



# Law-Enforcement Executive's Guide to High Visibility Enforcement





Chief Michael A.  
Pristoop  
President  
Maryland Chiefs of  
Police Association

## A Message from the Maryland Chiefs of Police Association President

During my term as president of the Maryland Chiefs of Police Association, I have enjoyed the opportunity to work with Maryland's law-enforcement professionals as they carry out the mission of our association. Many leaders participate in committees that focus on specific goals to further the association's effectiveness in providing a safer Maryland for the citizens we serve. One such committee is the Traffic Safety Committee.

To continue moving Toward Zero Deaths on Maryland roadways, the Traffic Safety Committee has developed a High Visibility Enforcement (HVE) tool kit that gives every law-enforcement leader the knowledge, resources and opportunity to make an impact and reduce serious injuries and fatalities in our neighborhoods. Maryland is one of four states to be nationally recognized by the International Association of Chiefs of Police as a pioneer in effective HVE programs. HVE is becoming well-known as a best practice in reducing traffic fatalities in our communities and on our highways.

With the significant rise in traffic fatalities in Maryland in 2015, it is clear we all have work to do. We must use this toolkit to protect our citizens, family, friends and fellow officers.

I commend the Traffic Safety Committee's dedication to this lifesaving task that emphasizes the value of High Visibility Enforcement.

A handwritten signature in black ink, appearing to read 'M. Pristoop', with a small dot below the end of the signature.

Chief Michael A. Pristoop  
President  
Maryland Chiefs of Police Association

## A Message from the Maryland Sheriffs' Association President

In serving as President of the Maryland Sheriffs' Association, I have witnessed the diligent work from law enforcement in all corners of our State to make our communities the safest anywhere. The partnership between the Maryland Sheriffs and the Maryland Chiefs of Police continues to deliver bold improvements and strategies for reducing crashes, serious injuries and fatalities on Maryland roadways.



Sheriff R. Jay Fisher  
President  
Maryland Sheriffs'  
Association

Along with Chief Pristoop and Colonel Jones, I am pleased to share the first High Visibility Enforcement Toolkit for our State's law-enforcement leadership. High Visibility Enforcement (HVE) – these aren't just buzz words, but a tested, universal method for improving traffic safety and actually changing unsafe driving behaviors. Within the pages of this toolkit, the members of the MCPA Traffic Safety Committee have outlined how to put the HVE approach into action through enforcement, visibility and publicity.

Working Toward Zero Deaths on Maryland roadways is the highest priority. I appreciate the time and effort of the MCPA Traffic Safety Committee in making this incredible resource a reality for our associations.

A handwritten signature in black ink that reads "R. Jay Fisher". The signature is written in a cursive, flowing style.

Sheriff R. Jay Fisher, President  
Maryland Sheriffs' Association



Col. Jerry Jones  
Chairman  
MCPA Traffic Safety  
Committee

## A Message from the MCPA Traffic Safety Committee Chairman

Since my return to law enforcement as Chief of the Maryland Transportation Authority Police in November 2015, I have had the privilege of chairing the Maryland Chiefs of Police Association's Traffic Safety Committee.

The committee is a collaboration of dedicated traffic-safety advocates from across Maryland who work hand-in-hand with the Maryland Department of Transportation's Maryland Highway Safety Office. Comprised of local, county and State law-enforcement representatives, this group fosters innovation and development of successful strategies to improve safety on our State's roadways and move us closer Toward Zero Deaths.

You're holding one of these strategies in your hand right now. The High Visibility Enforcement (HVE) Toolkit offers the knowledge and resources that law-enforcement executives need to build effective traffic-safety programs that reduce serious and fatal crashes in our communities. HVE is a clear departure from "fishing hole" policing tactics. Using strategic enforcement, high visibility and public education to promote compliance, HVE is a proven process that focuses on changing driver behavior, not simply just on the number of tickets issued.

I encourage you to embrace this program and to be part of the deterrence that permanently changes unsafe traffic behaviors. We owe it to those we serve and to those we love.

A handwritten signature in black ink, appearing to read "Jerry Jones".

Colonel Jerry Jones, Chairman  
MCPA Traffic Safety Committee

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# Why is High Visibility Enforcement Important?

