2019 annual report

MARYLAND DEPARTMENT OF TRANSPORTATION

MOTOR VEHICLE ADMINISTRATION

Maryland Highway Safety Office

MARYLAND HIGHWAY SAFETY OFFICE

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MARYLAND HIGHWAY SAFETY OFFICE

Mission

The Maryland Department of Transportation Motor Vehicle Administration (MDOT MVA) Highway Safety Office (MHSO) is dedicated to saving lives and preventing injuries by reducing motor vehicle crashes through the administration of a comprehensive network of traffic safety programs.

Vision

Moving Maryland Toward Zero Deaths (TZD) since death is not an acceptable consequence of driving.

Organizational Statement

The MDOT MHSO endeavors to provide expert highway safety leadership through quality programs, ethical grants management, professional and accountable staff, and exemplary customer service.

Our Values

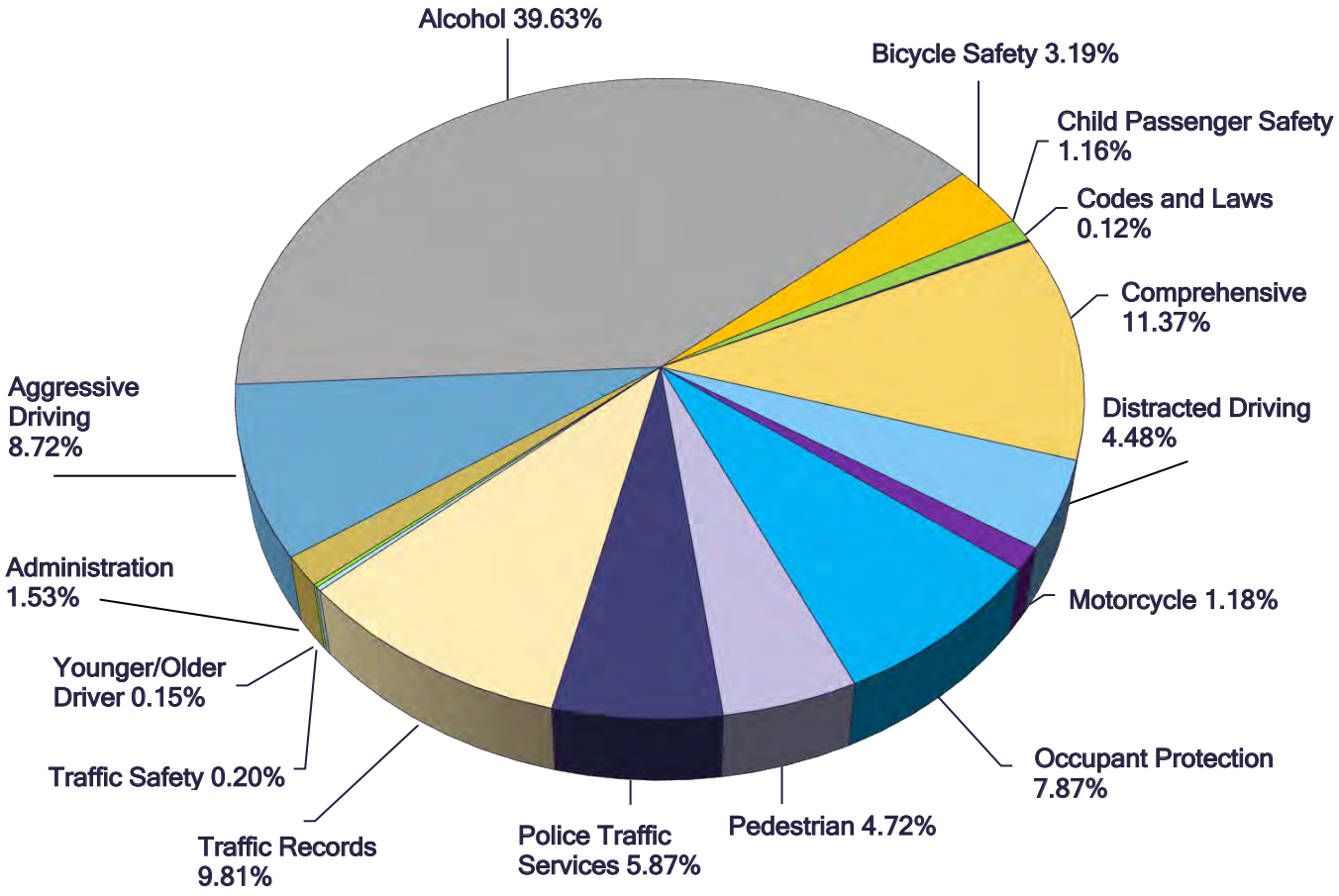
1. **Life** – Even one person lost or injured on our roadways is one too many.
2. **Professionalism** – We seek to be leaders, innovators, and facilitators in the highway safety arena; MHSO management team is committed to assisting employees to realize their full potential through training and professional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

Funding

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

MHSO submits its plan for allocating Federal and State funds to NHTSA by way of a Highway Safety Plan (HSP). MHSO utilizes formulas and strategic planning models to allocate these funds into the jurisdictions and grant-funded projects that have potential to meet the State's traffic safety goals as outlined in the State's HSP.

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



Note: The chart above represent funds from the NHTSA. The MHSO also distributes State funds for highway safety projects.

Our Organization

Serving as the Governor's Highway Safety Representative and Administrator of the MDOT MVA, Christine Nizer provides overall leadership for the State's highway safety program. MHSO Director and Deputy Director report directly to Administrator Nizer and manage a team of nearly 30 professionals, including a Communications Manager; a Business Services Specialist; a Safety Programs Section; a Law Enforcement Services Section; a Partnership, Resources, and Outreach Section; and a Finance Section.

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

The Law Enforcement Services Section works directly with the police community across Maryland to increase and maintain support for highway safety and to assist in managing law-enforcement related highway safety grants. Managed by a Section Chief, this section includes four Law Enforcement Liaisons (LELs) and a Law Enforcement Manager.

The Partnerships, Resources, and Outreach (PRO) Section includes a Section Chief and four Outreach Program Managers. This team has responsibility for engaging local highway safety partners, as well as for furthering the implementation of local Strategic Highway Safety Plans. The section staff manages outreach programs for large employers, military installations, schools and universities, and younger and older drivers.

Led by a Finance Chief, the Finance Section manages financial operations and grants administration at MHSO. The section has two Finance Managers, two Grants Managers, a Grant Specialist Supervisor, and a Data Processing Quality Assurance Specialist.

The Communications Manager establishes the strategic direction for MHSO communications efforts, including education/media campaigns, correspondence, and social media platforms. Working closely with office staff, MDOT MVA Communications, and other partners, the Communications Manager provides further exposure for highway safety efforts through public relations and earned media.

The Business Services Specialist is a multi-faceted position that provides guidance, resources, and office support to the entire MHSO Team.

2019 MHSO At A Glance

For the first time since 2014, Maryland experienced a decrease in the number of traffic fatalities occurring on the State's roadways. In total, 513 people were killed in 2018, compared to a five-year high of 558 in 2017. The number of fatal crashes, injury crashes, and total number of people injured decreased in 2018. A brief overview of Maryland's five-year crash summary is provided in the Maryland Crash Data section of this report.

Maryland is committed to sustaining the progress made in 2018. Helping jurisdictions establish local Strategic Highway Safety Plans (SHSP) is viewed as an integral piece of the solution to eliminating statewide traffic-related deaths and injuries. In Federal Fiscal Year (FFY) 2019, MHSO assisted jurisdictions throughout the State with completing or implementing such plans, including Cecil County; Harford County, Montgomery County, Prince George's County, and Washington County. Several other jurisdictions are in the process of completing plans and those are expected to be in place in FFY 2020. MHSO has continued its relationship with a local Metropolitan Planning Organization, the Baltimore Metropolitan Council (BMC), through the funding of a position to manage the development of local plans for BMC jurisdictions which include Baltimore City and six surrounding counties. These jurisdictions contribute approximately half of the State's crashes.

In April 2019, MHSO hosted the annual Highway Safety Summit. More than 200 participants attended presentations and emphasis area team sessions at the day-long conference dedicated to a statewide, coordinated, traffic safety plan that provides the framework for reducing highway fatalities and serious injuries on all public streets and highways. The event featured workshops on topics including Data and Evaluation, Safety Culture, and Local Highlights. Individual presenters included high-level officials from the MDOT and the Director of Traffic Safety Advocacy and Research for AAA. A press event accompanied the event, where Maryland announced the decrease in traffic fatalities from 2017 to 2018.

In FFY 2019 MHSO continued to be almost fully staffed throughout the entire grant year. The former Chief retired in May 2018 and his replacement was brought on board by year's end. In addition, MHSO hired a new Deputy Director in November and hired employees to complete the staffing of the PRO Section. A major goal of MHSO will be to minimize any disruptions caused by staff turnover and to continue to train and develop current staff.

Three MHSO team members received awards for dedication and commitment to traffic safety:

- Tom Lubinski, one of MHSO's Western Maryland Law Enforcement Liaisons (LELs), was recognized with MHSO Olympian Award. Given by peers, the Olympian Award is the culmination of Tom's commitment to helping coworkers and partners and for his vital role as an Administrator in Maryland's Traffic Safety Specialist Program.
- MHSO Step-Up Award was presented to Doug Mowbray, MHSO's Traffic Records Program Manager, for his dedication and initiative at completing valuable highway safety program improvements.
- Tim Richards, Safety Programs Section Chief, received MHSO Chief's Award. The award was presented in recognition of Tim's diligence and dedication to the quality of service that MHSO provides its team members and highway safety partners.

REGIONAL LAW ENFORCEMENT, OUTREACH, AND EDUCATION GRANTEES

The following is a list of the MHSO's FFY 2019 grantees, listed by jurisdiction and by area:

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian and Bicycle Safety	Special Projects
Allegany	Law Enforcement	Allegany County Sheriff's Office	X	X	X			
		Cumberland Police Department		X	X			
		Frostburg State University Police		X	X			
Anne Arundel	Law Enforcement	Annapolis Police Department	X	X	X			
		Anne Arundel County Police Department	X	X	X	X	X	
	Education and Outreach	Maryland Judiciary - Anne Arundel County DUI Court			X			
		Maryland MVA			X			
		Maryland MVA, Motorcycle Safety Program						X
		Partners In Care						X
Baltimore City	Law Enforcement	Baltimore City Police Department	X	X	X	X	X	
		University of Baltimore Police Department	X				X	
	Education and Outreach	Baltimore Metropolitan Council					X	X
		Maryland Institute College of Art					X	
		Morgan State University		X				
Baltimore	Law Enforcement	Baltimore County Police Department	X	X	X	X	X	
	Education and Outreach	Baltimore County Department of Health						X
		Baltimore County Police Dept - Crash Recon						X
		Chesapeake Region Safety Council						X
Calvert	Law Enforcement	Calvert County Sheriff's Office	X		X			X
	Education and Outreach	Calvert Alliance Against Substance Abuse, Inc.			X			
Caroline	Law Enforcement	Caroline County Sheriff's Office	X	X	X			
		Denton Police Department	X		X			
Carroll	Law Enforcement	Carroll County Sheriff's Office	X	X	X	X		
		Hampstead Police Department	X	X	X			
		Mount Airy Police Department	X		X			
		Sykesville Police Department	X	X	X			
		Taneytown Police Department	X	X	X			
		Westminster Police Department	X	X	X			
	Education and Outreach	Maryland Chiefs of Police			X			X
		Maryland Sheriffs' Association			X			
		Sykesville Freedom District Fire Department			X			
Cecil	Law Enforcement	Cecil County Sheriff's Office	X	X	X	X	X	

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian and Bicycle Safety	Special Projects
		Elkton Police Department	X	X	X	X		
Charles	Law Enforcement	Charles County Sheriff's Office	X		X		X	X
		Town of La Plata Police Department	X	X	X	X		
Dorchester	Law Enforcement	Cambridge Police Department	X		X			
Frederick	Law Enforcement	Frederick County Sheriff's Office			X			
		Frederick Police Department	X	X	X	X		
	Education and Outreach	Frederick Bicycle Coalition					X	
Garrett	Law Enforcement	Garrett County Commissioners	X	X	X			
Harford	Law Enforcement	Aberdeen Police Department	X	X	X	X	X	
		Bel Air Police Department	X	X	X		X	
		Harford County Sheriff's Office	X	X	X	X		
		Havre de Grace Police Department	X		X			
Howard	Law Enforcement	Howard County Department of Police	X	X	X	X		
	Education and Outreach	Americans For Older Driver Safety						X
		Crash Center for Research and Education (CORE)						X
		Maryland Judiciary - Howard County DUI Court			X			
Kent	Law Enforcement	Kent County Sheriff"s Office	X		X			
Montgomery	Law Enforcement	Gaithersburg Police Department	X	X	X	X		
		Montgomery County Police Department	X	X	X	X		X
		Montgomery County Sheriff's Office			X			
		Rockville Police Department	X	X	X	X		
Prince George's	Law Enforcement	Cheverly Police Department	X	X	X			
		City of Bowie	X		X		X	
		City of Hyattsville Police Department	X		X			
		Greenbelt Police Department	X	X	X	X	X	
		Laurel Police Department	X	X	X	X		
		Prince George's County Police Department	X	X	X	X	X	
		Prince George's County Police Department - BOP			X			
		Riverdale Park Police Department	X	X	X		X	
		University of Maryland Department of Public Safety	X	X	X	X	X	
	Education and Outreach	MML PEA Committee						X
Queen Anne's	Law Enforcement	Queen Anne's County Sheriff's Office	X	X	X			
Somerset	Law Enforcement	Princess Anne Police Department	X		X		X	

