MARYLAND DEPARTMENT OF TRANSPORTATION

MOTOR VEHICLE ADMINISTRATION

Maryland Highway Safety Office

Maryland Highway Safety Office

2021 Speed Pilot Program

Bishopville, Maryland

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Project Background

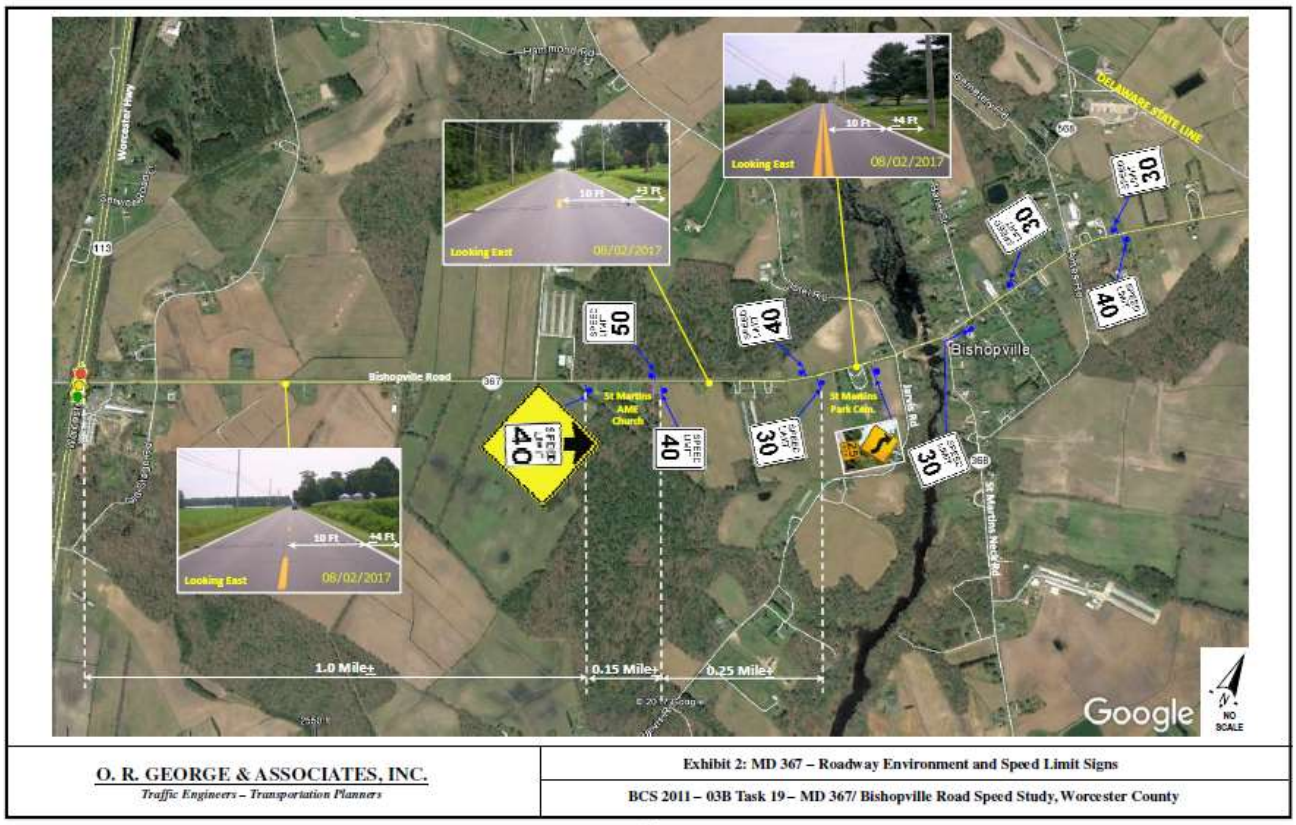
In the fall of 2019, the Maryland Department of Transportation Motor Vehicle Administration's Highway Safety Office (MHSO) responded to a Governors Highway Safety Association (GHSA), Insurance Institute for Highway Safety (IIHS) and National Road Safety Foundation (NRSF) speed management pilot program Request for Proposal (RFP). The RFP invited:

> *…state agencies (a State Highway Safety Office [SHSO], the SHSO's governing agency or a State Department of Transportation) to submit a proposal for grant funding that would be used to develop, implement and evaluate a speed management pilot program in a community or corridor within their state. The proposed pilot program should combine proven and innovative countermeasures drawn from engineering, enforcement, communications/education, advocacy and policy that are implemented by the selected lead state agency in collaboration with a network of stakeholders and partners.*
>
> *Up to $200,000 in funding will be awarded to the selected state agency(ies) in support of the proposed pilot program. IIHS will evaluate the impact of the pilot program and provide communications support. Additionally, the selected state agency(ies) will receive support from a consultant experienced in managing multidisciplinary safety campaigns. It is anticipated that this pilot program will commence in 2020 and last approximately six months, though the precise timeline will be established with the awarded state agency(ies). The finding from the pilot(s) will be used to develop a speed management program template for use by states and communities across the U.S.*