Today's policing environment has grown ever more complex with any number of challenges facing law-enforcement executives. Public safety is viewed through many different lenses and defined differently by executives from jurisdiction to jurisdiction. Nevertheless, providing safer roads and highways for our communities has always been a basic law-enforcement function.

As planning models have become more refined and as collaboration between highway safety disciplines continues to evolve, our safety successes are impressive. Unfortunately, innocent lives still are lost every year on the roadways across our nation and within our communities.

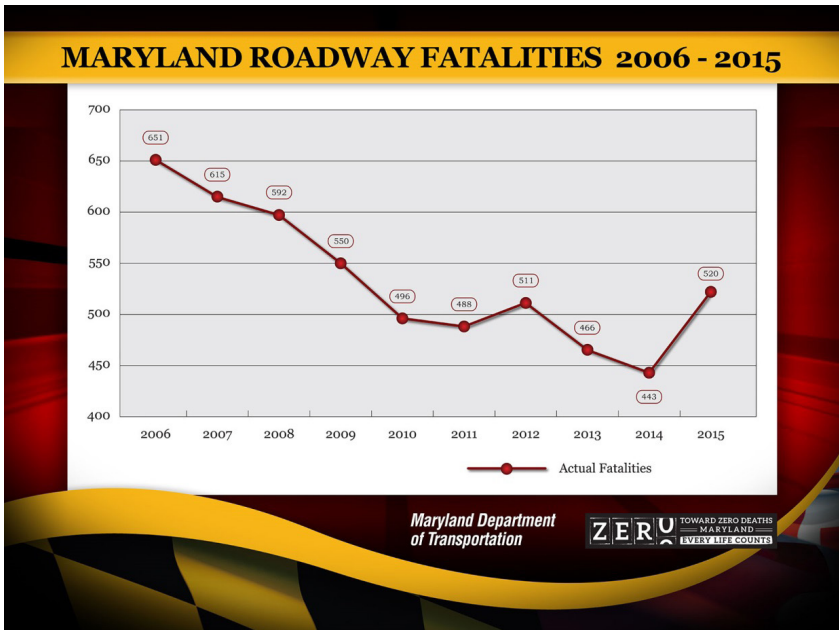
This guide has been produced to assist law-enforcement executives in implementing the most up-to-date and proven measures to help deter highly risky driving behaviors that often result in crashes and their related human toll. It is intended to provide a high level perspective of a proven problem-solving technique known as High Visibility Enforcement (HVE). The guide will assist you in formulating plans that fit the specific needs of your communities by better understanding today's effective traffic-enforcement science. It is not intended to be a step-by-step Traffic Safety Desk Manual; rather it is a global overview of a concept that is often discussed, but not always fully understood.



## Problem Identification

Following a steady downward decline over the past 10 years, Maryland roadway fatalities increased in 2015 by more than 17%, the largest single year increase in more than 30 years. Although more in-depth analysis of data is required to determine some of the causes of the dramatic increase, the following are known contributors:

- Traditionally, as the local economy improves and joblessness goes down, traffic related fatalities tend to increase.
- Due to the relatively low prices of gasoline, discretionary driving has begun to increase. In fact, during a 12-month period from March 2015 to March 2016, Maryland's Vehicle Miles Traveled (VMT) increased by 8.1%, the largest increase of any state in the country. With increased exposure (more miles driven), crashes and related injuries and fatalities also will increase.
- Excessive speed, driver impairment and/or the failure to properly use Occupant Protection Systems (seatbelts) are the leading causes of traffic-related deaths. Driver distraction is also a major cause of crashes and fatalities, but more detailed analysis is required to determine which types of distraction most often are involved.



# Strategic Highway Safety Plan



## Maryland's Vision:

Moving Maryland **TOWARD ZERO DEATHS** since death is not an acceptable consequence of driving.

The State's Strategic Highway Safety Plan (SHSP) was developed through a collaboration with all 4 "E"s of Highway Safety: Enforcement, Engineering, Education and Emergency Medical Services. This statewide effort included partners and stakeholders from State, county and local levels to develop a five-year plan aimed at reducing crashes, fatalities and injuries on all Maryland roads. This plan addresses six major emphasis areas: Aggressive Driving, Occupant Protection, Impaired Driving, Distracted Driving, Highway Infra-



structure and Pedestrian and Bicycle Safety. Within these emphasis areas are broad strategies and comprehensive action steps to address specific problems. The underlying approach of the plan is to drive Maryland **TOWARD ZERO DEATHS** by reducing the number of crash related fatalities and serious injuries by 50% from 2008 to 2030.

