

2023

ANNUAL REPORT

MARYLAND HIGHWAY SAFETY OFFICE



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ACRONYMS

AAP	American Academy of Pediatrics	MCPA	Maryland Chiefs of Police Association
ABA	American Bar Association	MCRC	Maryland Crash Reconstruction Committee
ACRS	Automated Crash Reporting System	MDOT	Maryland Department of Transportation
AR	Attainment Report	MDTA	Maryland Transportation Authority
ARIDE	Advanced Roadside Impaired Driving Enforcement	MFR	Managing for Results
BAC	Blood Alcohol Content	MHSO	Maryland Highway Safety Office
BIL	Bipartisan Infrastructure Law	MICA	Maryland Institute College of Art
BMC	Baltimore Metropolitan Council	MIEMSS	Maryland Institute for Emergency Medical Services Systems
CAV	Connected and Automated Vehicles	MSA	Maryland Sheriffs' Association
CODES	Maryland Crash Outcome Data Evaluation Systems	MSP	Maryland State Police
CPS	Child Passenger Safety	MVA	Motor Vehicle Administration
CSAP	Car Seat Assistance Programs	MWCOG	Metropolitan Washington Council of Governments
CVSP	Commercial Vehicle Safety Plan	NHTSA	National Highway Traffic Safety Administration
DADSS	Driver Alcohol Detection System for Safety	NSC	National Study Center for Trauma and Emergency Medical Systems
DMA	Designated Market Areas	OP	Occupant Protection
DOIT	Maryland Department of Information Technology	PIES	Program Information Evaluation Surveys
DRE	Drug Recognition Expert	POTIF	Predicting Outcomes in Traffic Injuries and Fatalities
DUI	Driving Under the Influence	PRO	Partnerships, Resources, and Outreach
DUID	Driving Under the Influence of Drugs	RAVEN	Risk Analysis of Vehicle Environmental Network
EMS	Emergency Medical Services	SADD	Students Against Destructive Decisions
FARS	Fatality Analysis Reporting System	SFST	Standardized Field Sobriety Test
FAST	Fixing America's Surface Transportation	SHA	State Highway Administration
FFY	Federal Fiscal Year	SHSP	Strategic Highway Safety Plan
FHWA	Federal Highway Administration	SJOL	State Judicial Outreach Liaison
GHSA	Governors Highway Safety Association	SPIDRE	State Police Impaired Driving Reduction Effort
GIS	Geographic Information System	SS4A	Safe Streets and Roads for All
GPS	Grants & Projects for Safety	TANG	Traffic Analysis Network Garage
HSIP	Highway Safety Improvement Plan	TRCC	State Traffic Records Coordinating Committee
HSP	Highway Safety Plan	TRSP	Traffic Records Strategic Plan
HVE	High Visibility Enforcement	TSRP	Traffic Safety Resource Prosecutor
IIHS	Insurance Institute for Highway Safety	TSS	Traffic Safety Specialist
IIP	Ignition Interlock Program	VMT	Vehicle Miles Traveled
KISS	Kids in Safety Seats	VZ	Vision Zero
LEL	Law Enforcement Liaisons	WCGP	Washington College GIS Program
LETEP	Leading Effective Traffic Enforcement Program	WRAP	Washington Regional Alcohol Program
MBAT	Mobile Breath Alcohol Testing		

Crashes are Preventable

Crashes are preventable – the philosophy of the Maryland Highway Safety Office (MHSO) is embodied in these three words. They inspire each member on the team in their quest to move Maryland to zero deaths. Every crash is preventable, every injury is avoidable, and every fatality is unacceptable. It ultimately is up to every road user – motorist, passenger, bicyclist, pedestrian, and motorcyclist to do their parts to save lives.

Mission

The Maryland Department of Transportation Motor Vehicle Administration’s (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.

Organizational Statement

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

ZERO DEATHS
MARYLAND

Our Organization

Administrator Chrissy Nizer serves as the Governor's Highway Safety Representative and MVA Administrator and provides overall leadership for the state's highway safety program.

Dr. Tim Kerns, MHSO Director reports directly to Administrator Nizer and manages a team of approximately 25 professionals, with the assistance of a Deputy Director. The team also includes a Communications and Media Section; a Safety Programs Section; a Law Enforcement Services Section; a Community Engagement Section; and a Finance Section.

The Communications and Media Section Manager and Content and Engagement Specialist establish the strategic direction for MHSO communication efforts, including education/media campaigns, correspondence, and social media platforms. Working closely with office staff, MVA's Communications, and other partners, the Communications and Media Section Manager provides further exposure for highway safety efforts through public relations and earned media.

Safety Programs is comprised of a Section Manager and three Program Managers who specialize in Occupant Protection/Distracted Driving Prevention, Impaired Driving Prevention, Aggressive Driving Prevention, 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 law enforcement 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 Manager, this section includes four Law Enforcement Liaisons (LELs) and a Law Enforcement Manager.

The Community Engagement Section includes a Section Manager and four Community Engagement Managers. This team is responsible for engaging local highway safety partners and furthering the implementation of local Strategic Highway Safety Plans (SHSP). In addition, each manager has an area of focus including older driver safety, motorcycle safety, young driver safety, and Connected and Automated Vehicles (CAV). The section staff manages outreach programs for large employers, military installations, and schools and universities.

Led by a Finance Section Manager, the Finance Section manages financial operations and grants administration. Through the Grants & Projects for Safety (GPS) E-Grants Management System, all grants are documented and processed efficiently. The section has a Grant Specialist Supervisor, one Grants Manager, two Finance Managers, and a Data Processing and Quality Assurance Manager.



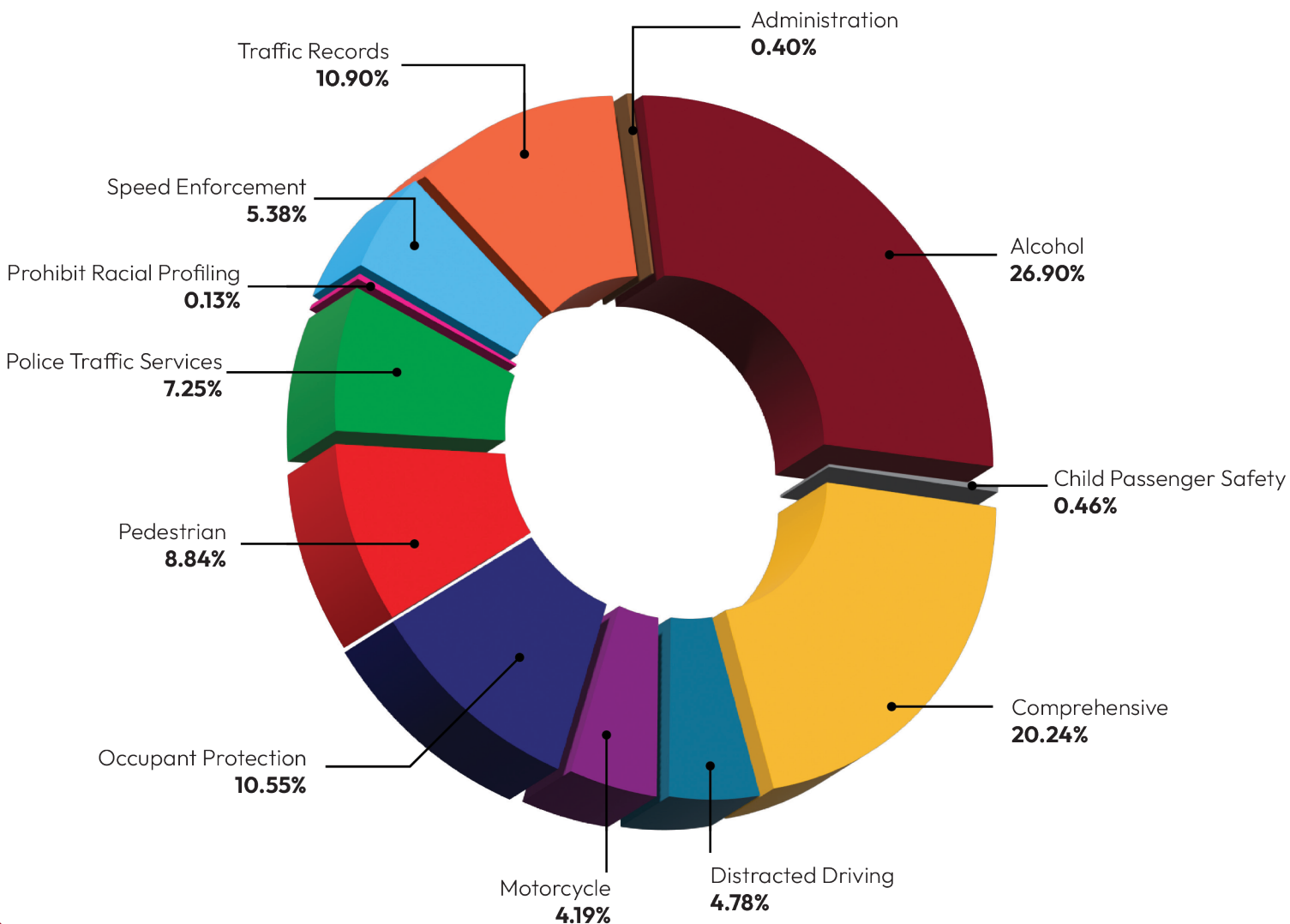
FUNDING

The Highway Safety Act of 1966 authorized the first federal highway safety program titled 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, and creating new incentive grants, penalties, and sanctions. Maryland's highway safety program is funded through federal appropriations, and state laws can impact the amount and type of funding the state receives. The Infrastructure Investment and Jobs Act, also known as the Bipartisan Infrastructure Law, was signed into law by President Biden on November 15, 2021, to replace the Fixing America's Surface Transportation Act

(FAST Act). While FAST Act funding was used during the majority of the FFY, some Bipartisan Infrastructure Law funding was used.

The MHSO receives funding from the National Highway Traffic Safety Administration (NHTSA) for use at the statewide and local levels. The MHSO submits its plan for allocating these funds to NHTSA by way of a Highway Safety Plan (HSP), utilizing formulas and strategic planning models. Funds are allocated to jurisdictions and grant-funded projects that 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:



Awarded Grants and Funding

For the fourth year, the Governors Highway Safety Association (GHSA) and the Foundation for Advancing Alcohol Responsibility (Responsibility.org) awarded the MHSO a grant that enhanced and bolstered efforts to detect impaired driving. The Impaired Driving grant provided funding for four Cannabis Intoxication Impaired Driving Labs. These labs educate law enforcement to better determine the signs and symptoms of marijuana and poly-substance impaired driving. In addition, the funding will support additional Advanced Roadside Impaired Driving Enforcement (ARIDE) classes throughout the state.

The MHSO applied for the NHTSA DUID Tool Support funding opportunity and was awarded in August 2023. This funding provided for the purchase of oral fluid testing devices and support for extended outreach as part of the cannabis-themed Be the Sober Driver and Be the Make a Plan Driver campaigns. The Montgomery County Police Department (MCPD) received two Drager and three Intoximeter oral fluid testing devices which were provided to MCPD's Alcohol Initiatives Unit (AIU). AIU is responsible for impaired driving enforcement and leads the department in DUI arrests. The incremental campaign leveraged Out of Home (billboards), digital display, and social

tactics to drive awareness of safe cannabis usage due to the new Maryland law. Furthermore, the campaign served 6.9M impressions throughout the flight and delivered 99.3% of the campaign's \$30,000 investment.

The Governors Highway Safety Association and General Motors awarded the MHSO a grant to implement and evaluate a project to address distracted driving. Using a data-driven approach, nine high schools were selected, based on communities with a high propensity for distracted driving crashes among young drivers, to receive a specialized interactive program from Think Fast Interactive. The program uses a trivia-based game show format based on active learning theories to connect young people with distracted driving information.

The MHSO was awarded a grant in November 2022 by GHSA and powered by Lyft and Responsibility.org, to implement a 2022 holiday campaign encouraging the public to use Lyft ride-hailing services rather than drive after consuming alcohol and/or other impairing substances. More information on this campaign and its results can be found in the Impaired Driving section of this report.



Legislation

Child Passenger Safety – Enhanced

In April 2022, former Governor Larry Hogan signed Senate Bill 176 into law as Chapter 232, Acts of Maryland 2022. Chapter 232 was a bill that strengthened state laws to protect children traveling on Maryland roadways. The MVA introduced this departmental bill to guide parents on keeping a child rear-facing, something that was not addressed under prior law. The new law went into effect at the beginning of FFY 23 on October 1, 2022, and mandates that children must be kept rear-facing until at least two years of age, unless the child meets or exceeds the height or weight on the seat’s manufacturer guidelines. Maryland law is now consistent with laws in 16 other states and the District of Columbia.

The American Academy of Pediatrics (AAP) and NHTSA state that children should ride rear-facing for as long as possible. Rear-facing child seats better support the head, neck, and spine of infants and toddlers in a crash, and the back of the seat takes most of the impact energy. When children ride forward-facing, their heads are thrown forward in a crash, possibly resulting in serious injuries. Before Chapter 232 (SB 176), Maryland law only required a child to ride in a car seat until reaching at least 4’ 9” in height.

The inclusion of age for rear-facing child seats helps law enforcement officers educate drivers on proper child passenger safety and gives clearer guidance for caregivers. Under the prior law, no guidance was provided for rear-facing. The

enhanced bill brings attention to the fact that children under two are better protected in a crash when riding rear-facing. Under Transportation Article §22-412.2, only a written warning may be issued for the first violation, supporting law enforcement’s request to use the new law as a teaching exercise for drivers rather than a monetary fine.

Move Over Law – Expanded

While every state in the country has some form of ‘Move Over’ law on the books, roadside workers and rescuers, law enforcement officers, and stopped motorists continue to be struck by vehicles and injured or killed at an alarming rate. During the 2022 legislative session, lawmakers passed and Governor Hogan signed Senate Bill 147 – Motor Vehicles – Operation When Approaching Stopped, Standing, or Parked Vehicles – which went into effect October 1, 2022.

The bill requires a driver approaching a stopped, standing, or parked vehicle displaying hazard warning lights, road flares or other caution signals, from the rear to make a lane change into an available lane not immediately adjacent to the vehicle, or to slow to a reasonable and prudent speed that is safe. Prior state law applied only to emergency vehicles, tow trucks, and service vehicles. However, passage of Chapter 382 of 2022 (SB 147) expanded the state’s Slow Down, Move Over law, to cover all vehicles displaying hazard lights on the side of the road.



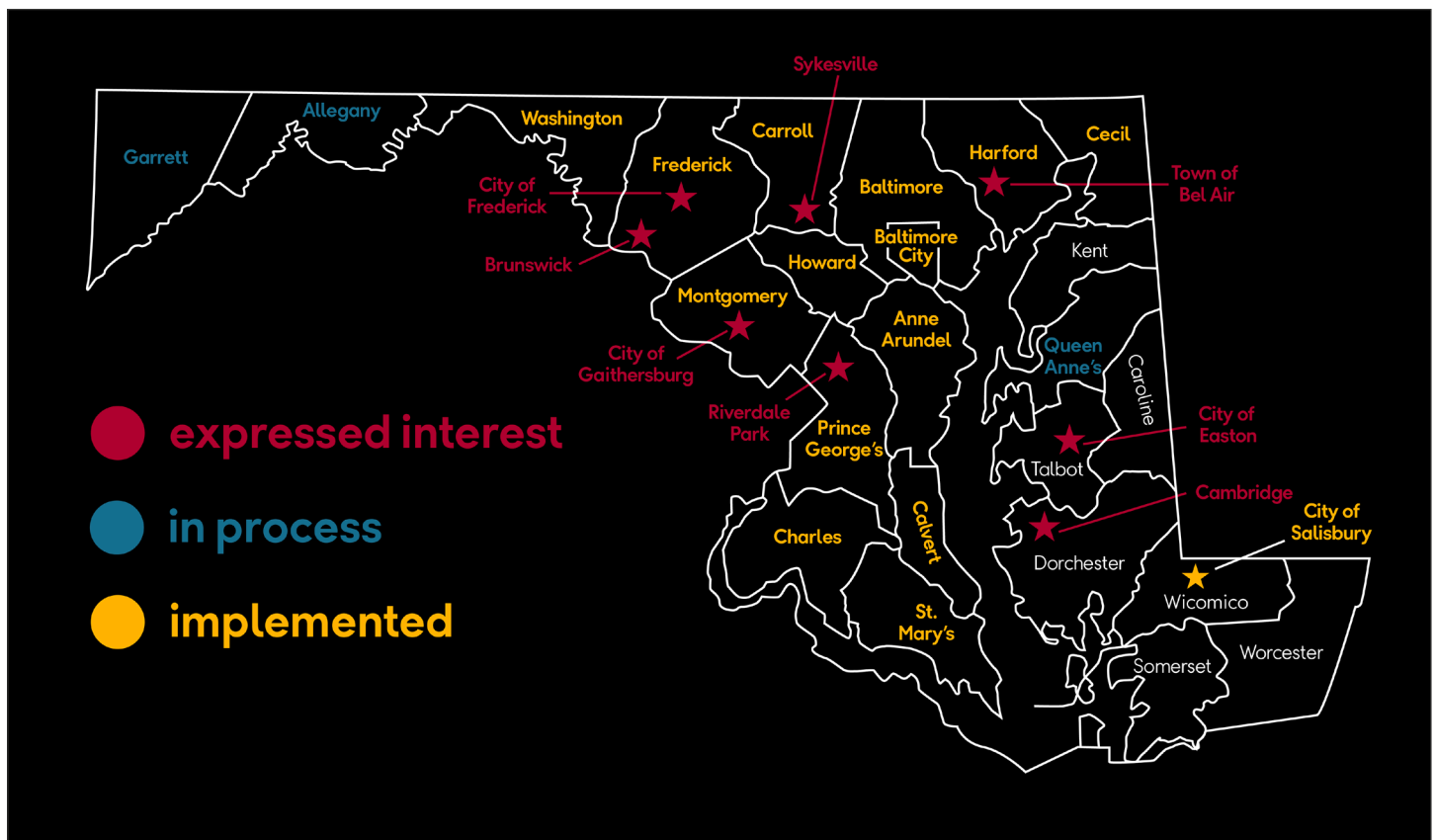
Local Strategic Highway Safety Plan

Maryland's statewide SHSP provides a strong foundation to apply the Safe System Approach principles and elements. Since 2018, the MHSO has provided grant funding to the Baltimore Metropolitan Council (BMC) to fund a position focused on assisting the jurisdictions in the Baltimore region with developing and implementing local SHSPs. Each team has developed a plan customized to address local needs.