			Aggressive Driving	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian and Bicycle Safety	Special Projects
		Somerset County Sheriff's Office			X			
St. Mary's	Law Enforcement	St. Mary's County Sheriff's Office	X		X		X	X
	Education and Outreach	St. Mary's County Circuit Court			X			
Statewide	Law Enforcement	Maryland State Police - Mobile Unit			X			
		Maryland State Police - SPIDRE			X			
		Maryland State Police - Statewide	X	X	X	X	X	X
		Maryland Transportation Authority Police	X	X	X	X		X
	Education and Outreach	Governors Highway Safety Association						X
		Maryland Department of Health				X		
		Maryland Institute for EMS Systems				X	X	
		Maryland State Police - DRE			X			
		Maryland State Police - Statewide						X
		Maryland State's Attorneys' Association			X			
		Metropolitan Washington Council of Governments					X	
		University of Maryland Baltimore, NSC			X	X	X	X
		Washington College						X
		Washington Regional Alcohol Program			X			X
Talbot	Law Enforcement	Easton Police Department	X	X	X	X		
		Talbot County Sheriff's Office		X	X			
Washington	Law Enforcement	Hagerstown Police Department	X	X	X	X		
		Hancock Police Department	X					
		Washington County Sheriff's Office	X	X	X			
Wicomico	Law Enforcement	Fruitland Police Department	X		X			
		Salisbury Police Department	X	X	X			
		Wicomico County Sheriff's Office	X	X	X			
	Education and Outreach	Wor-Wic Community College						X
Worcester	Law Enforcement	Berlin Police Department	X	X	X			
		Ocean City Police Department	X		X		X	
		Ocean Pines Police Department		X	X			
		Pocomoke City Police Department	X	X	X			
		Worcester County Sheriff's Office	X					
	Education and Outreach	Worcester County Health Department			X			

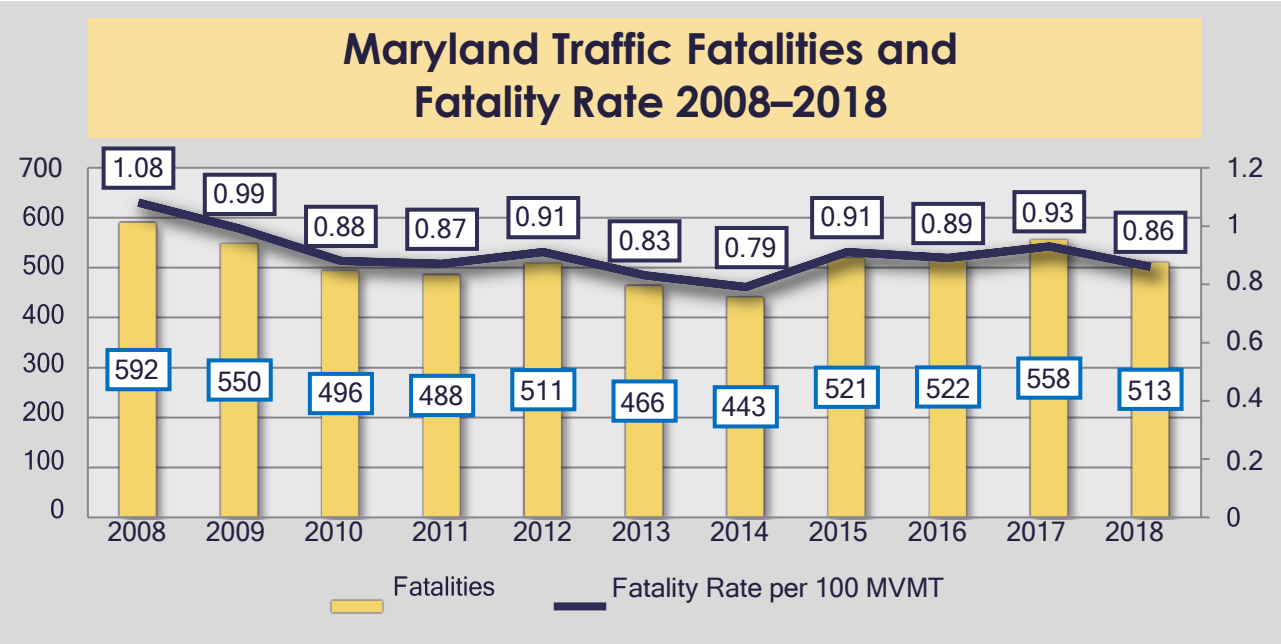
MARYLAND CRASH DATA

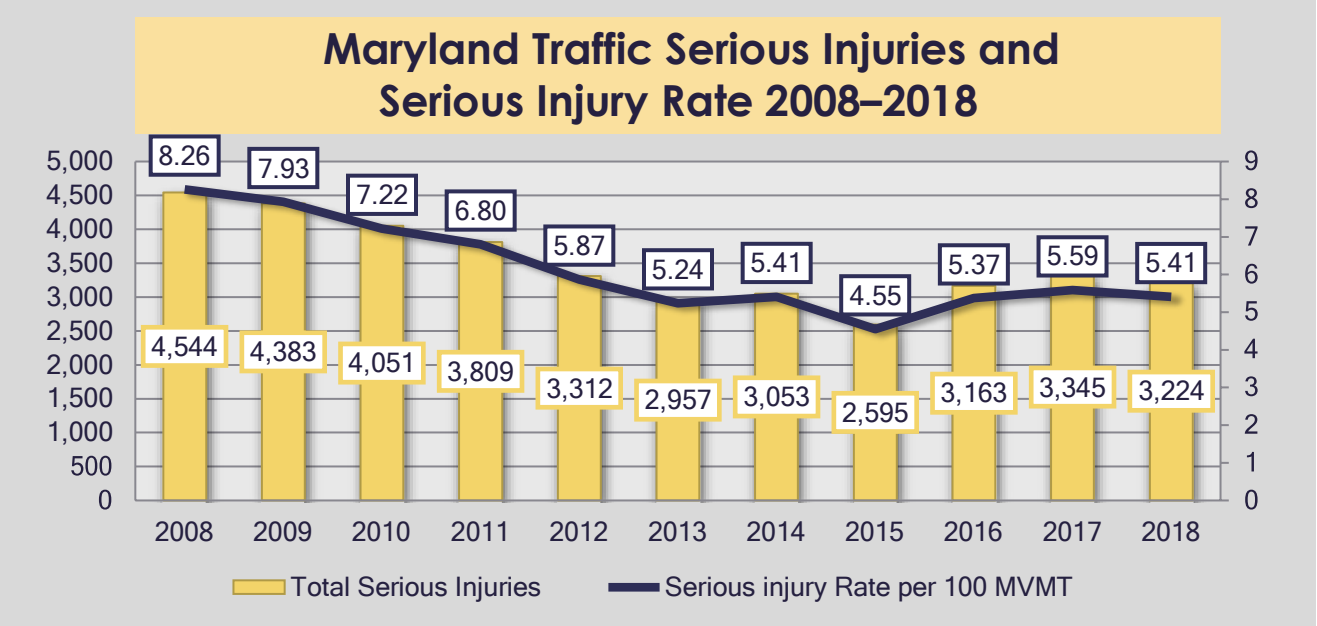
In 2018, 513 people were killed in 117,831 police-reported traffic crashes in Maryland, while 49,934 people were injured, and 83,460 crashes involved property damage only. In total, 288 drivers (234 vehicle drivers and 54 motorcycle operators), 139 non-motorists, and 86 passengers were killed on Maryland roads. On average, one person was killed every 17 hours, 137 people were injured each day (six injuries every hour), and 323 police-reported traffic crashes occurred every day.

The five-year fatality rate trend for Maryland increased from 0.89 in 2016 to 0.93 in 2017, then decreased to 0.86 in 2018. The overall fatality rate has consistently been lower than the national fatality rate every year since 1992.

	2014	2015	2016	2017	2018	5 Year AVG.
Fatal Crashes	417	480	483	518	486	477
Injury Crashes	30,369	30,721	34,720	34,651	33,885	32,869
Property Damage Crashes	67,171	76,917	85,075	80,188	83,460	78,562
Total Crashes	97,957	108,118	120,278	115,357	117,831	111,908
Total of All Fatalities	443	521	522	558	513	511
Total Number Injured	44,158	44,929	50,921	51,371	49,934	48,263

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





Maryland maintains the TZD approach by developing interim targets to reduce fatalities by at least 50 percent in the next two decades (from 592 in 2008 to 296 in 2030).

Considering the federal guidelines detailed in Moving Ahead for Progress in the 21st Century (MAP-21) and the subsequent FAST Act, Maryland executives collaborated on revisions to the target-setting methodology. The initial TZD goal remains: 296 fatalities or fewer by 2030. The annual targets for each of the five performance measures required by the Federal Highway Administration (FHWA): fatalities, fatality rate, serious injuries, serious injury rate, and non-motorized fatalities and serious injuries, are set using an exponential trend line that connects the historical data to the 2030 goals. In 2019 Maryland General Assembly passed legislation enacting fatality and serious injury goals, aligning with Vision Zero. Successful completion of this goal will result in zero deaths on Maryland roadways by 2030.

Five-year averages are used to calculate projections, and the targets for each individual year are taken from the midpoint of the five-year average (e.g., 2019 annual interim target = midpoint of the 2017-2021 average). It should be noted that due to significant declines in serious injuries in recent years, the use of historical trends currently puts the State at or below current targets. Similarly, the emphasis area targets are also set using an exponential trend line that is fitted to the historical data. However, to more accurately reflect the data trends, a fixed 2030 endpoint is not used for the calculation of emphasis area targets.

All traffic safety documents in the state of Maryland conform to these methodologies, including the SHSP, MHSO's Highway Safety Plan (HSP), the MDOT SHA's Highway Safety Improvement Plan (HSIP), and the MDOT SHA's Commercial Vehicle Safety Plan (CVSP). Additionally, all planning documents developed by MHSO staff and all State-level reporting to the Governor use the SHSP emphasis area fatality and serious injury target- setting methodology.

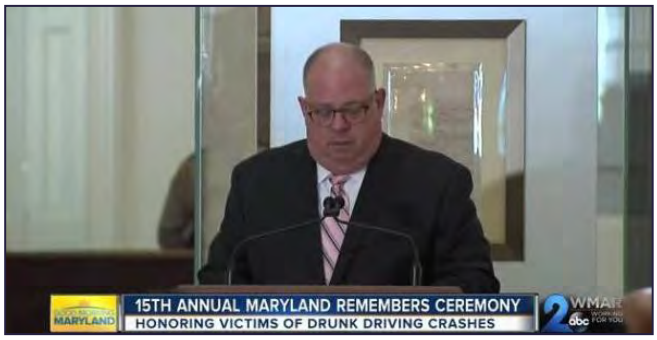
PROGRAM AREAS

Impaired Driving

While only one in 50 crashes involving driver, impairment resulted in a fatality in 2018, more than one-fourth (26.5 percent) of all fatal crashes involve alcohol and/or drugs. While not every impaired driving crash results in a fatality, impairment is often a factor when a fatality does occur. This relatively high rate of occurrence and correlation between impaired driving and fatal crashes and fatalities on Maryland roadways has made impaired driving a crucial focus point for traffic safety and law enforcement professionals throughout the state.

Coordinated from August through December, *Checkpoint Strikeforce* is the focal point of Maryland's High Visibility Enforcement (HVE) impaired driving prevention efforts. In FFY 2019, MHSO continued its *Be Legendary* campaign which advocates for alternatives to driving impaired, such as rideshares, cabs, sober drivers, and public transportation. The campaign reached more than 11.5 million people throughout the Baltimore and Washington, DC Designated Market Areas (DMA) through a comprehensive campaign on digital television, internet and broadcast radio, a digital toolkit, and a partnership with the Baltimore Ravens. MHSO received branding on two upper level corner signage boards for eight regular season games for the Baltimore Ravens. The animated billboard ran for 15 seconds a minimum of 12 times per game. Examples of the creative are shown below.

The 15th annual *Maryland Remembers* ceremony was held on November 19, 2018 at the State House in Annapolis. MHSO, the Washington Regional Alcohol Program (WRAP), and Mother Against Drunk Driving coordinate this event each year to remember the lives lost at the hands of impaired drivers. At the ceremony, Governor Larry Hogan spoke to state officials and families in the State House Rotunda. Family members were invited to put pictures of their loves ones on display and to share personal stories of their loss.



Channel 2 News provided extensive coverage of the 2018 Maryland Remembers event.

Prior to and during St. Patrick's Day weekend, transportation and law enforcement officials in Maryland, Delaware and Virginia partnered to save lives on roadways as 36 agencies across the three states conducted HVE along US 13 (Ocean Highway) and US 113 (Worcester Highway) on the Delmarva Peninsula. There was a 7.8 percent increase in overall citations from 639 in 2018 to 689 in 2019 and 36 impaired driving arrests were made in three Maryland counties. MHSO provided educational outreach to bars and businesses along the corridor and used advertising on social media and billboards to help educate drivers on the dangers of driving impaired.

From August 9 through September 2, 2019, MHSO coordinated a regional HVE campaign known as *Bay to Beach*. The initiative spanned six counties and included four MSP barracks, one MDTA detachment, and nine police agencies and sheriff's offices. Participating agencies conducted saturation patrols and checkpoints through Labor Day and coordinated enhanced enforcement of speeding, seat belt use, and distracted driving. Bars and educational partners also participated in the effort, which coincided with Maryland's *Checkpoint Strikeforce* and *Be Legendary* initiatives and NHTSA's national impaired driving mobilization. A total of 2,030 stops was made along Route 50, a major Maryland road, which was 54 percent higher than in 2018. More than 3,000 citations were issued throughout the campaign. One billboard from the campaign is shown below.

In FFY 2019, WRAP coordinated *SoberRide*, a safe ride service to prevent drunk driving, on St. Patrick's Day, Cinco de Mayo, Independence Day, Halloween, and during the winter holidays. This program helped remove 4,681 potential drunk drivers from Greater Washington's roadways – the second highest level of fiscal year ridership in *SoberRide's* 27- year history (surpassed only by last year's record-breaking ridership) and including record levels of ridership for WRAP's holiday, New Year's Eve and Independence Day campaigns. Nearly 800 of these rides either originated or ended in Maryland.

WRAP staff reached nearly 4,500 high school students with WRAP's innovative and multi-media education program, Alcohol Awareness for Students. Nearly 3,000 of these students were reached through 81 presentations in Maryland high schools.

WRAP in-school, interactive and GEICO-resourced Youth Safety Events entered its second year, addressing underage drinking and teen driving. In FFY 2019 WRAP staff conducted multiple high school presentations in the District of Columbia as well as Montgomery and Prince George's Counties in Maryland. This program is built on the success of WRAP's previous GEICO Student Awards which honored area high school student groups promoting alcohol and drug-free lifestyles to their peers.

In December 2018, WRAP hosted the 21st anniversary Law Enforcement Awards. At the event, 14 Washington-metropolitan area police officers were recognized today for their outstanding commitment in the fight against drunk driving in Greater Washington and presented with the area's 21st-annual Law Enforcement Awards of Excellence for Impaired Driving Prevention. Three Maryland officers received awards at this regional ceremony.

