

The 2006 Annual Report and Campaign Summary. The National Highway Traffic Safety Administration broadly defines aggressive driving as occurring when an individual commits a combination of moving traffic offenses so as to endanger other persons or property.”

Deadly Problem

**Smart
Solution**



We're tough on Aggressive Drivers!

A Cooperative Interstate Effort to Combat
Aggressive Driving in the Mid-Atlantic Region.

smoothoperatorprogram.com

About this Report

Smooth Operator is a unique public safety initiative. It is a partnership of law enforcement, public safety officials and other experts in the District of Columbia, Maryland, Pennsylvania and Virginia.

Smooth Operator is a model for a coordinated, intra- and interstate program designed to combat the aggressive driving problem and find short- and long-term solutions for it.

This report provides an at-a-glance look at the issues of aggressive driving in the Mid-Atlantic region and the Smooth Operator Program as a solution. This report also describes efforts in law enforcement, public education, awareness, evaluation and engineering for the latest year of the program, 2006. It is the seventh in a series of annual reports outlining Smooth Operator efforts.

Learn more about aggressive driving and the Smooth Operator Program at smoothoperatorprogram.com.

Table of Contents

The Aggressive Driving Problem.....	3
The Facts:	3
A Traffic Safety Problem in the Mid-Atlantic region	3
Just Ask Drivers	3
Speed – A Real Killer	4
Aggressive Driving is Contagious	4
About the Smooth Operator Program.....	5
The Four E's of Traffic Safety	5
A Model Program for Battling Aggressive Driving	5
A Coordinated Effort	5
Smooth Operator Works!	5
Smooth Operator 2006.....	6
Smooth Operator Goals:	6
2006 Campaign Theme	6
A Specific Target Audience	6
Campaign Timing	6
MAC FEDGE: Crash victim	6
Campaign Elements.....	7
1. Law Enforcement	7
2. Media	7
Radio	7
Outdoor Transit	7
Cable TV	7
Internet: Podcasting, Streaming, Downloading, Gaming	8
Added Value	8
Smooth Operator Welcomes the State of Pennsylvania	7
The Smooth Operator Law Enforcement Awards Luncheon	8
3. Collateral Materials	8
4. Highway Signage	8
5. Direct Mail	8
6. Website	9
7. Public Relations/Earned Media	9
8. Research	9
Significant Results and Findings:	10
9. Evaluation	10
10. Annual Report	10
11. Engineering	10
Smooth Operator – Years of Battling Aggressive Driving.....	11
Looking to the Future of Smooth Operator.....	11

The Aggressive Driving Problem



Ever more crowded roads and highways...

Busy lives and too little time... Frustration at traffic tie-ups and roadwork...

These and more reasons all contribute to selfish, irritated, bold or pushy behavior in a vehicle – or aggressive driving.

The National Highway Traffic Safety Administration broadly defines aggressive driving as occurring when “an individual commits a combination of moving traffic offenses so as to endanger other persons or property.” Research shows that aggressive driving is equally divided between car, SUV and motorcycle owners.

Aggressive drivers stop respecting the rights and safety of other drivers and pedestrians. National Highway Traffic Safety Administration, law enforcement groups and Smooth Operator all agree on four primary aggressive driving behaviors:

- ▮ **Driving too fast**, over the posted speed limit.
- ▮ **Running red lights** and stop signs.
- ▮ **Weaving in and out** of traffic and changing lanes frequently and abruptly without the use of turn signals.
- ▮ **Following other vehicles** too closely, or tailgating.

The Facts:

In 2005, 3,225 motorists died and many thousands more were injured on the roads in the District of Columbia, Maryland, Pennsylvania and Virginia. More than 42,000 died nationally.

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

National Highway Traffic Safety Administration estimates that aggressive driving behaviors cause two-thirds of all fatal crashes today.