Local SHSPs engage multiple safety agencies along with state partners. Following an approach to include enforcement, education/outreach, engineering, and emergency medical services, some teams have expanded to include schools, health, and other local departments as well as the Maryland State Highway Administration (SHA),

MHSO, and Maryland State Police (MSP). With a multi-disciplinary team, a holistic approach is brought to traffic safety and silos are broken down. These plans also qualify local jurisdictions for federal and state funding. The development and implementation of local safety plans can be funded through the Safe Streets and Roads for All program, created by the Bipartisan Infrastructure Law. This is a new funding structure and an important step to provide federal funding directly to local agencies. The SHA has made infrastructure improvement funding available to local agencies that have an established local plan.

The development of local plans began in 2017 and as seen on the map below, more than one-half of Maryland jurisdictions have implemented a plan.



Grants and Spent Amounts

The following is a list of the MHSO's FFY 2023 grantees' funds obligated and spent:

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Aberdeen Police Department	Speed Enforcement	\$750.00	\$0.00	\$0.00	\$0.00
Aberdeen Police Department	Impaired Driving	\$1,000.00	\$0.00	\$627.92	\$627.92
Allegany County Sheriff's Office	Speed Enforcement	\$2,999.91	\$0.00	\$479.00	\$479.00
Anne Arundel County Police Department	Distracted Driving	\$28,000.00	\$0.00	\$17,442.82	\$17,442.82
Anne Arundel County Police Department	Impaired Driving	\$34,964.82	\$0.00	\$11,574.36	\$11,574.36
Anne Arundel County Police Department	Speed Enforcement	\$20,000.00	\$0.00	\$11,563.53	\$11,563.53
Anne Arundel County Police Department	Pedestrian/Bicycle	\$10,000.00	\$4,874.49	\$0.00	\$4,874.49
Baltimore City Department of Transportation	Pedestrian/Bicycle	\$4,500.00	\$0.00	\$0.00	\$0.00
Baltimore City Police Department	Distracted Driving	\$3,000.00	\$0.00	\$0.00	\$0.00
Baltimore City Police Department	Speed Enforcement	\$5,000.00	\$0.00	\$1,250.00	\$1,250.00
Baltimore City Police Department	Impaired Driving	\$5,000.00	\$0.00	\$0.00	\$0.00
Baltimore City Police Department	Pedestrian/Bicycle	\$3,000.00	\$0.00	\$0.00	\$0.00
Baltimore County Police Department	Distracted Driving	\$35,000.00	\$0.00	\$33,031.12	\$33,031.12
Baltimore County Police Department	Pedestrian/Bicycle	\$37,000.00	\$30,364.51	\$0.00	\$30,364.51
Baltimore County Police Department	Speed Enforcement	\$35,000.00	\$0.00	\$30,417.33	\$30,417.33
Baltimore County Police Department	Impaired Driving	\$150,000.00	\$0.00	\$115,764.96	\$115,764.96
Baltimore County Police Dept - Crash Recon	Special Projects	\$26,000.00	\$0.00	\$18,820.13	\$18,820.13
Baltimore Metropolitan Council	Special Projects	\$124,916.87	\$111,896.57	\$0.00	\$111,896.57

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Baltimore Metropolitan Council	Pedestrian/Bicycle	\$400,000.00	\$0.00	\$400,000.00	\$400,000.00
Bel Air Police Department	Distracted Driving	\$2,035.00	\$0.00	\$2,035.00	\$2,035.00
Bel Air Police Department	Pedestrian/Bicycle	\$1,815.00	\$972.55	\$0.00	\$972.55
Bel Air Police Department	Impaired Driving	\$2,805.00	\$0.00	\$1,630.35	\$1,630.35
Bel Air Police Department	Speed Enforcement	\$1,045.00	\$0.00	\$1,045.00	\$1,045.00
Berlin Police Department	Impaired Driving	\$3,000.00	\$0.00	\$2,707.29	\$2,707.29
Berlin Police Department	Speed Enforcement	\$1,500.00	\$0.00	\$1,362.79	\$1,362.79
Berlin Police Department	Occupant Protection	\$1,500.00	\$0.00	\$1,409.01	\$1,409.01
BYKE Collective	Pedestrian/Bicycle	\$44,032.02	\$42,587.65	\$0.00	\$42,587.65
Calvert Alliance Against Substance Abuse, Inc.	Impaired Driving	\$4,160.00	\$0.00	\$3,815.00	\$3,815.00
Calvert County Sheriff's Office	Speed Enforcement	\$9,000.00	\$0.00	\$8,823.20	\$8,823.20
Calvert County Sheriff's Office	Impaired Driving	\$15,500.00	\$0.00	\$12,821.88	\$12,821.88
Calvert County Sheriff's Office	Distracted Driving	\$6,000.00	\$0.00	\$5,090.60	\$5,090.60
Calvert County Sheriff's Office	Pedestrian/Bicycle	\$3,000.00	\$912.00	\$0.00	\$912.00
Carroll County Sheriff's Office	Pedestrian/Bicycle	\$2,500.00	\$2,325.99	\$0.00	\$2,325.99
Carroll County Sheriff's Office	Occupant Protection	\$7,500.00	\$0.00	\$6,317.71	\$6,317.71
Carroll County Sheriff's Office	Speed Enforcement	\$7,500.00	\$0.00	\$6,101.32	\$6,101.32
Carroll County Sheriff's Office	Impaired Driving	\$17,000.00	\$0.00	\$14,876.20	\$14,876.20
Cecil County Health Department	Special Projects	\$5,918.00	\$0.00	\$0.00	\$0.00
Cecil County Sheriff's Office	Distracted Driving	\$4,015.00	\$0.00	\$959.52	\$959.52
Cecil County Sheriff's Office	Impaired Driving	\$4,015.00	\$0.00	\$609.62	\$609.62

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Cecil County Sheriff's Office	Pedestrian/Bicycle	\$3,520.00	\$224.63	\$0.00	\$224.63
Cecil County Sheriff's Office	Speed Enforcement	\$4,015.00	\$0.00	\$1,497.00	\$1,497.00
Center for Injury Research and Policy	Traffic Records	\$25,077.97	\$0.00	\$20,437.93	\$20,437.93
Charles County Sheriff's Office	Distracted Driving	\$5,000.00	\$0.00	\$3,646.39	\$3,646.39
Charles County Sheriff's Office	Impaired Driving	\$25,000.00	\$0.00	\$21,376.58	\$21,376.58
Charles County Sheriff's Office	Speed Enforcement	\$12,000.00	\$0.00	\$9,027.26	\$9,027.26
Charles County Sheriff's Office	Pedestrian/Bicycle	\$8,000.00	\$7,576.48	\$0.00	\$7,576.48
Chesapeake Region Safety Council	Special Projects	\$365,856.49	\$0.00	\$331,683.71	\$331,683.71
Chesapeake Region Safety Council	Distracted Driving	\$7,040.00	\$0.00	\$0.00	\$0.00
Chestertown Police Department	Speed Enforcement	\$2,498.00	\$0.00	\$365.97	\$365.97
Chestertown Police Department	Occupant Protection	\$498.00	\$0.00	\$0.00	\$0.00
Chestertown Police Department	Impaired Driving	\$1,494.00	\$0.00	\$373.50	\$373.50
City of Bowie	Pedestrian/Bicycle	\$2,000.00	\$1,513.86	\$0.00	\$1,513.86
City of Bowie	Distracted Driving	\$1,000.00	\$0.00	\$885.89	\$885.89
City of Bowie	Speed Enforcement	\$2,000.00	\$0.00	\$861.48	\$861.48
City of Bowie	Impaired Driving	\$3,500.00	\$0.00	\$2,782.96	\$2,782.96
City of Hyattsville Police Department	Distracted Driving	\$2,000.00	\$0.00	\$1,472.10	\$1,472.10
City of Hyattsville Police Department	Impaired Driving	\$7,500.00	\$0.00	\$3,855.07	\$3,855.07
City of Hyattsville Police Department	Pedestrian/Bicycle	\$1,500.00	\$158.76	\$0.00	\$158.76
City of Hyattsville Police Department	Speed Enforcement	\$2,000.00	\$0.00	\$682.41	\$682.41
Crash Center for Research and Education (CORE)	Special Projects	\$11,188.97	\$0.00	\$7,550.45	\$7,550.45

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Crash Center for Research and Education (CORE)	Special Projects	\$45,459.28	\$0.00	\$35,617.47	\$35,617.47
Crash Center for Research and Education (CORE)	Motorcycle	\$39,298.77	\$0.00	\$26,702.62	\$26,702.62
Crash Center for Research and Education (CORE)	Speed Enforcement	\$44,475.30	\$0.00	\$21,605.86	\$21,605.86
Cumberland Police Department	Impaired Driving	\$2,000.00	\$0.00	\$320.24	\$320.24
Cumberland Police Department	Occupant Protection	\$1,000.00	\$0.00	\$0.00	\$0.00
Cumberland Police Department	Pedestrian/Bicycle	\$1,000.00	\$829.66	\$0.00	\$829.66
Denton Police Department	Speed Enforcement	\$960.00	\$0.00	\$821.90	\$821.90
Denton Police Department	Occupant Protection	\$960.00	\$0.00	\$604.44	\$604.44
Denton Police Department	Impaired Driving	\$960.00	\$0.00	\$379.56	\$379.56
DRIVE SMART Virginia	Distracted Driving	\$68,601.50	\$0.00	\$62,603.19	\$62,603.19
Easton Police Department	Impaired Driving	\$14,812.00	\$0.00	\$4,397.16	\$4,397.16
Easton Police Department	Speed Enforcement	\$4,784.00	\$0.00	\$1,193.64	\$1,193.64
Easton Police Department	Occupant Protection	\$1,840.00	\$0.00	\$1,563.04	\$1,563.04
Elkton Police Department	Distracted Driving	\$2,000.00	\$0.00	\$1,760.64	\$1,760.64
Elkton Police Department	Impaired Driving	\$2,480.00	\$0.00	\$1,477.29	\$1,477.29
Elkton Police Department	Speed Enforcement	\$3,994.00	\$0.00	\$3,608.12	\$3,608.12
Frederick Police Department	Impaired Driving	\$20,000.00	\$0.00	\$7,480.30	\$7,480.30
Frederick Police Department	Speed Enforcement	\$14,000.00	\$0.00	\$10,907.48	\$10,907.48
Frederick Police Department	Occupant Protection	\$5,000.00	\$0.00	\$3,920.07	\$3,920.07
Frostburg City Police Department	Impaired Driving	\$993.56	\$0.00	\$0.00	\$0.00

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Frostburg City Police Department	Occupant Protection	\$993.56	\$0.00	\$268.86	\$268.86
Fruitland Police Department	Impaired Driving	\$3,990.00	\$0.00	\$3,765.00	\$3,765.00
Fruitland Police Department	Occupant Protection	\$1,470.00	\$0.00	\$1,367.19	\$1,367.19
Fruitland Police Department	Speed Enforcement	\$3,970.00	\$0.00	\$3,658.00	\$3,658.00
Gaithersburg Police Department	Impaired Driving	\$14,528.00	\$0.00	\$11,934.44	\$11,934.44
Greenbelt Police Department	Impaired Driving	\$750.00	\$0.00	\$742.50	\$742.50
Hampstead Police Department	Occupant Protection	\$1,000.00	\$0.00	\$436.24	\$436.24
Hampstead Police Department	Impaired Driving	\$2,500.00	\$0.00	\$1,036.84	\$1,036.84
Hampstead Police Department	Speed Enforcement	\$1,000.00	\$0.00	\$509.75	\$509.75
Harford County Sheriff's Office	Distracted Driving	\$18,000.00	\$0.00	\$17,107.47	\$17,107.47
Harford County Sheriff's Office	Speed Enforcement	\$18,000.00	\$0.00	\$17,032.62	\$17,032.62
Harford County Sheriff's Office	Impaired Driving	\$60,000.00	\$0.00	\$36,143.28	\$36,143.28
Havre de Grace Police Department	Distracted Driving	\$1,000.00	\$0.00	\$400.00	\$400.00
Havre de Grace Police Department	Impaired Driving	\$1,500.00	\$0.00	\$227.28	\$227.28
Havre de Grace Police Department	Speed Enforcement	\$1,000.00	\$0.00	\$619.96	\$619.96
Havre de Grace Police Department	Pedestrian/Bicycle	\$1,500.00	\$0.00	\$0.00	\$0.00
Howard County Department of Police	Distracted Driving	\$15,000.00	\$0.00	\$13,377.76	\$13,377.76
Howard County Department of Police	Speed Enforcement	\$15,000.00	\$0.00	\$14,601.08	\$14,601.08
Howard County Department of Police	Impaired Driving	\$38,000.00	\$0.00	\$25,887.96	\$25,887.96
Kent County Sheriff's Office	Speed Enforcement	\$990.00	\$0.00	\$234.54	\$234.54

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Kent County Sheriff's Office	Impaired Driving	\$990.00	\$0.00	\$573.18	\$573.18
Kent County Sheriff's Office	Occupant Protection	\$960.00	\$0.00	\$522.08	\$522.08
Laurel Police Department	Impaired Driving	\$8,000.00	\$0.00	\$0.00	\$0.00
Laurel Police Department	Speed Enforcement	\$3,000.00	\$0.00	\$0.00	\$0.00
Laurel Police Department	Distracted Driving	\$1,000.00	\$0.00	\$0.00	\$0.00
Laurel Police Department	Pedestrian/Bicycle	\$1,000.00	\$0.00	\$0.00	\$0.00
Manchester Police Department	Impaired Driving	\$1,000.00	\$0.00	\$1,000.00	\$1,000.00
Manchester Police Department	Speed Enforcement	\$1,000.00	\$0.00	\$890.65	\$890.65
Maryland Capitol Police	Distracted Driving	\$4,000.00	\$0.00	\$1,863.40	\$1,863.40
Maryland Capitol Police	Pedestrian/Bicycle	\$2,000.00	\$500.00	\$0.00	\$500.00
Maryland Chiefs of Police	Impaired Driving	\$99,850.00	\$0.00	\$80,262.32	\$80,262.32
Maryland Chiefs of Police	Special Projects	\$139,950.00	\$0.00	\$88,208.49	\$88,208.49
Maryland Department of Health	Occupant Protection	\$338,514.55	\$0.00	\$310,029.81	\$310,029.81
Maryland Highway Safety Office	Communications	\$1,534,500.00	\$0.00	\$1,395,323.59	\$1,395,323.59
Maryland Highway Safety Office	Communications (DUI)	\$1,129,500.00	\$0.00	\$1,092,088.46	\$1,092,088.46
Maryland Highway Safety Office	Pedestrian/Bicycle	\$672,893.42	\$672,893.42	\$0.00	\$672,893.42
Maryland Highway Safety Office	Grant Management System (GPS)	\$401,050.00	\$0.00	\$259,649.72	\$259,649.72
Maryland Highway Safety Office	Planning & Administration	\$65,804.06	\$0.00	\$37,424.28	\$37,424.28
Maryland Highway Safety Office	MHSO Staffing 1	\$1,220,634.64	\$0.00	\$976,411.76	\$976,411.76
Maryland Highway Safety Office	MHSO Staffing 2	\$594,389.45	\$0.00	\$490,518.51	\$490,518.51
Maryland Highway Safety Office	MHSO Staffing 3	\$573,927.78	\$458,715.01	\$0.00	\$458,715.01

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Maryland Highway Safety Office	Special Projects	\$21,200.00	\$11,331.96	\$0.00	\$11,331.96
Maryland Highway Safety Office	Special Projects	\$30,000.00	\$26,400.00	\$0.00	\$26,400.00
Maryland Highway Safety Office	Special Projects	\$20,000.00	\$18,857.78	\$0.00	\$18,857.78
Maryland Highway Safety Office	Special Projects	\$37,782.50	\$0.00	\$33,541.50	\$33,541.50
Maryland Highway Safety Office	Special Projects	\$14,200.00	\$0.00	\$0.00	\$0.00
Maryland Highway Safety Office	Special Projects	\$60,000.00	\$0.00	\$57,494.54	\$57,494.54
Maryland Institute for EMS Systems	Occupant Protection	\$92,414.68	\$0.00	\$82,219.79	\$82,219.79
Maryland Institute for EMS Systems	Pedestrian/Bicycle	\$28,120.04	\$24,932.71	\$0.00	\$24,932.71
Maryland Natural Resources Police	Impaired Driving	\$1,000.00	\$0.00	\$972.00	\$972.00
Maryland Natural Resources Police	Distracted Driving	\$800.00	\$0.00	\$800.00	\$800.00
Maryland Natural Resources Police	Speed Enforcement	\$800.00	\$0.00	\$800.00	\$800.00
Maryland Sheriffs' Association, Inc.	Impaired Driving	\$19,250.00	\$0.00	\$18,329.08	\$18,329.08
Maryland Sheriffs' Association, Inc.	Special Projects	\$3,300.00	\$0.00	\$1,894.32	\$1,894.32
Maryland Soybean Board	Special Projects	\$139,915.65	\$0.00	\$124,450.19	\$124,450.19
Maryland State Police - DRE	Impaired Driving	\$343,814.88	\$0.00	\$191,724.53	\$191,724.53
Maryland State Police - Mobile Unit	Impaired Driving	\$35,450.00	\$0.00	\$12,606.42	\$12,606.42
Maryland State Police - SPIDRE	Impaired Driving	\$405,000.00	\$0.00	\$274,673.07	\$274,673.07
Maryland State Police - Statewide	Motorcycle	\$132,048.63	\$0.00	\$37,005.21	\$37,005.21
Maryland State Police - Statewide	Speed Enforcement	\$174,500.00	\$0.00	\$66,769.04	\$66,769.04
Maryland State Police - Statewide	Distracted Driving	\$88,000.00	\$0.00	\$40,004.28	\$40,004.28