The Traffic Safety Resource Prosecutor assisted the Maryland General Assembly on several traffic related bills, including the Governor's Felony DUI Bill and Criminal Negligence Resulting in Life-Threatening injuries. The TSRP worked with the Maryland State's Attorneys' Association coordinating a Summer Conference for 415 prosecutors, investigators, and victim-witness advocates. In addition, the TSRP provided 23 prosecutors with approximately 30 hours of training in impaired driving prosecution topics.

Throughout the year, the TSRP provided or assisted in providing the following trainings throughout the State to roughly 1,400 safety stakeholders:

- Advanced Trial
- Anne Arundel County - Marijuana/Search and Seizure
- Baltimore County Police Cannabis Training
- Basics of DUI Prosecution
- Commander's Summit - Legal/Legislative Updates
- Crash Photography
- Digital Evidence
- DRE Legal Updates
- DUI Awards
- DUI Institute for Police (3)
- Electronic Warrants
- Ft. Meade DUI Awareness
- Green Lab Marijuana Training in Montgomery County
- Harford County Sheriff's Department Search and Seizure
- Harford County Sheriff's Supervisor Training
- Maryland Supervisor's Conference - eWarrants
- MDTA Cadet Training - Basics of DUI
- MSP Courtroom Testimony/Report Writing
- MSP Training - Courtroom Testimony
- National Webinar - Report Writing
- Natural Resources Police – Basics of DUI Stops, Searches and Sei-zures
- Pedestrian Safety Enforcement
- Prince George's County - Basics of DUI Stops, Searches and Seizures
- Trial Advocacy
- Trial Awareness Training (2)
- UMD DUI/Search and Seizure
- Washington Metro Police - Basics of DUI Stops, Searches & Seizures
- Washington Metro Police DUI Training
- Young Prosecutor Training (2)

During FFY 2019 Maryland Drug Recognition Experts (DRE) completed a total of 1,230 drug influence evaluations where 509 blood specimens were obtained and 472 were sent to the MSP toxicology laboratory for analysis. During FFY 2019, 310 blood results were received from MSP FSD and distributed to the field.

Seventeen Advanced Roadside Impaired Driving Enforcement (ARIDE) classes were conducted in FFY 2019, training a total of 312 police personnel. ARIDE was created by NHTSA to address the gaps in training between the Standardized Field Sobriety Testing (SFST) and the DRE program.

Two DRE Schools were held in FFY 2019, where 46 officers/deputies/troopers were trained as DREs. A total of 39 DRE students completed their certification. (This number differs from number trained due to students from the September class not certified until after October 1).

One DRE Instructor Development Class was conducted with 12 DREs participating, six from Virginia. The six Maryland DREs were certified as instructors and there are currently 42 DRE instructors in Maryland.

On July 2, 2019, MHSO held a press event to kick off the seventh year of the State Police Impaired Driving Effort (SPIDRE) DUI Team. Formed in 2013, SPIDRE is a specially trained team of seven troopers who work in targeted areas where impaired driving is a leading cause of death and injury. Since its inception, SPIDRE has been responsible for more than 3,000 arrests for suspected driving under the influence. Team members train other state police troopers, local law enforcement officers and agencies, to reduce alcohol related crashes throughout Maryland. MSP and MDOT provide funding for this effort. The creative for MSP's SPIDRE Team and the MSP Mobile Breath Testing Truck are shown below.

The administration of the Ignition Interlock Program (IIP) falls under the MDOT MVA. In Fiscal Year (FY) 2019, 6,893 drivers were assigned to participate in the Ignition Interlock Program for the first time. More than 19,411 unique drivers participated in the ignition interlock program and 6,521 drivers successfully completed one or more referrals in FY19 and had no other active referrals after this completion date (as of 10/15/19). Between October 1, 2011 and September 30, 2019, 2,994 drivers re-entered the IIP after having been removed from the program for noncompliance.

As part of Maryland's standardized performance and survey measures, the total number of DUI arrests that were made during the year's grant-funded enforcement activities was 1,018.

Occupant Protection

Despite increases in observed belt use rates in Maryland and across the nation, 20 percent of all Marylanders killed in motor vehicle crashes were not wearing seat belts. During 2018, nearly 2,300 passenger vehicle occupants were injured or killed in crashes. Research has shown that seat belts, when used properly, reduce the risk of fatal injury to front-seat passengers by 45 percent and reduce the risk of moderate to critical injury by 50 percent.

The overall observed seat belt usage rate for drivers and right front seat passengers in the State of Maryland in 2019, after weighting by probability of roadway selection and jurisdictional roadway specific Vehicle Miles Traveled (VMT), was 90.4 percent, representing a 0.1 percentage point increase over the previous year. The rate was based on observation of 32,433 vehicles and 40,206 occupants, representing 9.8 percent and 9.5 percent decreases, respectively, in the number of vehicles and occupants observed in the 2018 survey.

Belt use was highest among passenger cars and SUVs relative to pick-up trucks (91.3 percent vs. 83.6 percent, respectively). Seat belt usage was also highest among all front seat occupants traveling on Primary roads relative to Secondary and Local roads (91.6 percent vs. 89.6 percent and 87.8 percent). The roadway rates represented a decrease since 2018 for both Primary (-0.9 percent) and Local (-0.6 percent) roads but an increase of 1.2 percent for Secondary roads. Frederick County had the highest usage rate (95.4 percent) among Maryland's 13 NHTSA jurisdictions, followed by Baltimore (93.5 percent) and Carroll (92.9 percent) Counties. Overall, six of the 13 jurisdictions experienced an increase in combined usage rates over the past year.

In FFY 2019, MHSO spent roughly $192,000 for the May *Click it or Ticket* campaign, which ran from May 13 through June 2, 2019. The target demographic for the media campaign was adults, 18 to 34 years of age, focusing on males. Target areas for media were predominantly the Baltimore and Washington, DC Metropolitan areas. The primary strategy for the spring campaign was anchored with the enforcement wave from May 21 to June 2, and paid media. Marketing and enforcement campaigns were targeted to high-risk and low-use rate occupants and a secondary goal was to support and promote motor vehicle safety restraint use through social media. The media selection included outdoor, radio, television, and social and digital media. MHSO utilized every platform available to increase the seat belt message throughout the State. Total impressions delivered throughout the campaign timeframe were nearly 22.6 million.

Examples of outdoor advertising and social media are as follows:

In FFY 2019, MHSO piloted a program in southern Maryland that combined occupant protection enforcement with distracted driving enforcement. The program, *Buckle Up, Phone Down*, featured a total budget of $4,000, was piloted in three Maryland counties (Calvert, Charles and St. Mary's) and featured five waves of targeted media and enforcement. The goal of the campaign was to activate the target audience to use their seat belt and raise public awareness of the consequences of texting and driving through education and enforcement. The target demographic was 18 to 34-year-old adults, focusing on males. The main tagline of the campaign was "Buckle Up. Phone Down. Laws We Can Live With" and media selection included out-of-home, outdoor, radio, and social and digital media.

An average of 76,175 people were reached during each flight. In addition, in-content and in-app digital ads were geofenced to area zip codes and billboard locations. As drivers drove through the southern Maryland counties, ads were served to them for the wave periods. These ads generated another 241,000 impressions, resulting in 592 clicks to MHSO's website with an overall CTR of .25 percent.

Examples of out-of-home advertising supplied to area businesses are below:

A paid social media buy with a goal of engagement was implemented. Engagement ads were geo-targeted to the three counties and featured the Sheriff from each county and officers from those respective counties. Examples of the ads are below:

MHSO annually participates in an event to kick off *Click it or Ticket* with a "border to border" seat belt enforcement operation. In FFY 2019, MHSO's Occupant Protection Program Manager and the Law Enforcement Services Section coordinated a block of enforcement on Monday, May 20, 2019. The effort included a media event at the border between Baltimore County and Harford County and a two-hour enforcement component. Representatives from the Harford County Sheriff's Office, Baltimore County Police Department and the MDOT MVA Highway Safety Office were interviewed by the media. Partnered enforcement agencies saw hundreds of vehicles pass through the channelized lanes of Route 1 and roughly 50 citations were issued to unbelted drivers and passengers. The event received substantial media coverage.

In late FFY 2019, MHSO engaged a company to manufacture a seat belt rollover simulator. The simulator is mounted to its own trailer and features a motor than turns the standard cab-sized pickup truck body at a variable rate. The simulator has a ball hitch attached for towing to and from events and came with a set of two mannequins that can be positioned inside the simulator to give observers a first-hand look at what the consequences of not wearing a seat belt entail. The rollover simulator will be used in a variety of outreach events and has already been used to display the effects of a rollover to students at a Howard County high school.

As part of Maryland's Standardized Performance and Survey Measures, the total number of seat belt citations that law enforcement issued during FFY 2019 grant-funded enforcement activities was 3,101

Child Passenger Safety (CPS) – KISS & MIEMSS

Maryland's Child Passenger Safety (CPS) program largely originates from two grant-funded projects, namely Maryland Kids in Safety Seats (KISS) and the Maryland Institute for Emergency Medical Services Systems (MIEMSS). Both partners form a specialized combination of CPS education, training, and outreach on behalf of MHSO.

During the grant year, KISS staff coordinated a total of 24 presentations and reached 307 participants with direct education. The audience for these presentations consisted mostly of family care providers, Department of Health and Human Services (DHHS), or Department of Social Services (DSS) staff, National Safety Council Risk Managers, adoptive parents, current parents or pregnant women or Judy Center/Family Support Center staff/clientele. Staff also worked with interpreters for a non-English speaking refugee group and teachers from the Maryland School for the Deaf.

KISS staff took 1,861 Helpline calls, answered 341 dedicated KISS emails, attended three community fairs, and reached approximately 1,450 participants. Six Facetime calls were set up to assist technicians with remote recertification observations and a total of 50,625 educational handouts were directly distributed to participants via presentations, fairs, or car seat events. Staff assisted with or directly administered eight National Certification Courses in Montgomery, Allegany, Howard, St Mary's, Wicomico, Harford, Queen Anne's and Carroll counties, training 80 new technicians statewide.

KISS staff held or directly supported 109 car seat events throughout the State, including Baltimore City and Baltimore, Anne Arundel, Queen Anne's, Harford, Prince George's, Queen Anne's, Talbot, St. Mary's, Montgomery, Wicomico, Worcester, Calvert, Cecil, Howard, Garrett, Allegany and Charles counties. For events sponsored or supported by the KISS program, 1,603 seats were inspected, and summary forms show an overall statewide misuse rate of 80 percent. Misuse may include: wrong seat selection for the child, harnessing errors, installation errors, or the car seat may be broken, recalled, crashed, or expired.

For FFY19, with all reports in, 545 seats were distributed via Car Seat Assistance Programs (CSAP) or a short-term Special Needs loaner program. With an average of one hour per appointment spent with caregivers receiving a CSAP seat, an estimated 545 hours were donated to the KISS program by CSAP volunteers. KISS direct shipped or delivered 292 car seats to CSAPs. During this year, LATCH manuals and thumb drives with manufacturer's instructions were purchased and sent to CSAPs to enable programs to provide greater technical assistance to families on a local level.

MIEMSS' CPS and Occupant Protection Healthcare Project promoted proper and consistent use of car safety seats among children, seat belt use among youth and caregivers, and occupant protection measures taken by healthcare and EMS personnel to keep themselves and their patients as safe as possible. MIEMSS estimates that nearly 13,000 pieces of material were distributed this year to more than 4,000 agencies and 1,400 people. Four trainings were held and a total of 164 people attended these trainings.

Recruitment and retention of Emergency Medical Services (EMS) and healthcare providers as Child Passenger Safety Technicians (CPST) is an ongoing effort. MIEMSS worked closely with the Queen Anne's County EMS to help host a CPST class as the start to regular community involvement in CPS. Six of their staff attended and passed the class, and they have since successfully held a seat check in their community. Additionally, as part of the CPS recruitment of EMS and for National CPS Awareness Week, staff wrote and published an article in the Maryland EMS News that described some of the diverse ways in which EMS gets involved in CPS across the State.

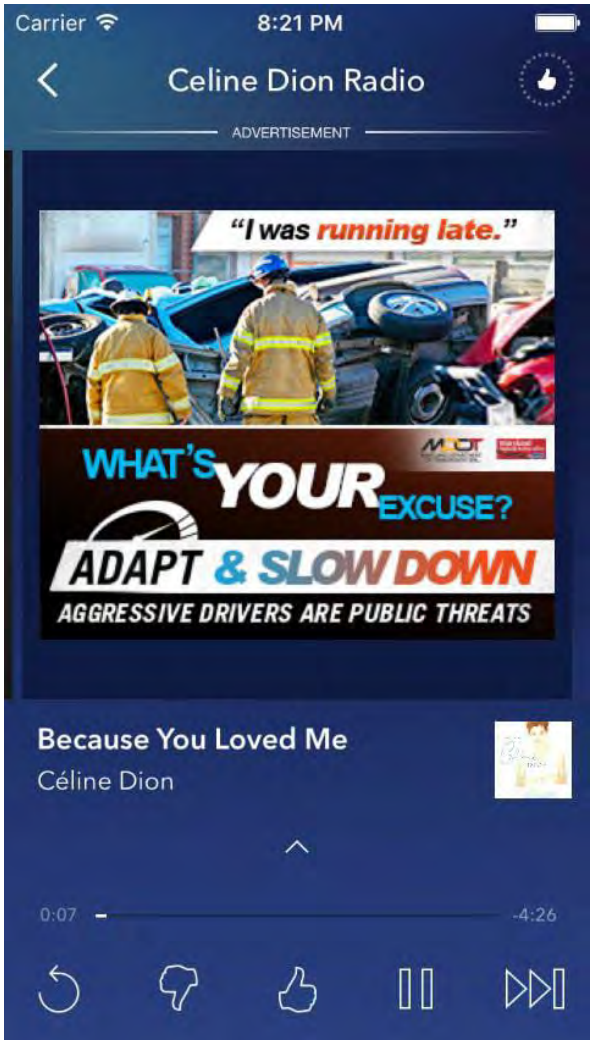
LATCH manuals were given to seven agencies/CPSTs to use when they hold seat checks or work with families on installing their car seats (including special needs seats). Fourteen exhibits on CPS and OP were held this year with an estimate of 2,500 attendees. This includes exhibits at the regional and state EMS conferences, the Maryland Emergency Nurses Association conferences, the Maryland Occupational Therapy Association in-service, as well as large employer health fairs.

