an intermediate goal for 2009. That same average percent change was then applied to that 2009 goal to calculate the final 2010 goal. This methodology helps to account for extreme fluctuations in the data and provides moderate, attainable goals.

If the data showed an increase over the past 5 years (in the cases of pedestrian and motorcyclist fatalities) the projected percent change was substituted with a 2% decline from the most recent year (2008) to generate the 2010 goal.

Traffic Fatalities (FARS)
C-1) To decrease traffic fatalities 4.0 percent from the 2008 calendar base year average of 591 to 568 by December 31, 2010.

Serious Traffic Injuries (State Crash Data Files)
C-2) To decrease serious traffic injuries 21.0 percent from the 2008 calendar base year average of 4,544 to 3,579 by December 31, 2010.

Fatalities/VMT (FARS/FHWA)
C-3) To decrease fatalities/VMT 5.0 percent from the 2008 calendar base year average of 1.05 to 1.00 by December 31, 2010.
NOTE: States must report on Rural Fatalities/VMT and Urban Fatalities/VMT.
To decrease rural fatalities/VMT 7.0 percent from the 2008 calendar base year average of 1.58 to 1.47 by December 31, 2010.
To decrease urban fatalities/VMT 2.0 percent from the 2008 calendar base year average of 0.87 to 0.85 by December 31, 2010.

Unrestrained Passenger Vehicle Occupant Fatalities (FARS)
C-4) To decrease unrestrained passenger vehicle occupant fatalities in all seating positions 13.0 percent from the 2008 calendar base year average of 142 to 123 by December 31, 2010.

Alcohol- Impaired Driving Fatalities (FARS)
C-5) To decrease alcohol impaired driving fatalities 13.0 percent from the 2008 calendar base year average of 152 to 132 by December 31, 2010.
NOTE: Alcohol-impaired driving fatalities are all fatalities in crashes involving a driver or motorcycle operator with a BAC of .08 or greater.

Speeding Related Fatalities (FARS)
C-6) To decrease speeding-related fatalities 11.0 percent from the 2008 calendar base year average of 191 to 169 by December 31, 2010.

Motorcyclist Fatalities (FARS)
C-7) To decrease the motorcyclists fatalities 2.0 percent from the 2008 calendar base year average of 91 to 89 by December 31, 2010.

Unhelmeted Motorcyclist Fatalities (FARS)
C-8) To decrease unhelmeted motorcyclist fatalities 10.0 percent from the 2008 calendar base year average of 10 to 9 by December 31, 2010.

Drivers Age 20 or Younger Involved in Fatal Crashes (FARS)
C-9) To decrease drivers age 20 or younger involved in fatal crashes 4.0 percent from the 2008 calendar base year average of 94 to 90 by December 31, 2010.

Pedestrian Fatalities (FARS)
C-10) To reduce pedestrian fatalities 2.0 percent from the 2008 calendar base year average of 116 to 114 by December 31, 2010.

CORE BEHAVIOR MEASURE (1)

Seat Belt Use Rate (Observed Seat Belt Use Survey)
B-1) To increase statewide observed seat belt use of front seat outboard occupants in passenger vehicles 1.6 percentage points from the 2008 calendar base year average usage rate of 93.4 percent to 95.0 percent by December 31, 2010.

- All goals set with the MHSO use this methodology. These HSP performance measures were created in August, 2009 using the 5 most recent years of data. The SHSP goals were established in the fall of 2006 using the 3 most recent years of data at that time (2003-2005). Due to the timing of these reports, the 2010 goals do not match exactly in both of those documents.

- In the future, when goals for 2015 are set, the HSP and SHSP will coincide. This will streamline all efforts in Maryland under a common goal that will be established for a 5 year time period.

APPENDIX B: List of Acronyms

AAA	American Automobile Association
CCODES	Comprehensive Crash Outcome Data Evaluation System
CIOT	Click It or Ticket
CPS	Child Passenger Safety
CPSF	Checkpoint Strikeforce
CTSP	Community Traffic Safety Program
DC	District of Columbia
DHMH	Department of Health and Mental Hygiene
DRE	Drug Recognition Expert
DSWW	Drive Safely Work Week
DTF	Diversity in Traffic Safety Task Force
DUI	Driving Under the Influence
DWI	Driving While Intoxicated
EC	Executive Council
ED	Emergency Department
EOI	Expression of Interest
EMS	Emergency Medical Services
FARS	Fatality Analysis Reporting System
FFY	Federal Fiscal Year
FHWA	Federal Highway Administration
FISS	Finance and Information Systems Section
FMIS	Financial Management Information System
GAS	Grant Applicant Seminar
GHSA	Governors Highway Safety Association
GMS	Grants Management System
GRT	Grants Review Team
GTS	Grants Tracking System
HCS-1	Obligation Cost Summary
HD	Health Department
HSCRC	Health Services Cost Review Commission
HSP	Highway Safety Plan
IDC	Impaired Driving Coalition
KISS	Kids in Safety Seats

MAARS	Maryland Automated Accident Reporting System
MCFSBU	Maryland Committee for Safety Belt Use
MCPA	Maryland Chiefs of Police Association
MDOT	Maryland Department of Transportation
MdTA	Maryland Transportation Authority
MHSO	Maryland Highway Safety Office
MIEMSS	Maryland Institute for Emergency Medical Services Systems
MSA	Maryland Sheriff's Association
MSP	Maryland State Police
MVA	Motor Vehicle Administration
NCSA	Non-Commercial Sustaining Announcement
NETS	Network of Employers for Traffic Safety
NHTSA	National Highway Traffic Safety Administration
NSC	National Study Center for Trauma and EMS
OM	Office Manager
OOTS	Office of Traffic and Safety
PA	Project Agreement
PD	Police Department
PI&E	Public Information and Education
PSA	Public Service Announcement
PSTF	Pedestrian Safety Task Force
SAFETEA-LU	Safe, Accountable, Flexible and Efficient Transportation Equity Act: A Legacy for Users
STM	Spring Training Meeting (previously Semi-Annual Meeting – SAM)
SHA	Maryland State Highway Administration
SHSO	State Highway Safety Office
SHSP	Strategic Highway Safety Plan
SO	Sheriff's Office
SOTF	Smooth Operator Task Force
SRTS	Safe Routes to School
TF	Task Force
TRC	Traffic Records Coordinator
TRCC	Traffic Records Coordinating Committee
TRTCC	Traffic Records Technical Coordinating Committee
T-SAFE	Traffic-Safety Awareness For Employers

UMCP	University of Maryland at College Park
US	United States
VMT	Vehicle Miles Traveled
WRAP	Washington Regional Alcohol Program
YDTF	Young Driver Task Force

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