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Maryland State Police - Statewide	Impaired Driving	\$391,700.00	\$0.00	\$181,164.52	\$181,164.52
Maryland State Police - Statewide	Pedestrian/Bicycle	\$13,000.00	\$10,734.13	\$0.00	\$10,734.13
Maryland State's Attorneys' Association	Impaired Driving	\$179,745.94	\$0.00	\$138,833.52	\$138,833.52
Maryland Transportation Authority Police	Speed Enforcement	\$24,000.00	\$0.00	\$19,264.66	\$19,264.66
Maryland Transportation Authority Police	Distracted Driving	\$22,000.00	\$0.00	\$13,753.04	\$13,753.04
Maryland Transportation Authority Police	Impaired Driving	\$41,000.00	\$0.00	\$23,017.90	\$23,017.90
Metropolitan Washington Council of Governments	Pedestrian/Bicycle	\$250,000.00	\$0.00	\$250,000.00	\$250,000.00
MML PEA Committee 2022/2023	Special Projects	\$7,000.00	\$0.00	\$6,941.85	\$6,941.85
Montgomery County Maryland	Speed Enforcement	\$36,000.00	\$0.00	\$6,205.31	\$6,205.31
Montgomery County Maryland	Distracted Driving	\$20,285.00	\$0.00	\$10,986.00	\$10,986.00
Montgomery County Maryland	Impaired Driving	\$95,000.00	\$0.00	\$92,849.38	\$92,849.38
Montgomery County Sheriff's Office	Impaired Driving	\$10,000.00	\$0.00	\$1,914.91	\$1,914.91
Morgan State University	Distracted Driving	\$53,778.77	\$0.00	\$53,509.51	\$53,509.51
Mothers Against Drunk Driving	Impaired Driving	\$67,615.67	\$0.00	\$50,410.32	\$50,410.32
Mount Airy Police Department	Impaired Driving	\$2,000.00	\$0.00	\$1,183.16	\$1,183.16
Mount Airy Police Department	Occupant Protection	\$1,000.00	\$0.00	\$458.75	\$458.75
Mount Airy Police Department	Speed Enforcement	\$1,000.00	\$0.00	\$901.25	\$901.25
Mount Airy Police Department	Pedestrian/Bicycle	\$1,000.00	\$954.08	\$0.00	\$954.08
Neighborhood Design Center	Pedestrian/Bicycle	\$44,609.13	\$41,364.20	\$0.00	\$41,364.20

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Ocean City Police Department	Impaired Driving	\$19,536.00	\$0.00	\$15,593.72	\$15,593.72
Ocean City Police Department	Occupant Protection	\$1,848.00	\$0.00	\$1,848.00	\$1,848.00
Ocean City Police Department	Speed Enforcement	\$2,904.00	\$0.00	\$2,390.34	\$2,390.34
Ocean City Police Department	Pedestrian/Bicycle	\$14,916.00	\$9,766.33	\$0.00	\$9,766.33
Perryville Police Department	Impaired Driving	\$1,500.00	\$0.00	\$308.46	\$308.46
Perryville Police Department	Pedestrian/Bicycle	\$1,500.00	\$215.88	\$0.00	\$215.88
Prince George's County - Department of Public Works and Transportation	Special Projects	\$33,000.00	\$0.00	\$21,750.00	\$21,750.00
Prince George's County Police Department	Pedestrian/Bicycle	\$11,503.58	\$7,807.20	\$0.00	\$7,807.20
Prince George's County Police Department	Speed Enforcement	\$40,000.00	\$0.00	\$37,579.99	\$37,579.99
Prince George's County Police Department	Distracted Driving	\$30,000.00	\$0.00	\$27,358.38	\$27,358.38
Prince George's County Police Department	Impaired Driving	\$115,008.00	\$0.00	\$72,012.30	\$72,012.30
Princess Anne Police Department	Impaired Driving	\$3,979.00	\$0.00	\$3,071.15	\$3,071.15
Princess Anne Police Department	Occupant Protection	\$1,497.57	\$0.00	\$989.34	\$989.34
Princess Anne Police Department	Speed Enforcement	\$1,497.57	\$0.00	\$1,261.79	\$1,261.79
Princess Anne Police Department	Pedestrian/Bicycle	\$2,995.14	\$1,937.39	\$0.00	\$1,937.39
Queen Anne's County Sheriff's Office	Speed Enforcement	\$14,014.00	\$0.00	\$13,958.88	\$13,958.88
Queen Anne's County Sheriff's Office	Impaired Driving	\$13,000.00	\$0.00	\$12,756.56	\$12,756.56
Queen Anne's County Sheriff's Office	Occupant Protection	\$4,004.00	\$0.00	\$4,004.00	\$4,004.00
Riverdale Park Police Department	Speed Enforcement	\$3,000.00	\$0.00	\$1,679.37	\$1,679.37
Riverdale Park Police Department	Distracted Driving	\$3,000.00	\$0.00	\$2,115.43	\$2,115.43

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Riverdale Park Police Department	Pedestrian/Bicycle	\$1,000.00	\$581.70	\$0.00	\$581.70
Riverdale Park Police Department	Impaired Driving	\$5,000.00	\$0.00	\$1,600.79	\$1,600.79
Rockville Police Department	Speed Enforcement	\$3,000.00	\$0.00	\$380.16	\$380.16
Rockville Police Department	Distracted Driving	\$3,000.00	\$0.00	\$1,018.53	\$1,018.53
Rockville Police Department	Impaired Driving	\$6,000.00	\$0.00	\$279.48	\$279.48
SADD Inc.	Special Projects	\$137,667.34	\$0.00	\$79,153.90	\$79,153.90
Salisbury Police Department	Impaired Driving	\$4,000.00	\$0.00	\$837.72	\$837.72
Salisbury Police Department	Speed Enforcement	\$3,000.00	\$0.00	\$619.17	\$619.17
Salisbury Police Department	Occupant Protection	\$3,000.00	\$0.00	\$878.44	\$878.44
Salisbury University Police Department	Occupant Protection	\$1,996.26	\$0.00	\$1,727.93	\$1,727.93
Seat Pleasant Police Department	Impaired Driving	\$3,000.00	\$0.00	\$1,536.13	\$1,536.13
Seat Pleasant Police Department	Distracted Driving	\$2,000.00	\$0.00	\$0.00	\$0.00
Somerset County Sheriff's Office	Occupant Protection	\$2,000.00	\$0.00	\$643.60	\$643.60
Somerset County Sheriff's Office	Speed Enforcement	\$3,000.00	\$0.00	\$1,576.96	\$1,576.96
Somerset County Sheriff's Office	Impaired Driving	\$4,000.00	\$0.00	\$1,123.96	\$1,123.96
St. Mary's County Health Department	Impaired Driving	\$10,400.00	\$0.00	\$10,400.00	\$10,400.00
St. Mary's County Sheriff's Office	Impaired Driving	\$13,500.00	\$0.00	\$8,143.34	\$8,143.34
St. Mary's County Sheriff's Office	Speed Enforcement	\$6,000.00	\$0.00	\$4,500.00	\$4,500.00
St. Mary's County Sheriff's Office	Distracted Driving	\$4,000.00	\$0.00	\$3,234.09	\$3,234.09
Sykesville Police Department	Impaired Driving	\$1,999.99	\$0.00	\$1,729.17	\$1,729.17
Sykesville Police Department	Speed Enforcement	\$1,500.00	\$0.00	\$1,091.13	\$1,091.13

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Sykesville Police Department	Occupant Protection	\$1,500.00	\$0.00	\$1,087.77	\$1,087.77
Takoma Park Police Department	Distracted Driving	\$1,980.00	\$0.00	\$0.00	\$0.00
Takoma Park Police Department	Speed Enforcement	\$990.00	\$0.00	\$0.00	\$0.00
Takoma Park Police Department	Impaired Driving	\$3,000.00	\$0.00	\$488.40	\$488.40
Talbot County Sheriff's Office	Impaired Driving	\$5,000.00	\$0.00	\$3,614.85	\$3,614.85
Talbot County Sheriff's Office	Speed Enforcement	\$2,000.00	\$0.00	\$1,696.70	\$1,696.70
Talbot County Sheriff's Office	Occupant Protection	\$2,000.00	\$0.00	\$1,686.35	\$1,686.35
Taneytown Police Department	Occupant Protection	\$1,000.00	\$0.00	\$700.78	\$700.78
Taneytown Police Department	Speed Enforcement	\$1,000.00	\$0.00	\$452.84	\$452.84
Tri-County Council for Southern Maryland	Special Projects	\$36,960.00	\$36,000.00	\$0.00	\$36,000.00
University of Maryland Baltimore, NSC	Occupant Protection	\$130,146.08	\$0.00	\$119,457.61	\$119,457.61
University of Maryland Baltimore, NSC	Traffic Records	\$355,762.46	\$0.00	\$342,983.39	\$342,983.39
University of Maryland Baltimore, NSC	Special Projects	\$12,884.47	\$0.00	\$12,749.66	\$12,749.66
University of Maryland Department of Public Safety	Speed Enforcement	\$3,000.00	\$0.00	\$1,277.64	\$1,277.64
University of Maryland Department of Public Safety	Distracted Driving	\$2,000.00	\$0.00	\$0.00	\$0.00
University of Maryland Department of Public Safety	Pedestrian/Bicycle	\$2,000.00	\$0.00	\$0.00	\$0.00
University of Maryland Department of Public Safety	Impaired Driving	\$9,000.00	\$0.00	\$0.00	\$0.00
Washington College	Impaired Driving	\$118,946.64	\$0.00	\$110,264.60	\$110,264.60
Washington College	Traffic Records	\$497,141.18	\$0.00	\$457,618.86	\$457,618.86

Agency	Program Area	Total Obligated Amount	State Funds Spent	NHTSA Funds Spent	Total Spent
Washington County Sheriff's Office	Impaired Driving	\$4,950.00	\$0.00	\$4,950.00	\$4,950.00
Washington Regional Alcohol Program	Special Projects	\$37,284.00	\$0.00	\$0.00	\$0.00
Washington Regional Alcohol Program	Impaired Driving	\$254,417.34	\$0.00	\$175,938.74	\$175,938.74
Wicomico County Sheriff's Office	Impaired Driving	\$6,000.00	\$0.00	\$4,732.52	\$4,732.52
Wicomico County Sheriff's Office	Speed Enforcement	\$6,999.60	\$0.00	\$4,271.84	\$4,271.84
Wicomico County Sheriff's Office	Occupant Protection	\$2,000.00	\$0.00	\$1,250.44	\$1,250.44
Worcester County Health Department	Impaired Driving	\$20,314.80	\$0.00	\$19,788.25	\$19,788.25
Worcester County Sheriff's Office	Impaired Driving	\$2,100.00	\$0.00	\$1,050.00	\$1,050.00
Worcester County Sheriff's Office	Speed Enforcement	\$2,100.00	\$0.00	\$978.97	\$978.97
Worcester County Sheriff's Office	Occupant Protection	\$2,100.00	\$0.00	\$1,765.92	\$1,765.92
Wor-Wic Community College	Special Projects	\$7,000.00	\$0.00	\$7,000.00	\$7,000.00

Law Enforcement, Outreach, and Education Grantees by Region and Emphasis Area

The following is a list of the MHSO's FFY 2023 grantees, listed by jurisdiction and by area:

			Speed Enforcement	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian and Bicycle Safety	Special Projects
Allegany	Law Enforcement	Allegany County Sheriff's Office	X					
		Cumberland Police Department			X	X	X	
		Frostburg City Police Department			X	X		
Anne Arundel	Law Enforcement	Anne Arundel County Police Department	X	X	X		X	
Baltimore City	Law Enforcement	Baltimore City Police Department	X	X	X		X	
		Maryland Capitol Police		X			X	
	Education and Outreach	Baltimore City Department of Transportation					X	
		Baltimore Metropolitan Council					X	X
		BYKE Collective					X	
		Center for Injury Research and Policy						X
		Maryland Department of Health				X		
		Maryland Institute for EMS Systems				X	X	
		Morgan State University		X				
		Neighborhood Design Center					X	
University of Maryland Baltimore, NSC				X		X		
Baltimore	Law Enforcement	Baltimore County Police Department	X	X	X		X	
		Maryland State Police - Mobile Unit			X			
		Maryland State Police - SPIDRE			X			
		Maryland State Police - Statewide	X	X	X		X	
		Maryland Transportation Authority Police	X	X	X			
	Education and Outreach	Baltimore County Police Dept - Crash Recon						X
		Chesapeake Region Safety Council		X				X
		Maryland State Police - DRE			X			
		Maryland State Police - Statewide					X	
Calvert	Law Enforcement	Calvert County Sheriff's Office	X	X	X		X	
	Education and Outreach	Calvert Alliance Against Substance Abuse, Inc.			X			

			Speed Enforcement	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian and Bicycle Safety	Special Projects
Carroll	Law Enforcement	Carroll County Sheriff's Office	X		X	X	X	
		Hampstead Police Department	X		X	X		
		Manchester Police Department	X		X			
		Mount Airy Police Department	X		X	X	X	
		Sykesville Police Department	X		X	X		
		Taneytown Police Department	X			X		
	Maryland Chiefs of Police			X			X	
Education and Outreach	Maryland Sheriffs' Association, Inc.			X			X	
Cecil	Law Enforcement	Cecil County Sheriff's Office	X	X	X		X	
		Elkton Police Department	X	X	X			
		Perryville Police Department			X		X	
		Cecil County Health Department						X
Charles	Law Enforcement	Charles County Sheriff's Office	X	X	X		X	
		Tri-County Council for Southern Maryland						X
Frederick	Law Enforcement	Frederick Police Department	X		X	X		
Harford	Law Enforcement	Frederick	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	X		X	
		Maryland Natural Resources Police	X	X	X			
Howard	Law Enforcement	Howard County Department of Police	X	X	X			
	Education and Outreach	Crash Center for Research and Education (CORE)	X					X
		Maryland State's Attorneys' Association			X			
		Mothers Against Drunk Driving			X			
Kent	Law Enforcement	Chestertown Police Department	X		X	X		
		Kent County Sheriff's Office	X		X	X		
	Education and Outreach	Washington College			X			X

			Speed Enforcement	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian and Bicycle Safety	Special Projects
Montgomery	Law Enforcement	Gaithersburg Police Department			X			
		Montgomery County Maryland	X	X	X			
		Montgomery County Sheriff's Office			X			
		Rockville Police Department	X	X	X			
Out of State	Education and Outreach	DRIVE SMART Virginia		X				
		Metropolitan Washington Council of Governments					X	
		SADD Inc.						X
		Washington Regional Alcohol Program			X			X
Prince George's	Law Enforcement	City of Bowie	X	X	X		X	
		City of Hyattsville Police Department	X	X	X		X	
		Greenbelt Police Department			X			
		Laurel Police Department	X	X	X		X	
		Prince George's County Police Department	X	X	X		X	
		Riverdale Park Police Department	X	X	X		X	
		Seat Pleasant Police Department		X	X			
		Takoma Park Police Department	X	X	X			
	University of Maryland Department of Public Safety	X	X	X		X		
Education and Outreach	Prince George's County - Department of Public Works and Transportation						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	X	
		Somerset County Sheriff's Office	X		X	X		
St. Mary's	Law Enforcement	St. Mary's County Sheriff's Office	X	X	X			
	Education and Outreach	St. Mary's County Health Department			X			
Talbot	Law Enforcement	Easton Police Department	X		X	X		
		Talbot County Sheriff's Office	X		X	X		

			Speed Enforcement	Distracted Driving	Impaired Driving	Occupant Protection	Pedestrian and Bicycle Safety	Special Projects
Washington	Law Enforcement	Hagerstown Police Department	X		X	X		
		Washington County Sheriff's Office			X			
Wicomico	Law Enforcement	Fruitland Police Department	X		X	X		
		Salisbury Police Department	X		X	X		
		Salisbury University Police Department				X		
		Wicomico County Sheriff's Office	X		X	X		
	Education and Outreach	Maryland Soybean Board						X
		Wor-Wic Community College						X
Worcester	Law Enforcement	Berlin Police Department	X		X	X		
		Ocean City Police Department	X		X	X	X	
		Ocean Pines Police Department	X		X	X		
		Worcester County Sheriff's Office	X		X	X		
	Education and Outreach	MML PEA Committee 2022/2023						X
		Worcester County Health Department			X			

MARYLAND CRASH DATA

In 2022, 565 people were killed—less than a 1 percent increase from 2021—in 108,440 police-reported traffic crashes in Maryland, while 40,717 people were injured, and 79,882 crashes involved no apparent injury (“property damage only”). In total, 349 drivers (including 73 motorcycle operators); 149 non-motorists (130 pedestrians “on foot,” 11 bicyclists, and 8 other non-motorist types); and 67 passengers were killed on Maryland roads. The fatality rate for Maryland increased

from 0.86 in 2018 to 0.89 in 2019 and 1.13 in 2020, before falling to 0.99 in 2021 and 2022; notably, the overall fatality rate has consistently been lower than the national fatality rates every year since 1992.

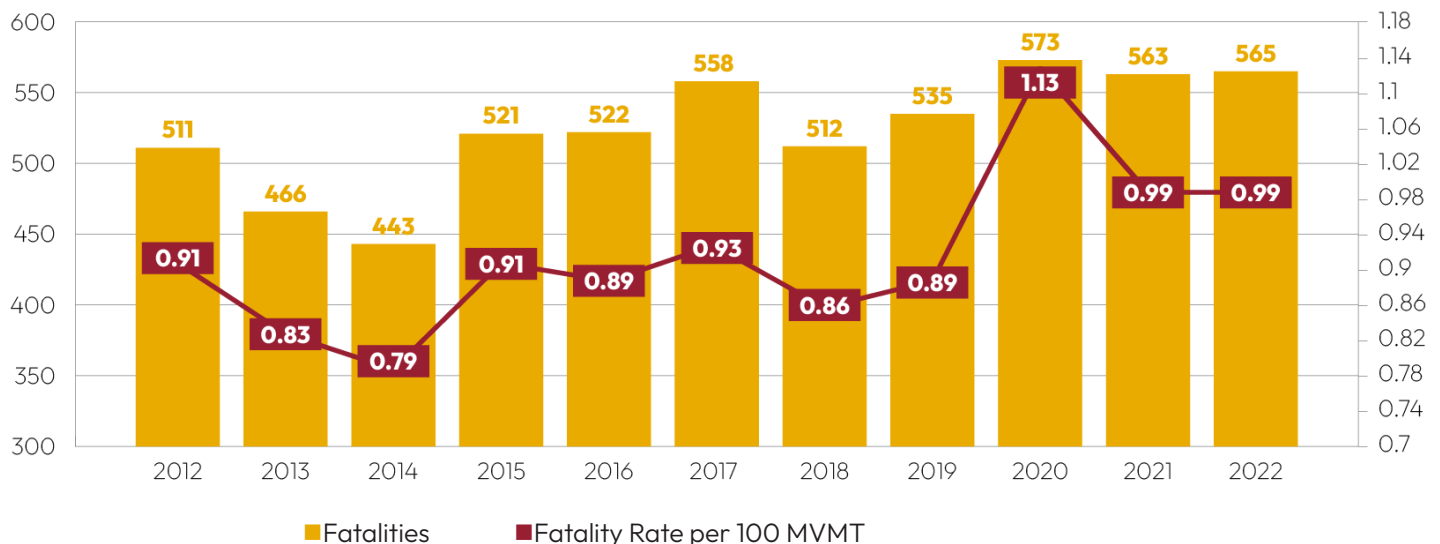
On average in 2022, one person was killed every 15 hours, 111 people were injured each day (4 injured every hour), and 298 police-reported traffic crashes occurred every day.