The MHSO worked with multiple local partners to complete and submit the RFP by the March 2019 deadline. Shortly after submitting the RFP, Maryland was notified that it, along with one other state, was awarded grant funding for this project. Unfortunately, soon after the award announcement, the COVID-19 pandemic brought travel to a halt, prompting GHSA, IIHS and NRSF to delay the state pilots until 2021.

The MHSO engaged Maryland Department of Transportation's State Highway Administration (MDOT SHA) to select corridors that would serve as the test and control sites for the Maryland speed management pilot. The test site, Bishopville, is in Worcester County on Maryland's Eastern Shore and is traversed by Maryland Route 367 (MD 367) from its intersection with US Route 113 to the Delaware state line. This roadway – also known as Bishopville Road – is classified as a rural, undivided, two-lane road with no control of access (i.e., traffic signals, intersections, property access). The average daily traffic in 2018 was 6,260 vehicles, a significant increase from 4,580 vehicles in 2016. The traffic primarily consists of passenger vehicles, including pickup trucks, and the current posted speed limit along MD 367 varies from 30 to 45 miles per hour (mph).

Figure 1. Speed limit sign locations on Route 367 at the time of the 2017 speed study



As show in Figure 1, the posted speed limit on MD 367 varied from 30 to 50 mph when MDOT SHA conducted their most recent speed study in 2017. The speed study recorded the 85th percentile speed to be 35 mph in the 30- mph zone and 49 mph in the 40-mph zone. In the unmarked portion of MD 367 just east of US 113, the 85th percentile speed was found to be 50 mph. Prior to the kickoff of the pilot program in the summer of 2021, the 85th percentile speeds were 38 mph in the 30-mph zone, 50 mph in the 35-mph zone, 48 mph in the 40-mph zone, and 51 mph in the 45-mph zone. Accordingly, Bishopville's 530 residents, as well as local law enforcement, consider speeding a problem. While Bishopville does not have a large population, the roadway is a popular route for motorists traveling through Delaware to Maryland's beach communities.

Prior to this project, the only speed mitigation tactics used on this roadway had been a reduction in the posted speed limit and sporadic speed enforcement. No other engineering, enforcement or education countermeasures had been utilized. For this pilot project, the SHA employed several new engineering tactics to test their effectiveness. These interventions were supported by enforcement and outreach efforts, which along with the engineering tactics, are discussed on page 5 of this report.

The pilot project control site, Pinesburg in Washington County, is traversed by Maryland Route 68 (MD 68), which is roughly the same length and geography as the pilot site roadway. The average daily traffic volume in 2018 was 3,610 vehicles, and this has remained relatively consistent since 2016 when the average daily traffic was 3,550. As with the Bishopville site, the primary traffic consists of passenger vehicles, including pickup trucks.

Pinesburg shares similar characteristics with Bishopville. Both towns are in rural areas of the state and have roughly equivalent populations. The posted speed limit on MD 68 varies from 30 to 50 mph and the roadway is classified as an undivided, two-lane road, with no control of access. The 85th percentile speed along the roadway was 43 miles per hour as recorded in February 2020. As with the Bishopville site, the 85th percentile speeds collected on MD 68 in June and July 2021 just prior to the start of the program were higher than previously observed (46 mph in a 30-mph zone, 53 mph in a 35-mph zone and 62 mph in a 50-mph zone).

It was also important that the control site be located far enough away from the test site to eliminate the possibility of any media or public outreach bleed over. In addition, like MD 367 in Bishopville, no significant engineering, enforcement or education tactics have historically been implemented to slow down motorists on MD 68 in Pinesburg. Throughout the duration of this speed management pilot no speed mitigation tactics were implemented in the control area.

Early in the planning process letters of support were submitted to MHSO by the MDOT SHA, the MSP, the Worcester County Sheriff's Office, the Worcester County Commissioner's Office, and Washington College. These agencies agreed to support the project through media, enforcement, engineering, data, and outreach efforts. The MHSO devoted the resources of management, staff from its various sections, and from its media contractor.

Following the selection of sites and speed mitigation tools for the Bishopville site, a detailed timeline and budget were created (see Appendix A and B).