A Traffic Safety Problem in the Mid-Atlantic region

Numerous areas in the Mid-Atlantic region are urban, densely populated and congested with traffic. Over the past 20 years, traffic on the region’s roads has more than doubled in many places.

The greater Washington, DC metro area has the third-worst traffic congestion in the country, and drivers lose more hours to traffic delays than anywhere else in the country. Baltimore ranks 16th worst in traffic congestion. Every Baltimore area resident spends about 22 hours a year caught in traffic, and motorists spend approximately 33 percent of their daily driving time in congestion. As traffic has increased, densely populated eastern Pennsylvania has experienced severe congestion problems, particularly on their older roads.

This congestion breeds frustration – and aggressive driving behavior. Aggressive driving plays a part in thousands of crashes, deaths and injuries in the region every year.

Just Ask Drivers

According to a recent AAA Mid-Atlantic Transportation Poll, motorists rate aggressive driving as the number one threat to highway safety. Eight out of 10 motorists said aggressive

National Highway Traffic Safety

Administration estimates that aggressive drivers cause two-thirds of all fatal crashes today.



drivers are a greater danger than terrorists. AAA Mid-Atlantic and other public safety organizations consider aggressive driving an epidemic in the region.

A research study of area drivers conducted for the Smooth Operator Program by Riter Research Inc. found that:

- ▮ Aggressive driving is the greatest threat people face on the road - even ahead of drunk driving.
- ▮ 44 percent of drivers said other threats, including drunk driving, large trucks and congestion, pale in comparison to aggressive driving.
- ▮ Most drivers said they personally have seen aggressive driving so dangerous that it puts others on the road at risk.
- ▮ About 55 percent of the drivers polled said the problem is getting worse. Another 39 percent said the situation is no better.



Speed is a factor in 31 percent of all fatal crashes, killing about 1,000 people in the U.S. every month.

Speed – A Real Killer

Speeding is a crime and a major part of aggressive driving. Speeding is one of the most common causes associated with crashes, according to the National Highway Traffic Safety Administration.

- ▮ Speed is a factor in 31 percent of all fatal crashes, killing about 1,000 people in the U.S. every month.
- ▮ Speed data collected by the Federal Highway Administration indicate that, on average, 70 percent of motorists are exceeding the posted speed limits.
- ▮ In a recent national survey, 3/4 of all drivers reported that they drove over the speed limit on all types of roads within the past month.



Aggressive Driving is Contagious

Aggressive driving is highly communicable. When you watch another driver's offensive behavior on the road, or see them get away with outrageous violations of the law, it can ignite your temper and convince you that you, too, can drive with impunity.

If you react to an aggressive driver, you become part of the problem. Unsafe behavior has a domino affect, passing from car-to-car down the road.

Additionally, when you drive aggressively with children in the vehicle, you teach them to drive like you do, even before they have a driver's license. Kids learn by example. They're always watching and learning.



About the Smooth Operator Program



In an effort to combat aggressive driving in the Mid-Atlantic region, a task force of law enforcement, government officials, trauma experts, and others have created and developed the Smooth Operator Program.

Smooth Operator is a public safety initiative to provide education, information and solutions for the problem of aggressive driving. Over the past 10 years, law enforcement agencies, trauma experts, government officials and other professionals have partnered through the Smooth Operator Program to combat aggressive driving. They work together today to educate motorists on the risks involved with aggressive driving, and to stigmatize aggressive driving behavior on our roads.

The Four E's of Traffic Safety

Smooth Operator responds to aggressive drivers through news media efforts, a public education and awareness campaign, and increased law enforcement and engineering activities. The multi-pronged tactics are often called the 4-E's approach:

1. Enforcement
2. Education
3. Evaluation
4. Engineering

Research along with experience shows that in public safety campaigns, awareness can't work anywhere near as well without enforcement and vice versa. By using this model, motorists are made aware of the problem through media and collateral materials, as well as actually seeing stepped-up enforcement on the highways.