Statewide Total Crashes, Injury Crashes, Fatal Crashes, Injuries, and Fatalities

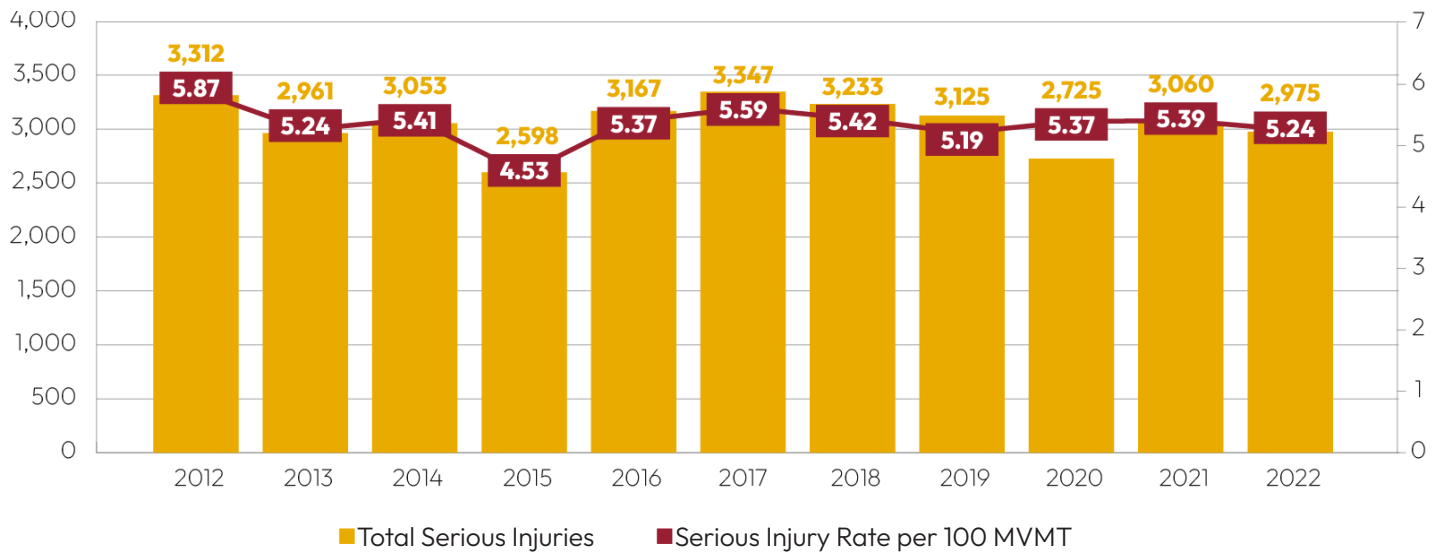
	2018	2019	2020	2021	2022	AVG.
Fatal Crashes	485	496	546	524	533	517
Injury Crashes	33,941	32,938	25,360	28,138	28,025	29,680
Property Damage Crashes	83,643	82,583	69,728	80,238	79,882	79,215
Total Crashes	118,069	116,017	95,634	108,900	108,440	109,412
Total of All Fatalities	512	535	573	563	565	550
Total Number Injured	50,017	48,682	36,790	40,853	40,717	43,412

Source: Crash data are obtained from the State Highway Administration (SHA) which maintains a database derived from crash reports submitted to, and processed and approved by, the Maryland State Police (MSP). As of January 4, 2024. Data are subject to change.

Maryland Traffic Fatalities and Fatality Rate 2012–2022



Maryland Traffic Serious Injuries and Serious Injury Rate 2012–2022



The projects included in this Annual Report prioritize the strategies and action steps in Maryland’s Strategic Highway Safety Plan (2021–2025). For the 2021–2025 SHSP, a statistical methodology was applied to determine highway safety performance measures, with annual targets for the SHSP set using a two-pronged approach: targets experiencing a decreasing trend over time are set using five-year rolling averages and an exponential trend line without a fixed endpoint to calculate future targets; for measures experiencing increasing trends, however, targets are based on a 2% decrease from the most recent crash data (2018–2022 five-year average), continuing with a 2% decrease for each successive five-year average. This is to prevent setting targets higher than a baseline even if the exponential trend line points to an increase.

Current targets through 2021–2025 are set using an initial baseline five-year average of 2005–2009, updated to include trend changes in 2018–2022. For single-year targets, midpoints of the five-year average targets are used, e.g., the 2023 target is the midpoint of the rolling five-year average target for 2021–2025; the 2024 target is the midpoint of the rolling five-year average target for 2022–2026; and the 2025 target is the

midpoint of the rolling five-year average target for 2023–2026.

This method is applied to 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, with the first three being identical in Maryland’s Highway Safety Plan (HSP) and Highway Safety Improvement Program (HSIP) per federal requirement.

All traffic safety documents in the State of Maryland conform to this SHSP methodology, including the MHSO’s Highway Safety Plan (HSP), SHA’s Highway Safety Improvement Plan (HSIP), and SHA’s Commercial Vehicle Safety Plan (CVSP). To comply with federal guidelines, annual targets for each of the SHSP’s emphasis areas and each of the HSP program areas are also set using an exponential trend line and five-year rolling averages to calculate future targets.

Unless otherwise noted, all data are derived from SHA’s Traffic Analysis Network Garage (TANG), based on crash reports submitted to and processed by the Maryland State Police through the Automated Crash Reporting System (ACRS). Data are subject to change.

COMMUNICATIONS

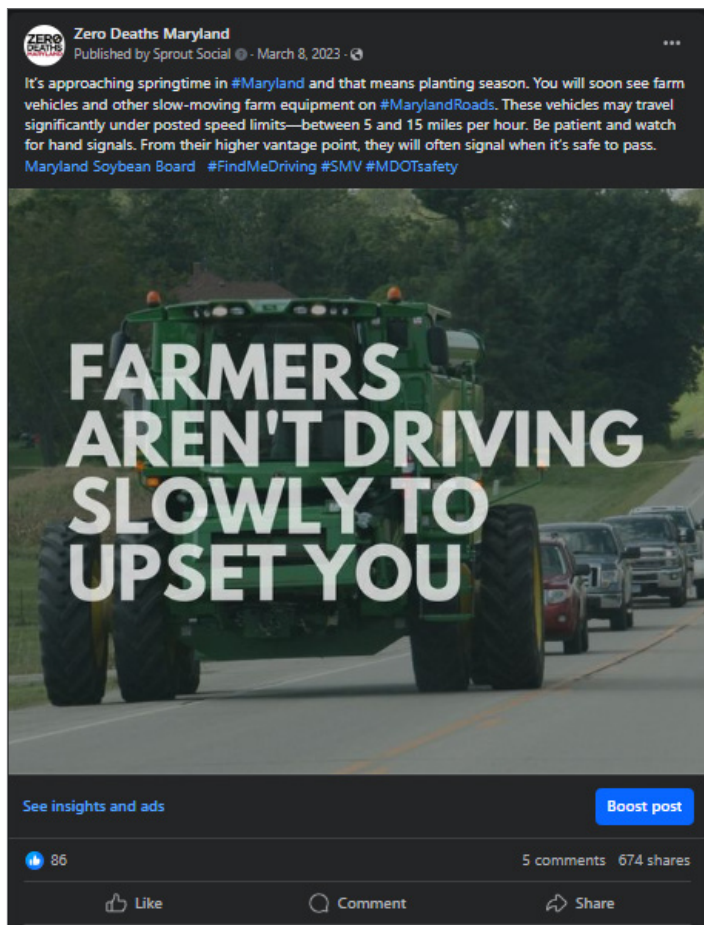
In FFY 2023, the MHSO continued to expand the overarching highway safety campaign, Be the Driver. The campaign depicts common situations that drivers, riders, and pedestrians often face, and each road user’s personal responsibility. Throughout the campaign, the MHSO is asking: Will you Be the Driver who helps eliminate deaths and serious injuries on Maryland roads?

New creative this fiscal year included cannabis-impaired graphics, a new move over video, additional winter weather precaution graphics,

and more. The campaign has an ‘always on’ approach with one of the seven sub-themes always being in the market throughout the year, plus additional campaigns that have been developed since the launch of the initial seven. Paid media efforts were coupled with NHTSA’s communication calendar, popular holidays, and HVE waves from state and local law enforcement. Additional detailed information on paid media success can be found in each emphasis area.

Program Area	Allotted Budget	Total Spent	Percentage Spent
Speeding & Aggressive Driving	\$225,000.00	\$221,453.79	98.42%
Communications	\$442,000.00	\$396,657.73	89.74%
Distracted Driving	\$205,000.00	\$175,451.46	85.59%
Impaired Driving - Alcohol	\$762,500.00	\$749,199.93	98.26%
Impaired Driving - Cannabis	\$100,000.00	\$99,693.05	99.69%
Motorcyclist Awareness	\$135,000.00	\$118,212.99	87.57%
Motorcycle – Impaired	\$230,000.00	\$212,403.48	92.35%
Occupant Protection	\$275,000.00	\$248,638.22	90.41%
Pedestrian & Bicyclist Safety	\$234,700.38	\$234,700.38	100.00%
Move Over	\$220,603.51	\$220,603.51	100.00%
Roadside Emergencies	\$192,344.93	\$192,344.93	100.00%
Child Passenger Safety	\$160,000.00	\$142,411.32	89.01%
Total:	\$3,182,148.82	\$2,819,425.86	88.60 %

Social Media



The top post of FFY 2023 was a Facebook post about properly driving around farm equipment.

Facebook and Instagram were the MHSO's primary social media platforms with additional engagement on Twitter/X. Organic content encouraged behavioral change, recognized individuals and agencies, and shared photos from sponsored events. The MHSO's post total increased in FFY 2023 with a total of 1,460 posts and an overall engagement increase of 26.8% across all platforms. The Zero Deaths MD Facebook page garnered nearly 51 million impressions and more than 454,000 engagements between organic and paid media posts. The Zero Deaths MD Twitter/X account garnered nearly 660,000 impressions and more than 9,700 engagements. The Zero Deaths MD Instagram page received more than 31.4 million impressions and over 800 engagements between organic and paid media posts.

The three most popular posts from the MHSO included a post about using caution around

slow-moving farm vehicles, which had 669 shares, a post featuring a visual of when to stop for a school bus, with 100 shares, and a post highlighting the 2022 Holiday Rideshare Program sponsored by GHSA, Responsibility.org and Lyft, with 47 shares.

Social Media Toolkits

The MHSO put out a monthly social media toolkit throughout FFY 2023 to easily allow partners to share Be the Driver messaging on their respective pages. Toolkits were available for download from the ZeroDeathsMD.gov website under Digital Resources and contained at least 40 social media posts, including copy and graphics formatted for Facebook, Twitter/X, and Instagram. The topics for each toolkit mirrored paid media in market from the MHSO, as well as popular holidays and season-specific messages. Throughout the fiscal year, the toolkits were downloaded nearly 2,000 times. The most active partners sharing toolkit messages were Maryland TraumaNet, Montgomery County DOT, Baltimore County Police Department, Maryland State Police, MIEMSS, SHA, and MDOT.

ZeroDeathsMD.gov

Since the redevelopment of ZeroDeathsMD.gov, the website has become a one-stop shop for grantees, law enforcement partners, and the public. Throughout the fiscal year, updates and improvements were made to the website, including the addition of year-to-date fatality data that is updated monthly.

During FFY 2023, almost 135,000 visitors accessed the MHSO website. The top five most visited pages, excluding the homepage, were Child Passenger Safety, Impaired Driving, Crash Data, School Bus Passing Blog Post, and the Crash Data Dashboard.

Highway Safety Summit

In April 2023, the Maryland Highway Safety Office, in partnership with DRIVE SMART Virginia, hosted the annual Maryland Highway Safety Summit. The Summit is a meeting of safety leaders and stakeholders in Maryland who are working together to reach the goal of eliminating traffic fatalities and serious injuries by 2030. The event highlighted Maryland's collaborative approach to bringing together federal, state, and local partners, and featured keynote speakers, panel discussions, an exhibitor showcase, and breakout sessions that addressed key traffic safety concerns. The Summit was well attended by roughly 250 participants.



Pictured left to right: Bala Akundi, Baltimore Metropolitan Council, Laura Sonderup, Heinrich Marketing, Jeff Wilson, Padilla, talking during the Speaking to Everyone panel during the 2023 Annual Highway Safety Summit.

Speed and Aggressive Driving

In 2022, the number of fatal crashes involving aggressive driving increased by one (1), resulting in 36 total fatalities, or three more than in 2021. The slight increase in 2022 compared to 2021 is similar when looking at all aggressive driving related crashes: 3,365 total crashes (up from 3,276 in 2021) and 1,784 injuries (up from 1,762 in 2021). During the latest five-year period, 2018 through 2022, aggressive drivers have been involved in an average of 3,610 crashes on Maryland roads each year. For the same five-year period, aggressive driving accounted for an annual average of three percent of all traffic crashes, four percent of all injury crashes, and seven percent of all fatal crashes in Maryland. Aggressive driving was a factor in five percent of injuries and eight percent of fatalities during the five-year period, and four percent of injuries and seven percent of fatalities in 2022.

In 2022, Maryland law enforcement officers issued 532 citations statewide for aggressive driver violations, compared to 597 in 2021 and 791 in 2020. Difficulties exist in obtaining convictions for violating the aggressive driving statute because of the requirement that officers observe three separate driving violations to issue an aggressive driving citation. Law enforcement officers will not typically wait to observe three or more offenses before taking enforcement action.

The number of fatal crashes involving speed increased by 11 percent in 2022, resulting in 13 more fatalities than in 2021. The increase in fatalities and fatal crashes occurred amongst a mix of other outcomes: total speed-related crashes in the state in 2022 decreased from 7,954 in 2021 to 7,926, and injury crashes decreased from 2,228 to 2,185, though overall injuries increased from 3,190 to 3,220. Still, between 2018

and 2022, an average of 8,658 speed-related crashes occurred on Maryland roadways each year. For the same five-year period, speeding was involved in an annual average of eight percent of all traffic crashes, nine percent of all injury crashes, and 17 percent of all fatal crashes in Maryland. In addition, driver speed was a factor in nine percent of injured persons and 17 percent of fatalities for the five-year period, and eight percent of injuries and 17 percent of fatalities in 2022.

In 2022, Maryland law enforcement officers issued 110,646 citations statewide for speeding violations, compared to 139,627 in 2021 and 151,062 in 2020. (These figures only include officer-issued citations and do not represent automated speed enforcement numbers.)

In FFY 2023, Crash CORE was awarded a grant to continue the evaluation of Maryland's speed camera program. During the grant year, Crash CORE expanded the dataset of camera and comparison roadways built in the previous study by linking HERE (high quality map data) and census datasets to add roadway, economic and demographic characteristics for each roadway. By plotting the data, it allowed a better understanding of patterns or trends in the placement of speed cameras. Further in FFY 2023, CORE compared camera and comparison roadways to better understand the types of roadways with speed cameras and to identify any biases to consider in interpreting the results from the evaluation. A report was provided to the MHSO that detailed the methods, process, description of the data, and findings.

The MHSO participated in NHTSA's I-95 High Visibility Speed Enforcement Event held during the Northeast Association of State Transportation Officials (NASTO) annual conference. A multi-

state coordinated enforcement effort that began July 21, 2023, was announced during the event where representatives from most of the 16 states along the I-95 corridor were in attendance. The MHSO worked with Maryland law enforcement to join this large-scale enforcement effort.



Maryland's overarching traffic safety campaign, Be the Driver, was adapted to specifically address dangerous speeding and aggressive driving behaviors with a sub-campaign called Be the SLOW DOWN Driver. The Spring Aggressive Campaign was the first installment of the FFY 2023 Aggressive Driving Program. The campaign ran from March 14 to April 30 across the state of Maryland with an emphasis on males aged 18– 34. The campaign's goal was to drive mass awareness of the importance of driving at safe speeds while behind the wheel. Collectively, the campaign garnered more than 9.4M impressions.

The MHSO's FFY23 Summer Aggressive paid media campaign launched on July 15th and ran through the end of July, aligning with the NHTSA calendar enforcement wave. This campaign attained more than 3.3M impressions, 5,200 clicks to the Aggressive Driving landing page, and 159k engagements. Paid social was a primary tactic

across both campaign waves aimed at reminding drivers to slow down on Maryland's roadways.

Law enforcement partners actively continued to enforce speed limits during HVE waves throughout the year.

As part of Maryland's Standardized Performance and Survey Measures, the total number of speeding citations that law enforcement issued during FFY 2023 grant-funded enforcement activities was 9,125.

Distracted Driving

Though the number of distracted driving crashes in 2022 increased by less than one percent from the previous year, the number of fatal crashes involving distracted driving decreased by 10 percent. An average of more than 52,000 distracted driving crashes occurred on Maryland roads each year between 2018 and 2022. For this latest five-year period, distracted driving was a factor in an annual average of approximately one-half of all traffic crashes (48 percent), more than half of all injury crashes (53 percent), and well over one-third of all fatal crashes (37 percent).

Morgan State University received grant funding during the fiscal year to evaluate CAV distraction prevention technologies using their driving simulator that replicates realistic real-world scenarios. An eye-tracking system was used to assess the effects of different CAV notification types (auditory, visual, and bimodal) on drivers and their gaze behaviors. Thirty-five participants wore eye trackers while driving in a simulated network across four scenarios. The participants also completed pre- and post-survey questionnaires. Based on the results, there was a significant difference in steering velocity changes between scenarios. It suggests that when drivers were presented with a visual warning, their focus was diverted from the road, and as a result, they failed to adapt to the changing driving environment, resulting in rapid changes in the direction of the vehicle. The results

of the eye tracker demonstrated that during the visual and bimodal (visual and auditory) warnings, participants' gaze fixations were primarily focused on the CAV warnings rather than the road. The longer gaze fixation for visual warnings suggests that the presence of additional auditory cues in the bimodal scenario may have influenced participants to shift their attention more quickly between the warning and the road environment. An online webinar was conducted to educate drivers on distractions due to new CAV technologies and how to avoid crashes caused by distractions.

The Chesapeake Region Safety Council conducted mock crash scenes at multiple high schools across the state. Staff from the Chesapeake Region Safety Council coordinated with the high schools to have student volunteers play crash victims and worked with local law enforcement and fire departments to have a full-scale response to the mock crashes. The realistic response by emergency services provided students an up-close look on what happens at crash scenes, including the 'jaws of life' tool at some demonstrations. Following the mock crash, students heard from Dr. Janet Bahouth of Crash Core, who provided additional detail about the biometrics behind the crash. Some schools also heard from a victim impact speaker.