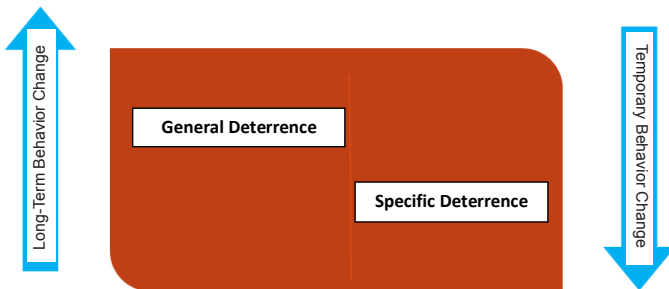


# Deterrence Theory

The American Association of State Highway and Transportation Officials (AASHTO) has determined that 93% of all traffic crashes are a direct result of some human factor and that 57% of all fatalities are a result of what could be considered High Risk Driving Behavior. By changing these behaviors, we can all move Maryland one step closer to its goal of zero deaths.

High Visibility Enforcement (HVE) is a proven countermeasure and universal traffic-safety approach designed to create deterrence and change unlawful and risky driving behaviors. HVE combines highly visible and proactive law-enforcement strategies to target a specific traffic-safety issue. Law-enforcement efforts are combined with a marketing strategy to educate the public and promote voluntary compliance with the law.

Specific deterrence is defined as the use of some form of punishment for unlawful activity that is intended to discourage a specific individual from re-offending. The objective of specific deterrence is to stop the immediate behavior and to persuade the person who committed the offense from breaking the law in the future.



Conversely, the concept of general deterrence is the overarching goal of HVE. General deterrence is intended to make motorists think twice about breaking the law. For example, drivers who are aware of Click-It-Or-Ticket campaigns and consistently see seatbelt enforcement during their morning commutes will be more likely to wear a seatbelt while driving as opposed to those who do not. Overall, increased public awareness about enforcement efforts will ultimately change risky driving behavior.

## Deterrence Through High Visibility Enforcement (HVE)



# Enforcement Strategy

## HVE Overview

As a law-enforcement executive, preventing traffic crashes and resulting injuries and fatalities are a priority. In today's social climate, where policing procedures are scrutinized heavily and may be criticized, deploying strategies that are transparent and problem-based are not only effective in addressing the issue, but in overcoming these leadership challenges.

HVE combines proven strategic-planning methods to address critical traffic-safety issues within a community. By utilizing sophisticated crash analysis to identify crash problems correctly (including locations, dates and times and causal factors), a police executive can better deploy scarce resources. This will enable him or her to implement the right enforcement strategies in the right areas at the right times and focus on the identified driving behaviors.

HVE is more than just being highly visible. Effective HVE combines visible enforcement elements with a marketing strategy to educate the public and promote voluntary compliance with the law. Increased publicity of the problem -- and your agency's response to the problem -- are critical elements of HVE. It is important to disseminate information about the specific traffic problem and provide a warning to the public about the enforcement response they should expect to see. This publicity should involve all traditional forms of messaging including electronic message signs, road signs, press releases and paid marketing, if possible. In addition, highly followed social media outlets are a perfect venue for describing a specific traffic problem and the strategies that will be deployed to address the problem, such as saturation patrols and sobriety checkpoints.

Ultimately by combining enforcement, publicity and visibility in areas that can be demonstrated to have a specific traffic issue, the public will get a better understanding of when, what and how certain driving behavior will be monitored and enforced, thereby creating the desired deterrent effect.

