



SMOOTH
OPERATOR

We're Tough on Aggressive Drivers!

Aggressive Driving Education and
Enforcement in the District of
Columbia & Maryland

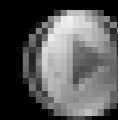
Presented by:



McANDREW
COMPANY



Smooth Operator Highlights



Started by Law Enforcement in response to a deadly crash



Smooth Operator Regional Task Force

Aggressive Driving more
common than Road Rage

Speed and aggression
are part of our culture

Speed, Weaving, Tailgating,
Running Lights & Sign



Smooth Operator Regional Task Force

Public education, Enforcement & Evaluation

Summer months were the most dangerous

Multi-Year approach





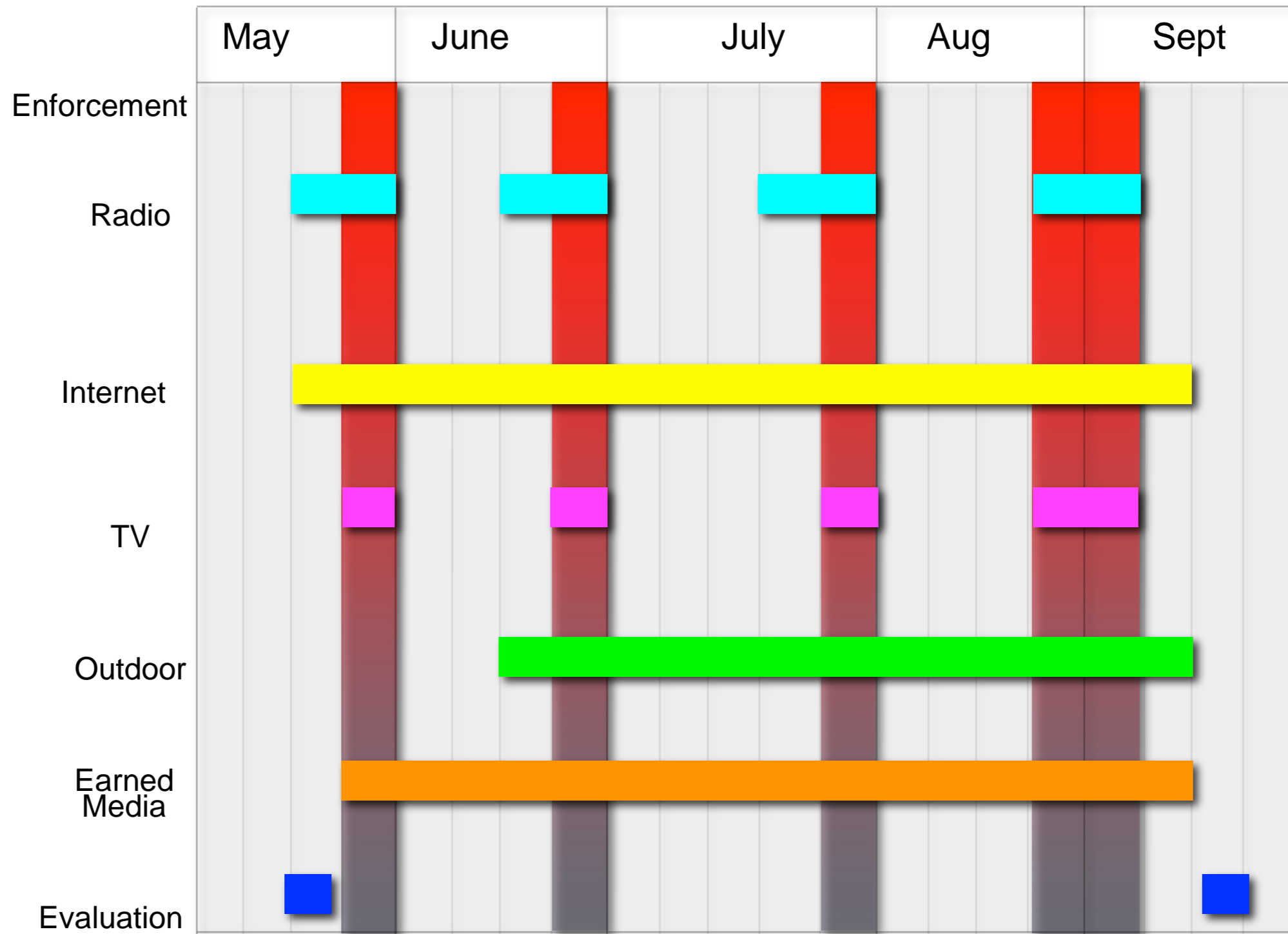
Smooth Operator Regional Task Force

Aggressive drivers operate a motor vehicle
in a manner that endangers
or is likely to endanger persons or property