Be the FOCUSED Driver is another sub-theme of Be the Driver, intended to call attention to dangerous distracted driving behaviors. The 2023 MHSO Distracted Driving Month campaign kicked off on March 14 and ran through the end of April, leveraging out-of-home (OOH), audio, display, and social assets to educate Maryland drivers on the importance of paying attention while behind the wheel. Collectively, the campaign delivered over 95% of the investment, garnering more than eight million impressions across Clear Channel, iHeart, Audacy, Waze, and Facebook. Of note, the MHSO leveraged Waze's Zero-Speed-Takeover unit by reminding drivers to keep their eyes on the road while they're completely stopped in their vehicles. Overall, Waze delivered

489k impressions, 1.1k clicks, and the highest CTR of all partners with 0.23%. Further distracted driving efforts provided resources to partners that pinpointed the need to pay attention in and around work zones.



Impaired Driving

For the first time in several years, the number of impaired driving crashes in 2022 decreased by 13 percent compared to 2021. Fatal crashes involving alcohol and/or drugs also decreased by 13 percent since 2021, resulting in a 16 percent decrease in the number of fatalities, though it should be noted that 2022 data are still being processed as of this writing. Toxicology results have been delayed and missing from many crash reports; therefore, these figures are most likely incomplete. In 2022, 28 percent of all fatalities in the state involved alcohol and/or drugs, which is in line with the 5-year average and historical trends, with one in three fatal crashes in Maryland involving an impaired driver.

Although every impaired driving crash does not result 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 on Maryland roadways has made impaired driving a crucial focus point for traffic safety and law enforcement professionals throughout the state.



An example of cannabis-impaired campaign materials

On July 1, 2023, cannabis became legally available in Maryland on a recreational basis, an expansion from the previous “medical-only” status. In preparation, the MHSO began working with the Maryland Cannabis Administration on a campaign to educate residents about the laws and potential dangers of cannabis use related to driving. The campaign featured several pieces of creative and ran from June 28, 2023, through the end of September. The campaign featured an original investment of \$100k, as well as an incremental investment of \$30k added to the flight in September scheduled to run 9/8-9/27. Overall, the campaign garnered more than 20M impressions, 11.4k clicks to the Cannabis Impaired landing page, and roughly 1M engagements.

In 2022, the MHSO was awarded a grant from GHSA, Lyft, and Responsibility.org to provide rideshare credits to Marylanders during the holiday season. The grant was announced by GHSA the week before Maryland Remembers, but former Governor Hogan’s Maryland-specific announcement about the grant generated numerous media stories. The rideshare credits were available beginning the first weekend of December and provided \$5 off any Lyft ride in Maryland. Due to low usage, the credit was increased to \$10, \$15, and eventually \$20 for the

New Year’s Holiday. The rides continued to be available periodically throughout 2023 until all codes were redeemed. At the conclusion of the grant period, Marylanders had redeemed 1,665 ride credits.

On November 21, 2022, the MHSO and WRAP hosted Maryland’s 19th annual Maryland Remembers ceremony featuring former Governor Larry Hogan in Annapolis. The Governor was joined by former MDOT Secretary James F. Ports, Jr., Motor Vehicle Administrator Chrissy Nizer, former Maryland State Police Superintendent Col. Woodrow Jones III, highway safety advocates from the Maryland Affiliate of Mothers Against Drunk Driving and the Washington Regional Alcohol Program, and victim impact speaker Deb Hardy. During the ceremony, Administrator Nizer presented the Governor with the annual Kevin Quinlan Award for his administration’s work and advocacy in preventing impaired driving.



Former Governor Hogan being presented with the Kevin Quinlan Award. Pictured left to right: Former Maryland State Police Superintendent Col. Woodrow Jones III, victim impact speaker Deb Hardy, former Governor Larry Hogan, Motor Vehicle Administrator Chrissy Nizer, former MDOT Secretary James F. Ports, Jr.

In addition to Maryland Remembers, WRAP was vital in continuing Maryland’s ongoing education efforts about the dangers of impaired driving through its SoberRide campaign, a safe ride service to prevent drunk driving on multiple holidays. Overall, the FFY 2023 SoberRide ridership increased dramatically from 2,328 in FFY 2022 to 4,070; a 74.8% increase. WRAP staff also coordinated a total of 15 Alcohol Awareness

for Students presentations in FFY 2023 and reached a total of 561 students in the Greater Washington area.



In December 2022, two newly hired Breath Test Maintenance Specialists and one sworn instructor assigned to the MSP CTAU attended the Robert F. Borkenstein “Alcohol and Highway Safety” course in Bloomington, Indiana. The course was founded in 1958, by Professor Robert F. Borkenstein, a professor of Criminal Justice at Indiana State University. It is a requirement in many state programs for analysts to complete the training before they go to court.

In March 2023, the MVA, the Virginia Department of Motor Vehicles, and the Delaware Office of Highway Safety collaborated on an HVE border-to-border impaired driving enforcement operation along US-13. US 13 is a major north-south corridor across the Delmarva Peninsula comprising 289 total miles: 137 in Virginia, 103 in Delaware, and 49 in Maryland. The campaign also featured a limited number of \$15 rideshare credits through an agreement with Lyft. In addition to the agencies participating in Border-to-Border efforts along US 13, roughly 40 other police agencies conducted HVE for St. Patrick’s Day throughout the State.

The MHSO’s Memorial Day Impaired paid media campaign aligned with the ongoing Impaired Driving initiative, launching on May 24th and running through Memorial Day Weekend. The campaign utilized out-of-home (OOH) bar coasters that focused on key areas within Maryland that see heavy traffic on holiday weekends, including Ocean City, Deep Creek, and areas along the Chesapeake Bay Region. Social tactics were also included in the campaign.

Overall, the campaign delivered more than 4.1M impressions throughout the flight .

Prior to the Fourth of July holiday, a press event was held at the Maryland MVA headquarters to remind motorists to stay safe by designating a sober ride home if they consume alcohol, cannabis, or medications. The event also served as a reminder to motorists that a dedicated DUI-enforcement team, known as SPIDRE (State Police Impaired Driving Reduction Effort) would be out in force. Formed in 2013, SPIDRE is a specially trained team of troopers who work in targeted areas in the Baltimore and Washington metropolitan regions where impaired driving is a leading cause of death and injury. Team members train other state police troopers and local law enforcement officers, and partner with local police departments and agencies to reduce impairment-related crashes throughout the state. Maryland State Police and the MHSO provide funding for this effort. Since its inception, SPIDRE has been responsible for more than 4,300 arrests for suspected driving under the influence. In addition to SPIDRE, agencies across the State coordinated HVE impaired driving efforts over the July 4th holiday.

The MHSO’s FFY 2023 Summer Impaired Driving paid media campaign launched on July 1, 2023, and ran throughout the summer months, ending in late September, featuring OOH, audio, and paid social. Overall, the nearly \$200,000 campaign delivered 13.9M impressions, 8.6k clicks to the MDOT impaired landing page, and more than 9M social engagements.

Beginning on September 10, 2023, the MHSO hosted a NHTSA Impaired Driving Prevention Assessment Team to evaluate various aspects of the MHSO’s Impaired Driving Prevention Program. The NHTSA assessors come from a variety of backgrounds and facilitated numerous panel-style interviews, as well as individual interviews with key traffic safety personnel. Areas explored included enforcement, education, outreach, prosecution, adjudication, and

treatment of offenders, in addition to other areas. A written report was delivered to the MHSO and will be used to outline strategies to reduce impaired driving-related crashes.



Pictured left to right: Cliff Jacobs, Impaired Driving Program Manager, Maryland Highway Safety Office; Lieutenant Danielle Gray, Hyattsville Police Department; Acting Sergeant Kelly Hernandez, Hyattsville Police Department; Chief Jarod J. Towers, Hyattsville Police Department; MVA Administrator Chrissy Nizer; Dr. Tim Kerns, Director, Maryland Highway Safety Office

In October of FFY 2023, MDOT and WRAP hosted the annual Impaired Driving Law Enforcement Awards, an event that honors officers dedicated to eliminating impaired driving crashes, injuries, and deaths. The awards ceremony was held in Ocean City and recognized officers for enforcement of driving under the influence (DUI) laws. Among those honored were six officers who made more than 100 arrests each. Officials also recognized those who serve as Drug Recognition Experts. The Noah Leotta Memorial Award, named for a Montgomery County Department of Police officer killed by an impaired driver in December 2015 while working a holiday DUI patrol, was awarded to Acting Sergeant Kelly Hernandez of the Hyattsville Police Department for her dedication and passion for safety enforcement.

The Traffic Safety Resource Prosecutor (TSRP) worked to increase the efficiency of law enforcement, prosecutors, the Maryland General Assembly, and citizen groups in combating impaired driving. Specifically, this was done via hands-on trainings to law enforcement and prosecutors; providing legal appellate case updates; assisting police and prosecutors with

legal issues and strategies, providing state-wide impaired driving statistics, the hands-on prosecution of traffic cases, providing assistance to the Maryland General Assembly with traffic-related legislation; providing legal and technical assistance when requested; planning, implementing and attending trainings and conferences; and writing and distributing monthly legal updates regarding important cases and/or legal issues. In total, 35 trainings were conducted, supporting more than 1,100 police officers and prosecutors, and nearly 110 responses for technical assistance were provided to traffic safety partners.

In support of combating the drug impaired driving problem in Maryland, there were 181 Drug Recognition Experts (DREs) in Maryland at the close of FFY 2023. This represents 37 different law enforcement agencies and an increase of 28 DREs from the close of FFY 2022. A total of two DRE Pre-Schools and 7-Day Schools were conducted. The Maryland State Police and Maryland DRE Program also hosted or provided direct assistance to a total of 15 Advanced Roadside Impaired Driving Enforcement (ARIDE) classes statewide. This trained an additional 203 law enforcement officers from various jurisdictions in Maryland with the skills necessary to identify and apprehend drug impaired drivers. The training was conducted in every region of Maryland and trained law enforcement officers from numerous jurisdictions.

A total of six DREs and DRE Instructors were sent to the International Association of Chiefs of Police's 2023 Impaired Driving and Traffic Safety Conference in Anaheim, California from August 09, through August 11, 2023. These individuals learned valuable information that will be put into use in the field in both the enforcement and educational aspects of the DRE Program.

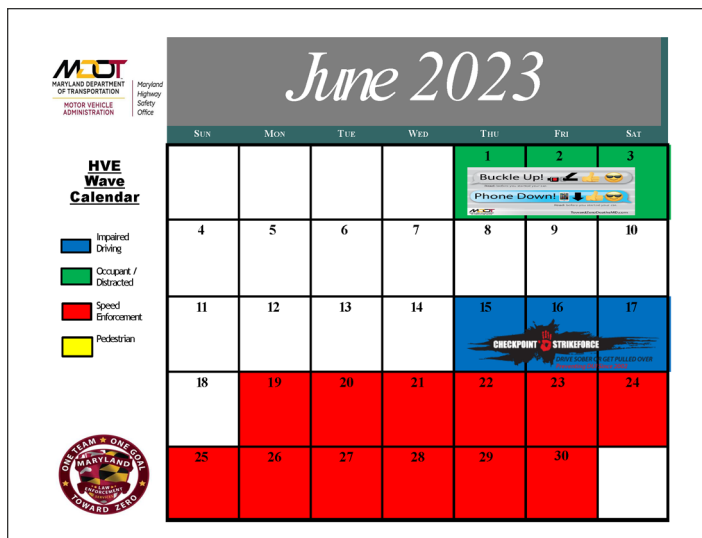
After months of preparation, Montgomery County became the fourth jurisdiction in Maryland to operate a DUI Court following extensive training for county representatives by the

National Center for DWI Courts. DUI Courts are specialized court programs that provide individual treatment, supervision, and accountability for repeat offenders of driving under the influence of alcohol or drugs. The DUI Court program follows a well-established drug court model and is grounded in research demonstrating that impaired driving can be prevented if underlying causes, such as substance use and mental health disorders, are identified and addressed. The program pairs frequent court appearances and random drug testing with ongoing counseling, treatment, and other social services.

As part of Maryland’s standardized performance and survey measures, the total number of DUI and Driving under the Influence of Drugs (DUID) arrests that were made during the year’s grant-funded enforcement activities was 579.

Law Enforcement Services

Enforcement of Maryland’s traffic laws, coupled with media and education, is a crucial component of the state’s overall highway safety program. The Law Enforcement Services staff works closely with police agencies around the state to maximize the impact of traffic safety enforcement programs.



The MHSO utilizes a High Visibility Enforcement (HVE) strategy to create deterrence and change unlawful traffic behaviors. The combination of

enforcement and public awareness campaigns to educate drivers promotes voluntary compliance with the law. HVE fuels funding toward program areas predicted by data analysis to have the greatest impact on reducing crash fatalities and serious injuries. The MHSO provides an HVE calendar to law enforcement agencies so they can plan operations during prescribed HVE periods.

The LELs work with these agencies on training and organizing enforcement efforts. In addition, the entire section works closely with the Maryland Chiefs of Police Association (MCPA), the Maryland Sheriffs’ Association (MSA), and the Maryland Crash Reconstruction Committee (MCRC).

The MHSO plans and coordinates several training events and conferences for law enforcement across the state. The MHSO continued to implement Leading Effective Traffic Enforcement Programs (LETEP). LETEP focuses on providing law enforcement supervisors with advanced training regarding the use of data and countermeasures from multiple disciplines of highway safety. It allows supervisors to provide law enforcement officers with the tools necessary to make quality traffic stops and arrests. A LETEP class was held virtually in March 2023 with 35 police officers across Maryland in attendance.



Pictured left to right: Dr. Tim Kerns, Director, Maryland Highway Safety Office, Ocean City Police Officer Ryan Flanagan, MVA Administrator Chrissy Nizer. Ocean City Police Officer Ryan Flanagan was honored as the sole Traffic Safety Specialist Level III designee in 2022

In FFY 2023, the MHSO continued to promote and make improvements to its Traffic Safety Specialist

(TSS) Program to meet the increased demands made of law enforcement. The 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. Awarded by the MHSO, the program is open to all certified police officers, deputy sheriffs, and state troopers from Maryland law enforcement agencies. Federal law enforcement agencies that have jurisdiction in Maryland also are eligible to participate. There are three designations within the TSS Program, and each successive designation requires an increased level of experience, training, and skills proficiency as a traffic enforcement officer. There were 97 newly designated TSS I members and 14 TSS II members in FFY 2023.

The MHSO provided funding to the MCRC for crash related educational materials for various classes held throughout the year. The MHSO provides the MCRC the ability to further an officer's education in crash investigation from the beginning to advanced coursework. More than 360 law enforcement officers attended the training.

The Maryland Chiefs Association and the Maryland Sheriffs' Association Annual Professional Development Conference Training was held in September 2023, during which the MHSO Director and MCPA incoming President, Chief Carl Schinner from the La Plata Police Department addressed 35 law enforcement officers on the importance of leadership concerning highway safety initiatives.

The MHSO presents a Traffic Safety Conference for Patrol Supervisors each year. The conference is held in Ocean City, Maryland, and provides patrol supervisors with a better understanding of the larger science behind highway safety and how they can impact change. The core of the curriculum is encouraging law enforcement to go beyond traditional police work by asking the why, the how, and the if, of whether their work is having an impact on reducing serious crashes.

The conference is offered to current patrol supervisors who are at the rank of sergeant or lieutenant, and others who meet the specific training criteria.

The MHSO, with the support of the Maryland Chiefs of Police Association, held its 2023 Maryland Impaired Driving Conference for Law Enforcement from October 29 – November 1, 2022. The conference, held in Ocean City, Maryland, provided the most up-to-date trends and countermeasures for patrol and training officers engaged in impaired driving enforcement. The MHSO's Law Enforcement Section encouraged patrol officers with one to five of experience and Assistant States Attorneys from across the state to participate in the conference. Registration fees, breakfast, lunch, and lodging are provided at no cost to every participant.



2023 DUI Institute Graduates

Finally, the MHSO holds a DUI Institute annually at the University of Maryland. The DUI Institute trains officers to arrest alcohol-impaired drivers, resulting in a higher probability of conviction. The 40-hour course is taught at a college level by university faculty and national experts. It covers social concerns and management perspectives related to DUI enforcement, emerging enforcement strategies, effective courtroom presentations, and advanced Standardized Field Sobriety Testing (SFST) training. This year, 30 officers from 15 law enforcement agencies graduated the program held in June 2023.

Since its inception, more than 475 officers have graduated from the program.

Motorcycle Safety

Compared to 2021, motorcycle-involved crashes in 2022 were statistically unchanged, with eight fewer crashes, one fewer fatality, and four fewer injuries. Between 2018 and 2022, an average of 1,300 motorcycle-involved crashes occurred on Maryland roads each year. For this same recent five-year period, motorcycle-involved crashes accounted for two-and-a-half percent of injuries and 14 percent of fatalities, an indication that motorcycles are over-represented in fatal crashes.

While a relatively low six percent of motorcycle crashes result in a fatality, the fact that 14 percent of all statewide fatalities involve a motorcycle is cause for concern among traffic safety experts. The significant involvement of motorcycles in fatal crashes and their effect on overall traffic fatalities in Maryland indicate the need for greater motorcycle safety efforts such as awareness, education, training, and enforcement. Warmer weather is conducive to motorcycle riding, so it is not surprising that higher proportions of motorcycle-involved crashes occurred during the warm-weather months of May through September. Crashes were significantly more common during the weekend days, with more than half (55 percent) occurring Friday through Sunday. Motorcycle-involved crashes were most common (50 percent) between 2 p.m. and 7 p.m.

In May 2023, the MHSO supported Motorcycle Safety Month with a campaign that ran the entire month. Collectively, the \$63,000 campaign delivered more than 8.3M impressions and 2.1k clicks across Billboards, Bus Tails, Bus Kings, and social in-feed placements. OOH placements were a primary tactic of the Motorcycle Safety campaign and were all strategically placed in areas that would drive the highest awareness of Motorcycle Safety messaging throughout the month of May.

In a partnership with the MSP, the MHSO supported the Maryland Motor Officers Teaching Other Riders Safety (MD MOTORS) program to provide enhanced rider training for motorcyclists. Throughout the nine classes held from June 17 through September 27, more than 50 riders received in-classroom training, as well as on-the-road training from motorcycle police officers. Using their own motorcycles, participants also worked through various skills courses to improve their riding technique under numerous controlled situations. Crash CORE conducted pre- and post-program evaluations of MD MOTORS participants, comparing participants' knowledge to that of a control group. This data will be utilized to evaluate the effectiveness of the program and determine whether to support expansion and replication of the course.



MD MOTORS Instructors work with a hearing-impaired motorcyclist during the class.

In 2023, MD MOTORS program expanded to include a class specifically tailored to deaf and hard of hearing riders, in coordination with the Eastern Deaf Bikers Motorcycle Club. With the services of two sign-language interpreters, MOTORS instructors delivered the course to four attendees, utilizing a system of two instructors for each student during the road exercise portion of the course.