A Model Program for Battling Aggressive Driving

The Smooth Operator program started in 1997, with 18 law enforcement agencies coordinating efforts to get tough on aggressive drivers in the greater Washington, DC area. Though these efforts were successful, resulting in 62,000 citations, officials felt more was needed to raise awareness and change behavior.

A coalition of elected officials, government agencies, private sector organizations and law enforcement agencies in the Washington, DC metro area met to develop a comprehensive program to reduce aggressive driving. They agreed that motorists needed to be educated about the dangers involved with aggressive driving.

Smooth Operator has become a model program for the nation, and it's growing every year. The 2006 campaign involved law enforcement agencies from all around Maryland, Northern Virginia, the District of Columbia and specific areas in Pennsylvania.

A Coordinated Effort

In Smooth Operator today, more than 95 law enforcement agencies coordinate their efforts to target aggressive drivers, conducting enforcement "waves" over a four month period.

In 2006, they issued more than 364,000 citations and warnings for aggressive driving behaviors – more than four times as many citations issued in the initial year of the program. Since 1997, more than 1.5 million citations have been issued to aggressive drivers.



The enforcement waves coincide with media blitzes to inform and educate the public and to stigmatize aggressive driving. Other aspects of the program include traffic engineering initiatives and the development of high-technology law enforcement tools.

Research and evaluations are conducted yearly to evaluate the program and study the problem and solutions.

The program is guided by a task force of expert professionals who meet regularly and share information to better understand aggressive driving triggers and various ways of curbing the threat.

Smooth Operator Works!

Smooth Operator is effective, according to the results of the program's evaluations which are conducted annually before and after each year's program.

Results show that, every year, Smooth Operator's combination of public awareness and law enforcement has been effective. The highlights of the results from the past year's program can be found later in this report.

Smooth Operator 2006

As it has over the past several years, the Smooth Operator Program for 2006 used highly targeted law enforcement along with proven consumer marketing techniques.

Communication channels included a mix of advertising, public relations, promotions, and media advocacy. The plan was based on the campaign's previous success, and included crash data, research and knowledge of segmented audience perceptions, motivations and actions regarding aggressive driving."

Smooth Operator Goals:

- To influence audience attitudes and actions toward aggressive driving behaviors to help improve the safety and well being of our community.
- Increase public awareness of aggressive driving behaviors and the destructive consequences around automobiles, trucks, motor coaches and buses.
- Support an intensive region-wide education and enforcement effort.
- Improve all driver behavior, including truck, motor coach and bus drivers, to reduce the incidence of aggressive driving.
- Create a social climate that stigmatizes aggressive driving as a socially unacceptable behavior through public awareness, increased law enforcement, stiffer penalties and behavioral intervention.



The ultimate goal? To save lives by reducing deaths, injuries and economic losses from aggressive driving crashes on our highways.

2006 Campaign Theme

The 2006 Smooth Operator Campaign used the slogan, "I'm An Aggressive Driver. I'm Going To Stop."

The idea is that almost all drivers act aggressively at times. The 2006 campaign wanted to make drivers recognize their aggressive driving actions and to empower them with a message to change.

A Specific Target Audience

Smooth Operator 2006 was aimed primarily at adult male drivers 18 – 34. These drivers were further identified as high-risk takers, single, under 29 and avid sports fans. The secondary target was all adult drivers. Media buys included coverage of African Americans and Hispanics. An additional target were drivers who behave aggressively around trucks and buses.

The 2006 campaign used citation, crash, fatality, injury and property damage data from DC, Maryland and Virginia. Participating law enforcement agencies were also consulted to determine the timing of the law enforcement activities and the target demographics.

Campaign Timing

Efforts began in mid May 2006 and continued through the first week of September 2006 with special emphasis during corresponding law enforcement waves:

- May 21 – 27
- June 18 – 24
- July 23 – 29
- August 27 – September 9

The campaign aimed for the time when aggressive driving occurred: Wednesday – Sunday, from 10 am – 8 pm, with special emphasis on the 4 pm – 6 pm hours.