Methodology

In March 2017, the Worcester County Commissioner's Office sent a letter to the MDOT SHA indicating there had been a significant increase in traffic along the section of MD 367 between US Route 113 and the Delaware state line. This increase was particularly relevant because during the summer months nearby highways experience congestion due to visitor traffic to the Eastern Shore. Vehicles traveling at excessive rates of speed were identified as posing a danger to residents. The Commissioner's letter also requested that speed limit signs be posted from US Route 113 east to the currently posted speed limit of 35 mph just prior to entering the Village of Bishopville and included a map identifying signage locations. Following completion of a speed study conducted by the MDOT SHA, it was determined that the lower speeds were warranted.

Speed limits were subsequently adjusted prior to the speed pilot program. This is the only countermeasure that has been deployed to control speeding along MD 367. As described earlier, MD 367 is a two-lane, undivided roadway, with approximately 10-foot lanes. Shoulders are generally in the range of 3 to 5-feet and unpaved, with utility poles and roadside ditches within the clear zone. Edge line pavement markings are provided in both directions. This roadway runs in a generally east-west direction between US Route 113 (Worcester Highway) and MD 368 (St. Martins Neck Road). Bishopville is situated approximately 1.4 miles to the east of US Route 113. MD 367 is of a generally straight, horizontal alignment and quite flat, except for an approximately 0.3-mile section approaching MD 368, just west of Bishopville. It is suited for speed-reduction efforts, as there are various places for law enforcement to

make traffic stops on portions of the roadway where speeds exceed the posted limit. Since 2011, the overall average daily traffic (ADT) has increased by nearly eight percent but the growth from 2016 to 2017 was more than 40 percent. Speeding has been a major concern along this roadway especially in relation to the growth in traffic volume.

Engineering

For this pilot program, the first engineering countermeasure proposed for the Bishopville site was lane narrowing. Wider roads tend to invite drivers to select higher travel speeds, because the perceived margin for error is greater. Narrow lane widths tend to slow traffic speeds; therefore, it was hypothesized that narrowing the roadway for motorized traffic would result in speed reduction (*Speed Management: A Manual for Local Rural Road Owners*, FHWA-SA-12-027). This engineering countermeasure was accomplished by using temporary painted wide edge lines and striping installed along the shoulder and center line(s) to reduce lane width and to slow traffic.

The second engineering countermeasure proposed was the use of radar-based speed feedback signs. These signs are interactive and display the vehicle's speed as a motorist approaches. The purpose of radar speed signs is to slow cars down by making drivers aware when they are driving at speeds above the posted limits. The signs are used as traffic calming devices in addition to, or instead of, physical devices such as speed bumps and rumble strips. Studies conducted in the U.S. have found radar speed signs effectively slow traffic down (*Effectiveness of Dynamic Speed Feedback Signs*, DOT HS 813 164). Although the overall speed reductions are generally less than those resulting from roadway design changes, the signs have the greatest effect on drivers exceeding the posted speed or traveling within speed transition zones. Transition zones are a short section of roadway posted with a speed limit lower than typical rural highway speeds to facilitate a transition between a rural highway and urban roadway with a much lower speed limit.

One study conducted along speed transition zones in Vermont measured vehicle speeds at three locations before and after the installation of radar speed signs. The research confirmed reductions in 85th percentile speed ranging from 3 to 8 mph (*Effectiveness of Radar Speed Feedback Signs & Other Traffic Calming Techniques: A Test Case in Shelburne, Vermont 2006-2012*. Middlebury, Vermont: Addison County Regional Planning Commission. 16 September 2013). Another study conducted in Washington State found that various types of radar speed signs installed in 31 locations resulted in 85th percentile speed reductions generally ranging from 2 to 6 mph and these reductions were sustained for several years (*Stationary Radar Sign Program: 2009 Report*. Bellevue, Washington: City of Bellevue, Department of Transportation. 2009). Although producing a small average speed reduction, the signs are generally considered successful because they have resulted in a reduction in the speed of vehicles traveling over the posted speed limit, while not interfering with the progress of the majority of traffic that is already traveling at or below the speed limit. The signs were most effective where vehicles were driving more than 10 mph above the posted speed limit.

The proposed timetable for installation of the two engineering interventions – lane narrowing and radar speed signs – took place the week of July 19, 2021, as shown on the project timeline (see Appendix A.) Based on the findings of the Vermont and Washington studies, it was anticipated that the engineering interventions would result in speed reductions in the range of 3-8 mph. However, the MHSO hoped to

demonstrate an even greater net effect by combining engineering with enforcement and public outreach.

As a part of the study design, the engineering interventions were applied at roughly the same time that enforcement and media began. Public awareness information and speed data were collected before the program started and during the program, to evaluate their effect on speeds and public awareness. After the program concluded and the engineering interventions were removed, speed data was collected again to examine how they compared to pre-campaign levels.