The MHSO supported MD MOTORS with a paid media campaign through Instagram, Facebook, and 98 Rock. Overall, the campaign delivered the total investment, delivering nearly 16M impressions throughout the flight.

The MHSO's Motorcycle Impaired campaign kicked off on July 10th and ran until September 30th, aligning with MDOT's crash data, to provide

coverage in months with the highest motorcycle incident reports while also encompassing support for Bike Fest held in Ocean City from September 10th through September 17th. The campaign successfully delivered the full planned investment, garnering more than 10M impressions, and executing surround sound messaging using OOH, terrestrial radio, and social. During the campaign, 100,000 bar coasters featuring motorcycle-impaired driving prevention messaging were deployed to locations that serve alcohol throughout the State with an emphasis on Ocean City, Maryland, to capitalize on OC Bike Fest.



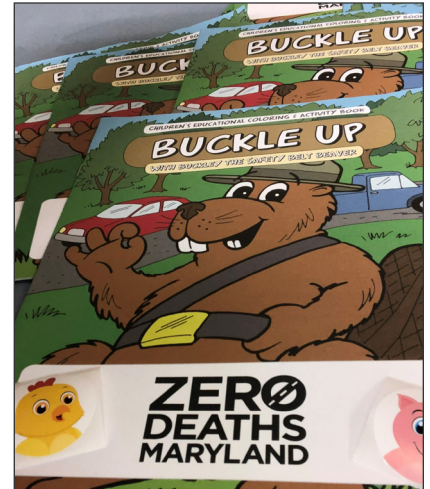
Be the LOOK TWICE Driver, a sub-theme of the Be the Driver campaign, continued to remind motorists to look twice before switching lanes. The digital media collateral of the campaign depicts a scene where the driver's mirror is clear and in the next scene, the motorcyclist appears. In addition to the Look Twice message, Be the SOBER Driver continues to provide effective motorcycle-impaired riding messaging.

Occupant Protection

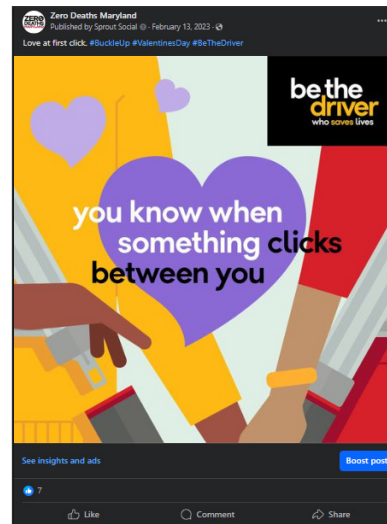
In Maryland, more than 2,100 unbelted occupants of passenger vehicles or light trucks were injured and 146 were killed in crashes in 2022. On average each year, one in three occupants killed in motor vehicle crashes are unrestrained. Another 16 percent of those killed had an unknown restraint use attribute on the crash report. 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. If Maryland occupants were restrained in every seat, every time (100 percent usage rate), there would have been 50 fewer fatalities in 2022.

The 2022 Thanksgiving Occupant Protection campaign launched on November 21 and ran through December 18 to showcase seat belt safety messaging to drivers traveling on busy roadways around Thanksgiving weekend and

beyond. The paid media campaign focused on tactics to actively reach travelers when they are most likely to be on the road. Overall, the \$59,000 campaign utilized out-of-home billboards, broadcast audio spots, and social tactics, ultimately delivering 5.4M impressions and 4.5k leads to the campaign's dedicated landing site.



The MHSO handed out children's educational coloring and activity book with Buckley the Safety Belt Beaver



An example of the Valentine's Day social media campaign

From February 1 through February 14 (Valentine's Day), 2023, the MHSO organized a \$9,000 media campaign reminding drivers and occupants to "show their love" by buckling up themselves and making sure their loved ones are buckled up too. Facebook in-feed ads proved to be

the most successful throughout the campaign, leading the way in terms of impressions, clicks, and engagements, and had a lower cost per mile (CPM) than Instagram. More than 1.2M impressions were made during this campaign.

Maryland supported the annual Click It or Ticket campaign from May 22 through June 4. More than 35 agencies across the state joined together in a HVE campaign to increase seat belt usage and to enforce Maryland's seat belt laws. During this time, the MHSO promoted its Be the BUCKLED UP Driver media campaign. An

\$84,000 multi-channel paid media campaign drove messaging consisting of OOH, Waze advertising, digital radio, and a new tactic called GumGum, which delivered context-based ad targeting across various platforms. More than 15M impressions were achieved across all tactics throughout the flight.

Maryland worked with the National Study Center for Trauma and Research to conduct seat belt observations beginning on June 5, 2023. Over the course of the observations, Maryland achieved a 92.1 percent usage rate representing a 0.6 percent decrease over the previous survey.

As part of Maryland's Standardized Performance and Survey Measures, the total number of seat belt citations that law enforcement issued during FFY-2023 funded enforcement activities was 1,278.

Child Passenger Safety

On October 1, 2022, a new law took effect requiring that a person transporting a child under age two in a motor vehicle is required to secure the child in a rear-facing child safety seat that complies with federal regulations until the child reaches the manufacturer's weight or height limit for the child safety seat. The American Academy of Pediatrics and National Highway Traffic Safety Administration both recommend children ride rear facing for as long as possible, as it offers the best protection in the event of a crash. The MHSO worked with partners to actively promote this important new change.

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

During FFY 2023, KISS staff provided 11 in-person sessions and 26 webinars, including Traveling Safely with your Newborn and CPS for Providers.

Staff also assisted MIEMSS with their webinar, Data to Directives, by presenting National Digital Check Form data to attendees. Additionally, two webinars were held to support volunteers during the first quarter. In total, 733 people were reached via webinars and in-person training.

Throughout the grant year, KISS responded to 1,355 calls, and 1,332 dedicated KISS emails, and distributed 110,424 educational handouts through video call follow-up, email, or direct mailing requests via our website or staff distribution. Materials were also distributed via 21 community events covered by CPS Technicians, in-person training, webinars, or car seat checkup events. Finally, the KISS program experienced 30,513 views on the KISS website.



Pictured left to right: Susanne Ogaitis Jones, MIEMSS; Kelly Petee, RN, UM Upper Chesapeake Health System; Mark Wall, MHSO provide information and resources to customers at the Bel Air MVA branch during CPS week.

Seven national certification courses were scheduled/administered, certifying 58 new technicians. For training, Maryland utilizes volunteer instructors to conduct courses. Over the seven certification courses, 34 instructors volunteered their time during various courses to offer 218 instructor hours to the program. In total, 75 in-person car seat checkup/distribution events were conducted. During those events, 218 CPS Technicians were utilized, and 802 car seats were checked and another 313 were distributed. As a continued popular option, 118 video calls were completed with caregivers, inspecting 143 car seats during those calls throughout the year.

KISS sponsored a Transporting Children with Special Healthcare Needs training. In planning for the course, tasks included scheduling the site and instructors, setting up and promoting the course registration, communicating and organizing the attendance list, setting up the stipends for instructors, and ensuring the training equipment (seats and manuals/educational materials) were secured and completed. This course, taught by Riley's Children's Hospital approved instructors from Maryland in July 2023, was attended by ten students, seven from Maryland, two from Virginia, and one student traveled from Canada.

MIEMSS focused on the dissemination of up-to-date and culturally relevant OP and CPS information. In this grant year, the project distributed more than 10,700 items to more than 2,000 people across the state.

Temperature displays that visually explain the dangers of leaving a child in a hot vehicle and the risks of pediatric vehicular heatstroke were utilized at numerous events throughout Maryland.

Training healthcare providers and safety advocates who can then educate the public is a key element of this grant. In FFY 2023 there were approximately 9,300 clicks/views on MIEMSS webinars and recorded trainings. The most viewed included:

- ▶ Graco Slim Fit for EMS Use: High-Back Booster (4,200)
- ▶ The Car Seat Test for Parents (1,000)
- ▶ Pediatric Vehicular Heatstroke (808)
- ▶ How to Conduct the Car Seat Tolerance Screen--for Nurses (685)
- ▶ Getting Babies Ready for Discharge/Dr. Davis--for Nurses (299)
- ▶ Rear-Facing Car Seat Use (133)
- ▶ Graco Slim Fit for EMS Use: Forward-Facing Car Seat (124)
- ▶ The Car Seat Test -- for Parents (Spanish) (77)

Based on the number of views, it is clear that videos are also being watched by the public. Additionally, MIEMSS' Online Training Center

provides opportunities for EMS clinicians to obtain CEUs for their recertification. As appropriate, we include some of our webinars on this site for clinicians. The total enrollment for these courses since they were posted is as follows:

- ▶ Drowsy Driving and the Healthcare Provider (1,657)
- ▶ Best Practices in Spinal Protection and Safe Transport of Children (1,255)
- ▶ Drowsy Driving (1,008)
- ▶ The WHY of Seat Belts (976)
- ▶ Pediatric Vehicular Heatstroke (864)

This project also distributed car seats to key health and safety personnel who interact with families in need. Hospitals seeking to participate are told to have their staff watch the online webinar first. Overall, this year 159 car seats were donated to hospitals, Safe Kids Coalitions, and partners for distribution, along with education to families seeking aid. The participating hospital clinicians have expressed their gratitude for being able to give these seats to families that cannot afford a seat.

Other training efforts conducted by MIEMSS this year included helping teach five CPST certification courses to 41 attendees and assisting with 28 car seat check events (most sponsored by MD KISS). Recertification signoffs were provided by MIEMSS to about 20 technicians. In addition, MIEMSS staff provided Graco Slim Fit all-in-one car seats to EMS agencies for non-emergency transport. In FFY 2023, 20 seats were distributed to 7 agencies and MIEMSS staff trained 17 people. MIEMSS continues to actively talk with new agencies about participating in this project. Of the 8 agencies equipped with seats, all have used it to practice with or train others in the transport of children, and all feel they are ready to use it properly when needed.

For Child Passenger Safety Week in September 2023, the MHSO spent approximately \$50,000 on a media campaign to drive awareness of car seat and booster seat safety among Maryland parents with the highest propensity to benefit

from MDOT's message. Digital display tactics and paid social tactics through GumGum, Facebook, and Instagram were utilized, given their ability to target parents with children ages infant to eight years old explicitly. Collectively, the campaign delivered more than 8M impressions to a qualified audience.

Child Passenger Safety Week included several events organized in coordination between the MHSO, MD KISS, and statewide partners. Events included a car seat check and information table at the Bel Air MVA hosted by the University of Maryland Upper Chesapeake Health, the MHSO, and MIEMSS, as well as a car seat check event held at the Westminster MVA/Maryland State Police Barracks in conjunction with the Carroll County Health Department and Safe Kids. The week ended with a car seat check event hosted by the MHSO and MD KISS at the Glen Burnie MVA Headquarters.

Vulnerable Road Users

Pedestrian and Bicyclists

The incidence of pedestrian (ACRS non-motorist type 01) crashes in Maryland in 2022 increased by nearly two percent compared to 2021, and fatalities also increased by three percent (from 126 to 130 deaths) during the same period. Over 2,600 pedestrian-involved crashes occurred on Maryland roads in 2022, with an average of nearly 2,800 such crashes occurring per year between 2018 and 2022.

For the same five-year period, pedestrians were involved in an annual average of three percent of all traffic crashes, eight percent of injury crashes, and 25 percent of all motor vehicle fatal crashes. Pedestrians involved in crashes accounted for six percent of injuries and 23 percent of all fatalities, although only five percent of pedestrian-involved crashes resulted in a fatality. These facts alone show cause for concern among safety professionals, as pedestrians are significantly overrepresented in fatal crashes. The apparent risk to pedestrians involved in Maryland crashes

calls for improved pedestrian safety as a major focus for traffic safety professionals across the state.

The 2022 incidence of bicycle-involved crashes in Maryland increased by nearly two percent when compared to 2021 and unfortunately, bicycle-involved fatalities increased from six in 2021 to 11 in 2022.

From 2018-2022, an average of 758 bicycle-involved crashes occurred on Maryland roadways each year. During the same period, bicycles were involved in an annual average of fewer than one in 100 (0.7 percent) of all statewide traffic crashes, 2 percent of statewide injury crashes, and 1.9 percent of statewide fatal crashes. Bicycle-involved crashes accounted for 1.5 percent of statewide injuries and 1.8 percent of statewide fatalities during the same period.

The MHSO continued its partnership with the Metropolitan Washington Council of Governments (MWCOCG) on the Shattered Lives campaign. The MHSO's share of the total campaign was \$250,000, and advertising was placed at bus shelters, on bus-backs, and in a mix of digital and OTT advertising. In addition to the paid portion of the campaign, there were approximately 125 earned media television and radio broadcast news segments, which reached viewers more than 3.7M times and totaled roughly \$1.2 million in publicity value. The campaign also achieved earned media by way of 33 online news articles on web publications, including stories syndicated on MSN.com and Yahoo News, totaling more than \$38 million in publicity value.

Increased law enforcement was also highlighted as part of the campaign with departments across the region in attendance. In addition to the launch event, local police departments conducted enforcement activations. High-visibility law enforcement is a critical means of deterrence for unlawful traffic behaviors. Four of the activations were held in Montgomery County, Maryland.

The MHSO continued to work with the Baltimore Metropolitan Council (BMC) to promote the Look

Alive MD campaign featuring Signal Woman, the pedestrian figure in the signal box who came to life and provides practical safety advice. The FFY 2023 campaign used transit ads, connected TV, online video, outreach events, and social media). Between online and broadcast media coverage, the campaign had a total earned media publicity value of \$87,488 and 1.6 million in estimated reach in October 2022. Paid media efforts of Look Alive MD resulted in nearly 93 million impressions with ad placements located on bus tails, Instagram, YouTube, and over-the-top connected TV. Organic social media and in-person outreach events reached audiences with an additional 178,695 impressions.



As part of the Signal Woman campaign, 'Signal People' carry around background signs at intersections where there is a high propensity of pedestrian crashes.

The Maryland Institute for EMS Systems (MIEMSS) continued its Bike Helmet Safety - Safe Kids Partnership for Families program. This project seeks to reduce the incidence of significant head injury and death in Maryland due to bicycle crashes through coordination of the production of new educational materials, frequent social media communications, development of new partnerships and reaffirming existing ones, and distribution of bike helmets and educational supplies across Maryland. Helmets are the single most effective safety device known to reduce head injury and death from bicycle crashes.

Specifically, the sixth year of this project continued to focus on correct Bike Helmet Fit, a Be Seen and Be Safe message, as well as Anatomy of the Brain messages, with continued print and social media material development and distribution. The grant purchased and directly distributed 1,072 helmets. Thirteen of Maryland's 20 coalitions and community partners requested helmets in FFY 2023.

In addition, the MIEMSS Newsletter published four bike safety articles. This publication has an online reach of 20,000, as well as a hard copy distribution to nearly 1,000 fire and EMS stations across the state. Throughout the grant period, bike safety social media posts (24) were hosted by MIEMSS using images collected from various projects over this and previous grant years.



MHSO Staff members Cynthia Spriggs and Michael Davies teach the importance of helmet safety to children and adults.

A new grantee, the Baltimore Youth Kinetic Energy (BYKE) Collective, was granted funding in FFY 2023 to enhance accessibility to reflective apparel for young bike riders in Baltimore City, specifically targeting individuals aged 8 to 21. It is noteworthy that one-third of vehicle-to-pedestrian crashes involve individuals under the age of 19, with males comprising 60 percent of those affected. Given the high population density of Baltimore City, pedestrians face considerable risks, as demonstrated by the fact that 30 percent of all pedestrian crashes in Maryland occur within this region.

To address these concerns, BYKE made a substantial investment in providing resources and

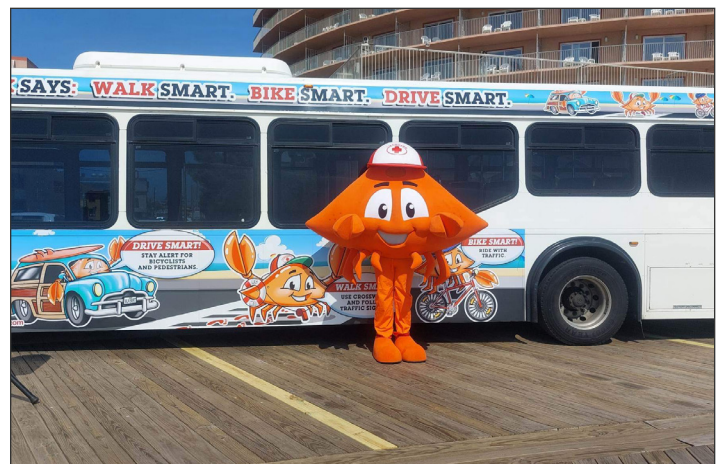
information to this demographic regarding safe biking practices. Over the course of the year, BYKE successfully organized six bike-related events and consistently engaged with 9 youth participants each week, resulting in a total of 149 youth participants and 40 adult participants. Furthermore, BYKE actively participated in a bike ride alongside Baltimore Bikers, a well-attended event that attracted more than 250 bike riders. During this Friday night ride through Baltimore City, BYKE staff engaged with 35 participants, of which 15 fell within the age range of 13 to 20, with the remaining participants being older than 20. During the interactions, all youth participants received at least one reflective item or took part in a workshop focusing on the importance of wearing helmets.

Also, in FFY 2023, the Neighborhood Design Center (NDC) applied for, and received funding, as a first-time grantee of the MHSO. This project utilized the previously existing Made You Look toolkit developed with the Maryland Institute College of Art (MICA) in previous grant years and sought to expand its use into other areas of the State, most notably Prince George's County.

NDC created and maintained a microsite where toolkit resources can live, and trained staff in the use of the toolkit. Four new communities (Broadway East, Hamilton / Belair Road, Barre Circle, and Federal Hill) were approached to begin conversations about Art in the Right of Way installations. NDC staff also initiated new technical assistance partnerships with Federal Hill and the Hamilton/Belair Road communities and disseminated the toolkit via Spanish-language translations to a wide-reaching network of community partners, volunteers, and design professionals. NDC continued to meet with stakeholders from other jurisdictions to learn about the successes and setbacks of Baltimore's experiences of traffic calming art in the right of way and met with representatives from Colmar Manor and Hyattsville to discuss possible future projects and to share funding opportunities.

Be the SHARE THE ROAD Driver, a sub-theme of the Be the Driver campaign, reminds all road users that no matter how you travel to your destination, everyone must work together to get there safely. This includes stopping for pedestrians, giving bicyclists three feet of space when passing, and using crosswalks or intersections. One element of this campaign ran from September 12, through October 16, 2022, delivering over 9.9 million impressions across OOH, Digital, and Social in the State of Maryland.

