

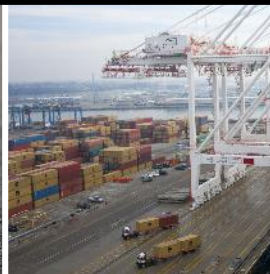


# Bishopville Speed Project

**ZERO**  
**DEATHS**  
**MARYLAND**

**MDOT**  
MARYLAND DEPARTMENT  
OF TRANSPORTATION  
MOTOR VEHICLE  
ADMINISTRATION

Maryland  
Highway  
Safety  
Office



# Background

- In 2020, the Governors Highway Safety Association (GHSA), IIHS and The National Road Safety Foundation, Inc. (NRSF) issued a RFP
- Proposals for grant funding were requested to develop, implement and evaluate a speed management pilot program in a community
- Up to \$200,000 in funding was offered to the selected state agency(ies) in support of the proposed pilot program

# Background

- Maryland was one of two states selected
- COVID complications caused the project to be delayed from it's original 2020 start date until 2021
- Maryland received \$100,000 in funding for the mutually agreed upon project

# The Project

- Two sites were selected – one the test area and the other the control



Test – Bishopville, MD



Control – Pinesburg, MD



# The Project

- These sites were selected based on:
  - Similar geography
  - Similar road conditions
    - Average speed
    - Daily Traffic
- Interventions will take place in Bishopville
- Evaluations of pre- and post-project changes will be conducted at both locations

# MHSO's Role

- Be the Point of Contact to GHSA and IIHS, as needed
- Convene working group to finalize the timeline, tasks and roles and responsibilities
- Conduct a process evaluation of the pilot program's implementation
- Assist IIHS with data collection to include identifying data collection contractors the state/city may already work with, data collection sites
- Ensure temporary engineering countermeasures are installed as planned
- Conduct enforcement activities as planned
- Work with GHSA and IIHS to develop speeding messages/creative
- Develop and implement communications activities and grassroots public outreach to convey the speeding message/creative

# Key Points

## October – December 2021

- Collect information from all partners
- Compile results and data from studies, education, enforcement and others
- Compile final report
- Send final report to all partners for review
- Submit final report to GHSA