Mac Fedge before and after the car crash.



MAC FEDGE: Crash victim

Struck by an aggressive driver – September 30, 2001

According to witnesses, the Jeep Cherokee tried to pass a Chevy Suburban on a steep, blind hill outside Reston, Virginia. Mac Fedge was on the other side of the hill in his Honda Civic. They met head-on, and Mac's body took the full force of the crash.

Mac had been an athlete, activist and scholar – a triple major at Virginia Tech. The crash left him with broken feet, a torn spleen, a crushed left arm and the dashboard of his car pushed up into his body. The worst was a severe traumatic brain injury.

"It was a miracle that Mac made it out of the car. They warned us that there was a strong possibility that he wouldn't survive." Mac's mother, Kathy Fedge



"Thanks for ending aggressive driving. Every second given to safety is a brain saved from injury. The moral of my story is: Bad driving and car crashes are only exciting in high budget, action movies."

Campaign Elements

1. Law Enforcement

Four waves of increased law enforcement targeted aggressive driving behaviors. Over 95 law enforcement agencies from Washington, DC, Maryland, Pennsylvania and Virginia conducted enforcement waves on the region's roads over various periods from May through September. More than 364,000 citations and warnings were issued to drivers in 2006.



Smooth Operator Welcomes the State of Pennsylvania

This year, the program included 34 Pennsylvania municipal police agencies in 12 counties including Bucks, Montgomery, Delaware, Chester, Lancaster, Cumberland, York, Dauphin, Berks, Schuylkill, Lehigh and Northampton Counties.

Aggressive driving played a part in 1,016 traffic fatalities in Pennsylvania in 2005, and thousands more crashes and injuries. The initiative to use the Smooth Operator model and join the coalition was planned and coordinated by the North Central Highway Safety Network through the Buckle Up PA Project.

Targeted enforcement areas were identified and kickoffs were scheduled and completed in each region. The Commonwealth's kickoff event was held at the Pennsylvania State Police Department Headquarters in Harrisburg, PA on Thursday, June 15, 2006. Police officers from every region and other Smooth Operator states attended the event. Using the proven Smooth Operator formula of waves of enforcement and public awareness, the program proved effective in its first year:

- **Three enforcement waves were completed** from June to September 2006, with citations increasing by 31% during the wave periods.
- **13,476 total citations were issued** by the municipal police agencies participating, equaling 11,230 municipal enforcement funded hours or 1.2 citations per funded hour.
- **There were \$359,227 total municipal enforcement hours reimbursed** and 2,566 municipal police hours donated.
- **There was \$202,052 donated in hours** and in-kind efforts by municipal police agencies.

During the enforcement wave traffic stops, there were 91 driving under the influence and drug arrests and 149 warrant arrests, 17 felony and 228 other arrests.–

2. Media

Radio

Paid media advertising was used, including radio advertising and outdoor transit ad messages using the theme - "I'm An Aggressive Driver. I'm Going To Stop." Radio was used as the primary medium to reach drivers when they were in their vehicles and likely to drive aggressively. Two radio spots were produced and rotated over the course of the campaign. One spot's message targeted males 18 – 34 and the other message targeted motorists who drive aggressively around trucks and buses. Additionally media was purchased during Redskins' and Ravens' football game broadcasts in September.

In the Washington, DC market, 1,129 radio spots were aired reaching 74.1% of the target audience.

Police officers from every region and other Smooth Operator states attended the kick-off event, held in Harrisburg, PA.

In the Baltimore market, 790 radio spots were aired reaching 65.4% of the target audience.

In the Salisbury market, 704 spots were aired reaching 55.6% of the target audience.

And in the Hagerstown market, 1,045 spots were aired reaching 63.2% of the target audience.

Outdoor Transit

Transit advertising was created to warn drivers with the associated message to stop driving aggressively around trucks and buses. The messages ran on 210 bus tails from July 1 into September. More than seven million people were reached with the outdoor advertising and 78% of the target audience saw the message.