In FFY 2023, the Ocean City Bicycle and Pedestrian Advisory Committee, in partnership with the MHSO and the SHA, organized the latest iteration of a decade-long pedestrian and bicyclist safety campaign featuring "Cheswick the Crab". Cheswick is named after Matthew Cheswick, a 22-year-old man who was struck and killed by a vehicle while walking along Coastal Highway in 2012. In FFY 2023, the campaign featured a kickoff press conference on May 18, 2023, featuring MDOT representatives as well as local safety advocates. The campaign consisted of a \$100,000 investment in media and advertising across many different platforms, including bus wraps, signage on the Ocean City Trolleys, billboards, radio, digital, and social media. The campaign also utilized innovative approaches with signage on a "video boat" as well as aerial advertising in the form of banners flown by aircraft with safety messaging.



Cheswick the Crab standing in front of one of the advertising examples during the kickoff press conference

The MHSO also coordinated an effort from September 2, through September 11, 2023, for back-to-school messaging. Maryland drivers were reminded of the importance of pedestrian safety as more students are walking and taking the bus to school. The integration of the Bus Safety creative to Facebook was an effective way to drive awareness of the MHSO's message. In total, the \$15,000 investment netted nearly 5M impressions, more than 3k clicks, and 274 engagements on social media.

Work Zone and Stranded Motorists

Another vital element to the MHSO's outreach to Vulnerable Road Users (VRUs) is education concerning work zones, Maryland's Move Over law, and roadside safety. In FFY 2023, a very tragic crash occurred in a Baltimore County work zone resulting in the death of six construction workers. Lieutenant Governor Aruna Miller and Maryland transportation officials announced the launch of a work zone safety survey, part of Governor Wes Moore's initiative to reduce work zone crashes and fatalities on Maryland roadways. The event was hosted at the MVA Headquarters and served to highlight the Governor's Work Zone Safety Work Group, formed in April 2023. The results of the survey and recommendations from the Work Zone Safety Work Group will be announced in FFY 2024.

Maryland's new Move Over law took effect on October 1, 2022. Current law requires drivers to move over or slow down when approaching any vehicle that is stopped or parked and displaying hazard warning lights, road flares, or other caution signals. Previously, the "move over or slow down" provision applied only when approaching law enforcement vehicles, tow trucks, and emergency response vehicles and equipment (see Legislation section for more information).

Finally, the roadside safety of motorists was the focus of a campaign that kicked off on January

9, 2023, and ran through the end of March 2023. Maryland has seen a significant number of people struck, and subsequently either injured or killed while attending to roadside emergencies. This campaign leveraged assets to stress the importance of roadside safety, including providing guidelines and tips for emergencies. Collectively, the \$118,000 campaign delivered messaging on a wide range of platforms, garnering over 7.9M impressions in the State of Maryland

Traffic Records

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



The 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 most recent NHTSA Traffic Records Assessment (2019).

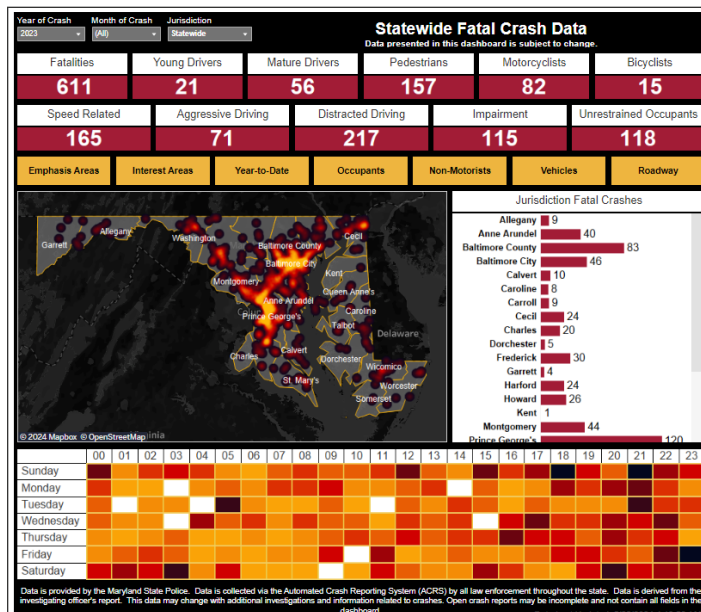
The TRCC Technical Council conducted two in-person and two meetings virtually in 2023 and the Executive Council returned to in-person meetings, though a virtual option was made available for each.



In July 2023, the 49th Annual International Traffic Records Forum brought together hundreds of

U.S. traffic safety professionals to focus on traffic records data. Several Maryland TRCC members and MHSO grantees were able to attend, and present findings, through grant funding. At the Technical Council meeting after the Forum, grantees who presented gave shortened versions of their presentations. The National Study Center and Washington College – TRCC members and MHSO grantees – presented at the Forum.

At the direction of the TRCC Executive Council, the Maryland Department of the State Police (MSP) and MDOT collaborated on a Fatal Crash Dashboard, launched at the April 2023 Traffic Safety Summit. The data is sourced from the Maryland State Police Automated Crash Reporting System (ACRS) and the Maryland State Police Data Warehouse.



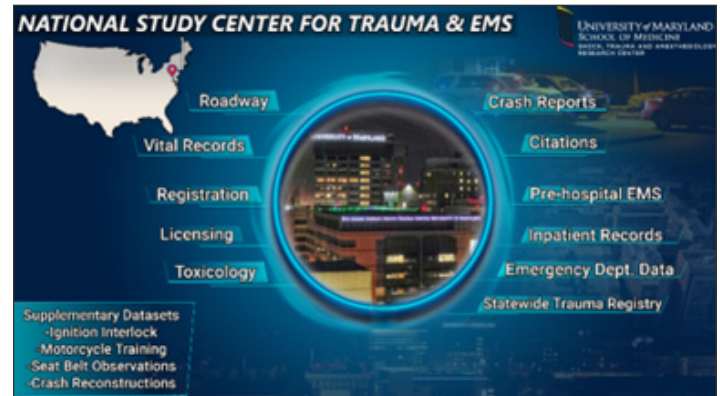
Screenshot of the MHSO's new Fatal Crash Data Dashboard

Features of the new Crash Fatality Dashboard include:

- ▶ Interactive Data Broken Down by Jurisdiction. A heatmap provides a visualization of overall crash data and all data subsets may be broken out by year, month, and jurisdiction.
- ▶ More Frequent Updates. Previously, crash data on ZeroDeathsMD.gov/CrashData was manually updated monthly. The new dashboard is updated daily.

- ▶ Additional Crash Characteristics. The dashboard easily provides characteristics surrounding crashes including weather conditions, lighting conditions, and non-motorist movement.
- ▶ Emphasis Areas. Expanding beyond the most requested crash numbers, the emphasis area tab records fatalities that occurred in an intersection or work zone – as well as whether the vehicle left the roadway during the crash.

The MSP and the MHSO continue to improve the dashboard and promote it to traffic safety partners and the public. This dashboard and the additional data resources on ZeroDeathsMD.gov represent a significant improvement in accessibility of the crash data and related analytics, a primary goal of the TRCC and its strategic plan. The crash data resources and the dashboard are routinely in the top visited areas of the ZeroDeathsMD.gov website.

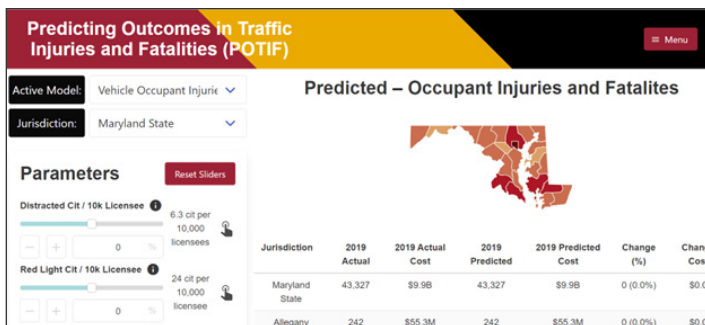


The University of Maryland School of Medicine's National Study Center for Trauma and EMS (NSC) provides analytical support to the MHSO and its partners and serves as a data resource for all traffic safety professionals. Throughout FFY2023, NSC staff provided data analyses and interpretative documents using crash files, citation files, licensing and registration information, and seat belt data, in response to 46 data requests. Analyses were provided in response to questions for legislative requests, annual reports, child passenger safety, and data trends for specific jurisdictions and communities. Program Area Briefs and Crash Crime Clocks both received an

updated look this fiscal year. Both reports are published on the ZeroDeathsMD.gov website, expanding the accessibility of crash and traffic safety data online.

The staff made several presentations throughout the year, including Results of the Maryland Seat Belt Survey; Crash Data Summary Analysis; Performance measures updates using the Citation and Adjudication database; Vulnerable Road User safety; and DRE and citation data; among others.

Crash CORE continued development and promotion of the Maryland Predicting Outcomes in Traffic Injuries and Fatalities (POTIF) application. The goal of Maryland crash forecasting is to implement a modeling instrument that can be used for predicting Maryland traffic-related crashes and severe injuries given projected changes in key factors. This tool can be used to identify the potential impact of future interventions to help set priorities within the MHSO. The models are useful to policymakers to identify opportunities for intervention.



A screenshot of the POTIF application

In FFY 2023, the POTIF project included working with MHSO staff to exercise the tool to compute forecasted crash counts and severities given plausible changes in environmental, behavioral and enforcement level by state jurisdiction, as well as maintaining and updating the POTIF models and user interface. The Crash CORE team increased the number of users to 95 (up from 47 in FFY2022 and 33 in FFY2021), with additional plans solidified at the end of the grant year to expand the user base by inviting advocates.

The Washington College GIS Program (WCGP)

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

Washington College GIS Program's web application RAVEN, or Risk Analysis of Vehicle Environmental Network, is useful for safety program planning and for partners at the regional and local level in implementing enforcement and educational outreach activities, with nearly 800 current registered users of the tool throughout the State.

One of the primary goals of the grant is to support the MHSO and the TRCC in collecting traffic safety related datasets, and performing data correction, analysis, quality control and assurance checks, management, mining, storage, and visualization. Datasets include crashes, citations, transportation data such as road centerlines and AADT, census data, and liquor license and dispensary locations.

Once data are collected and corrected, WCGP uses GIS software and spatial analysis tools to create reports and analysis products present findings to customers in a visual (mapping) and statistical (infographics/tables) format. The products are created in a way to display the information identified in a meaningful manner that can be easily interpreted.

Some activities supporting the impaired driving program and other traffic safety areas included:

- ▶ Maryland Court Citation Data and Citation Data Statistical Requests: To provide highly accurate citation data, Washington College reviews and processes impaired citations and stops for each individual request. One of the challenges with the citation data is the spatial accuracy and completeness of location information. To overcome these challenges in spatial location accuracy, the team corrected

locations to ensure complete and accurate analyses.

- ▶ **Coordinating with HVE Campaigns:** Washington College continued to provide mapping and analysis support during HVE campaigns to assist law enforcement in pre- and post-planning efforts.
- ▶ **Data Collection, Correction, Management, Mining and Storage:** The data collected includes impaired crashes, impaired specific citations, census data, liquor license locations, and crime data as needed, including updated Medical Cannabis Dispensary Locations. For the Liquor License and Medical Cannabis Dispensary locations, Washington College GIS Program confirmed and verified contact and operation details within the dataset, established update and verification procedures, and added the datasets in RAVEN and used the layers in other products.
- ▶ **Data Visualization:** The expertise of the team allows for customized data analyses based on unique inquiries and needs, for example, the above is a snapshot of a longer report analyzing crashes before and after the installation of cashless tolls at the Bay Bridge, an effort by the MDTA to improve safety by eliminating the toll booths. The analysis demonstrated a positive effect after the removal of the toll booths.

WCGP hosted an in-person, two-day Summer Institute in Chestertown, Maryland. Attendees included MHSO staff and their traffic safety partners from the Hagerstown/Eastern Panhandle MPO; SHA's Office of Traffic and Safety; Calvert and Cecil Sheriff's Offices; and the Federal Motor Carrier Safety Administration. Topics covered included: Overview of the GIS Program and GIS for Traffic Safety, The Importance of Clean Data and Visualization, and Map Design and How to increase User Engagement through Design.

After extensive research and reviewing models in Maryland, particularly with MPOs, and nationally, Washington College worked with the MHSO and

the NSC to develop an equity model for the HSP FFY 2024-2026 which will guide the MHSO public participation and engagement and program planning.

After extended review of existing equity indicators related to transportation, the MHSO defined the most desirable qualities of an equity index. First, the index should be as simple as possible and be based on a small number of components that represent different sides of the problem and are not highly correlated. Second, the index should be very intuitive, transparent, and easy to understand for diverse audiences. Third, the index components should be readily available, now and in the future. Fourth, the index should be specific and sensitive enough for practical purposes. For example, the index will not be very useful if all observational units (e.g., zip codes), or none of them, are classified as "most disadvantaged areas."

Socio-economic characteristics like poverty and race are very important on their own but must include transportation related components to address the priorities of the MHSO. This index has two parts: socio-economic disadvantage part and transportation safety part, intended to be combined for the overall equity index score, but can be separated as needed, depending on program scope and needs.

Zip code was selected as the unit of observation because it is an easily defined and readily available dimension for analysis and GIS mapping, can be tied in with Census Zip Code Tabulation Area (ZTA) information, and can be linked to the problem identification methodology that prioritizes at-risk locations and populations by zip code. The appropriate data for the index components on zip code level are also readily available. This data is always expanding and expounds on recurrent ZTA analysis Washington College provides to the MHSO for program planning.

The components of the index are described in the table below. The first part of the index is

the Socio-Economic Disadvantage subindex with three components: poverty, race, and risk. Poverty is evaluated with US Department of Health and Human Services (HHS) federal poverty guidelines for percent of population with income less than 200% of federal poverty guidelines. This is a standard poverty measure which is easy to understand, and most equity indexes have this component. The race component is measured by percent of non-white population in a zip-code. The third component of the subindex is a risk measure, or alcohol density equal to the number of liquor licenses per 10,000 population. The research on this and related measures (e.g., Foster et al., 2017) points to an increased risk in the area with accessible alcohol, like bars, restaurants, and so forth, particularly increased risk of crime and drunk driving.

The Transportation Safety Disadvantage subindex has three components. The first one is the annual number of injury crashes (KABCO 2 through 5). The second component is the annual number of traffic stops with moving violations divided by population. The component will use the offender's zip code – where they live as opposed to where the offense occurs. The reason is to identify the areas where the MHSO can implement educational countermeasures

regarding moving violations. The third component is related to younger and mature drivers as distinct demographics amongst licensed Maryland drivers. The measure includes the number of drivers under 21 and separately the number of drivers 65 or older. The two groups of drivers present potential traffic safety concerns among higher risk roadway users that need to be addressed. Each one has a weight of 0.5, so the total weight for this component is 1. Identifying such areas with large number of younger and/or mature drivers will facilitate the MHSO activities in these specific areas.

The model will be turned into an online mapping application that will be incorporated into the RAVEN platform, but have its own entity, named the Online Risk Indicator Outcomes at Locations for Equity (ORIOLE). Additionally, the MHSO will continue to use tools such as US DOT's Equitable Transportation Community (ETC) Explorer in conjunction with state data and equity analyses methodologies. Washington College has been able to extract the data from ETC and merge it with Maryland fatality and injury data, helping the MHSO identify priority transportation disadvantaged communities for public participation and engagement strategies.

COMMUNITY ENGAGEMENT

The Community Engagement team, supervised by the Section Manager, is comprised of four regional managers who serve as a liaison between the MHSO, its partners, regional grantees, and local communities. The team works with these partners and grantees to develop outreach programs that support Maryland's Highway Safety Plan and Strategic Highway Safety Plan (SHSP). Hands-on demonstrations, educational interactive tools, and simulators are part of the outreach team's support for local safety events. Outreach opportunities focus on one or more of the MHSO's key emphasis areas as well as motorcycle safety, connected and automated vehicles, and younger driver and older driver safety. In addition, the team is responsible for supporting local SHSPs throughout the state by providing resources to counties and cities.

In FFY 2023, the Community Engagement section reached more than 25,000 people through 147 safety-related events (including virtual highway safety presentations).

The MHSO's rollover simulator, fatal vision goggles, and the tabletop distracted driving simulator were resources the Community Engagement Team utilized during presentations to provide teachable moments on the dangers of not wearing a seat belt, and impaired and distracted driving.

The Community Engagement team collaborated with ThinkFast Interactive (TFI) to develop a distracted driver safety program tailored specifically to teen drivers and their passengers. During the 2022 – 2023 school year, the program was administered to eight high schools and reached nearly 3,000 students. TFI is an evidence-informed, inclusive prevention intervention program that utilizes a trivia-based

game show format with embedded learning strategies and theories to connect participants to relevant, fact-based information related to personal safety issues, such as highway safety, tailored to the population it serves. The fast-paced, competitive awareness program utilizes a state-of-the-art, multi-digit audience response system driven by a versatile software program to deliver targeted awareness and prevention messaging, age-appropriate pop culture, and academic-style questions in multiple, innovative ways. The program offers an entertaining and inclusive way to educate teen drivers on highway safety topics, while also providing an opportunity to shift group norms through peer engagement and teamwork, making it "cool" to know and demonstrate safety information. Pre-program responses showed that 32.37% of students correctly answered the questions, while post-program survey results demonstrated that 66.09% of student participants correctly answered those questions, representing a 103.54% increase in awareness.



Think fast interactive

The team works closely with multiple grantees to provide traffic safety learning opportunities to communities throughout Maryland. The

Calvert Alliance Against Substance Abuse raises awareness of the dangers of impaired driving by augmenting high school prevention activities. This year the agency worked with the MHSO to bring the DriveSquare DUI simulator to Northern High School and Calvert High School, with 117 students taking part in the simulator experience. A pre- and post- survey was administered at both locations with results showing the majority of students either strongly agreed or agreed (95%) that the DUI simulator can demonstrate the dangerous effects of DUI driving. In both the pre- and post- surveys, a majority of students reported that consuming alcohol can affect their driving skills and judgement; they would not drink before driving; alcohol-impaired driving can lead to a fatal crash; and that they would not ride in a car with someone who had been drinking before driving. In addition, students responded that the DUI simulator added a positive learning experience to their DUI education (99%).

The Soybean Board, another grantee managed by the community engagement team, worked to increase awareness about the unique measures required to drive safely near farm equipment and similar slow-moving vehicles (SMVs). In addition to a multi-faceted educational campaign, the Board conducted multiple outreach efforts using the

road safety display offered at the Maryland Home and Garden Show, Southern Maryland Invitational Livestock Expo, multiple county fairs, and the University of Maryland's Maryland Day, to name a few. Participating in these events enabled the Board to reach over 786,000 people.