“We’re tough on Aggressive Drivers”



Annual Strategic Plan





Messaging Approach 2000-2008

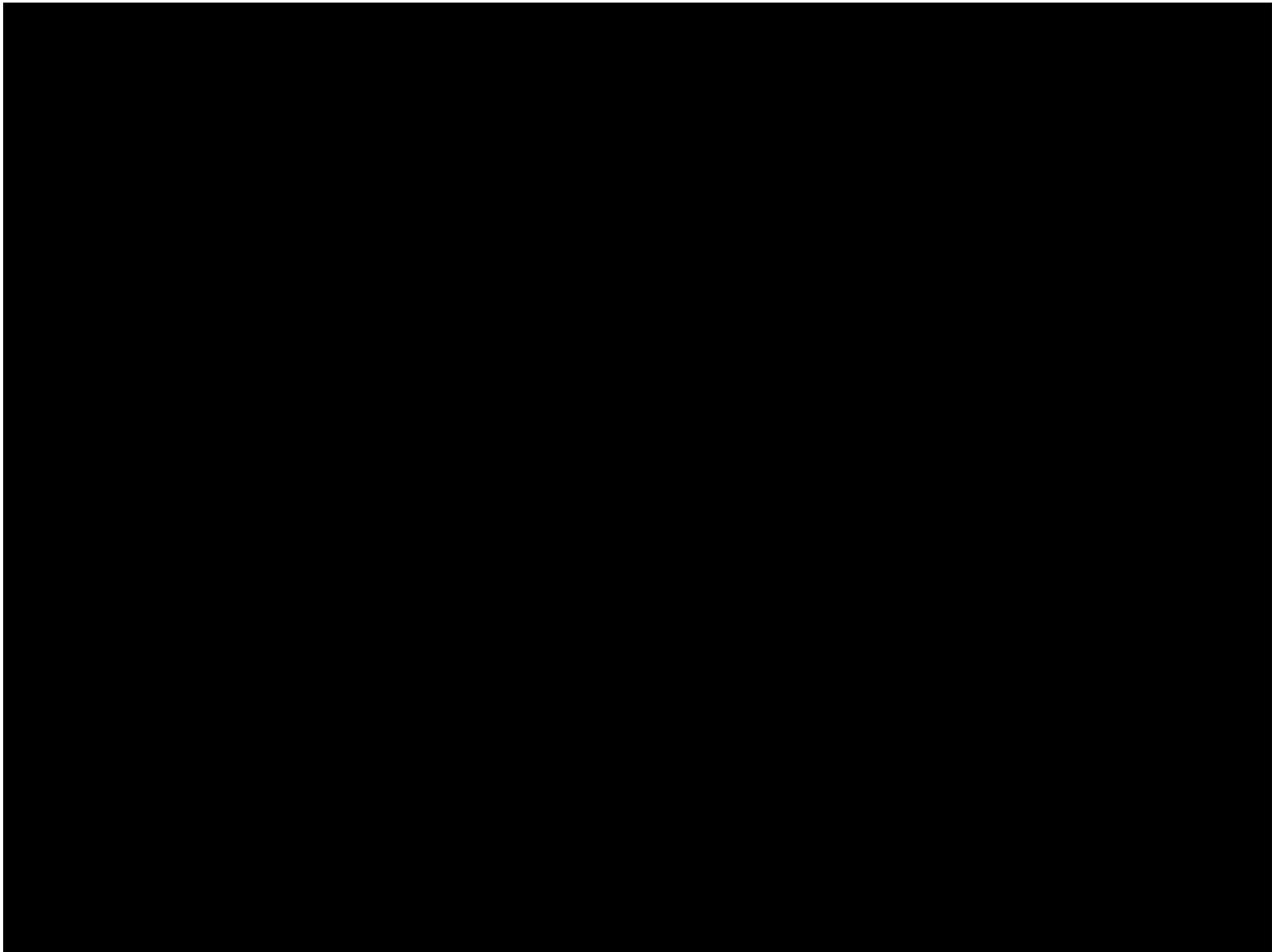
**Anyone can be an
Aggressive Driver**

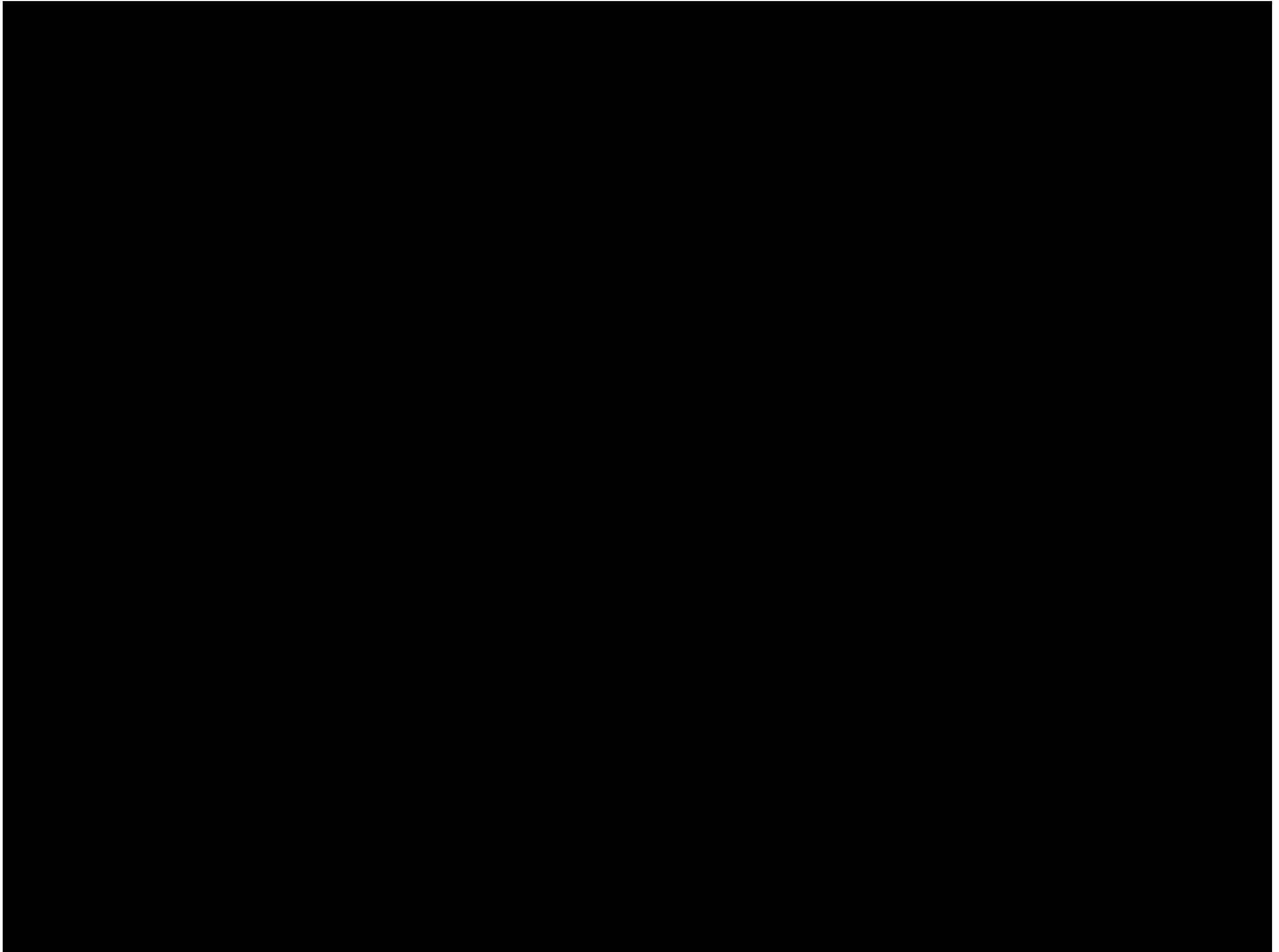


AT THE WHEEL.



We're Taming Aggressive Drivers with
Tough Tickets, Fines and Points.







Messaging Approach 2008-2013

High Visibility Enforcement





**SMOOTH
OPERATOR**

We're tough on aggressive drivers!



**GRAND PRIX
of BALTIMORE**

GRAND PRIX OF BALTIMORE SUPPORTS MARYLAND
POLICE STOPPING SPEEDERS AND AGGRESSIVE DRIVERS.