Cable TV

In the Washington, DC and Baltimore markets, a 30-second cable TV spot targeted young male drivers on more edgy programming such as Comedy Central's "The Daily Show With John Stewart," "South Park" and MTV's "Real World."

"Aggressive driving has taken too many lives in Pennsylvania and it is critical that we put a stop to it. Smooth Operator, the commonwealth's new campaign to crackdown on aggressive drivers and prevent car accidents, will make our roads safer and protect families."

–Governor Edward G. Rendell,
Commonwealth of Pennsylvania



During this campaign, 506 cable TV spots were aired in the Washington, DC market, reaching 66.6% of the target audience. In the Baltimore market, 208 cable TV spots were aired reaching 48.8% of the target audience.

Internet: Podcasting, Streaming, Downloading, Gaming

For the first time, the campaign used alternate or “new” media opportunities, including podcasts, streaming video downloads and Internet messages. The messages were especially effective in reaching the 18 – 34 high-risk male drivers at their computers. The efforts resulted in over 62,000 times the ads were “clicked” or viewed. They also drove people to the Smooth Operator website at www.smoothoperatorprogram.com.

Added Value

A total of \$503,406.09 was spent on paid media advertising. In addition to the paid advertising, a total of \$303,595.00 was provided by radio stations, bus companies and internet companies by airing spots and displaying bus



Bus back

backs and internet ads in additional time slots for free.

3. Collateral Materials

25,000 brochures, 100,000 tip cards and 3,000 posters were produced in 2006. The materials were distributed at Department of Motor Vehicle offices, police departments, county fairs, area employers, and Maryland and Virginia community traffic safety program coordinators. Washington and Baltimore area radio stations distributed the materials at various station events, malls, athletic events and concerts.

4. Highway Signage

Signs on the roads were used during the campaign warning drivers of aggressive driving

enforcement. These signs included electronic variable messaging signs as well as fixed metal signage. Signs were placed at all 27 traffic entry points into the District of Columbia.

5. Direct Mail

A direct mail package was created in 2006 and was sent to 20,000 truck and bus fleet owners. It was intended to educate truck and bus drivers about the situations that precipitate aggressive driving behavior and encourage appropriate responses. The package included an introduction to the program, a brochure and poster, and a CD-ROM for the fleet owner to customize materials such as paycheck stuffers for their own specific messaging needs.

The Smooth Operator Law Enforcement Awards Luncheon

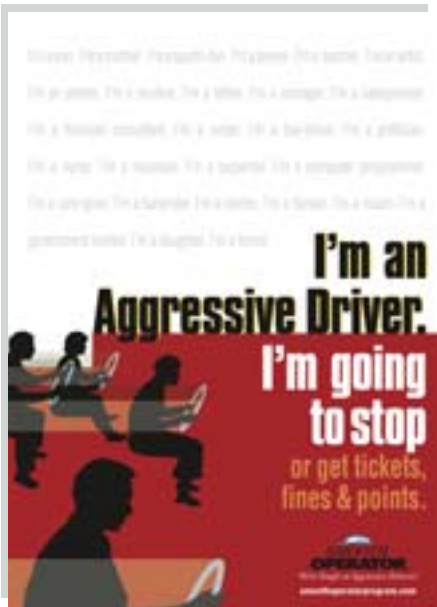
Every year, a luncheon ceremony honors law enforcement officers who participated in the Smooth Operator Program enforcement waves. In 2006, almost 200 officers received an award.

The annual event was held in October at the University of Maryland.



6. Website

The program's website, at www.smoothoperatorprogram.com, was advertised in all promotional efforts. As a result, over 40,000 visitors went to the website during the campaign. The site is now positioned as a primary information source for the campaign. It includes a variety of resources and data for law



Poster

enforcement, traffic safety professionals, state and local government administrators and policy makers, legislators, driver education professionals, the media and judiciary.