## Partners

- GHSA/IIHS
- SHA
- Maryland State Police
- Worcester County Sheriff's Office

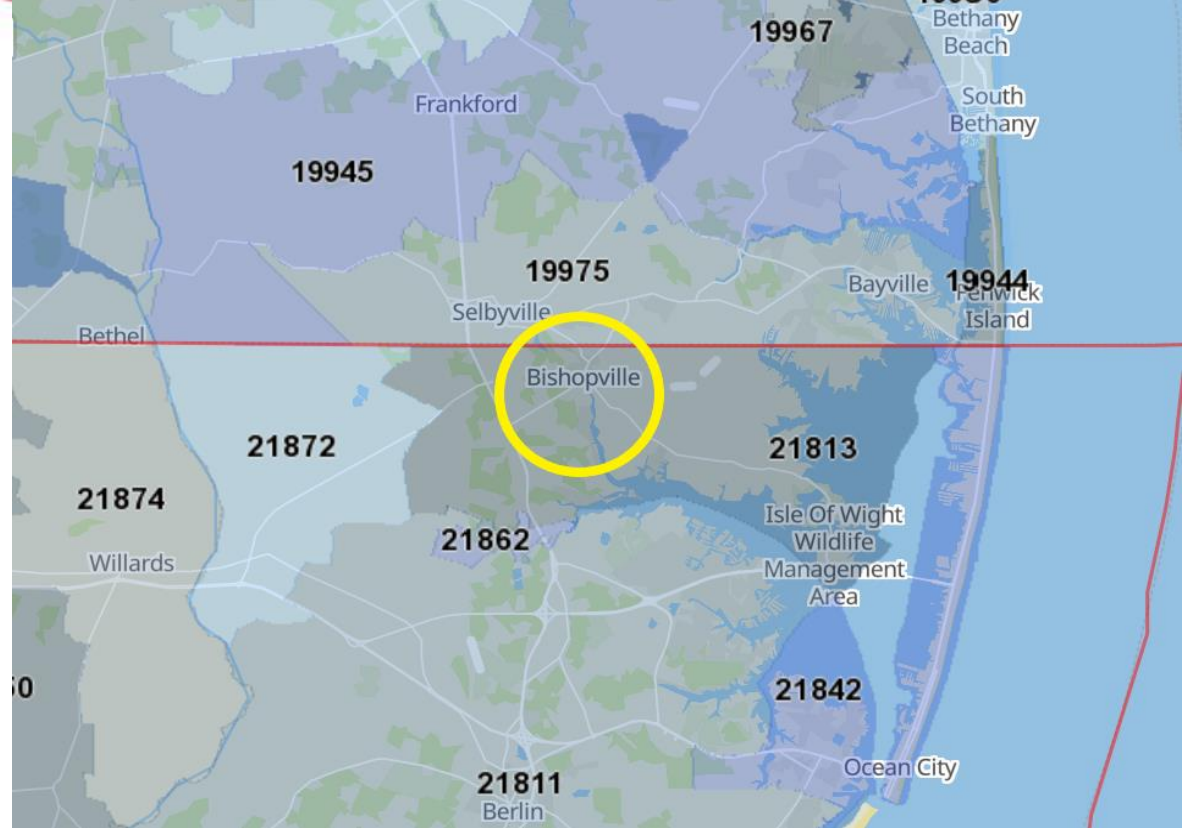
# Key Points

## Media Target area

- Key zip codes in MD and DE for media
  - Local billboards
  - Social media
  - Earned media as possible

## Enforcement

- Speed enforcement to be conducted in and around Bishopville for a month
- 4 waves
- MSP & Sheriff's Office





# Timeline

## June 2021

- 6/1/2021-6/30/2021: IIHS to conduct pre-survey evaluation and speed data collection in control and intervention areas
- 6/1/2021: SHA to start “construction” planning
- 6/1/2021 - 6/30/2021: MHSO internal planning for outreach
- 6/1/2021 - 6/30/2021: MHSO completes media campaign planning and buy

## July 2021

- 7/1/2021: Deadline for providing locations of interventions to GHSA/IIHS
- 7/18/2021 – 7/24/2021: MHSO will coordinate and complete outreach to the community prior to implementation
  - Businesses, Churches, Local Households
- 7/25/2021 - 7/31/2021: SHA implements and completes interventions

# Timeline

## August 2021

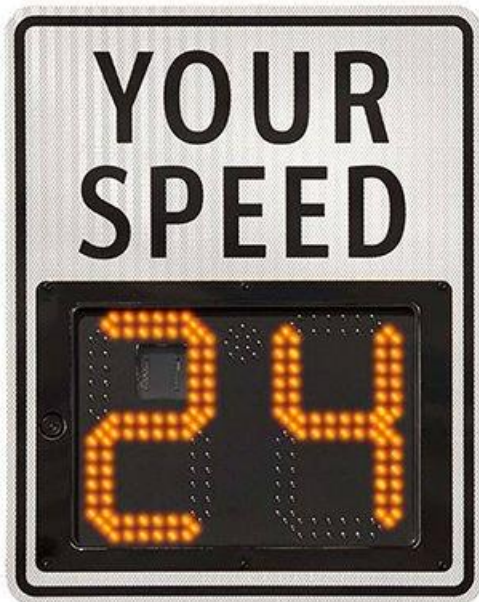
- Law Enforcement partners begin enforcement details in the selected area of intervention
- 4 waves consisting of 5 days each) Worcester Sheriff's Office and Maryland State Police
  - 8/4 - 8/8, 2021: (Media wave to precede on 8/2/2021 through end of wave)
  - 8/11 - 8/15 2021: (Media wave to precede on 8/9/2021 through end of wave)
  - 8/18 - 8/22 2021: (Media wave to precede on 8/16/2021 through end of wave)
  - 8/25 - 8/29 2021: (Media wave to precede on 8/23/2021 through end of wave)
- Project concludes. All media, evaluation, education and enforcement stops

## September 2021

- 9/1/2021 – 9/30/2021: MHSO to collect and compile media and enforcement data from waves
  - Stops, citations, warnings
  - Media impressions, engagements, earned media value, etc.
- 9/1/2021 - 9/30/2021: IIHS to conduct post evaluation in control and intervention areas

# Interventions

**Lane Striping**



**Speed Feedback Signs**



MARYLAND DEPARTMENT  
OF TRANSPORTATION

MOTOR VEHICLE  
ADMINISTRATION

*Maryland  
Highway  
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# Questions/Comments?

## Thank you!

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