SMOOTH OPERATOR



We're Tough on Aggressive Drivers!

Number of Warnings and Citations to Date:
156920



ABOUT

THE ISSUE

RESOURCES

EVENTS



LARGE FINES for Speeding & Aggressive Driving

**Smooth Operator is back -
BIGGER THAN EVER.**

THE SPEED FACTOR

Speed is a primary factor in aggressive driving behavior – and also a factor in nearly one-third of all fatal crashes. The probability of death and debilitating injury grows with impacts at higher speeds – doubling for every 10 mph over 50 mph that a vehicle travels.

The Federal Highway Administration found that on average, 70 percent of motorists exceed the posted speed limits.

In 2008, more than 11,000 people were killed in crashes involving speed, according to NHTSA.



SMOOTH OPERATOR WORKS

- To stop aggressive drivers.
- To reduce crashes, injuries and fatalities.
- To protect everyone on our roads.
- To make living, working, and playing safer for all of us.

The Smooth Operator programs is a public safety initiative providing solutions for the problem of aggressive driving.



HOW TO AVOID BEING AN AGGRESSIVE DRIVER

HOW TO AVOID AN AGGRESSIVE DRIVER

LAW ENFORCEMENT DATA

ANNUAL REPORTS

CAMPAIGN MATERIALS

SMOOTH OPERATOR

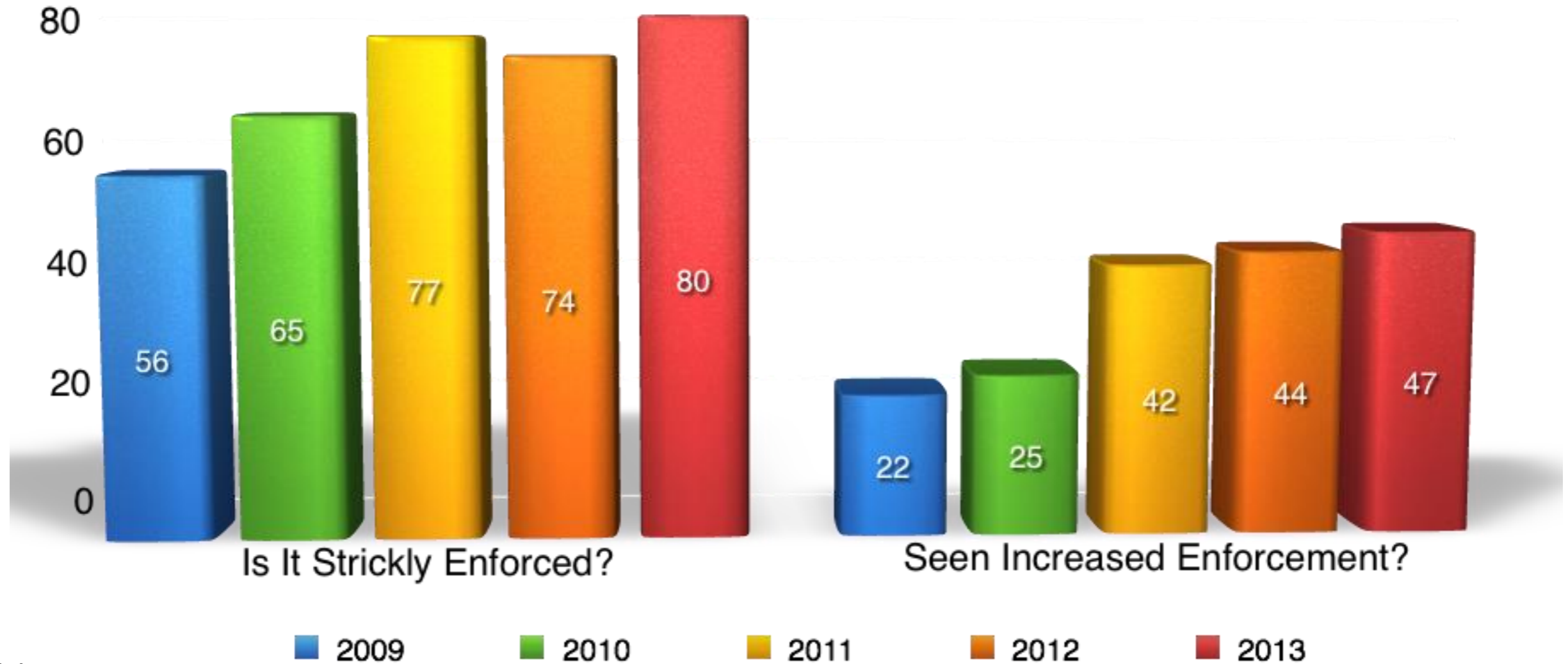


Over 4,000,000 Citations



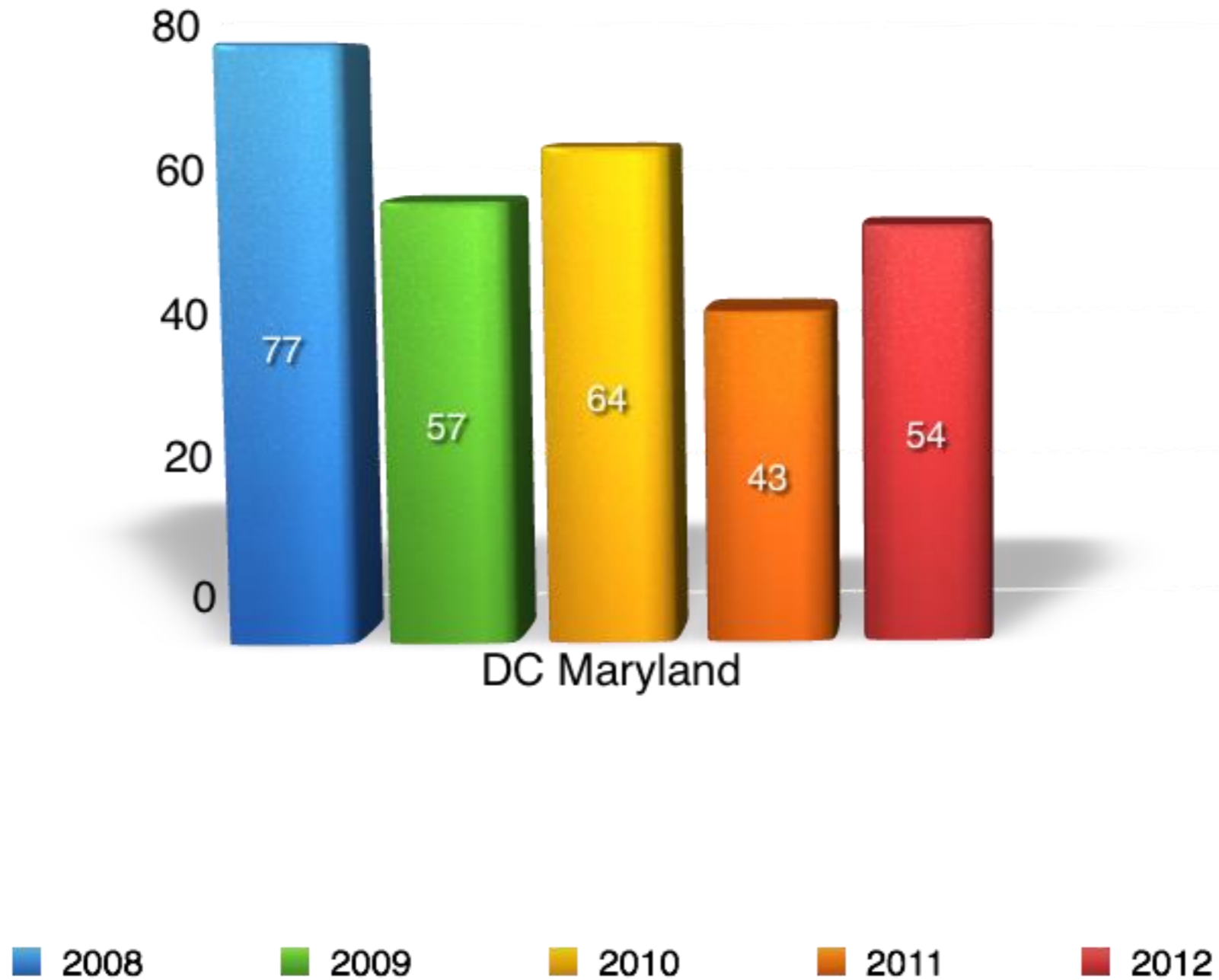
Aggressive Driving Enforcement

The perception of strict and increased aggressive driving enforcement has grown over the last five years. This is consistent with the campaign's focus on an intense enforcement messages.



Males 18 to 34

DC / Maryland Speed Fatalities





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