*Reference the National Highway Traffic Safety Administration website for the entire HVE toolkit. See Resources on pg. 23.*

# Elements of HVE

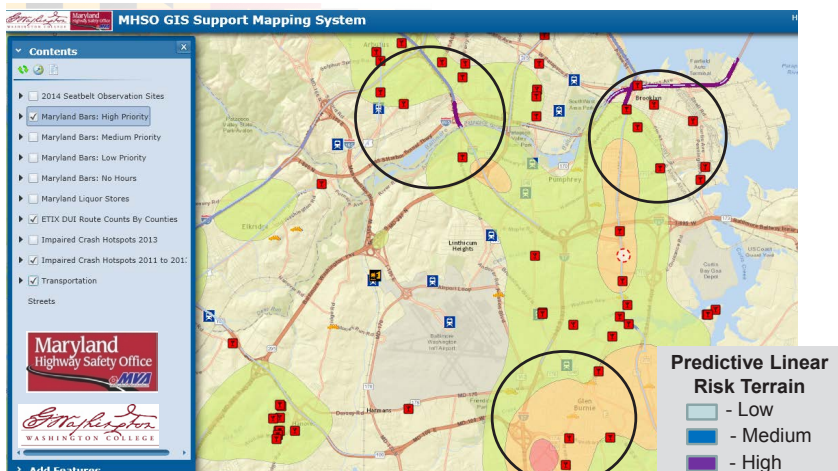
## I. Data Analysis and Problem Identification

Identifying the problem is the first step in targeting an agency's enforcement effort. This can be as simple as recognizing that impaired drivers, for example, cause more crashes than those who are not impaired. By examining the data to identify the specific problem in your jurisdiction, you also will identify the affected population, area of concern and possible reasons why it is occurring. Without a thorough understanding of the specific crash problem, agencies run the risk of deploying valuable resources ineffectively, using improper enforcement countermeasures or failing to get their messages out. Conducting daytime speed enforcement operations in an area where late-night alcohol-involved crashes are the true problem is likely an ineffective strategy for reducing those crashes.

## II. Use of GIS Tools

The Washington College GIS Lab in Chestertown, Md., has been supporting the Maryland State Police Impaired Driving Reduction Effort (SPIDRE) team since its inception and continues to provide in-depth spatial analysis to help guide SPIDRE's deployments and post-operational reports. Staff also provides a wide variety of data products, hands-on support and training. The GIS Lab monitors driving behavior based on location, and experts identify high-risk areas to direct law-enforcement officers to locations where problem behaviors are concentrated. This form of data-driven policing is the foundation of place-based problem solving.

Washington College's highly qualified team of GIS experts continues to collect, maintain and analyze data for a risk terrain analysis of impaired driving in Maryland. Risk terrain modeling is an approach of spatial analysis that uses GIS to attribute real-world data elements to places on digital maps. When combined with routing algorithms, it is an effective data-driven tool that provides a predictive analysis for law enforcement (see diagram next page).



Since most law-enforcement agencies do not have access to all of the data they need (i.e. crashes, citations, liquor license locations, etc.) or the personnel to download, update, map and analyze the data, staff at Washington College assists law enforcement with this effort. They coordinate all of the collection, storage and distribution of datasets necessary to make data-based decisions for determining DUI check-point and saturation patrol locations. These analytical tools are highly advanced forms of electronic pin maps that combine specific crash and violation types with other helpful data elements such as liquor-license locations and the dates and times of specific crash types. Pre-cursor products and static maps were instrumental in planning for the multi-jurisdictional “40-on-40” effort that is featured within this guide.

An online system known as RAVEN (Risk Analysis of Vehicle and Environment Network) is expected to be launched in fall 2016. It will be an easily accessible and user-friendly interactive tool for jurisdictions across the State.

### III. Identifying Resources

HVE is a place-based, problem-solving strategy that requires proactive planning and collaboration. Combining enforcement efforts and media components with other local agencies and jurisdictions provides the greatest degree of saturation and effectiveness. When incorporated into standard patrol operations, this strategy provides long-term public-safety benefits and instills a culture of traffic safety within the community.

## MHSO Grant Funding

The mission of the Maryland Department of Transportation's Maryland Highway Safety Office (MHSO) is to save lives and prevent injuries by reducing motor-vehicle crashes through traffic-safety programs. The MHSO and the National Highway Traffic Safety Administration (NHTSA) provide resources such as funding, guidance and data to support HVE projects. Highway-safety grants can be used to enhance an agency's ongoing traffic-safety projects at the local level by providing funds for overtime enforcement, training and traffic-related equipment. Eligible grant-funded projects must utilize HVE concepts to increase visibility and message saturation to achieve the ultimate deterrent effect.

