

MESSAGE FROM THE HIGHWAY SAFETY CHIEF



Tom Gianni, Chief  
Maryland Highway Safety Office

Welcome to our second edition of the Maryland Strategic Highway Safety Plan (SHSP) Newsletter.

Throughout 2016, all six SHSP Emphasis Area Teams continued their progress implementing the 2016-2020 strategies by developing action steps to reduce fatal and serious injuries on all Maryland roadways. I want to offer my sincerest personal Thank You to all the people who continue to participate on these active teams.

Unfortunately, after a decade of dramatic declines in highway fatalities, the past two years have seen a reversal of this trend. As Maryland continues to enjoy an improving economy,

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## RAVEN Program

Unveiled at the DUI Conference last October, the Risk Analysis of Vehicle and Environmental Networks (RAVEN) program is a one-stop shop for law enforcement, highway safety professionals, and transportation partners to view and analyze crash and citation data overlaid onto the Maryland roadway network. Developed by staff at Washington College in partnership with the University of Maryland National Study Center, RAVEN features the following data segmentations:

- Overall State crash hotspots
- Overall crash hotspots by county
- Impaired statewide crash hotspots
- Impaired-crash hotspots by county
- Impaired-crash road segments by county
- Statewide aggressive-driving crash hotspots
- Aggressive-driving crash hotspots by county
- Liquor-license locations

### HOW IT CAN BE USED NOW

The statistics currently uploaded into RAVEN include static data from years 2013-2015 (liquor-license establishments include data from 2014-2016). Data segmentations can be overlapped to produce unique layers of data. For instance, crash hotspots in a county can be compared to its liquor establishments by mapping both data sets simultaneously. The number of crashes in the county is denoted by a color scale: yellow (few crashes), orange (some crashes), and red (many crashes). Liquor establishments are denoted by circles that fluctuate in size depending on the number of establishments present in that county. Users can then take a snapshot of the data viewed by printing the map to a PDF or .png file.

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## RAVEN Program (cont.)

Though much of the data is specifically helpful for law enforcement, many Emphasis Area (EA) Teams will find it useful for their own needs. For instance, the Impaired Driving EA Team has taken advantage of the data uploaded into RAVEN and is using the liquor-license establishment locations to better target consumers through outreach opportunities and campaigns. This feature also is helpful to law enforcement to better target and monitor places where consumers can buy onsite, offsite, and off- and on-site alcohol.

### HOW IT CAN BE USED IN THE FUTURE

Many transportation partners already have identified data needs and have plans to upload them in the future. Data will continue to be uploaded in ranges of three years, as RAVEN developers have determined that this volume of data is abundant enough to draw conclusions. They also have recognized that much of the data over a period of three years does not change, therefore providing an accurate portrayal of a location.

A future data directory and guide will provide users with a tool to identify how data is collected and what specific data mean within RAVEN. Though the tool is currently in a pilot stage, data requests can be made on the site. All requests will go through the developers at Washington College who are cross-checking data to ensure that their work does not overlap with transportation partners in the state of Maryland. Other feedback and suggested improvements are welcomed via the "Contact Us" feature located on the RAVEN homepage.

Access RAVEN here: [raven.washcoll.edu/mhso/public/register](http://raven.washcoll.edu/mhso/public/register).



## Aggressive Drivers Are Public Threats

Between 1997 and 2016, Maryland had coordinated with the District of Columbia and Virginia on the Smooth Operator high-visibility aggressive driving enforcement campaign. In 2017, Maryland launched its own aggressive-driving, high-visibility enforcement program called ADAPT: Aggressive Drivers are Public Threats. Ernie Lehr, Aggressive Driving Program Manager with the Maryland Highway Safety Office (MHSO), cited "the need to tailor media and messaging to Maryland roadways and audiences."

The ADAPT program supports and sponsors four high-visibility enforcement waves throughout the year. Resources for the newly launched program include videos, radio spots, social media, printed materials, and gas pump topper signs.

Digital and social-media toolkits will be distributed to statewide partners through email and at [towardzerodeathsmd.com](http://towardzerodeathsmd.com).



### MESSAGE FROM THE HIGHWAY SAFETY CHIEF (cont.)

vehicle miles traveled have increased significantly along with corresponding driver exposure. Nevertheless, addressing the behavioral and engineering factors that cause these crashes remains a priority of the Maryland Department of Transportation and its partners

as we work to achieve our 2020 reduction targets.

In this edition of the SHSP newsletter we highlight RAVEN, a new tool that helps our partners implement various SHSP strategies. We believe this information will help keep our stakeholders updated as we all strive to

make our highways safer for everyone. We look forward to your continued support and participation in Maryland's SHSP efforts in 2017 and beyond.

Safe travels.

*Tom Gianni, Chief  
Maryland Highway Safety Office*

# EMPHASIS AREA TEAMS

**YOUR EXPERTISE IS NEEDED.** Join us at one of our upcoming Emphasis Area Team (EA Team) meetings. EA Teams meet on a quarterly basis to pursue and complete established SHSP strategies and actions. Stakeholders from engineering, enforcement, education, and emergency medical services representing the public and private sectors are critical to moving Maryland *Toward Zero Deaths!*



Visit the Maryland Highway Safety Summit website for the most updated meeting schedule and to sign up for a team: [mdhighwaysafetysummit.org/join-an-emphasis-area-team.html](http://mdhighwaysafetysummit.org/join-an-emphasis-area-team.html).