Enforcement

Two law enforcement agencies have jurisdiction in Bishopville – the Worcester County Sheriff's Office (WCSO) and the Maryland State Police (MSP). WCSO uses radar and lidar to conduct speed enforcement patrols on MD 367; the MSP patrols the roadway but on a less frequent and regular basis. In the past, patrols have been requested on MD 367 through the residential area of Bishopville due to concerns about speeding.

The MHSO tasked two of their Law Enforcement Liaisons (LELs) to reach out to the WCSO and MSP command staff to discuss the speed management pilot program. They addressed why the pilot was needed and the reasons why Bishopville was chosen, along with the importance of enforcement. As a result, both law enforcement agencies agreed to conduct enforcement activities during the pilot. Command staff issued a directive to officers and all staff involved in the pilot were briefed to ensure they understood the project and the role of enforcement.

Radar and lidar units were utilized for speed measurement but this equipment was not purchased using speed pilot grant funds. The agencies were not told where to conduct enforcement since there were only a few places along the roadway where traffic stops could be conducted safely. However, the MHSO did request that all law enforcement officials conducting speed enforcement in conjunction with the pilot adhere to a policy of "no tolerance" for motorists traveling 10 miles per hour or more over the posted speed limit. Therefore, all motorists traveling over that limit would be issued a speeding citation. It is important to note that while this was strongly encouraged by the MHSO, it was left to the discretion of the officer making the stop. The agencies conducted enforcement on MD 367 in two residential locations, issuing citations and warnings as needed. Officers also educated drivers about the campaign and why it was being conducted. (See Appendix C and D for detailed reports from both agencies.)

Communications and Media

Before this campaign began, there had been no speed-related education and public outreach program conducted in Bishopville. Although Maryland ran an aggressive driving and speed campaign in the past (Aggressive Drivers Are Public Threats - ADAPT), the campaign's reach did not extend to this part of the Eastern Shore.

The MHSO worked with its media contractor, Weber Shandwick, to adapt current creative assets from its statewide *Be the Driver* campaign. Messages specific to Bishopville, which highlighted the pilot program goal to slow drivers down, were added. It is important to note that motorists visiting beach

towns in Maryland and Delaware regularly drive through Bishopville throughout the summer months. The paid media campaign developed for the speed pilot aimed to decrease speeding along beach route roadways by leveraging a multi-channel, multi-platform approach. The MHSO worked with GHSA and IIHS to formulate the public outreach approach implementing messaging that reflected their input. In addition, the IIHS provided input on the key evaluation components for this effort.

The campaign was disseminated via social media (Facebook, Instagram, Snapchat), billboards, an insertion in a local weekly print publication, and the utilization of Waze's Zero Speed Takeover (see Appendix E.) As outlined in the timeline (see Appendix A), four separate five-day media waves were conducted. During these waves, officers issued citations to motorists speeding on the pilot roadway.

Billboards (out-of-home promotion) were purchased along US Route 113 near the intersection of Route 376 to generate awareness of the campaign messaging by Maryland drivers living close to Bishopville. These north and south facing billboards ensured the message was seen by driver traveling towards and away from Route 376.

Full page print insertions were placed in The Dispatch every week for four weeks (see Appendix D) to complement the billboards. The Dispatch is published weekly on Friday and distributed throughout Worchester County (including Bishopville). Frequent print placement helps bolster awareness with locals, while also exposing the message to Maryland beach travelers during the busy vacation months.

Waze's Zero Speed Takeover, described here, drove awareness of the speed pilot campaign messaging to drivers while they were using the navigation app. The paid digital campaign was geofenced to the three zip codes (21813, 19975, and 19944) in and around Bishopville to reach Waze users when they were actively traveling along Route 376. The messages were delivered to Waze Zero Speed Takeover users when they were stopped for at least five seconds (due to stopped traffic, at a stop light or stop-sign controlled intersection) but still had their navigation apps open. It is important to note that the zero-speed takeover does not distract drivers while the vehicle is in motion.

Community outreach, which is discussed in the next section, occurred at the same time as the paid media campaigns and the enforcement waves. By combining education, enforcement and engineering, three of the four E's of traffic safety were employed throughout the speed pilot. The campaign's target demographic was 18 to 44-year-old male drivers.

Through the extensive use of electronic advertising, the MHSO ensured that people living in and around Bishopville as well as any motorists driving MD 367 heard and/or saw the campaign message. The use of electronic advertising also allowed for a more effective evaluation component through the measurement of click-throughs and engagements on digital advertising platforms. See Appendix F and G for media results.

A webpage was developed on MHSO's ZerodeathsMD.gov website (see Appendix H) that was accessible through a QR code included on the community engagement flyer (see Appendix I). The web page included a graphic from one of the social ads, explained how the speed pilot project was made possible and the location of the pilot site, and a link to GHSA's March 4, 2021, press release announcing the awarding of grants to Maryland and Virginia.