*Refer to the MHSO and the NHTSA websites for further funding information and guidelines. See Resources on pg. 23.*

## IV. HVE Deployment -- Traffic Law Enforcement

Deploying highly visible patrols must involve using proper enforcement countermeasures for the specific problem being addressed in the identified areas. Sobriety checkpoints, seatbelt channelization operations and saturation patrols accompanied by public notification are excellent ex-



amples of HVE operations. In addition to highly visible patrols, notifying the public should be constant and simultaneous. While coordination and collaboration among law-enforcement agencies is a vital component of a successful program, getting the word out effectively is equally as important.

## V. Informing the Public -- Getting the Word Out

Simply observing increased enforcement may not resonate to the motoring public; however, coupling those efforts with public outreach such as social media postings, billboards, news stories, etc., provides additional information about your purpose. Continuous and consistent public outreach will establish a strong awareness of your commitment to public safety. Using multiple media outlets allows motorists to access information in a variety of ways by receiving information from their electronic devices, the internet or in paper format.

### Media Types

**Social media** integrates technology, social interaction and communications through words and pictures in real-time. Make sure to choose a social media source (i.e. Twitter, Facebook or Instagram) that will best cater to your target audience's needs. For example, Twitter can be used to create publicity about an ongoing enforcement event, inform the public about scheduled enforcement activities and convey how driving behaviors will be monitored. Often, using a combination of social media sources is most effective.

Crash and citation data indicates that our most at-risk drivers are those between the ages of 18 and 34. It is widely known this age demographic relies heavily on social media as its information source; therefore it is a vital component of HVE and should be recognized as a valuable resource to:

- Inform the community of the nature of the traffic problem.
- Describe law-enforcement efforts to address the problem.
- Create a dialogue about law enforcement efforts.

**Earned media** is publicity that is obtained at no cost, such as media events, news reports, articles, Letters to the Editor and Op Ed pieces. Public forums and community meetings also increase public awareness on where and how your enforcement efforts are being implemented. News releases in advance of, and ride-alongs for the media during, major or sustained enforcement efforts have proven very effective and can be utilized at no cost to the agency to get the word out.

*Reference the NHTSA website for news release templates for various enforcement campaigns.*

**Paid media** encompasses advertising purchased for television, radio, print, digital/interactive media and out-of-home. Paid advertising gets the attention of target audiences so that they, in turn, support your enforcement efforts. Examples include billboards, radio announcements and digital ads. These methods convey a specific message to an area or group using more elaborate forms of communication crafted by marketing professionals who understand the science of widespread message delivery. Since these forms of media are rather costly, they will likely be out-of-reach for most agency budgets. Nevertheless, the National Highway Traffic Safety Administration (NHTSA) funds multiple national campaigns throughout the year, which can be combined with smaller, more localized campaigns at the same time. National and statewide traffic-safety media campaigns should always be accompanied by HVE mobilizations. They provide an excellent platform for additional saturation at the local level.

The optimal deterrent effect can be achieved if a motorist reads a news story about a national campaign in his or her local newspaper, leaves his or her home in the morning and hears a message on the radio about that campaign, and then sees enforcement activity on the highway while driving to work.



Reference "40-on-40" on pg. 18 for detailed media examples and uses.

## VI. Evaluation

Perhaps one of the most important steps of an HVE project is the evaluation component. More than tallying the number of citations and arrests that were made during an operation, a comprehensive evaluation measures a project's impact along with its operational efficiency. As a law-enforcement executive, understanding the operation's cost benefit is critical for determining whether or not the project met its stated goals and whether or not it should be duplicated, sustained, modified or replaced with something better. Comprehensive evaluations always start at the beginning of the program and are carried throughout the entire operation. Understanding the project's objectives and the manner in which they will be measured are critical to success. The various steps of a comprehensive evaluation are described in the following pages.

## Formative Evaluation

Formative evaluation ensures that a program or program activity is feasible, appropriate and acceptable before it is implemented fully. It is usually conducted when a new program or activity is being developed or when an existing one is being adapted or modified. Overall, this type of evaluation is intended to determine if the problem is identified correctly and sufficiently. For example, you may have identified a motorcycle crash problem within your community, but was the data examined sufficiently to identify all aspects of the problem to be certain you are addressing the right things, such as excessive speed vs. impaired driving for example?