A new tool at the Smooth Operator website, "How to Report an Aggressive Driver," offers information to report aggressive drivers. Law enforcement is ready to pursue aggressive drivers reported in this way, but the data collected is also valuable for statistical purposes. Data will be used to further focus the campaign in the future.

7. Public Relations/Earned Media

A kick off press release and two major public relations events were held for the 2006 campaign. News conferences were held in the District of Columbia on Thursday, June 22 and in Baltimore, MD on Tuesday, July 18 and they included

representatives of all the participating law enforcement agencies and other transportation industry partners. The events added to the campaign's earned media value.

Key public relations' campaign coverage results included:

- Mention of the program on 21 TV broadcasts on almost all network affiliate stations in Washington, DC and Baltimore.
- Extensive radio coverage including interviews and stories on WTOP and WAMU (NPR), Metro Network News, WAMU, WMAL and WHUR (CBS).
- Print articles and mentions in *The Washington Post*, *The Baltimore Examiner*, *The Washington Examiner* and *The Baltimore Sun*.
- Spanish language coverage by Univision and *The Washington Hispanic*.

Because aggressive driving is a major concern for citizens in the campaign regions, the Smooth Operator Program and its message continue to make the news.

The public relations activities for the Smooth Operator campaign produced over 54 documented stories in national, regional, local newspapers, TV, radio



"It's hot out here today.

But it's going to get a lot hotter for aggressive drivers..."

—Fairfax County, Virginia Police Captain Jesse Bowman at the June 23 news conference near the Woodrow Wilson Bridge in Washington D.C.

and internet postings. It is estimated that the Smooth Operator message conservatively reached more than 6.7 million people, the equivalent of 2/3 of the entire population of the District of Columbia, Maryland and Northern Virginia.

The value of the 2006 public relations' media coverage gained by the television, radio, print and internet stories was estimated at \$679,500.

8. Research

INOVA Health System is Northern Virginia's leading not-for-profit health care provider, serving more than one million people annually in the Washington, DC area and is on the front lines of the aggressive driving problem in the metro area, treating victims of it every day.

INOVA studied crash data and statistics. In 2004, they issued a valuable report in which its authors published results of the Smooth Operator Campaign.



Brochure



Smooth Operator press event, June 22, 2006, at the Wilson Bridge.



Significant Results and Findings:

- Crash data showed a reduction in crashes and injuries over the 18-week campaign period in Fairfax County. Injuries also decreased during the waves from a high of 125 injured persons prior to the campaign start date to a low of 80 the week following the last wave in August of that year.
- Serious aggressive driving behavior cannot be “typecast.” Drivers with advanced education and higher incomes are often serious aggressive drivers. Men and women are equally likely to be serious aggressive drivers. Though men were more likely than women to be drivers in crashes.
- The law enforcement element of Smooth Operator can be more effective with increased collaboration, communication and financial support.
- Crash Outcome Data Evaluation System (CODES) findings showed there were 3726 crashes related to aggressive driving behaviors between 1999 and 2002 in Anne Arundel County, Baltimore City, Baltimore County, Montgomery County and Prince George’s County resulting in 3144 injuries, 94 deaths and \$41,166,137 in hospital charges.
- The Smooth Operator campaign offers opportunities for public education, wider enforcement and a decreased toll on the communities studied.

This information is taken from the Inova Regional Trauma Center’s “2004 Smooth Operator Project Report,” by:

- Linda Robinson MA, MS, RN
- Samir M. Fakhry MD, FACS
- James D. Bean, Crash Reconstructionist
- Mary Berkeley BA
- Cindy Hearrell RN, BA, CEN

9. Evaluation

The campaign was evaluated through pre- and post-surveys by Riter Research to determine public awareness and attitudes toward aggressive driving and to measure the change in awareness and attitudes as well as driving behavior that may result from the campaign.