The MIEMSS' project coordinator assisted at 16 seat checks this year, serving as a technician-checker, a CPST-senior checker, and as an instructor/mentor/ re-certification sign-off person. The coordinator helped teach eight CPS Technician Certification Courses across the State, for 80 new CPSTs. This grant continues to serve as a resource to special needs CPSTs and families across the state, creating and providing educational information, consulting on specific cases and helping with training.

Aggressive Driving

During the latest five-year period, 2014 through 2018, aggressive drivers have been involved in an average of 4,251 crashes on Maryland roads each year. For the same five-year period, aggressive driving accounted for an annual average of 3.8 percent of all traffic crashes, 4.8 percent of all injury crashes, and 6.7 percent of all fatal crashes in Maryland. Aggressive driving was a factor in 5.2 percent of injuries and 6.8 percent of fatalities.

MHSO continued its *ADAPT* campaign in FFY 2019 with an enforcement and education campaign geared toward stopping aggressive driving behaviors. ADAPT stands for Aggressive Drivers Are Public Threats (ADAPT) and messaging encourages drivers to avoid aggressive driving by taking steps to ADAPT their behavior. Goals this year were to: activate the target audience and raise public awareness of the consequences of aggressive driving; increase branding and recognition of ADAPT message in Maryland; increase motorists' awareness of law enforcement efforts to combat aggressive driving behaviors; and create a social climate that stigmatizes speeding and other aggressive driving behaviors as unacceptable behaviors. A total of 11.5 million impressions was made through outdoor media, digital media, internet and broadcast radio, and digital toolkits.



Law enforcement partners continued to actively enforce Maryland's aggressive driving laws during high visibility enforcement waves throughout the year. This year's ADAPT campaign was focused on four, 10-day periods, one each in January, March, May and July. Enforcement efforts during the ADAPT waves culminated in more than 16,000 citations issued to drivers for aggressive behaviors behind the wheel.

In September 2019, MHSO hosted the third annual ADAPT Aggressive Driving Prevention Awards ceremony. Approximately 85 law enforcement officers from across Maryland were recognized for their commitment to enforcing the state's aggressive driving laws. The officers represented 26 state, county and local police agencies.

As part of Maryland's Standardized Performance and Survey Measures, the total number of speeding citations that law enforcement issued during FFY 2019 grant-funded enforcement activities was 16,392.

Distracted Driving

More than 54,000 distracted driving crashes occurred on Maryland roads each year between 2014 and 2018. For this latest five-year period, distracted driving was a factor in an annual average of one-half of all traffic crashes (48 percent), more than half of all injury crashes (54.4 percent), and about one third of all fatal crashes (33.3 percent). Distracted driving was a factor in 53.9 percent of injuries and 33.1 percent of fatalities. Thus, distracted driving is significantly over-represented in all crashes, and even more so in injury crashes. However, the difficulty in accurately capturing distracted driving in its various forms, especially cell phone use, as a cause on crash reports would indicate that distracted driving is, potentially, still under-reported. Hence, distracted driving is a major focus for traffic safety professionals in Maryland and across the nation.

Throughout the year, law enforcement agencies issued more than 5,100 citations for cell phone use and texting on MHSO grant-funded overtime. Typically, agencies participate in HVE waves during the months of October and April, with the bulk of the citations issued during paid MHSO distracted driving prevention details.

A paid media period accompanied the April and October enforcement waves with the message of "*Park the Phone, Before You Drive*." Throughout the campaigns, 18 million impressions were achieved using billboards, radio, and digital media.

Morgan State University used a driving simulator to examine the driving behavior of young participants while engaged in various distractions. Some 92 participants drove a simulated network in the Baltimore Metropolitan Area with seven scenarios (one base scenario without any distraction and six scenarios with different types of distraction). Participants also completed questionnaires documenting demographics and driving behavior before and after the driving simulator experience. The descriptive and statistical analysis revealed the negative impact of distraction on safety, such that participants exhibited greater fluctuations in speed, changed lanes significantly more times, and deviated from the center of the road when they were distracted while driving.

The results showed that participants decreased their speed in the presence of all cell phone-related distractions on all roads. Furthermore, speed reduction was the highest when distracted by taking on/off clothing and eating/drinking. The results suggest that a full ban on cell phone usage, not just hand-held devices, could be beneficial to highway safety.

Pedestrian and Bicycle Safety

The incidence of pedestrian-involved crashes in Maryland have declined since 2014 (not accounting for population changes in the state), but the fatalities have increased by 25.9 percent. Approximately 3,300 pedestrian-involved crashes occurred on Maryland roads in 2018. An average of 3,200 such crashes occurred per year between 2014 and 2018. For the same five-year period, pedestrians were involved in an annual average of 2.9 percent of all traffic crashes, 8.7 percent of injury crashes, and more than one in five (23.0 percent) of fatal crashes. Pedestrians involved in crashes accounted for 6.7 percent of injuries and 21.7 percent of all fatalities.

The 2018 incidence of bicycle-involved crashes in Maryland decreased by over seven percent when compared to 2014. Over 820 bicycle-involved crashes occur on Maryland roadways each year. From 2014 through 2018, bicycles were involved in an annual average of fewer than one in 100 (0.7 percent) of all statewide traffic crashes, 2.0 percent of statewide injury crashes, and 2.0 percent of statewide fatal crashes. Bicycle-involved crashes accounted for just over 1.4 percent of injuries and two percent of fatalities.

Bicycle crashes are more likely to involve younger rather than older riders. Over one-fifth (22.6 percent) of crashes in 2018 involved children age 17 or under. By contrast, bicycle riders ages 20 to 24 accounted for 11.7 percent of all crashes. Riders aged 40 to 54 accounted for 16.5 percent of all crashes.

MHSO continued its partnership with the Metropolitan Washington Council of Governments (WASHCOG) on the Shattered Lives campaign. Originally launched in the fall of 2017, this year's extension of the campaign featured messages that emphasized the fragility of pedestrians and bicyclists as vulnerable road users. Press events kicked off the campaign waves. Total campaign value, based on a budget of $692,000, was more than four million dollars. News coverage was estimated at more than two million dollars and the campaign received more than a million dollars in added value and donated media.

On November 8, 2018, the fall *Street Smart* campaign was launched at Veterans Plaza in Silver Spring, Maryland. The kick-off occurred just after the Daylight Savings Time change. Following the event, the Montgomery County Police Department conducted nearby enforcement.

The event also launched the new Street Smart Virtual Reality Challenge, an eye-catching and interactive educational exhibit. Using a modified convertible, this exhibit raises awareness among drivers, pedestrians and bicyclists by familiarizing them with three "close call" traffic scenarios often associated with crashes. Participants utilize the 360-degree virtual reality simulator to spot pedestrians and bicyclists and their performance is then scored, reinforcing the need for drivers to always be alert. The simulator was used twice in Maryland on behalf of the *Street Smart* campaign and several additional times as part of MHSO's outreach to local communities.

In FFY 2019, Maryland began work on a Baltimore metropolitan area pedestrian and bicyclist safety campaign, *Look Up, Look Out*. Over the course of several months, the BMC worked with MHSO and other partners to create collateral and messaging that was tested through focus groups. The campaign was launched in Baltimore County on June 3 and widely disseminated across the region via multiple outlets and channels. In total, more than 70 million impressions were delivered through a mix of media, including television spots, outdoor advertising, transit advertising, gas station pump toppers, digital and social media, and a partnership with the Baltimore Orioles. Nearly one in ten residents in the Baltimore region recalled seeing Look Alive advertisements in the past three months (aided without images). Image-aided recall of the Look Alive campaign was highest among Baltimore City residents, and among those who primarily do not use a car.

Street Smart's spring 2019 campaign was launched in Fairfax County, VA at the intersection of Richmond Highway and Lockheed Boulevard. The MDOT MVA Administrator, Chrissy Nizer, spoke at this event, highlighting Maryland's commitment to pedestrian and bicyclist safety. Heightened enforcement of pedestrian and bicycle safety laws was called to attention by officials speaking at the event.

Street Smart public awareness efforts are enhanced by law enforcement activations where police increase enforcement of pedestrian and bicyclist safety laws. Fall 2018 enforcement dates were November 5 to December 2, and spring 2019 enforcement dates were April 16 to May 10. Throughout both campaigns, more than 35,000 citations and 15,000 warnings were issued to motorists, pedestrians, and bicyclists. The Montgomery County and Prince George's County Police Departments were prominent partners in this effort, as were agencies in Washington, DC and Virginia.

Respondents to a survey regarding the effectiveness of the *Street Smart* campaign reviewed a list of behaviors and attitudes surrounding pedestrian and bicycle safety. For self-reported behaviors (one or more times in the last week) 23 percent of drivers reported failure to stop for a pedestrian and 60 percent admitted speeding in a 30 MPH zone. More than 40 percent of people reported having crossed illegally midblock and 48 percent said they did not wait for the signal before crossing. Seven in every ten of the respondents felt the streets in their area

were relatively safe for drivers. At the same time, only 53 percent felt the streets were as safe for pedestrians and bicyclists. More than three of four respondents (77 percent) were willing to support additional funding to make it easier to walk and bike in their community.

The Pedestrian-Bicycle Emphasis Area Team (P-BEAT) met bi-monthly to continue implementing actions under the emphasis area's six SHSP strategies. The P-BEAT is comprised of educators, engineers, planners, and enforcement representatives, and works to ensure that everyone in the State is provided with safe walking and bicycling environments. The group has roughly 50 active members and provided a comprehensive perspective on safety issues faced by vulnerable users.

Responding to a perceived need to enhance pedestrian safety in a dense, urban part of Baltimore City, the Maryland Institute College of Art (MICA) Center for Social Design started a project to better understand the barriers to pedestrian and bicyclist safety in that area. From the knowledge gained in the project, the goal is to develop designs that will create a safer environment for pedestrians and bicyclists. In Phase I of the project (July 2018-June 2019), the team identified the need to address the visibility of pedestrian zones and to encourage safe behavior by both drivers and pedestrians. They also learned that many community members care about safety but do not feel empowered to help find a solution to the problem.

These findings prompted the MICA team to develop and test four concepts to improve pedestrian and bicyclist safety:

- **Bright Lanes** – used creative crosswalks and lighted infrastructure elements to increase the visibility of pedestrians and to encourage safe driving and walking behavior;
- **Reflective StreetWear** – experimented with high visibility, fashionable clothing, using reflective materials that could enhance pedestrian and bike visibility on the road and increase a driver's awareness of other road users;
- **DIY Toolkit** – contained a series of detailed instructions and materials for communities looking to implement Bright Lanes or Reflective StreetWear in their neighborhoods.
- **Safety Cityhack** – prototyped a series of community outreach events to start conversations about pedestrian and bike safety concerns, increase community engagement and assist with education efforts.

In FFY 2019, MHSO and the National Study Center (NSC) established a Pedestrian Fatality Review Team to support the Pedestrian and Bicycle Emphasis Area Team (PBEAT) as part of the State's SHSP. A team of reviewers was contacted for each meeting with a few members rotating in and out as needed. The team members generally consisted of MHSO's Pedestrian and Bicyclist Safety Program Manager, NSC staff, P-BEAT members, law enforcement, community health personnel, researchers, EMS personnel, engineers, and physicians. The NSC was responsible for working with the host agency in establishing location and time for the meetings and managed the database of participants as well as the invitations and responses. Monthly meetings (January – May) were held to review 27 cases to determine contributing factors and potential counter measures (i.e., systems improvements, implementable prevention recommendations).

Motorcycle Safety

For 2018, motorcycle-involved crashes decreased by nearly 14.0 percent compared to the 5- year average of 2014-2018. Currently, a little more than 1,400 motorcycle-involved crashes occur on Maryland roads each year. From 2014 through 2018 in Maryland, motorcycle- involved crashes accounted for 3.2 percent of injuries and 14.5 percent of fatalities. Thus, motorcycles are significantly over-represented in fatal crashes.

In FFY 2019, MHSO and the MSP collaborated to bring a new motorcycle safety program, *BikeSafe*, to Maryland. *BikeSafe* utilizes professional instructors, all whom are police personnel, trained as mentors and educators. The instructors spend the day with program participants, in the classroom and on the road, teaching professional riding techniques, motorcycle control and collision avoidance. A certified *BikeSafe* Instructor was brought to Maryland to teach MSP personnel, who in turn were then able to train personnel from five allied agencies as assessors. Throughout the first year, a pre and post-class survey demonstrated an 18 percent increase in knowledge among participants. More than 100 people were trained in *BikeSafe* in FFY 2019.

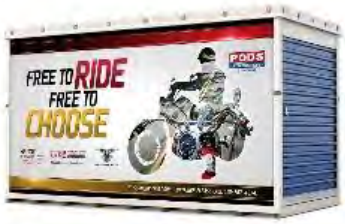
In FFY 2019, the MDOT MVA's Motorcycle Safety Program continued its mission to promote motorcycle safety through education, training and awareness efforts. Program staff attended the 2018 Motorcycle Safety Foundation International Rider Education Training Systems (IRETS) conference and participated in safety workshops and continuing education.

On May 1, 2019, MDOT MVA joined with ABATE of Maryland Inc. and other community partners to kick off Motorcycle Safety Awareness Month, a focused effort to eliminate motorcycle crashes and educate all travelers about motorcycle safety. Through the campaign, MDOT MVA and its partners encouraged riders and drivers to "share the road" by remaining alert and driving responsibly. Motorcycle Safety Awareness Month also seeks to boost the number of licensed motorcyclists through FAST TRACK, an expedient process for motorcycle licensing in Maryland. FAST TRACK allows customers to take both the knowledge test for the Class M learner's permit and the riding test on the same day. Dynamic message signs on highways across the State were used to broadcast the message "Share the road with motorcycles - look twice for bikes" to hundreds of thousands of Maryland drivers.

MHSO implemented an impaired riding prevention campaign in FFY 2019. The campaign included nine weeks of advertising during peak summer riding times and featured sponsorship of events by a local radio station, 98 Rock. A significant portion of the radio sponsorship included appearances and an endorsement by on-air personality, Amelia. Radio, digital, and social media was used to garner a total of more than seven million impressions over the course of the campaign.