## SHSP RELATED CONFERENCES/EVENTS

- The 2017 Strategic Highway Safety Plan Summit and AAA Drugged Driving Symposium is planned for April 26 in coordination with the AAA Mid-Atlantic.
- DUI Institute at the University of Maryland – June 4-9, 2017.

## IMPAIRED DRIVING



Contact Jackie Clark  
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for more information.

## PEDESTRIAN AND BICYCLIST



Contact Brian Laverty  
[blaverty@sabra-wang.com](mailto:blaverty@sabra-wang.com)  
for more information.

## OCCUPANT PROTECTION



Contact Jackie Clark  
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for more information.

## HIGHWAY INFRASTRUCTURE



Contact Jackie Clark  
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for more information.

## DISTRACTED DRIVING



Contact Brett Graves  
[brett.o.graves@leidos.com](mailto:brett.o.graves@leidos.com)  
for more information.

## AGGRESSIVE DRIVING



Contact Brett Graves  
[brett.o.graves@leidos.com](mailto:brett.o.graves@leidos.com)  
for more information.

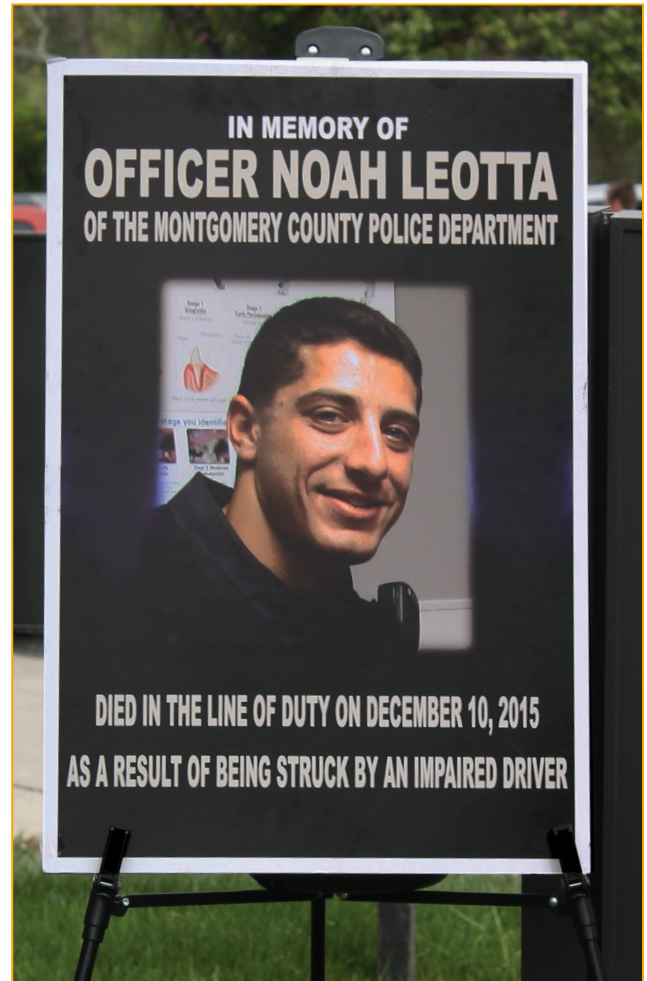
# NOAH'S LAW

**Noah Leotta, an officer in the Montgomery County Police Department**, tragically lost his life from a motor-vehicle crash while he was on DUI patrol in Rockville on Dec. 3, 2015. Recent legislation - Noah's Law - now requires all drunk driving offenders to have an ignition interlock device installed in their vehicle. The ignition interlock device requires drivers to blow into a breathalyzer before being able to start their vehicles.

Statistics show that in 2015, there were 160 fatal crashes in Maryland, approximately one out of every three, as a result of impaired driving. The maximum penalty in Maryland for killing someone while driving drunk is 10 years in prison.

Before Noah's Law, ignition interlock devices were required to be used only by repeat impaired drivers and drivers described as having been excessively impaired.<sup>1</sup> Under Noah's Law, which went into effect Oct. 1, 2016, those convicted of a DUI charge are unable to start their cars if they have consumed alcohol, due to the required ignition interlock device. It is projected that the number of these devices used in Maryland will increase from 7,000 to 17,000 in just a few years.<sup>2</sup>

A brief training video has been produced by the Maryland Department of Transportation and is available to law enforcement. A social-media toolkit for Noah's Law also is available. If you have further questions regarding Noah's Law or these outreach materials, please contact Juné Rogers [jmrogers@mdot.state.md.us](mailto:jmrogers@mdot.state.md.us) in the Maryland Highway Safety Office.



<sup>1</sup> [nbcwashington.com/news/local/Maryland-Noahs-Law-Ignition-Interlock-Devices--375344551.html](http://nbcwashington.com/news/local/Maryland-Noahs-Law-Ignition-Interlock-Devices--375344551.html)

<sup>2</sup> [wjla.com/news/crime/noahs-law-taking-effect-in-maryland](http://wjla.com/news/crime/noahs-law-taking-effect-in-maryland)



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