## Process/Implementation Evaluation

Process evaluation determines whether program activities have been implemented as intended and resulted in certain outputs. This type of evaluation asks: Who, What, When and Where. For example:

- What were the barriers/facilitators to the project?
- When did the activities for the project take place?
- Where did the activities occur?
- How are specific issues addressed?

Process/Implementation evaluation can be used to determine whether enforcement strategies were deployed as planned. For example, were checkpoints cancelled by weather or was there an insufficient number of personnel to continue patrols? By asking implementation questions, the executive can determine the root cause of any shortcomings or challenges.

## Output Evaluation

Output evaluation measures short-term processes and changes. Although law enforcement tends to measure success in terms of the number of vehicles stopped and citations issued, outputs do not answer the questions: Was my operation truly a success? Did it correct the problem I set out to solve? Although measuring outputs can be an effective performance measure of personnel, it should always be coupled with other evaluations to thoroughly determine if the program achieved the ultimate deterrent effect. For example, administering citations or warning tickets is a form of short-term behavior change that may or may not change long-term risky driving behavior. By continuing the evaluation process, more substantive information can be obtained.



## Outcome Evaluation

Outcome evaluation measures the effects of a program in the target population. It is critical to develop these measures prior to project implementation so that everyone involved understands the program's goals. Examples of questions to ask while conducting this evaluation are: What was the decrease in alcohol-involved crashes in my community following a sustained period of sobriety checkpoints? Did speed surveys indicate a decrease in average highway speeds following place-based speed patrols?

## Impact Evaluation

Impact evaluation may be the most difficult evaluation component to achieve. An Impact Evaluation assesses changes in individual behavior based on the implementation of a project or program. This evaluation attempts to determine if people who were exposed to your campaign actually were impacted and made the desirable behavior change. For example, did heavily advertised and sustained seatbelt enforcement initiatives actually increase observed seatbelt usage rates?

## Impact Evaluation Components and Ideas

- Surveys allow project managers to gain both qualitative and quantitative data that records when participants heard or saw visual elements and if the enforcement efforts are affecting driving behavior.
  - Using an agency's Facebook page to measure the public's recognition of increased enforcement activity and safety messaging is a quick and easy way to get anecdotal evidence that your message is being heard and adhered to.
  - Surveys can measure if drivers heard your message, the source of where they heard the message, if drivers observed increased enforcement and if they perceived an increased risk of receiving a ticket.
- Public forums and polls offer the public an opportunity to provide their opinions about the problem that your program is attempting to resolve and the enforcement method(s) used, its visibility and the public-relations efforts used to gather program-improvement feedback.

## What are Inputs, Outputs and Impact? The Logic Model Approach



- Resources dedicated to or consumed by the project.
- This may include staff, facilities, money and time.



- What the project does with the Inputs to meet the goal.



- The volume of work accomplished by the project.
- Usually a quantity; may include citations, arrests, contacts, etc.



- The volume of work accomplished by the project.
- Generally a change in problem identification, i.e. crashes.



- The long-term consequences of the intervention.
- A fundamental change in behavior, ultimately leading to deterrence of risky driving activities.

*Derived from the Kellogg Logic Model*

## Sample High Visibility Enforcement -- A Best Practice

### Project "40-on-40"

Following an October 2015 two-day forum in Arlington, Va., hosted by the International Association of Chiefs of Police (IACP), Maryland was selected as one of four states to conduct a demonstration project involving High Visibility Enforcement and Education (HVEE). The Maryland project was a collaboration of IACP's State Association of Chiefs of Police, the MCPA, the National Highway Traffic Safety Administration and the Maryland Highway Safety Office (MHSO). The MHSO took the lead in assembling an impaired-driving enforcement campaign in Maryland and began evaluating roadways that exhibited a history of DUI-related crashes, a heavy volume of traffic and a relatively broad collection of jurisdictions.