Advocacy/Community Partner Engagement and Activation

The MHSO employed its Partnerships, Resources and Outreach (PRO) section throughout this project to educate and enlist the support of the Bishopville community. During the first internal planning meeting (approximately 90 days pre-launch), staff used Google Maps to locate businesses, churches and other facilities that could be engaged to help distribute information to the public. Approximately 20 facilities were identified on MD 367. It was determined that two communication pieces would be developed – one directed at the businesses and residents of Bishopville, the other at motorists traveling MD 367. To reach Bishopville businesses and residents, an 8.5 x 5.5-inch (half-page), easy-to-read community engagement flyer, highlighting the three key phases of the project – line striping, enforcement and signage – was created (see Appendix I.) This piece was distributed by members of the PRO section.

To reach motorists, 36 x 24-inch yard signs announcing enforcement was underway and to slow down were created for placement along MD 367. The MDOT SHA granted permission to place the signs along the state roadway (see Appendix J).

Once materials were secured, the MHSO's PRO team made two trips to Bishopville to conduct outreach. While they attempted to reach every business, they were unable to reach them all due to their hours of operation. Those business owners and employees they did reach were provided a brief overview of the speed pilot program, why their community was chosen, the pilot's start and end date, the role of law enforcement, and examples of the messaging they would be seeing on social media and along the roadway. In addition, the PRO team members answered questions and left a supply of half-page flyers with businesses that agreed to distribute them to customers. The team also visited the fire department and post office, interacted with approximately eight staff members, and held similar conversations. Both locations also pledged support by distributing the flyers and discussing the project with the community. The PRO team received positive feedback during all interactions, most notably from the fire department and post office. The PRO team also met with the pastor of Wilson United Methodist Church, one of two churches located directly on Route 367. The minister agreed to distribute the flyer and announce the speed pilot project during Sunday service. Phone meetings were also held with the Worcester County Commissioner's Office and Health Department to relay the same information.

Members of the PRO team were responsible for placing twelve sets of the yard signs (60 in total), four feet apart along the roadway. The two-lane road has no paved shoulder; instead grass covered drainage ditches or edges of farm fields, that are not level, line the route. These conditions made placing the signs difficult and risky, because even at low speeds vehicles traveled close to the PRO team members. A team of three -- a driver, a "look-out", and a sign-placer – all wearing high visibility safety vests, worked together to safely complete this task.

Although no formal follow-up outreach was conducted with community members, the Worcester County Sheriff indicated that local business owners and residents welcomed the project and were pleased with the increased enforcement and what they perceived to be a reduction in driver speeds as they passed through Bishopville.

Lessons Learned

The speed pilot start date was delayed due to the COVID-19 pandemic and Maryland Governor Larry Hogan's stay-at-home order, which impacted the amount of local and beach traffic that typically would be traveling in and through Bishopville. Once the pilot did get underway, the MDOT SHA personnel who originally worked on the project were no longer involved. Although the new staff were brought up to speed on all activities, there was a disconnect when it came to project billing. Invoices did not match what was prescribed in the Memorandum of Understanding (MOU) between MHSO and MDOT SHA. Payment continues to be rectified. In hindsight, when new MDOT SHA staff were brought onto the project, they should have been asked to provide the budgeting and invoicing information to the agency's accounting staff. In addition, the MOU should have included an invoice deadline.

The MHSO PRO team could have taken a more systematic approach for connecting with Bishopville residents and businesses. Prior to conducting the two visits, more phone calls could have been made to introduce the project and announce when the outreach team would be in town. In doing so, the PRO team members could have identified best dates to conduct their visits ensuring maximum outreach with local businesses and clergy. The church Facebook page, with close to 600 followers, was a lost opportunity. Advance research could have determined social media opportunities through business and church social sites. In addition, the flyers provided to local businesses to educate residents about the speed pilot should have been tracked by location, including a point of contact name, email address and telephone number. This would have allowed the outreach team to conduct post-campaign follow-up to determine how many flyers were distributed as well as collect anecdotal information about how residents responded to the information they were provided.

As discussed earlier, the shoulder on MD 376 was not ideal for placing the roadside signs. While the three-person teams wore high visibility safety vests to ensure they were seen by passing motorists, closing the roadway for a short period of time while signs were placed would have created a much safer environment. Another option would have been to request that a law enforcement official in a marked vehicle with activated lights follow the PRO team as they placed the signs along the roadway.

This project reinforced the need for law enforcement to work closely with the community when identifying areas of concern that could be addressed with increased enforcement.