MHSO continued its motorcycle PODS program in FFY 2019. These modified shipping containers were placed at two locations, one in Baltimore County and one in Howard County. The containers were used a total of seven times which was a substantial increase from the previous year. MHSO anticipates that it will take some time to change the culture among motorcyclists to use these PODS and the increase was viewed as modest, yet

substantial progress. The “Free to Ride, Free to Choose” educational campaign supported this program. Each location used signage for doors and windows, posters, brochures and drink coasters to inform patrons about the program. The program uses a Stop Light guide as its focus. Patrons who have been drinking are given a “red light” on the guide. Bar staff encourages those patrons to lock their motorcycles in the POD for the evening and offer help to get a safe, sober ride home.



Delmarva BikeWeek was held September 12- 15, 2019 in Ocean City, MD. Staff from MHSO attended the event and staffed a motorcycle safety display. More than 200 motorcyclists visited the display and were given information on the State’s safety programs, motorcycle training programs, and safety gear.

Younger and Older Driver Safety

Younger and older drivers have very different needs but often represent two groups that require specialized attention. Younger drivers are less experienced than other groups and older drivers face physical limitations as well as complications from medication. MHSO does not have a formalized program for either subset of drivers but its staff works to fulfill the needs of these two groups.

Parental involvement and peer-led programs to increase younger driver safety received MHSO support throughout the grant year. Driving schools proved to be effective resources for distributing information and MHSO also participates in the Maryland Teen Safe Driving Coalition, a group of traffic safety professionals and advocates that strives to increase the safety of young drivers. In addition, MHSO's PRO Section is regularly active with schools throughout the State with presentations and activities targeted toward younger drivers.

High-risk driving behaviors among young drivers were highlighted at high schools and at college campuses. Specifically, MHSO supported young driver safety activities that were conducted in preparation for proms and after-prom parties.

In FFY 2019, MHSO once again sponsored the *Making It Click Maryland Seat Belt Challenge*. Making It Click is a peer-led effort to increase awareness and usage of seat belts among younger drivers and passengers. At the start of the program, student groups at each participating school conducted pre-campaign seat belt observational surveys. MHSO staff then collected and analyzed the surveys to determine each school's starting seat belt use rate. Throughout the campaign, students created posters, videos and flyers,

and provided tips during morning announcements to help get peers to buckle up. At the end, another survey was taken and the schools with the highest overall seat belt use rate, as well as the school with the largest increase, were recognized.

This year, Chopticon High School in St. Mary's County was recognized for the highest overall seat belt usage rate at 97.9 percent and Sparrows Point High School in Baltimore County was recognized for the largest increase in seat belt usage among students. Usage at the school improved 14.5 percent by the end of the program. The MDOT MVA Administrator and MHSO's Director visited the schools to present principals, faculty, and student leaders with plaques. Eighteen high schools in St. Mary's, Baltimore, Howard, Calvert and Harford counties, as well as Allegany College of Maryland, participated in Making It Click this year.

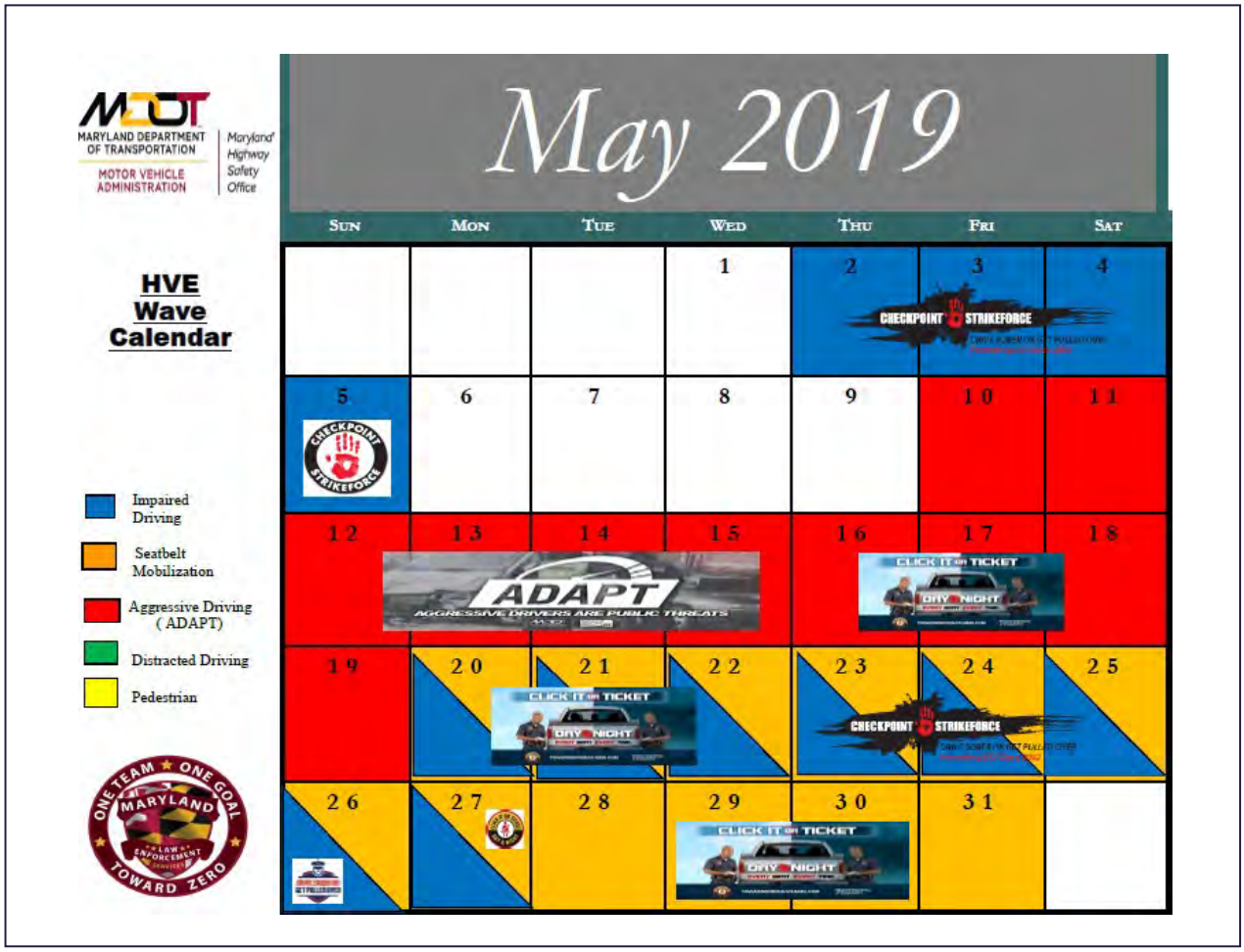
The MDOT MVA and MHSO worked to address older driver issues in FFY 2019, specifically through sharing resources from AARP, the National Safety Council and the Maryland Department of Aging. MHSO staff coordinated presentations to numerous senior care partners and assisted living centers. Trained MDOT MHSO staff members engaged 72 aging drivers during CarFit events with the AAA Mid-Atlantic Foundation for Safety and Education, AARP, and other partners. The CarFit program provides information on community-specific resources to enhance older driver safety, screen their driving ability, and increase overall mobility.

The MDOT MHSO worked with a grantee, Partners in Care (PIC), to increase older driver education in Maryland. PIC operates in four Maryland counties and provides older driver safety education to older adults, families, caregivers and community influencers /advocates. PIC staff attended 51 community events/health fairs and civic meetings reaching 12,937 people with safety messages.

Law Enforcement Services

Enforcement of Maryland's traffic laws is coupled very closely with media and education. It is crucial as the State pursues its goal of zero deaths on roadways. MHSO's Law Enforcement Services staff is tasked with a goal of maximizing the impact of traffic safety enforcement programs while working closely with police agencies.

The concept of High Visibility Enforcement (HVE) fuels funding toward program areas that are predicted by data analysis to have the greatest impact in reducing fatalities and serious injuries resulting from crashes. MHSO provides a calendar to enforcement agencies so they can plan operations during prescribed HVE periods.



Explanations of enforcement activities are provided in each program area section, as are relevant stats for citations, warnings, and arrests made during law enforcement operations.

MHSO employs four LELs who are tasked with implementing solutions to meet the needs of Maryland police agencies with respect to traffic enforcement. The LELs communicate with these agencies regarding training, and organize enforcement efforts among Maryland law enforcement, as well as efforts with major partners such as the Maryland Chiefs of Police Association (MCPA), the Maryland Sheriff's Association (MSA), and the Maryland Crash Reconstruction Committee (MCRC).

In March 2019, MHSO conducted another Leading Effective Traffic Enforcement Programs (LETEP) workshop. LETEP provides law enforcement supervisors with advanced

training regarding the use of data and countermeasures from multiple disciplines of highway safety. This approach allows those supervisors to provide law enforcement officers with the tools necessary to make quality traffic stops and to address Maryland's areas of greatest need. A total of 30 law enforcement supervisors attended and graduated from the LETEP courses held in March.

In May 2019, MHSO funded a Field Operation Bureau (FOB) Commander's Summit for the MSP. More than 45 MSP Barrack Commanders, Assistant Barrack Commanders, and members of the MSP Field Operations Bureau attended the Summit. MHSO was allocated a two-hour block for training the attendees on highway safety issues.

In June 2019, 30 officers from 20 law enforcement agencies across Maryland graduated from the University of Maryland's DUI Institute, a rigorous 40-hour program that trains officers in alcohol-impaired driving laws and enforcement. In its 16th year, the DUI Institute was developed by the MDOT MVA Highway Safety Office, the University of Maryland (UMD) Department of Behavioral and Community Health, police officers and national experts. The training gives officers the opportunity to improve their skills, from writing reports to providing courtroom testimony, and aims to make graduates of the DUI Institute more effective in making arrests that lead to convictions of impaired drivers. The course is paid for through grants and since its inception, more than 450 officers have graduated from the program.

MHSO's Law Enforcement Services Section Chief attended the 2019 Maryland Municipal League (MML) Summer Conference in June 2019. This conference offers workshops in conjunction with its Police Executives Association that are designed to strengthen a law enforcement agency's ability to serve their communities.

The MCPA and the MSA hosted the Annual Professional Development Training Seminar from September 13-16, 2019. The three-day conference brought together more than 300 leaders in law enforcement with industry partners for educational sessions and networking sessions, as well as the opportunity to recognize high performing officers for highway safety activities. MHSO's LELs and Law Enforcement Services Section staff attend the event as a valuable opportunity to network with command staff from agencies throughout Maryland.

In FFY 2019, MHSO continued making improvements to its Traffic Safety Specialist (TSS) Program to meet increased demands made of law enforcement. The key feature of the program, the Traffic Safety Specialist (TSS) Designation, is a statewide, uniform and consistent recognition of police officers who have attained notable levels of experience in highway safety and traffic enforcement methods and procedures. The TSS Designation is awarded by MHSO, and the program is open to all certified police officers, deputy sheriffs, and state troopers from Maryland law enforcement agencies, and Federal law enforcement agencies that have jurisdiction in Maryland. There are three designations within the TSS Program, and each successive designation requires increasing levels of experience, training, job performance, and skills proficiency as a traffic enforcement officer. To be eligible for a TSS Designation, officers must enroll in the program and submit all required documentation for the specific designation they are seeking. The program currently has hundreds of officers representing various law enforcement agencies in Maryland including Federal agencies operating in the State.

MHSO's LELs were instrumental in coordinating law enforcement presence during the "13 on 13" and "Bay to Beach" initiatives. Both operations occurred on Maryland's eastern shore, with the first one being focused on the Route 13 corridor over the St. Patrick's Day weekend, and the second taking place during the national impaired driving mobilization along Maryland's entire US 50 corridor for the month of August. Results of these initiatives are provided in the Impaired Driving section.

Partnerships, Resources, and Outreach (PRO)

MHSO has a team of four PRO Managers, supervised by a PRO Section Chief, that are responsible for coordinating a wide range of events and outreach. This section is integral to interacting with people around the State to change behavior. The PRO Section coordinates efforts with schools, employers, community groups, and other partners to augment and support MHSO's mission to reduce crashes and the resulting fatalities and injuries.

In FFY 2019, the PRO Section exhibited at nine highway safety events/fairs throughout the State reaching more than 500 attendees. These events included outreach to military personnel, employers, and local SHSP workshop attendees.

Prevention and health services are becoming an increasingly important part of MHSO's programming. In February 2019, PRO Section staff presented an overview of MHSO's outreach and safety programs at the Maryland Association of Prevention Professionals and

Advocates (MAPPA). Staff also presented to the Anne Arundel County Department of Health Prevention and Education Services, reaching a total of 35 prevention specialists.

In April 2019, MHSO's Outreach Section presented to numerous schools reaching several hundred students. Through a variety of presentations and events, the PRO team focused on impaired driving prevention, distracted driving prevention and the importance of seat belt use.

The PRO Section planned and coordinated a local SHSP Workshop in October 2019. Currently five counties have completed SHSPs, two counties have drafted plans ready to finalize, and several jurisdictions are in varying degrees of developing a plan. Attendees learned about available data resources, heard experiences and lessons learned from a county that had developed an SHSP and explored strategies and action items related to impaired driving safety. There were approximately 12 attendees at the workshop.

Traffic Records

Maryland employs a two-tiered Traffic Records Coordinating Committee, with both Technical and Executive councils comprised of data owners, data managers, and data users with oversight and interest in these datasets. MHSO staff serves on the TRCC Technical Council and subcommittees and advises the TRCC Executive Council.

MHSO's Traffic Records Program Manager coordinates updates to Maryland's Traffic Records Strategic Plan (TRSP) and leads the implementation of recommendations provided in the 2014 NHTSA Traffic Records Assessment, including the development of performance measures for all six systems in the traffic records system. The current TRSP (2016-2020) is aligned with the 2016-2020 SHSP, and members from both the Executive and Technical Councils frequently discuss related topics and meet twice a year in back-to-back meetings.

In 2019, Maryland worked with the NHTSA and participated in the required Assessment for traffic records systems. The Assessment was completed in September and work began on an update of the TRSP for 2021-2025. Sixteen members of the Maryland TRCC participated in the Assessment, led by MHSO Traffic Records Program Manager with assistance from the data experts at the National Study Center (NSC), and provided over 400 detailed responses.