Based on common knowledge and national data from NHTSA, it was determined that the annual Super Bowl weekend is one that includes a significant amount of partying and alcohol consumption. The MHSO has traditionally conducted significant media campaigns in conjunction with NHTSA-oriented materials, during this weekend event. In addition, a 70-mile stretch of US 40, which spans nearly the entire length of Maryland, was eventually selected as the best possible fit for all of the selection criteria. The roadway segment was more closely defined as

US 40 from its intersection with interstate Route 70 in Howard County to the Delaware state line in Cecil County.

Personnel from Washington College provided maps illustrating the locations of alcohol-related serious injury and fatal crashes that occurred on US 40 in five different jurisdictions: Howard County, Baltimore County, Baltimore City, Harford County and Cecil County. County, state and municipal law-enforcement agencies within these jurisdictions all agreed to be part of the effort and committed enough personnel so that 40 officers would conduct

impaired-driving enforcement on that route throughout the weekend. This commitment was the basis of the “40-on-40” name for the operation.

On January 21, 2016, a planning meeting was held at the MCPA Headquarters, which included members of the participating enforcement agencies and personnel from the MHSO, the MCPA, the IACP and Washington College. An informational packet that included DUI-specific data and maps was prepared by staff from Washington College and shared with attendees.

Specific direction and coordination for the enforcement operation was discussed, as well as the items required to stage a press event immediately preceding the operation.

Creative elements specific to the operation were designed by the MHSO’s media contractor, based upon input from MHSO staff. This creative material was placed on four billboards at highly visible locations along the US 40 enforcement corridor to supplement the patrol operations and provide extensive public awareness at the site of operations.



Social media also played a large role in “40-on-40” via postings to the MHSO’s Toward Zero Deaths (TZD) social media sites. Sample postings were provided to agencies participating in the operation, State government agencies and the MHSO’s network of partners. At right are sample Facebook posts that were placed on the TZD site and partner sites.

In addition to billboards and social media posts, a press conference was held in advance of the operation. Members of the press attended and reported on the event, which was emceed by the President of the MCPA.

The Maryland Department of Transportation’s State Highway Administration (SHA) set up numerous portable dynamic message signs (DMS) along the US 40 corridor with a simple message: “DUI PATROLS TONIGHT.” The signs were activated by 5 p.m. on Feb. 5, 2016, and remained operational until Monday, Feb. 8. Additionally, DMS along the nearby interstates were illuminated with the message: “NOTHING SUPER ABOUT JAIL -- DRIVE SOBER.”

In addition to the heavy saturation of DUI Patrols, one sobriety checkpoint was conducted along the corridor each night, including a checkpoint that was started during halftime of the Super Bowl. This joint, multi-county operation involved a tremendous amount of highly successful planning and coordination that included extensive problem identification, data gathering, media support, enforcement collaboration and post-operational evaluation. More than 90 officers committed to making a heavily travelled Maryland corridor a safer place to be during this three-day weekend.



The combination of a heavy police presence, coupled with various forms of media exposure, helped to raise awareness of the perils associated with impaired driving as well as the commitment of law enforcement to combat the problem.

Sixty-four drivers were arrested for impaired driving infractions that weekend, and 604 traffic citations were issued for a variety of traffic violations.

The Friday evening media event was covered by two Baltimore-based network-affiliated television stations and was featured in two major online news sites, The Baltimore Sun Online and the Washington Post Online. News coverage was provided by The Cecil Whig, a local newspaper, and a story ran on 49 local editions of The Patch. The total number of monthly unique visitors to these sites exceeds 33 million.

In addition, posts on the Maryland Toward Zero Deaths social media sites reached more than 12,000 followers and achieved more than 45,000 total views. This figure does not include views from shares or retweets from the social media sites of partner agencies. The hashtag #40on40 was used in 19 separate posts by the MHSO and “40-on-40” partners over the course of the three-day operation. Based on the average annual daily traffic counts (AADT) conducted by the SHA, it is estimated that as many as 670,000 motorists were exposed to the impaired driving messaging during the weekend operation. Along the entire length of the targeted Route 40 corridor that weekend, there was only one alcohol-involved crash reported involving three minor injuries and a DUI arrest.