By utilizing an existing campaign, *Be the Driver*, efficiencies were realized with the creation of collateral. Very small modifications enabled MHSO to emphasize this project, create a call to action, and stay within the overall look of the all-encompassing *Be the Driver* campaign.

The key component to the development of this program was to build on existing relationships and resources rather than design a new program from scratch. This included working with MDOT SHA to identify a location that was already scheduled to receive engineering countermeasures. For both communications and engineering activities, using existing plans and strategies enables a highway safety office to contain costs and still conduct an effective program.

APPENDIX A - Timeline

April 2021

- Week 4: Proposed timelines provided to all partners for approval or modification

May 2021

- Week 1: MHSO/GHSA/IIHS communications meeting
- Weeks 1-4: MHSO provides updated timeline and communications plan to GHSA/IIHS
- Weeks 1-4: MHSO provides IIHS locations of engineering treatments and speed feedback signs
- Weeks 2-3: MHSO finalizes budget and provides "wish list" items to GHSA/IIHS

June 2021

- Weeks 1-4: IIHS conducts pre-awareness survey and collects speed data at pilot and control sites
- Week 1: MDOT SHA begins "construction" planning
- Weeks 1-4 MHSO conducts internal planning for outreach
- Weeks 1-4: MHSO completes media campaign planning and buy

July 2021

- Week 1: Deadline for providing locations of interventions to GHSA/IIHS
- Week 3: MHSO coordinates and completes outreach to the Bishopville businesses and local households prior to campaign implementation
- Week 4: MDOT SHA implements and completes engineering interventions

August 2021

- Worcester County Sheriff's Office and MSP begin enforcement details in Bishopville on MD 367
  - 4 waves of 5 days each
    - Week 1: (Media wave to precede through end of wave)
    - Week 2: (Media wave to precede through end of wave)
    - Week 3: (Media wave to precede through end of wave)
    - Week 4: (Media wave to precede through end of wave)
- Week 4: Project concludes. All media, evaluation, education and enforcement stops
- Weeks 2-4: IIHS conducts awareness survey and collects speed data at pilot and control sites during the program

September 2021

- Weeks 1-4: MHSO collects and compiles media (impressions, engagements, earned media, clicks, etc.) and enforcement data (stops, citations, warnings) from waves
- Weeks 3-4: IIHS collect post-pilot speed data at control sites

October – December 2021

- First 2 weeks of October, IIHS collects post-pilot speed data at pilot sites
- Collect information from all partners
- Compile results and data from studies, education, enforcement, and others
- Compile final report
- Send final report to all partners for review
- Submit final report to GHSA

APPENDIX B - Budget and Actual Expenses

Maryland Speed Pilot Budget

Grant funds		Dollars Spent
Category*	**Cost**	
Engineering - Marking/Strips	$7,500	$6,416
Engineering - Painting	$5,000	$11,548
Before and After Speed Studies	$5,500	IIHS
Enforcement Overtime - Sheriff	$5,000	$2,309
Enforcement Overtime - MSP	$10,000	$5,402
Speed Feedback Signs (2)	$6,000	$7,036
Feedback Sign Data Collection (2)	$1,000	0
Campaign Materials	$14,000	$8,586
Outreach Activities - Hard Costs	$12,000	0
Media	$24,000	$26,360
Evaluation	$10,000	0
Total	**$100,000**	**$67,657****

In-kind		
Category	**Cost**	
MHSO Administration - Staff Time	$10,000	$15,500
MHSO Outreach - Staff Time	$6,000	$16,800
MHSO LEL - Staff Time	$2,000	$2.000
Digital Media - In Kind	$8,000	$4,000
Social Media - Organic	$4,000	$2,000
Earned Media	$20,000	0
Total	**$50,000**	**$40,300**

*Budget categories were estimated based on MDOT SHA guidance and prior experience with local campaigns.

**The initial budget allocated all available funds. In practice, not all of the line items were needed. For example, IIHS performed the evaluation, the outreach activities were conducted in-kind by the highway safety office, and law enforcement conducted their waves under budget.

APPENDIX C- Enforcement Results – Worcester County Sheriff's Office

Bishopville Speed Management Pilot

Worcester County Sheriff's Office Enforcement Data

Date	Vehicle Contacts	Warnings	Citations	Offense
8/5/21	5	5	0	
8/6/21	12	12	0	
8/7/21	12	12	1	Speed
8/8/21	10	10	0	
8/12/21	4	4	1	Speed
8/14/21	16	14	7	Speed
8/15/21	20	19	8	Speed
8/18/21	18	16	2	Speed/Driving w/o license
8/19/21	15	15	0	
8/20/21	1	1	0	
8/22/21	13	13	2	Speed
8/27/21	4	2	3	Speed/Driving Suspended/Driving w/o req supervision
8/28/21	11	9	2	Speed/Driving Suspended
8/29/21	12	12	0	
TOTALS	**153**	**144**	**26**	