The TRCC Assessment findings included the following: Out of 328 assessment questions, Maryland met the Advisory ideal for 190 questions (58 percent), partially met the Advisory ideal for 67 questions (20 percent) and did not meet the Advisory ideal for 71 questions (22 percent). Within each assessment module, Maryland met the criteria outlined in the Traffic Records Program Assessment Advisory 88 percent of the time for TRCC Management, 27 percent of the time for Strategic Planning, 60 percent of the time for Crash, 56 percent of the time for Vehicle, 71 percent of the time for Driver, 50 percent of the time for Roadway, 34 percent of the time for Citation and Adjudication, 61 percent of the time for EMS / Injury Surveillance, *and 100 percent of the time for Data Use and Integration*.

Maryland was cited for its strengths in having a team of dedicated professionals who have demonstrated progress in improving their respective traffic records systems. Future planned improvements were noted as impressive and full of great potential, such as the MDOT MVA's Customer Connect deployment and the Maryland Electronic Courts.

Maryland scored high in its Data Use and Integration, owed largely to the grant-funded partnerships with the University of Maryland, Baltimore's NSC and Washington College's Geographic Information System (GIS) Program, which have enabled MHSO to provide data support to a great number of state and local partners. The assessment specifically noted that "Maryland is an undisputed leader in data integration. It is not just the integration and analyses of data that makes Maryland a leader, it is the support (and funding) from federal and State agencies, governance boards and councils, the cooperation and collaboration among the data owners, the ability to integrate data beyond the six traffic records component data sets, and the innovation and outside-the-box thinking of the stakeholders, epidemiologists, statisticians, data analysts, and others working with the data. Other States lagging in data integration and use should look to Maryland to learn how to increase and improve the integration and use of their own data."

The TRCC will be working on incorporating the recommendations and consideration from the Assessment into an updated Traffic Records Strategic Plan, which will be reviewed and approved by the Technical and Executive Councils in time for submission to the NHTSA on July 1, 2020.

Sponsored by the Association of Transportation Safety Information Professionals (ATSIP), the 45th Annual International Traffic Records Forum in August 2019 brought together around 300 U.S. traffic safety professionals to focus on traffic records data. Maryland was well-represented, with presentations from current TRCC members and from several MHSO grant recipients.

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

The NSC also provides analysis to MHSO to support funding-allocation decisions. By applying a specific weighting regimen, the formula provides a guide for highway safety funding that applies the most money to areas with the most problems and are most capable of reducing the State's serious injury and fatal crashes. This funding methodology ensures that MHSO's funding decisions are data-driven.

In FFY 2019, NSC staff continued a project to develop a predictive modeling framework for MHSO to understand the causes of traffic crashes in Maryland and prioritize safety interventions to most effectively save lives and reduce casualties. The application includes maps, tables, and charts for exploration of data, in addition to an interactive tool for evaluating the effects of changes in different factors in the numbers and monetary costs of crashes, injuries, and deaths.

The NSC's Maryland Center for Traffic Safety Analysis (MCTSA) continues to be responsive to the data analysis needs of MHSO and SHSP partners around the State and the country using a variety of traffic records data systems.

Throughout the FFY 2019 grant period, NSC staff members utilized data resources and staff personnel to respond to data requests made by both MHSO and its partners. Since January 2019, when a data request tracking system was implemented, NSC staff provided data analyses, maps, and interpretative documents, using crash files, citation files, licensing and registration information, and seat belt data, in response to over 75 data requests.

In May, traffic records were used to update portions of the Highway Safety Plan, which was ultimately provided to NHTSA, including an update of safety performance measures and updated targets as required by federal law. Statewide performance measures related to fatalities and serious injuries were computed, based on the interim goal to reduce motor

vehicle-related fatalities by 50 percent by 2030. Jurisdictional performance measures were updated periodically as well as NSC supports local planners and MPOs with developing traffic safety targets modeled after the state's SHSP targets.

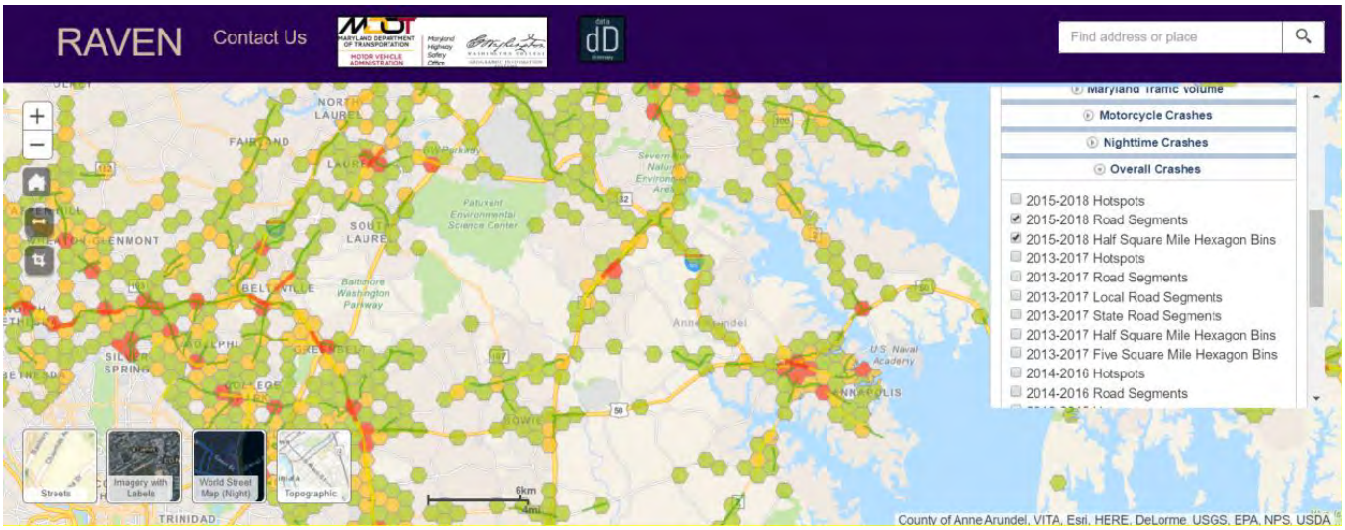
During the late spring and summer months, NSC staff members helped organize the activities associated with the Traffic Records Assessment for the State of Maryland and assisted the TRCC, serving as a facilitator to the administration of the program. NSC staff members also attended each of the six SHSP emphasis area team meetings, assisting with the facilitation of these meetings when requested.

The NSC analyzed the annual occupant protection survey and compiled Maryland's final report. NSC staff conducted backseat observations (not required by NHTSA, but useful for state planning purposes as the usage rate for backseat passengers is lower than front seat occupants), data that will always be critical to strengthening seat belt laws and achieving full seat belt use in all seats. In addition, NSC staff analyzed and reported on the results of a law enforcement survey regarding the enforcement of existing seat belt laws.

The Washington College GIS Program provides support staff to MHSO to improve accessibility to traffic safety data and to improve the completeness and accuracy of these data. The program focuses on providing MHSO and its partners with maps of crash, citation and related data for program planning and evaluation, providing training to traffic safety professionals on the use of GIS analytical tools, and increasing the completeness and accuracy of crash and citation data.

WASHINGTON COLLEGE
GEOGRAPHIC INFORMATION SYSTEMS

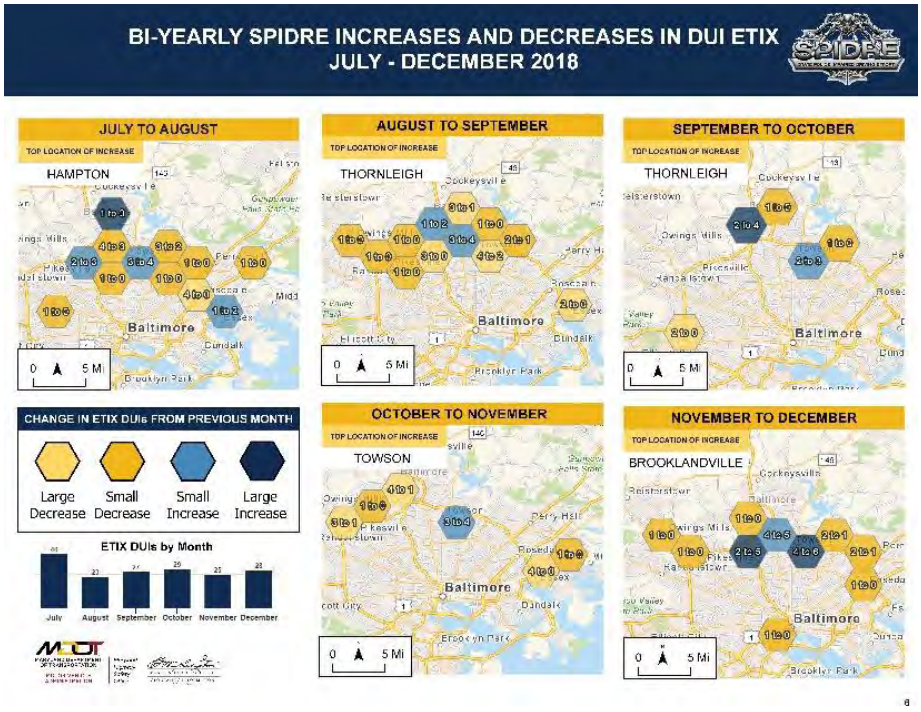
Washington College GIS Program's web application RAVEN, or Risk Analysis of Vehicle Environmental Network, has been used in advertisements, newsletters, presentations, and training sessions throughout the state. Washington College provides training and demonstrations for RAVEN to a wide range of vital traffic safety partners.



Over the past year, the Washington College GIS Program was able to serve MHSO staff and its partners throughout the twenty-four jurisdictions by providing over 116 products, 36 RAVEN layers and 792 data features (over 700 users to RAVEN), four full-day and one-half day training sessions, and achieved a 94.68percent overall satisfaction rate (Customer Satisfaction Survey 2019). The support stemmed from past connections and attending events/trainings/conference such as: local SHSP, TRCC, and EA Team meetings.

While attending the Traffic Records Forum this year, Washington College GIS Program was informed that they were a finalist for Data Visualization Award of the year for the RAVEN Web Application competing against LSU and Texas A&M. A presentation was given to 30 people about the full scope of the application and the direction of the application.

The GIS Program team collaborates with MHSO to improve accessibility to traffic safety data through quality control and assurance processes, to collect and understand the data needed for analysis, and to support the MSP SPIDRE team. The team also provided density maps for aggressive driving-related crashes in all jurisdictions to help with HVE deployments and conducted analysis of E-TIX data to support the SHSP Aggressive Driving EAT.



In FFY 2019, Washington College held a four-day workshop for MHSO safety partners to promote GIS for studying traffic safety and hosted a Data Visualization workshop for traffic safety analysts. Staff and students attended DUI Checkpoints and pedestrian law enforcement initiatives to better understand the data that is being collected and shared with those studying traffic safety.

Communications

MHSO utilizes media to augment ongoing enforcement efforts and to promote positive behavior change among road users in Maryland. Between all internal grants for MHSO's program areas, nearly 1.9 million dollars was allocated to media expenditures. As seen in the table below, MHSO achieved a combined ratio of approximately 90 percent from allotted budget to total spent in FFY 2019:

Program Area	Allotted Budget	Total Spent	Percentage Spent
Aggressive Driving	$220,000.00	$194,674.84	88.49%
Distracted Driving	$172,000.00	$108,234.14	62.93%
Impaired Driving	$525,372.00	$525,372.00	100.00%
Motorcyclist Awareness	$75,000.00	$74,889.49	99.85%
Motorcyclist - Impaired	$140,000.00	$88,031.02	62.88%
Occupant Protection	$305,000.00	$261,381.75	85.70%
Pedestrian & Bicyclist Safety	$457,630.00	$457,559.44	99.98%
Total	**$1,895,002.00**	**$1,710,142.68**	**90.24%**

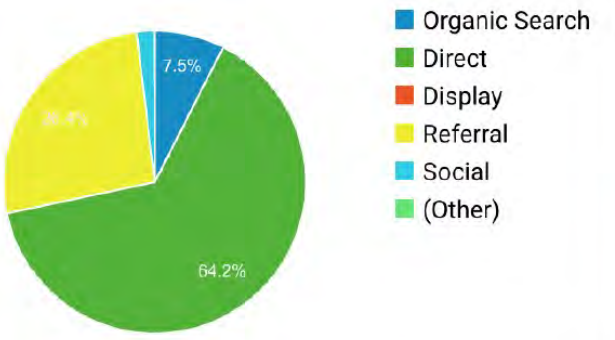
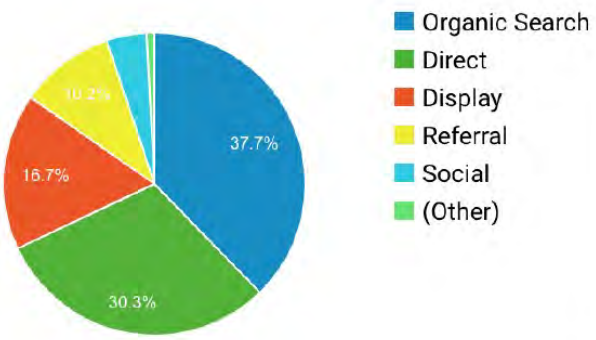
Facebook, Twitter, and Instagram continued to be MHSO's main social media platforms, with limited postings to YouTube. While MHSO retains a modest budget to boost posts via paid media, most of the content is organic postings. MHSO uses social media to promote behavioral change, to recognize individuals or agencies, and to bring awareness to upcoming events. MHSO continued to see substantial audiences on social media during FFY 2019. A selection of MHSO's postings is provided below:

In September 2019, a final analytics report was submitted to MHSO for its TZD website. The report examined traffic to TZD Maryland before and after undertaking search engine optimization and content marketing efforts. Optimization of existing content began in October 2018 and blog posts were added twice weekly beginning in November 2018. By the conclusion of the project in September 2019, almost 100 pages of new content had been added and the site saw a 658 percent increase in traffic.

Between November 2018 and the end of September 2019, 95 new blog posts were added to MHSO's website. Each was optimized for the appropriate keywords and written to excellent readability standards. There was an increase in the number of daily visitors over the project. Below is a comparison of the visitors just before the campaign and in the final months:

	September 2018	August 2019	Change
Total Visitors	778	5900	+658.35%
First Time Visitors	754	5851	+675.99%
Total Sessions	871	6906	+692.88%
Bounce Rate	76.23%	87.42%	+14.67%

The average daily visitors increased from about 26 per day to about 190 per day over the course of the project. Below is the traffic breakdown for three months preceding the project and the last three months to give a sense of visitor patterns before and after optimization:

Before:	After:
	

TZD Maryland is now at or near the top in searches for some terms, such as “Maryland car seat laws,” “Maryland pedestrian safety,” and “highway safety resources.” TZD Maryland is also topping the rankings for many Maryland-specific searches. This means that content was well-optimized, gained traction once it was cached by Google, and ranks well in comparison to other websites that are considered authorities on traffic safety.