Unaided Awareness of Messages on Driving Behavior

Messages on aggressive driving and speeding showed a 35% increase in driver awareness during the September period among target audience drivers between 18 and 34 years of age.

Aggressive Driver Behavior

Driving behavior has improved. Motorists in September are more likely to say they did not drive aggressively over the past week vs. how they described their driving behavior in May.

In September, fewer motorists report they

- drove aggressively,
- cut in front of another car,
- ran a stop light, and
- drove over the speed limit of 55 mph by 15 mph or more.

10. Annual Report

An annual report is produced every year detailing the campaign in its entirety. It includes evaluation results, law enforcement, public relations and media summaries.

11. Engineering

An engineering component directed by a committee of safety engineering professionals was added in 2004 to round out the Smooth Operator Program and make it fully comprehensive. The committee reviews data and identifies candidate roads and sections of roads in the region for safety improvement. Sections are selected where crashes occurred with at least two contributing factors that correspond with aggressive driving.

The committee then recommends any number of engineering solutions to improve the situation on the roads. Possible solutions can include resurfacing, increasing signage, restriping roads to provide shoulders, pavement marking such as rumble strips, and speed studies to set appropriate speeds for the road.

As a result of this work, certain design elements are considered for road projects. A checklist will be developed that can be used when doing road safety assessments to give highway designers an opportunity to incorporate elements that help reduce aggressive driving. Best practices can be shared with other states.

The goal of the engineering efforts is to reduce aggressive driving by improving the driving environment to eliminate factors that contribute to aggressive driving.

Self Driving Behavior of Motorists During Past 7 Days

Categories showing improvement	May 2006	Sept. 2006	Change
Exceed the speed limit by at least 10 mph to get somewhere	64%	50%	14%
Enter an intersection after the light turned yellow	65	51	14
Speed up to make a light	67	49	18
Drive in a way someone might call aggressive driving	51	31	20
Drive at least 15 mph over the speed limit where the speed limit was 55+	50	20*	30
Tailgate another vehicle	22	11	10
Cut in front of another car	29	9	20
Drive through a red light	17	8	
Drive on the shoulder to pass	7	4	3
Running a stop sign	13	1	12

Smooth Operator—

Years of Battling Aggressive Driving

The Smooth Operator program started with law enforcement coordinating efforts to get tough on aggressive drivers in 1997 in the Washington area. The public awareness and education component began in 2000.



I'm a son. I'm a mother. I'm a sports-fan.
I'm a lawyer. I'm a teacher. I'm an artist.
I'm an athlete. I'm a student. I'm a father.
I'm a manager. I'm a salesperson. I'm a
financial consultant. I'm a writer.



After nine years of campaign efforts, campaign officials have seen very specific results, including:

- Smooth Operator works.

Every year the campaign has run –

public awareness, law enforcement and driver behavior have all been affected positively.

- In campaign feedback from law enforcement and focus groups

conducted by INOVA Fairfax Hospital, police on the front lines believe Smooth Operator is an excellent program. It's a simple turnkey operation in which no additional training is required. All they do is what they have already been trained to do – write tickets for infractions.

- Close to 400,000 citations were written for aggressive driving infractions during the 2006 campaign. That's more than six times the 62,000 issued in the inaugural year of 1997.

- In May 2000, public awareness of the Smooth Operator Campaign was measured at 38 percent. By September of 2005, public awareness had increased to 78 percent – an increase of 40 percentage points.

Looking to the Future of Smooth Operator

The Smooth Operator Program has developed into a mature public safety campaign over the past several years. It has become a model program for driver behavioral change. Law enforcement and public safety organizations are enthusiastic about Smooth Operator. It has grown from 18 to 97* organizations since it began.

From the start, the Smooth Operator Program's messaging and goals evolved around four primary benchmarks for behavior change. Psychologists and social marketing experts identify these four stages to ultimate success:

■ Awareness ■ Knowledge ■ Acceptance ■ Change

Over the past six years, the Smooth Operator Program's messaging has evolved through awareness and knowledge. The problem was identified and defined. Campaigns stigmatized aggressive driving behavior, demonstrating that it was dangerous and destructive.