APPENDIX D- Enforcement Results – Maryland State Police

Bishopville Speed Management Pilot

Maryland State Police Enforcement Data

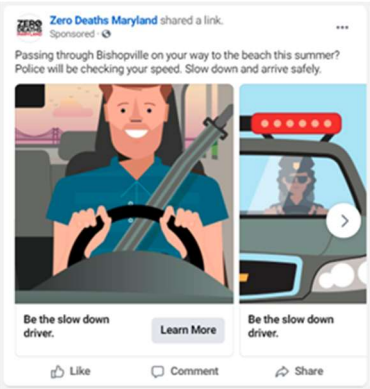
Date worked	DUI arrests (alcohol only	DUI arrests (drugs only)	DUI arrests (drugs and alcohol)	Seat belt citations	Child restraint citations	texting citations	cell phone citations	speed citations	ped citations	criminal arrests	other citations	Warnings (all violations)	vehicle contacts
8/5/2021								10			2	4	16
8/6/2021								2		2		3	7
8/7/2021								4			1	4	9
8/8/2021								6			1	11	18
8/11/2021				2				10		1	4	1	18
8/12/2021								5				6	11
8/13/2021							2					4	6
8/14/2021								9			1	11	21
8/15/2021								13			1	24	38
8/18/2021							1	8			1		5
8/19/2021				3		2		2			3	8	18
8/21/2021								1			1	3	5
8/22/2021								2			1	3	6
8/25/2021								4				10	14
8/26/2021								1				3	4
8/27/2021	1			1			4	4			6		10
8/28/2021								1			1	1	3
8/29/2021							1	21		1	5	7	35
Total	1			6		2	8	103		4	28	103	244

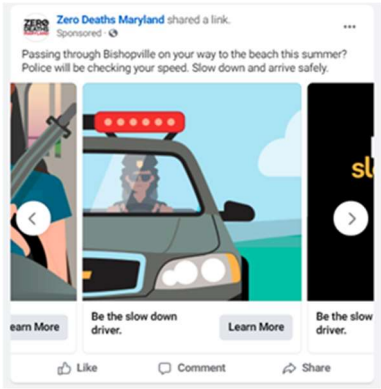
NOTE: Vehicle Stops – Each stop may have resulted in a verbal warning or one or more warnings/citations issued to the driver.

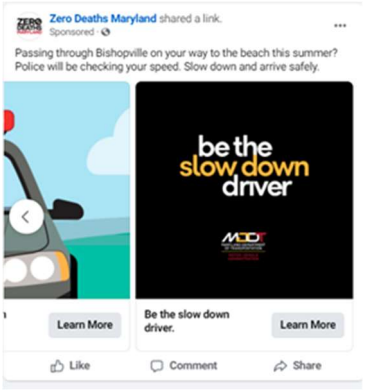
APPENDIX E- Social Media Ads, Newspaper Insert, and Billboard

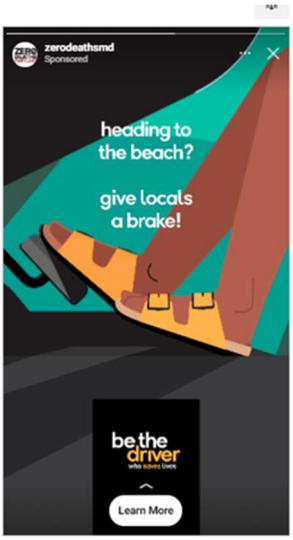
The images below are samples of the media created to support the speed pilot project. The characters appeared on billboards, were used in the community engagement flyer distributed to businesses and citizens in Bishopville detailing the project and its expected outcomes, and in social media posts that were shared on multiple platforms.

SOCIAL MEDIA ADS

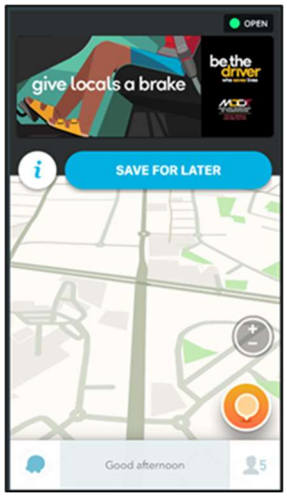








WAZE AD



BILLBOARD (OUT OF HOME)

NEWSPAPER INSERT FOR THE DISPATCH

APPENDIX F - Media Results and Performance Report

Bishopville Speed Management Pilot – Campaign Results

The paid media campaign developed and implemented for the speed management pilot program used a multi-channel, multi-platform approach to deliver the campaign message and encourage drivers to slow down while traveling through Bishopville.