*Reference Resources on pg. 23 to review the entire project.*



# Sample Press Release

## PRESS RELEASE

Maryland Chiefs of Police Association  
6740 Alexander Graham Bell Drive  
Suite 350  
Columbia, MD 21046



## FOR IMMEDIATE RELEASE

February 9, 2016

Contact: Larry Harmel

Executive Director  
410-516-9873

## SUPER BOWL WEEKEND ENFORCEMENT ON ROUTE 40 NETS MORE THAN 80 DUI AND CRIMINAL ARRESTS

*Massive enforcement operation helps eliminate DUI-related fatalities.*

**Columbia, MD** – This past weekend in Santa Clara, CA, the Denver Broncos defeated the Carolina Panthers in Super Bowl 50. The game brought crowds into bars and restaurants around the country, and was the focal point of many parties in people's homes. In Maryland, police agencies prepared for the possibility of the increased risk of people driving impaired as a result of those celebrations with a massive education and enforcement operation known as "40 on 40".

A stretch of Route 40 spanning approximately 60 miles from Howard County to Cecil County was selected for the operation based upon historical data that showed a high number of DUI-related crashes. The enforcement consisted of DUI patrols and sobriety checkpoints, and netted at 62 DUI arrests, with another 19 arrests made for criminal offenses such as drug possession or outstanding warrants. Funding for the "40 on 40" initiative was provided by the Maryland Department of Transportation through grants from the National Highway Traffic Safety Administration.

"Effective DUI enforcement is critical to keeping people safe on our roadways," stated Larry Harmel, Executive Director of the MCPA. "Our mission this weekend was to see zero fatalities along that roadway and I am happy to say that our mission was accomplished. I want to thank every one of the men and women that worked this operation for sacrificing time away from their families and helping to save lives."

Driving while impaired by drugs or alcohol is a major contributing factor to crashes and roadway deaths in Maryland. Over the past five years, more than 850 people have died as a result of impaired driving and more than 20,000 people have been injured. A third of all statewide fatal crashes and 34 percent of all motor vehicle fatalities involve an impaired driver.

The penalties of an impaired driving arrest are severe even when an impaired driver does not hurt or kill another person. Those penalties may include: thousands of dollars in fines and legal costs; lost wages from time off work; the loss of a license; fees for classes and administrative costs; and the likelihood of having your vehicle fitted with an ignition interlock device. Nearly 23,000 people were arrested for impaired driving last year in Maryland.

###

# Resources

## **Checkpoint Strikeforce**

[checkpointstrikeforce.net](http://checkpointstrikeforce.net)

## **NHTSA: High Visibility Enforcement Toolkit**

[nhtsa.gov/Driving+Safety/Enforcement+&+Justice+Services/HVE](http://nhtsa.gov/Driving+Safety/Enforcement+&+Justice+Services/HVE)

## **NHTSA: High Visibility Enforcement Implementation**

[nhtsa.gov/Driving+Safety/Enforcement+&+Justice+Services/HVE-implement](http://nhtsa.gov/Driving+Safety/Enforcement+&+Justice+Services/HVE-implement)

## **Maryland Strategic Highway Safety Plan**

[mva.maryland.gov/\\_resources/docs/MarylandSHSP\\_2016-2020-Final.pdf](http://mva.maryland.gov/_resources/docs/MarylandSHSP_2016-2020-Final.pdf)

## **Governor's Highway Safety Association (GHSA)**

[ghsa.org/html/issues/traffrec.html](http://ghsa.org/html/issues/traffrec.html)

## **Traffic Safety Marketing**

[trafficsafetymarketing.gov/ciot](http://trafficsafetymarketing.gov/ciot)

## **Toward Zero Deaths**

[towardzerodeaths.org/](http://towardzerodeaths.org/)

## **NHTSA: Calendar Waves**

[trafficsafetymarketing.gov/EVENTS-PRESENTATIONS/Events/Calendar+of+Events](http://trafficsafetymarketing.gov/EVENTS-PRESENTATIONS/Events/Calendar+of+Events)

## **The Police Chief: High Visibility Article (40-on-40)**

[policechiefmagazine.org/magazine/index.cfm?fuseaction=display&article\\_id=4204&issue\\_id=72016](http://policechiefmagazine.org/magazine/index.cfm?fuseaction=display&article_id=4204&issue_id=72016)

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Traffic Safety Committee  
in collaboration with**



Maryland Department  
of Transportation



**Members of Maryland's Traffic Enforcement Community**



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