This year, the entire Community Engagement team and other MHSO staff completed their CarFit technician training. CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them by working through a 12-point checklist with a trained CarFit technician. The CarFit program provides information and materials on community-specific resources that could enhance their safety as drivers, and/or increase their mobility in the community. Programs were conducted at the Indian Head Senior Center in Charles County and during an older driver-focused event in Frederick County. CarFit information is now included in all senior driving presentations.

Two of the team's community engagement managers are certified child passenger safety technicians (CPSTs) and participate in car seat inspections throughout the state, offering parents and caregivers personalized instruction on how to use their car seats properly.



MHSO Staff conducts a CarFit event.

Out in the Community



The projects included in this Annual Report prioritize the strategies and action steps in Maryland's Strategic Highway Safety Plan (2021-2025). For the 2021-2025 SHSP, a statistical methodology was applied to determine highway safety performance measures, with annual targets for the SHSP set using a two-pronged approach: targets experiencing a decreasing trend over time are set using five-year rolling averages and an exponential trend line without a fixed endpoint to calculate future targets; for measures experiencing increasing trends, however, targets are based on a 2% decrease from the most recent crash data (2018-2022 five-year average), continuing with a two percent decrease for each successive five-year average. This is to prevent setting targets higher than a baseline even if the exponential trend line points to an increase.

Current targets through 2021-2025 are set using an initial baseline five-year average of 2005-2009, updated to include trend changes in 2018-2022. For single-year targets, midpoints of the five-year average targets are used, e.g., the 2023 target is the midpoint of the rolling five-year average target for 2021-2025; the 2024 target is the midpoint of the rolling five-year average target for 2022-2026; and the 2025 target is the midpoint of the rolling five-year average target for 2023-2026.

This method is applied to 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, with the first three being identical in Maryland's Highway Safety Plan (HSP) and Highway Safety Improvement Program (HSIP) per federal requirement.

All traffic safety documents in the State of Maryland conform to this SHSP methodology, including the MHSO's Highway Safety Plan (HSP), SHA's Highway Safety Improvement Plan (HSIP), and SHA's Commercial Vehicle Safety Plan (CVSP). To comply with federal guidelines, annual targets for each of the SHSP's emphasis areas and each of the HSP program areas are also set using an exponential trend line and five-year rolling averages to calculate future targets.

Unless otherwise noted, all data are derived from SHA's Traffic Analysis Network Garage (TANG), based on crash reports submitted to and processed by the Maryland State Police through the Automated Crash Reporting System (ACRS). Data are subject to change.

Overall Statewide Targets

Assessment of Results in Achieving Performance Targets for FY22 and FY23

Performance Measure (Source)	Target Period	Target Year(s)	FY 2023			FY 2022			Met FY22 Target Y/N
			Target Value FY23 HSP	Data Source / FY23 Progress Results	On Track to Meet FY23 Target Y/N (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source / FY22 Final Result	
C-1) Total Traffic Fatalities (FARS)	5 year	2019-2023	499.8	2017-2021 FARS ARF 547.8	N	466.6	2018-2022	2017-2021 FARS ARF 547.8	N
C-2) Serious Injuries in Traffic Crashes (State)	5 year	2019-2023	2,565.0	2018-2022 State 3,023.8	N	2,263.9	2018-2022	2018-2022 State 3,023.8	N
C-3) Fatalities/VMT (FARS)	5 year	2019-2023	0.852	2017-2021 FARS ARF 0.960	N	0.774	2018-2022	2017-2021 FARS ARF 0.960	N
Serious Injury Rate (State)	5 year	2019-2023	4.454	2018-2022 State 5.330	N	3.815	2018-2022	2018-2022 State 5.330	N
Non-motorized Fatalities and Serious Injuries (FARS + State)	5 year	2019-2023	630.8	2017-2021 FARS/State 656.8	N	554.7	2018-2022	2017-2021 FARS/State 656.8	N

PROGRAM AREA PERFORMANCE MEASURES

Assessment of Results in Achieving Performance Targets for FY22 and FY23

Performance Measure (Source)	FY 2023					FY 2022			
	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source / FY23 Progress Results	On Track to Meet FY23 Target Y/N (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source / FY22 Final Result	Met FY22 Target Y/N
Aggressive Driving Fatalities (State)	5 year	2019-2023	34.9	2018-2022 State 40.2	N	29.0	2018-2022	2018-2022 State 40.2	N
Aggressive Driving Serious Injuries (State)	5 year	2019-2023	132.7	2018-2022 State 173.0	N	122.0	2018-2022	2018-2022 State 173.0	N
Distracted Driving Fatalities (State)	5 year	2019-2023	164.1	2018-2022 State 204.2	N	129.3	2018-2022	2018-2022 State 204.2	N
Distracted Driving Serious Injuries (State)	5 year	2019-2023	1,154.0	2018-2022 State 1,415.4	N	1,048.9	2018-2022	2018-2022 State 1,415.4	N
Impaired (Alcohol and/or Drugs) Driving Serious Injuries (State)	5 year	2019-2023	372.2	2018-2022 State 452.4	N	304.8	2018-2022	2018-2022 State 452.4	N
Unrestrained Serious Injuries (State)	5 year	2019-2023	350.4	2018-2022 State 431.2	N	266.7	2018-2022	2018-2022 State 431.2	N
Pedestrian (01) Serious Injuries (State)	5 year	2019-2023	406.3	2018-2022 State 414.6	In Progress	359.6	2018-2022	2018-2022 State 414.6	N
Speed-Related Serious Injuries (State)	5 year	2019-2023	4	2018-2022 State 334.8	N	219.5	2018-2022	2018-2022 State 334.8	N
Bicyclist Serious Injuries (State)	5 year	2019-2023	67.5	2018-2022 State 70.8	N	60.4	2018-2022	2018-2022 State 70.8	N
Motorcyclist Serious Injuries (State)	5 year	2019-2023	271.7	2018-2022 State 309.6	In Progress	234.8	2018-2022	2018-2022 State 309.6	N
Mature Driver-Involved Fatalities (State)	5 year	2019-2023	90.0	2018-2022 State 91.8	Y	92.4	2018-2022	2018-2022 State 91.8	Y

Assessment of Results in Achieving Performance Targets for FY22 and FY23

Performance Measure (Source)	FY 2023					FY 2022			
	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source / FY23 Progress Results	On Track to Meet FY23 Target Y/N (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source / FY22 Final Result	Met FY22 Target Y/N
Mature Driver-Involved Serious Injuries (State)	5 year	2019-2023	424.0	2018-2022 State 468.6	N	389.0	2018-2022	2018-2022 State 468.6	N
Young Driver-Involved Serious Injuries (State)	5 year	2019-2023	285.9	2018-2022 State 381.6	N	239.9	2018-2022	2018-2022 State 381.6	N
Infrastructure Fatalities (State)	5 year	2019-2023	326.7	2018-2022 State 333.4	N	275.0	2018-2022	2018-2022 State 333.4	N
Infrastructure Serious Injuries (State)	5 year	2019-2023	1,605.1	2018-2022 State 1,882.4	N	1,428.8	2018-2022	2018-2022 State 1,882.4	N
Run-off-the-Road Fatalities (State)	5 year	2019-2023	151.4	2018-2022 State 172.4	N	134.5	2018-2022	2018-2022 State 172.4	N
Run-off-the-Road Serious Injuries (State)	5 year	2019-2023	597.7	2018-2022 State 714.2	N	507.2	2018-2022	2018-2022 State 714.2	N
Intersection Fatalities (State)	5 year	2019-2023	149.2	2018-2022 State 152.2	In Progress	132.9	2018-2022	2018-2022 State 152.2	N
Intersection Serious Injuries (State)	5 year	2019-2023	963.1	2018-2022 State 1,131.0	N	845.1	2018-2022	2018-2022 State 1,131.0	N
Construction/Work Zone Fatalities (State)	5 year	2019-2023	8.6	2018-2022 State 8.8	In Progress	8.3	2018-2022	2018-2022 State 8.8	N
Construction/Work Zone Serious Injuries (State)	5 year	2019-2023	33.5	2018-2022 State 37.2	In Progress	30.3	2018-2022	2018-2022 State 37.2	N

NHTSA CORE PERFORMANCE MEASURES

To meet federal requirements the minimum set of core performance measures are included herein.

All targets below are set using a five-year rolling average and the exponential trend method described earlier. Crash data sources include data derived from SHA's TANG database, based on reports submitted and processed by the MSP, and

FARS, as noted below; seat belt use rate obtained from the annual Maryland Observational Surveys of Safety Belt Use (National Study Center); and seat belt citations, DUI arrests, and speeding citations obtained through the MHSO's grant management reporting system (GPS).

Note: FARS 2021 data are preliminary and will change when Final FARS is released; therefore, all targets are subject to change.

Assessment of Results in Achieving Performance Targets for FY22 and FY23

Performance Measure (Source)	FY 2023					FY 2022			
	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source / FY23 Progress Results	On Track to Meet FY23 Target Y/N (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source / FY22 Final Result	Met FY22 Target Y/N
C-1) Total Traffic Fatalities (FARS)	5 year	2019-2023	499.8	2017-2021 FARS ARF547.8	N	466.6	2018-2022	2017-2021 FARS ARF 547.8	N
C-2) Serious Injuries in Traffic Crashes (State)	5 year	2019-2023	2,565.0	2018-2022 State 3,023.8	N	2,263.9	2018-2022	2018-2022 State 3,023.8	N
C-3) Fatalities/VMT (FARS)	5 year	2019-2023	0.852	2017-2021 FARS ARF 0.960	N	0.774	2018-2022	2017-2021 FARS ARF 0.960	N
Serious Injury Rate (State)	5 year	2019-2023	4.454	2018-2022 State 5.330	N	3.815	2018-2022	2018-2022 State 5.330	N
Non-motorized Fatalities and Serious Injuries (FARS + State)	5 year	2019-2023	630.8	2017-2021 FARS/State 656.8	N	554.7	2018-2022	2017-2021 FARS/State 656.8	N
C-4) Unrestrained Passenger Vehicle Occupant Fatalities, All Seat Positions (State)	5 year	2019-2023	103.5	2018-2022 State 130.6	N	81.3	2018-2022	2018-2022 State 130.6	N

Assessment of Results in Achieving Performance Targets for FY22 and FY23

Performance Measure (Source)	FY 2023					FY 2022			
	Target Period	Target Year(s)	Target Value FY23 HSP	Data Source / FY23 Progress Results	On Track to Meet FY23 Target Y/N (in-progress)	Target Value FY22 HSP	Target Year(s)	Data Source / FY22 Final Result	Met FY22 Target Y/N
C-5) Impaired (BAC. 08+) Driving Fatalities (FARS)	5 year	2019-2023	166.5	2017-2021 FARS ARF 173.4	N	169.9	2018-2022	2017-2021 FARS ARF 173.4	N
C-5.5) Impaired (Alcohol and/or Drugs) Driving Fatalities (State)	5 year	2019-2023	152.2	2018-2022 State 159.8	N	143.5	2018-2022	2018-2022 State 159.8	N
C-6) Speeding-Related Fatalities (State)	5 year	2019-2023	73.1	2018-2022 State 93.6	N	61.2	2018-2022	2018-2022 State 93.6	N
C-7) Motorcyclist Fatalities (State)	5 year	2019-2023	68.5	2018-2022 State 72.0	N	64.1	2018-2022	2018-2022 State 72.0	N
C-8) Unhelmeted Motorcyclist Fatalities (State)	5 year	2019-2023	10.8	2018-2022 State 11.0	In Progress	9.4	2018-2022	2018-2022 State 11.0	N
C-9) Drivers Age 20 or Younger Involved in Fatal Crashes (State)	5 year	2019-2023	42.3	2018-2022 State 55.0	N	33.6	2018-2022	2018-2022 State 55.0	N
C-10) Pedestrian Fatalities (State)	5 year	2019-2023	125.4	2018-2022 State 128.0	N	107.5	2018-2022	2018-2022 State 128.0	N
C-11) Bicyclist Fatalities (State)	5 year	2019-2023	9.4	2018-2022 State 9.6	In Progress	10.2	2018-2022	2018-2022 State 9.6	N
B-1) Observed Seat Belt Use for Passenger Vehicles, Front Seat Outboard Occupants (State Survey)	Annual	2024	93.1	2023 92.1	Y	91.3	2022	2022 92.7	Y

***Activity Measures (State Data: Grant-funded Only)	Federal Fiscal Year (FFY)								
	FFY 2015	FFY 2016	FFY 2017	FFY 2018	FFY 2019	FFY 2020	FFY 2021	FFY 2022	FFY 2023
Number of seat belt citations issued during grant-funded enforcement activities (A-1)	4,434	4,900	2,580	2,489	3,112	2,160	1,628	1,254	1,278
Number of impaired driving arrests made during grant-funded enforcement activities (A-2)	1,620	1,894	1,097	1,217	1,139	884	618	1,220	579
Number of speeding citations issued during grant-funded enforcement activities (A-3)	20,752	24,542	18,529	22,575	16,392	14,519	11,984	10,471	9,125

Note: Previous Annual Reports did not include DUI arrests conducted by the MSP SPIDRE team. The table below includes calendar year (CY) stats for SPIDRE arrests which are tallied separately from other LE reporting (i.e., total grant-funded-issued DUI arrests include the counts above plus those below for SPIDRE).

	Calendar Year (CY)									
	CY 2015	CY 2015	CY 2016	CY 2017	CY 2018	CY 2019	CY 2020	CY 2021	CY 2022*	CY 2023*
Number of impaired driving arrests made during grant-funded enforcement activities (A-2) SPIDRE ONLY	634	540	541	386	372	331	340	325	279	307

*As of November 25, 2023

Notes:

- ▶ 5-year totals and targets are 5-year averages.
- ▶ FY22: 2021-2025 SHSP Methodology using federal data for the HSIP and NHSTA Core Performance Measures; targets for 2018-2022 from the FFY 2023 HSP.
- ▶ FY23: 2021-2025 SHSP Methodology (Updated 2019-2023 targets based on 2018-2022 data from NSC, September 2023).
- ▶ C-5: The performance measure for impaired driving fatalities has been updated as of the HSP FFY 2024-2026 submission. We will now report on impaired fatalities using both FARS and State definitions.
- ▶ B-1: 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 through 2022 were set based on the 89.9% belt use rate in 2020. (This was updated from the previous HSP reporting which set the baseline at 92% from 2014. Since Maryland went below the baseline, a new baseline was set with new targets.) Targets through 2028 are now set from the 2023 baseline of 92.1% since the target was achieved, e.g., the 2028 target is 97.2%.
- ▶ Fatalities, Fatality Rate, and Non-motorized Fatalities requiring FARS data have targets set based on the 2021 ARF. As of the development of these targets and the Annual Report, NHTSA has not released Final 2021 and 2022 ARF and is not expected to until after the Annual Report is submitted.

Maryland did not meet several targets including Total Traffic Fatalities, Serious Injuries, Fatalities/VMT and Serious Injury Rate. However, moving forward Maryland will adjust action steps in the SHSP, and continually add elements to the comprehensive outreach campaign Be the Driver. In addition, we will continue our work with multiple counties and municipalities as they develop and implement local SHSPs. Specific actions per emphasis area where targets were not met are detailed below:

Unrestrained Passenger Vehicle Occupant Fatalities. The MHSO will work to implement more recommendations from the OP assessment and take a closer look at the data. The Observational Seat Belt Survey sites that showed a low use rate will be reviewed for additional campaign targeting and if necessary, enforcement. Action steps that will be taken for the upcoming grant year include improving the accuracy and completion of restraint use/safety equipment use fields in Maryland's Automated Crash Reporting System (ACRS), promoting a model policy for all Maryland law enforcement agencies that encourages occupant protection use amongst their officers, and implementing a higher concentration of outreach efforts that consider unique cultures and circumstances in minority or vulnerable communities including immigrants in Maryland.

Impaired Driving Fatalities. The MHSO will work to implement recommendations from the impaired driving assessment including incorporating underserved audiences in both paid and earned media campaigns, executing complete and through toxicologist examinations on all blood specimens submitted for DUI investigation (cannabis & alcohol) and the hiring of a qualified Judicial Outreach Liaison and TSRP. The SJOL will work with the Office of Problem-Solving Courts to expand DUI Courts. Action steps that will be taken for the upcoming grant year include analyzing DRE data for trends in drug-involved arrests, promoting the education of drugged driving dangers with cannabis

dispensaries, and creating an impaired driving strategic plan.

Speeding-Related Fatalities. The MHSO will work with partners on the examination of initiatives or policy changes made in other states over the last 3-5 years that are intended to reduce aggressive driving including speeding. Action steps that will be taken for the upcoming grant year include supporting legislation and adjudication efforts to reduce speed violations, evaluating variable/moveable automatic speed enforcement or other technologies in high-risk areas, and support the placement and implementation of unmanned speed cameras in work zones with higher fines that are comparable to fines issued by law enforcement. The MHSO will also work with partners to review existing programs and countermeasures that have shown a measure of success in reducing speeding and aggressive behaviors either in research or in practical applications.

Motorcyclist Fatalities and Unhelmeted Motorcyclist Fatalities. The MHSO will increase the number of locations and number of classes for MD MOTORS classes in the upcoming grant year. Expanding partnerships with motorcycle dealerships to offer educational seminars to their customers and providing safety literature will be action steps taken in the upcoming grant year. The office will also provide data to partners who oppose the repeal of the motorcycle helmet law in the upcoming MD General Assembly.

Drivers Age 2- or Younger Involved in Fatal Crashes. The MHSO will work with the MD Department of Health to offer additional CPS technician training classes and create a more effective process for existing technicians to recertify. The office will work more closely with EMS by providing crash science training for emergency clinicians/first responders focusing on implications of a crash scene, identification of the use/non-use of a restraint/car seat and patient/occupant location and how these factors contribute to injury.

Pedestrian Fatalities. The MHSO will work to implement more recommendations from the pedestrian assessment and take a closer look at the data. MD's Pedestrian Safety Action Plan will allow the office to coordinate campaign efforts with MD SHA to inform the public regarding pedestrian safety at targeted locations and of newly implemented measures. Action steps that will be taken for the upcoming grant year include updating curriculum for obtaining and renewing a driver's license in Maryland to better incorporate pedestrian safety, establish a Pedestrian Bicycle Safety Legislative Task Force subcommittee to serve as an on-going working group that identifies

gaps in legislation and policy, and use the "MDOT SHA Context Driven Access & Mobility for All Users" guidelines to support implementation of appropriate treatments in the Urban and Suburban context areas

Bicyclist Fatalities. The MHSO will identify bicyclist high risk locations on State-owned/maintained and locally owned/maintained roads and develop detailed visualization tools and data sharing. In addition, the office will work with law enforcement to increase enforcement of bicycle safety laws such as the 3-foot law and encourage increased bicycle patrols statewide.