SHSP MEASURES

In FFY 2019, Maryland maintained the TZD approach which included developing interim targets to reduce fatalities by at least 50 percent in the next two decades (from 592 in 2008 to 296 in 2030). During the 2019 Maryland legislative session, a bill was introduced that would move Maryland to be a Vision Zero state, requiring substantial revision to the State’s goals. That bill was passed, and Maryland officially became a Vision Zero state on October 1, 2019. As this report predates the enactment of Vision Zero, all reporting is provided based on the stated goals in the FFY 2019 HSP Report as submitted by MHSO.

Unless otherwise noted, all data is derived from the MDOT SHA’s Safety Information Databases (SHA-SID) and Traffic Analysis Network Garage (TANG) based on crash reports submitted to, and processed by, the Maryland State Police Central Records Division (MSP-CRD) utilizing the Enhanced Maryland Automated Accident Reporting System (eMAARS) and the Automated Crash Reporting System (ACRS). Data are subject to change. Effective January 2015, all law enforcement agencies were mandated by the MSP to submit crash reports via ACRS.

Below are the five federally mandated performance measures to be included in the state’s SHSP and HSIP. The common measures between the HSIP, SHSP, and HSP are included.

OVERALL STATEWIDE TARGETS[1]

Fatality Target: Reduce the number of traffic-related fatalities on all roads in Maryland from 507.0 (2014-2018 average, FARS ARF) to 420.6 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP fatalities target was 432.5 (2016-2020 average).

- The actual number of fatalities was 507.0 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

Fatality Rate Target: Reduce the number of traffic-related fatality rate on all roads in Maryland from 0.856 (2012-2016 average, FARS ARF) to 0.750 (2016-2020 average) or lower by December 31, 2020. Maryland's FFY 2019 HSP fatality rate target was 0.773 (2015-2019 average).

- NHTSA has not yet released the 2017 rate information in order to determine progress.

Serious Injury Target: Reduce the number of traffic-related serious injuries on all roads in Maryland from 3,075.0 (2014-2018 average) to 2,905.8 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP serious injuries target was 3,024.4 (2016- 2020 average).

- The actual number of serious injuries was 3,075 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

Serious Injury Rate Target: Reduce the traffic-related serious injury rate on all roads in Maryland from 5.260 (2014-2018 average) to 5.077 (2017-2021 average) or lower by December 31, 2020. Maryland's FFY 2019 HSP serious injury rate target was 5.289 (2016- 2020 average).

[1] Goals are established for the aim of a reduction in half from 2008 to 2030. Targets are annual milestones.

- The actual serious injury rate was 5.260 (2014-2018 average), which is lower than the target; therefore, Maryland has met its target.

STATEWIDE FATALITIES AND SERIOUS INJURIES

ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatalities	547	526	501	480	485	492	502	507
Fatality Rate per 100 MVMT	0.97	0.94	0.89	0.85	0.86	0.86	0.87	N/A
Total Serious Injuries	4,436	4,020	3,702	3,436	3,147	3,017	3,022	3,075
Serious injury Rate per 100 MVMT	7.90	7.17	6.60	6.10	5.57	5.29	5.23	5.26

ACTUAL	2010	2011	2012	2013	2014	2015	2016	2017	2018
Fatalities (FARS)	496	485	511	465	442	520	522	558	501
Fatality Rate per 100 MVMT (FARS)	0.88	0.86	0.90	0.82	0.78	0.90	0.89	0.93	N/A
Total Serious Injuries (State)	4,051	3,809	3,312	2,957	3,050	2,605	3,163	3,336	3,224
Serious injury Rate per 100 MVMT (State)	7.22	6.80	5.87	5.24	5.41	4.55	5.36	5.57	5.41

TARGET (Single Year)	2018	2019
Fatalities	432.5	420.6
Fatality Rate per 100 MVMT	N/A	N/A
Total Serious Injuries	3,024.4	2,905.8
Serious injury Rate per 100 MVMT	5.289	5.077

Non-Motorized Fatalities Plus Serious Injuries								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality + SI Average	603	570	542	528	516	529	564	610
Interim Targets	**2014-2018**	**2015-2019**	**2016-2020**	**2017-2021**				
	495.7	481.5	467.8	454.4				

TARGET (Single Year)	2018	2019
Non-Motorized Fatalities Plus Serious Injuries	480.5	467.7

Target: Reduce the number of traffic-related non-motorized fatalities and serious injuries on all roads in Maryland from 610.4 (2014-2018 average) to 467.7 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP non-motorized fatalities and serious injuries target was 480.5 (2016-2020 average).

- The actual number of traffic-related non-motorized fatalities and serious injuries was 610.40 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

PROGRAM AREA PERFORMANCE MEASURES

The following program area targets are based on a five-year rolling average using an exponential trend to set future interim targets. Unless otherwise noted, all data are derived from MDOT SHA, which maintains a database derived from crash reports submitted to, and processed and approved by MSP. Data are subject to change.

Aggressive Driving

Fatality Target: Reduce the number of aggressive-driving-related fatalities on all roads in Maryland to 38.0 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP aggressive-driving-related fatalities target was 39.5 (2016-2020 average).

- The actual number of aggressive-driving-related fatalities was 35.4 (2014-2018 average), which is lower than the target; therefore, Maryland has met its target.

Serious Injury Target: Reduce the number of aggressive-driving-related serious injuries on all roads in Maryland to 243.5 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP aggressive-driving-related serious injuries target was 253.9 (2016-2020 average).

- The actual number of aggressive-driving-related serious injuries was 186.8 (2014-2018 average), which is lower than the target; therefore, Maryland has met its target.

Aggressive Driving Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	57	52	51	45	41	41	41	35
Serious Injury Average	407	367	336	288	251	233	209	187

Aggressive Driving Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	41.0	39.5	38.0
Serious Injury Average	264.8	253.9	243.5

Aggressive Driving Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	39.5	38.0
Serious Injuries	253.9	243.5

Annual targets are equal to the midpoint of the five-year averages.

Distracted Driving

Fatality Target: Reduce the number of distracted-driving-related fatalities on all roads in Maryland to 168.7 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP distracted-driving-related fatalities target was 175.4 (2016-2020 average).

- The actual number of distracted-driving-related fatalities was 169.4 (2014-2018 average), which is lower than the target; therefore, Maryland has met its target.

Serious Injury Target: Reduce the number of distracted-driving-related serious injuries on all roads in Maryland to 1,578.1 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP distracted-driving-related serious injuries target was 1,657.3 (2016-2020 average).

- The actual number of distracted-driving-related serious injuries was 1,265.6 (2014- 2018 average), which is lower than the target; therefore, Maryland has met its target.

Distracted Driving Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	260	250	232	211	185	168	154	169
Serious Injury Average	2,826	2,545	2,348	2,097	1,770	1,518	1,318	1,266

Distracted Driving Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	182.3	175.4	168.7
Serious Injury Average	1,740.6	1,657.3	1,578.1

Distracted Driving Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	175.4	168.7
Serious Injuries	1,657.3	1,587.1

Annual targets are equal to the midpoint of the five-year averages.

Impaired Driving

Fatality Targets: (Federal) **Alcohol .08+ (FARS):** Reduce the number of alcohol-impaired driving fatalities (BAC = .08+) on all roads in Maryland from 147.8 (2014-2018 average, FARS ARF) to 117.6 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP alcohol-impaired driving fatality target was 122.1 (2016-2020 average).

- The actual number of alcohol-impaired driving fatalities was 147.8 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

***(State) **Impaired (alcohol/drugs):** Reduce the number of impaired-driving-related (State definition) fatalities on all roads in Maryland from 160.4 (2014-2018 average) to 132.8 (2017- 2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP impaired-driving- related fatalities target was 137.5 (2016-2020 average).

- The actual number of distracted-driving-related fatalities was 160.4 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

***Serious Injury Target: Impaired (alcohol/drugs):** Reduce the number of impaired-driving- related (State definition) serious injuries on all roads in Maryland from 429.4 (2014-2018 average) to 403.6 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP impaired-driving-related serious injuries target was 421.3 (2016-2020 average).

- The actual number of impaired-driving related serious injuries was 429.4 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

Impaired Driving Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average (alcohol, .08+) (FARS)	161	158	156	149	150	146	151	148
Fatality Average (alcohol/drugs)**	185	175	170	162	162	163	166	160
Serious Injury Average**	644	589	544	499	455	424	497	429

Impaired Driving Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average (alcohol, .08+) (FARS)	126.7	122.1	117.6
Fatality Average (alcohol/drugs)**	142.4	137.5	132.8
Serious Injury Average**	439.8	421.3	403.6

** Alcohol and/or drug impaired. Data Source: Maryland crash data.

Impaired Driving Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities (NHTSA)	122.1	117.6
Fatalities (State)	137.5	132.8
Serious Injuries	421.3	403.6

Annual targets are equal to the midpoint of the five-year averages.

Occupant Protection

Fatality Target: Reduce the number of unrestrained fatalities on all roads in Maryland from 98.4 (2014-2018 average) to 93.1 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP unrestrained fatalities target was 96.4 (2016-2020 average).

- The actual number of unrestrained fatalities was 98.4 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

Serious Injury Target: Reduce the number of unrestrained serious injuries on all roads in Maryland from 324.0 (2014-2018 average) to 274.9 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP unrestrained fatalities target was 285.5 (2016-2020 average).

- The actual number of unrestrained fatalities was 324.0 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

Unrestrained Traffic Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	137	130	123	117	109	107	108	98
Serious Injury Average	398	361	315	295	282	294	322	324

Unrestrained Traffic Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	99.8	96.4	93.1
Serious Injury Average	296.6	285.5	274.9

Unrestrained Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	96.4	93.1
Serious Injuries	285.5	274.9

Annual targets are equal to the midpoint of the five-year averages.

Pedestrians (On Foot)

Fatality Target: Reduce the number of pedestrian (on foot) fatalities on all roads in Maryland from 111.0 (2014-2018 average) to 86.9 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP pedestrian (on foot) fatalities target was 89.0 (2016-2020 average).

- Reduce the number of pedestrian (on foot) fatalities on all roads in Maryland from 111.0 (2014-2018 average) to 86.9 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP pedestrian (on foot) fatalities target was 89.0 (2016- 2020 average).

NOTE: The trend of pedestrian fatalities has been shown to be increasing over the previous years. Future targets have been set at 101 to illustrate a 2% reduction from the baseline measure.

Serious Injury Target: Reduce the number of pedestrian (on foot) serious injuries on all roads in Maryland from 423.6 (2014-2018 average) to 320.9 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP pedestrian (on foot) serious injuries target was 330.0 (2016-2020 average).

- The actual number of pedestrian (on foot) serious injuries was 423.6 (2014-2018 average), which is higher than the target; therefore, Maryland is not progressing towards its target.

Pedestrian (On Foot) Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	108	106	105	102	102	102	106	110
Serious Injury Average	412	384	362	351	343	357	384	424

Pedestrian (On Foot) Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	91.0	89.0	86.9
Serious Injury Average	339.4	330.0	320.9

Pedestrian (On Foot) Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	89.0	86.9
Serious Injuries	330.0	320.9

Annual targets are equal to the midpoint of the five-year averages.

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

Speed-Related

Fatality Target: Reduce the number of speed-related fatalities on all roads in Maryland to 97.5 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP speed-related fatalities target was 101.2 (2016-2020 average).

- The actual number of speed-related fatalities was 84.4 (2014-2018 average), which is lower than the target; therefore, Maryland has met its target.

Serious Injury Target: Reduce the number of speed-related serious injuries on all roads in Maryland to 513.4 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP speed-related serious injuries target was 538.1 (2016-2020 average).

- The actual number of speed-related serious injuries was 373.4 (2014-2018 average), which is lower than the target; therefore, Maryland has met its target.

Speed-Related Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	149	144	134	121	110	100	90	84
Serious Injury Average	943	820	728	628	538	463	410	373

Speed-Related Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	105.0	101.2	97.5
Serious Injury Average	564.0	538.1	513.4

Speed-Related Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	101.2	97.5
Serious Injuries	538.1	513.4

Annual targets are equal to the midpoint of the five-year averages.

Bicyclists

Fatality Target: Reduce the number of bicyclist fatalities on all roads in Maryland from 9.8 (2014-2018 average) to 6.1 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP bicyclist fatalities target was 6.3 (2016-2020 average).

- The actual number of bicyclist fatalities was 9.8 (2014-2018 average), which is higher than the target; therefore, Maryland has not met its target.

NOTE: The trend of bicycle fatalities has been shown to be increasing over the previous years. Future targets have been set at 7.0 to illustrate a 2% reduction from the baseline measure.

Serious Injury Target: Reduce the number of bicyclist serious injuries on all roads in Maryland from 67.8 (2014-2018 average) to 56.0 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP bicyclist serious injuries target was 57.6 (2016-2020 average).

- The actual number of bicyclist serious injuries was 67.8 (2014-2018 average), which is higher than the target; therefore, Maryland has not met its target.

Bicycle Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	7	7	7	6	7	9	10	10
Serious Injury Average	74	73	68	69	64	61	65	68

Bicycle Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	6.4	6.3	6.1
Serious Injury Average	59.3	57.6	56.0

Bicycle Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	6.3	6.1
Serious Injuries	57.6	56.0

Annual targets are equal to the midpoint of the five-year averages.

Motorcycles

Fatality Target: Reduce the number of motorcyclist fatalities on all roads in Maryland from 71.0 (2014-2018 average) to 59.5 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP motorcyclist fatalities target was 61.2 (2016-2020 average).

- The actual number of motorcyclist fatalities was 71.0 (2014-2018 average), which is higher than the target; therefore, Maryland has not met its target.

Serious Injury Target: Reduce the number of motorcyclist serious injuries on all roads in Maryland from 294.4 (2014-2018 average) to 243.8 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP motorcyclist serious injuries target was 252.7 (2016-2020 average).

- The actual number of motorcyclist serious injuries was 294.4 (2014-2018 average), which is higher than the target; therefore, Maryland has not met its target.

