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 its 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
Questions/Comments?

Thank you!

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