- A total of $21,484 was invested in paid media (social, print and mobile app ads and billboards) resulting in more than 1.6 million impressions in August.

- The Dispatch weekly print publication, published every Friday, reached 48,000 people across Worchester County (including Bishopville). Print placement increased message frequency for locals while also providing coverage to Maryland beach travelers during the busy vacation month.

- High impact billboards were located along Route 113 near the intersection of MD 376, to drive awareness of the speed pilot program. In addition, a combination of north and south facing billboards allowed the MHSO to reach motorists driving towards and away from MD 376. The four bulletins generated more than 919,000 impressions.

- Waze Zero Speed Takeover delivered more than 450,000 ads to drivers when they stopped for at least three seconds and had their navigation apps open.

- While the campaign was active, MHSO's speed pilot program web (landing) page saw an increase in traffic, likely attributed to the multi-platform media campaign. Clicks on the digital ads (Waze, Facebook, Instagram & Snapchat) generated 800 web (landing) page views during the campaign.

- Social platforms that are primarily used on mobile devices drove additional awareness of the speed pilot program. For example, Facebook, Instagram and Snapchat reached more than 60,000 social media users with an average frequency of motorists viewing ads seven times per device. In addition, focusing on key zip codes for the entire month allowed the MHSO to drive significant frequency and reinforce the slow-down message across multiple touchpoints.

- Facebook was the most effective tactic in driving traffic to the Web site landing page, accounting for 42% of all attributed sessions. Facebook also drove social engagement, garnering 40 comments, 136 reactions and 33 shares.

APPENDIX G – Campaign Performance Report (By Weber Shandwick)

MDOT/ MHSO SPEED PILOT PROGRAM

CAMPAIGN PERFORMANCE REPORT (8/1-8/31)

PERFORMANCE OVERVIEW

- The speed pilot program paid media leveraged a multi-channel, multi-platform approach to drive awareness of the campaign in Bishopville, MD, which aimed to decrease speeding along beach route roadways.

- Overall, the speed pilot program creative was shown more than 1.6 million times during August across all the elements of the campaign (social ads, print ads, mobile app ads & out-of-home ads) while spending the full media investment of $21,484. The digital campaign was targeted to the three zip codes (21813, 19975 & 19944) in and around Bishopville to further qualify the message and reach users when they were active along MD 376.

- While the campaign was in market, the MHSO's speed pilot program website landing page saw an increase in page traffic, likely attributed to the multi-platform media campaign in the market. Additionally, users clicking on the digital ads (Waze, Facebook, Instagram and Snapchat) directly resulted in 800 views on the speed pilot program landing page during the campaign.

- The campaign utilized billboards located along Route 113 near the intersection of MD 376, to reach motorists. In addition, a combination of north and south facing billboards allowed the MHSO to reach motorists driving towards and away from MD376.

- Complementing out-of-home tactics designed to reach drivers as they pass through Bishopville, full page, print insertions were placed in The Dispatch. This weekly print publication is published every Friday and distributed to 48,000 people across Worchester County (including Bishopville). Print placement builds frequency to locals while also providing coverage to Maryland beach travelers during the busy vacation month.

- Waze's Zero Speed Takeover app drove awareness of MDOT's messaging to drivers as they actively used navigation apps and traveled near MD 376. The app delivered more than 450,000 ads to drivers when they were stopped but still had Waze open.

- Social platforms that are primarily used on mobile devices drove additional awareness of the speed pilot program. For example, Facebook, Instagram and Snapchat reached more than 60,000 social media users with an average frequency of seven. Geofencing to key zip codes for an entire month, allowed the MHSO to drive frequency and reinforce the slow-down message across multiple touchpoints.

- Facebook was the most effective social media channel for driving traffic to the Web site landing page, accounting for 42% of all attributed sessions. Facebook also drove social engagement, garnering 40 comments, 136 reactions and 33 shares. Most of the comments were neutral, but they did spark longer discussions with an average of four to five replies. Numerous comments asked for police monitoring of speeding motorists or alerted other drivers that enforcement was underway.

APPENDIX H - Webpage

This speed pilot program landing page was developed for MHSO's ZerodeathsMD.gov Web site and promoted via a QR code included on print and social media.

APPENDIX I - Community Engagement Flyer

APPENDIX J- Sequential Road Signs

The following images represent the sequential 36 x 24-inch road signs the MHSO's PRO team placed along MD 367 for the Bishopville speed management pilot. Twelve sets of signs (a set consists of one of each of the signs shown below) were placed every 4 feet along the identified route. Each set was placed approximately .25 feet apart from the next. A total of 60 signs, 30 in each direction, were placed along the roadway.

Sign 1

Sign 2

Sign 3

Sign 4

Sign 5