Motorcycle-Involved Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	78	74	70	70	69	70	72	71
Serious Injury Average	348	323	306	294	280	276	284	294

Motorcycle-Involved Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	62.9	61.2	59.5
Serious Injury Average	262.0	252.7	243.8

Motorcycle-Involved Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	61.2	59.5
Serious Injuries	252.7	243.8

Annual targets are equal to the midpoint of the five-year averages.

Older Drivers (65–110)

Fatality Target: Reduce the number of older-driver-involved fatalities on all roads in Maryland from 94.2 (2014-2018 average) to 68.2 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP older-driver-involved fatalities target was 70.3 (2016-2020 average).

- The actual number of older-driver-involved fatalities was 94.2 (2014-2018 average), which is higher than the target; therefore, Maryland has not met its target.

Serious Injury Target: Reduce the number of older-driver-involved serious injuries on all roads in Maryland from 484.6 (2014-2018 average) to 426.2 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP older-driver-involved serious injuries target was 442.2 (2016-2020 average).

- The actual number of older-driver-involved serious injuries was 484.6 (2014-2018 average), which is higher than the target; therefore, Maryland has not met its target.

Older Driver-Related Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	85	85	82	79	84	89	91	94
Serious Injury Average	617	576	545	529	487	476	474	485

Older Driver-Related Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	72.4	70.3	68.2
Serious Injury Average	458.9	442.2	426.2

Older Driver-Related Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	70.3	68.2
Serious Injuries	442.2	426.2

Annual targets are equal to the midpoint of the five-year averages.

Young Drivers (16–20)

Fatality Target: Reduce the number of young-driver-involved fatalities on all roads in Maryland to 54.9 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP young-driver-involved fatalities target was 56.9 (2016-2020 average).

- The actual number of young-driver-involved fatalities was 51.0 (2014-2018 average), which is lower than the target; therefore, Maryland has met its target.

Serious Injury Target: Reduce the number of young-driver-involved serious injuries on all roads in Maryland to 486.0 (2017-2021 average) or fewer by December 31, 2020. Maryland's FFY 2019 HSP young-driver-involved serious injuries target was 510.4 (2016-2020 average).

- The actual number of young-driver-involved serious injuries was 415.4 (2014-2018 average), which is lower than the target; therefore, Maryland has met its target.

Young Driver-Involved Fatalities and Serious Injuries (Five-Year Average)								
ACTUAL	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018
Fatality Average	87	77	65	55	52	51	49	51
Serious Injury Average	874	745	641	551	480	444	428	415

Young Driver-Involved Fatalities and Serious Injuries (Five-Year Average)			
TARGET	2015-2019	2016-2020	2017-2021
Fatality Average	58.9	56.9	54.9
Serious Injury Average	536.0	510.4	486.0

Young Driver-Involved Fatalities and Serious Injuries (Single Year)		
TARGET	2018	2019
Fatalities	56.9	54.9
Serious Injuries	510.4	486.0

Annual targets are equal to the midpoint of the five-year averages.

Appendix I — NHTSA CORE PERFORMANCE MEASURES

To meet federal requirements as expressed in the FAST Act, the required minimum set of core performance measures are included below. The source for all fatality baseline data is NHTSA's FARS most recently available data. Please note that base year numbers and targets will NOT match the base year number and targets stated above due to differences in data definitions between the NHTSA FARS system and the State crash data system.

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

As with the SHSP, the end-year targets (by December 31, 2020) and single year targets are derived from the midpoint of the five-year average for the years 2017-2021.

Standardized Performance and Survey Measures
• Reduce the five-year average number of fatalities on all roads in Maryland from 623 in 2004-2008 (*NHTSA FARS ARF*) to 420.6 (2017-2021 average) or fewer by December 31, 2020. (C-1)
• Reduce the five-year average number of serious injuries on all roads in Maryland from 6,171 in 2004-2008 to 2,905.8 (2017-2021 average) or fewer by December 31, 2020. (C-2)
• Reduce the number of traffic-related fatality rate on all roads in Maryland from 0.856 (2012-2016 average, FARS ARF) to 0.750 (2016-2020 average) or lower by December 31, 2020. Maryland's FFY 2019 HSP fatality rate target was 0.773 (2015-2019 average). NHTSA has not yet released the 2017 rate information in order to determine progress. (C-3)
• Reduce the five-year average number of unrestrained passenger vehicle occupant fatalities (all seat positions) on all roads in Maryland from 167 in 2004-2008 to 105.5 (2017-2021 average) or fewer by December 31, 2020. (C-4)
• Reduce the five-year average number of alcohol-related fatalities (BAC 0.08+) on all roads in Maryland from 178 in 2004-2008 to 117.6 (2017-2021 average) or fewer by December 31, 2020. (C-5)
• Reduce the five-year average number of speeding-related fatalities on all roads in Maryland from 222 in 2004-2008 to 128.9 (2017-2021 average) or fewer by December 31, 2020. (C-6)
• Reduce the five-year average number of motorcyclist fatalities on all roads in Maryland from 85 in 2004-2008 to 62.6 (2017-2021 average) or fewer by December 31, 2020. (C-7)
• Reduce the five-year average number of unhelmeted motorcyclist fatalities on all roads in Maryland from 11 in 2004-2008 to 7.5 (2017-2021 average) or fewer by December 31, 2020. (C-8)
• Reduce the five-year average number of drivers aged 20 or under involved in fatal crashes on all roads in Maryland from 103 in 2004-2008 to 49.4 (2017-2021 average) or fewer by December 31, 2020. (C-9)

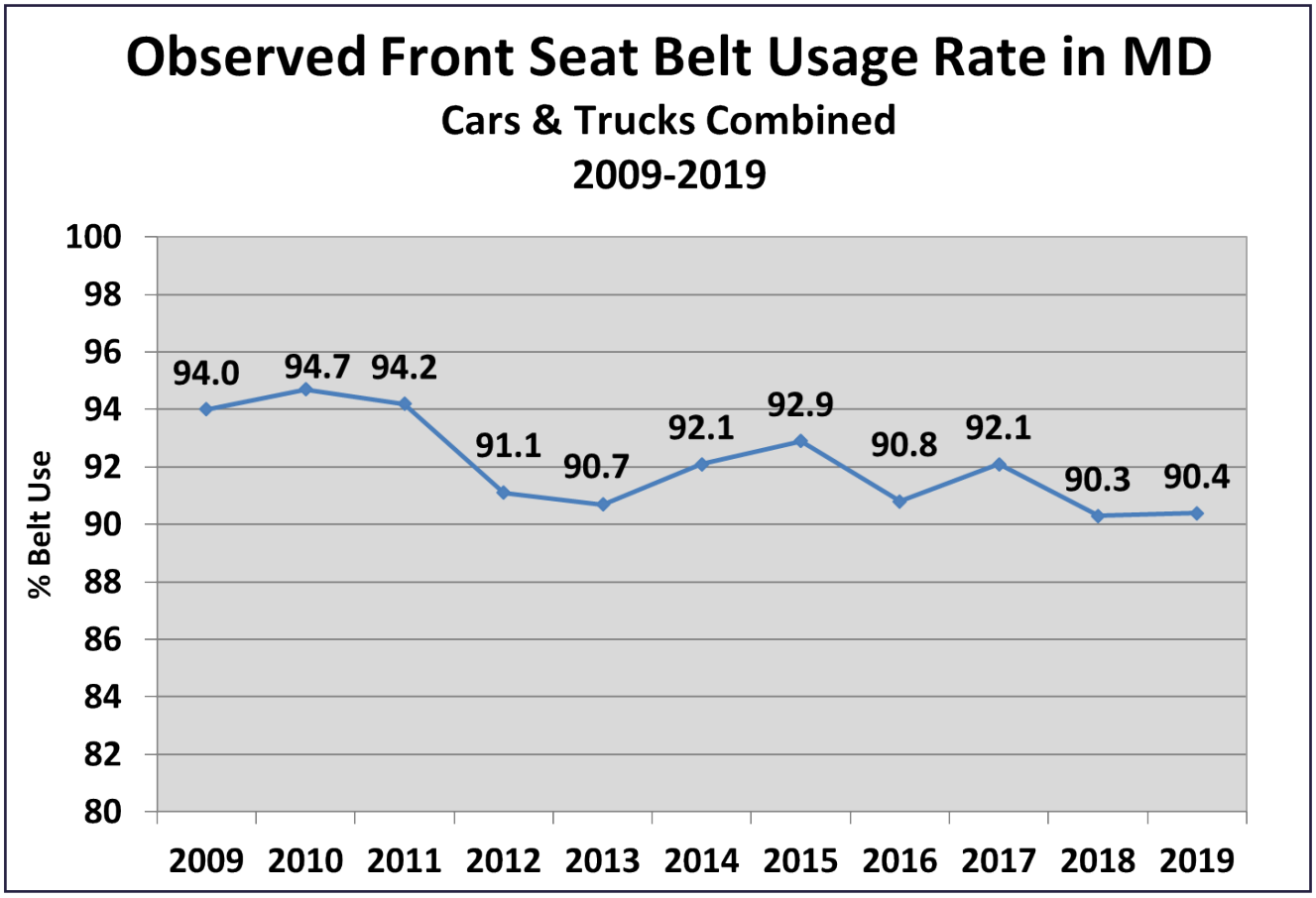
- Reduce the five-year average number of pedestrian fatalities on all roads in Maryland from 105 in2004-2008 to 85.7 (2017-2021 average) or fewer by December 31, 2020. (C-10)
- Reduce the five-year average number of bicyclist and other cyclist fatalities on all roads in Maryland from 8 in 2004-2008 to 5.7 (2017-2021 average) or fewer by December 31, 2020. (C-11)
- To increase statewide observed belt use rate of front seat outboard occupants in passenger vehicles and light trucks from the 2012 calendar base year of 91.1 percent to 96.2 percent by December 31, 2020. (B-1)
- To report the number of seat belt citations issued during grant-funded enforcement activities. (A-1)
- To report the number of impaired driving arrests made during grant-funded enforcement activities. (A-2)
- To report the number of speeding citations issued during grant-funded enforcement activities. (A-3)

Core Outcome Measures (FARS)	Year (Actual)										
	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2017-2021 target
Traffic Fatalities	604	580	547	526	501	480	485	492	501	509	420.6
Fatalities Per 100 Million Vehicle Miles Driven	1.08	1.04	0.98	0.94	0.89	0.85	0.86	0.86	N/A	N/A	N/A
Unrestrained Passenger Vehicle Fatalities (all seat positions)	389	369	336	323	306	388	291	292	104	103	105.5
Alcohol-Impaired Driving Fatalities (BAC=.08+)	168	166	161	158	156	149	150	146	150	147	117.6
Speeding-Related Fatalities	210	199	180	177	168	158	150	148	140	135	128.9
Motorcyclist Fatalities	85	84	83	79	73	73	72	72	74	74	62.6
Unhelmeted Motorcyclist Fatalities	11	11	11	10	9	9	8	8	9	10	7.5
Drivers Aged 20 or Under Involved in Fatal Crashes	100	90	81	73	62	51	48	46	44	46	49.4
Pedestrian Fatalities	109	109	110	106	105	102	101	102	106	110	85.7
Bicyclist and Other Cyclist Fatalities	7	8	7	7	7	6	6	9	10	10	5.7

Core Outcome Measures - Single Year Targets	2018	2019
Traffic Fatalities	432.5	420.6
Fatalities Per 100 Million Vehicle Miles Driven	N/A	N/A
Unrestrained Passenger Vehicle Fatalities (all seat positions)	107.9	105.5
Alcohol-Impaired Driving Fatalities (BAC=.08+)	122.1	117.6
Speeding-Related Fatalities	133.5	128.9
Motorcyclist Fatalities	64.2	62.6
Unhelmeted Motorcyclist Fatalities	7.7	7.5
Drivers Aged 20 or Under Involved in Fatal Crashes	51.3	49.4
Pedestrian Fatalities	87.4	85.7
Bicyclist and Other Cyclist Fatalities	5.9	5.7
Serious Injuries	107.9	105.5

Core Outcome Measure (State Data)	Year (Actual)										
	2005-2009	2006-2010	2007-2011	2008-2012	2009-2013	2010-2014	2011-2015	2012-2016	2013-2017	2014-2018	2016-2020 target
Serious Injuries	5,571	4,923	4,436	4,020	3,702	3,436	3,147	3,017	3,023	3,075	3,088

Core Behavior Measure (State Data)	Year (Actual)						
	2014	2015	2016	2017	2018	2019	2020 (Target)[2]
Observed seat belt use for passenger vehicles, front seat outboard occupants (Survey)	92.1	92.9	90.8	92.1	90.3	90.4	96.2



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

***Activity Measures (State Data: Grant-funded Only)	Federal Fiscal Year (FFY)							
	FFY2012	FFY2013	FFY2014	FFY2015	FFY2016	FFY2017	FFY2018	FFY2019
Number of seat belt citations issued during grant-funded enforcement activities	13,506	7,455	7,815	4,434	4,900	2,580	2,489	3,101
Number of impaired driving arrests made during grant-funded enforcement activities	2,088	1,510	2,096	1,620	1,894	1,097	1,217	1,018
Number of speeding citations issued during grant-funded enforcement activities	40,772	21,542	26,669	20,752	24,542	18,529	22,575	16,392

***Targets are not created for activity measures. Cannot compare year-to-year due to inconsistencies in how the data are pulled and the change in grant activity tracking systems. For Annual Reporting purposes, use only the most recent year.

LOOKING TO THE FUTURE

This year, 513 people lost their lives on Maryland's roads. While the drop in overall deaths from 2017 to 2018 is seen as a positive indicator for the future, the loss of these lives cannot be easily put aside. The people killed in crashes were family members, friends and valued members of Maryland's communities. Some of those who survived serious crashes are still struggling with the lasting impact of injuries, and families are dealing with the trauma of a loved one that was either killed or seriously injured.

While it can be easy to reduce crashes to numbers, MHSO strives to drive home the message that these numbers represent real people. The numbers also represent lives cut short, most often from poor choices made by drivers and passengers - choices like driving impaired, being distracted by a cell phone, or not wearing a seat belt.

The only acceptable number for Maryland is zero. Zero crashes. Zero injuries. Zero lives lost. Ultimately, change will occur on Maryland roads when individuals make the right choices while driving, riding, and walking. Personal responsibility and good decision making are key components of Maryland's media and enforcement safety campaigns, and our mission is to create an environment where every person is empowered to make responsible decisions. We intend to continue raising awareness of positive decision making, with the goal of eliminating crashes and their resulting injuries and fatalities.

For us, every crash matters and every life counts.