In 2006, for the first time, the campaign focused on acceptance: "I am an Aggressive Driver. I'm going to stop." In the future, the campaign will influence acceptance and, ultimately, change.

Today, reported driving behavior has improved. Speeding has declined, across the nation. Messages will continue to target offenders, though there is a class of driver – the super-high risk pathological aggressive driver – whose behavior will never change. Law enforcement will be targeting efforts where there are severe problems, such as two-mile stretches of road with high measured levels of aggressive driving.

The entire state of Pennsylvania is adopting the Smooth Operator Program next year. The program continues to extend its regional reach. Soon, it will be Mid-Atlantic region-wide and then, hopefully, a model for the rest of the country.

* These agencies participated in all four waves, but there are numerous others who participated in one or more enforcement wave weeks.

2006 Law Enforcement Agencies*



District of Columbia

- Metropolitan Police Department

State of Maryland

- Aberdeen Police Department
- Allegany County Sheriff's Office
- Annapolis Police Department
- Anne Arundel County Police Department
- Baltimore City Police Department
- Baltimore County Police Department
- Bel Air Police Department
- Berlin Police Department
- Calvert County Sheriff's Office
- Cambridge Police Department
- Cecil County Police Department
- Charles County Sheriff's Office
- Chevy Chase Village Police Department
- Cumberland City Police Department
- Easton Police Department
- Edmonston Police Department
- Elkton Police Department
- Frederick Police Department
- Gaithersburg Police Department
- Greenbelt Police Department
- Hagerstown Police Department
- Harford County Sheriff's Office
- Havre de Grace Police Department
- Howard County Police Department
- Laurel Police Department
- Maryland State Police
- Maryland Transportation Authority Police
- Montgomery County Police Department
- Ocean City Police Department
- Princess Anne Police Department
- Salisbury Police Department
- Smithsburg Police Department
- St. Mary's County Sheriff's Office
- Sykesville Police Department
- University of Maryland Police Department
- Washington County Sheriff's Office
- Westminster Police Department
- Wicomico County Sheriff's Office
- Worcester County Sheriff's Office

Commonwealth of Pennsylvania

- Pennsylvania State Police
- Bristol Township Police Department
- Langhorne Borough Police Department
- Middletown Township Police Department
- Downingtown Borough Police Department
- Haverford Township Police Department
- Marple Township Police Department
- Newtown Township Police Department
- Upper Darby Township Police Department
- East Norriton Township Police Department
- Lower Providence Township Police Department
- Norristown Borough Police Department
- Pottstown Borough Police Department
- West Norriton Township Police Department
- Silver Springs Township Police Department
- City of Harrisburg Police Department
- Lower Paxton Township Police Department
- Penbrook Township Police Department
- Susquehanna Township Police Department
- Manheim Township Police Department
- Springettsbury Township Police Department
- West Manchester Township Police Department
- City of York Police Department
- Exeter Township Police Department
- Muhlenberg Township Police Department
- Northern Berks Regional Police Department
- City of Allentown Police Department
- Salisbury Township Police Department
- South Whitehall Township Police Department

- Whitehall Township Police Department
- City of Bethlehem Police Department
- Colonial Regional Police Department
- New Castle Township Police Department
- City of Pottsville Police Department
- Saint Clair Borough Police Department

Commonwealth of Virginia

- Alexandria City Police Department
- Arlington County Police Department
- Arlington County Sheriff's Office
- Department of Homeland Security Federal Protective Services-National Capital
- Town of Dumfries Police Department
- Fairfax City Police Department
- Fairfax County Police Department
- Falls Church City Sheriff's Office
- Falls Church City Police Department
- Town of Haymarket Police Department
- Town of Herndon Police Department
- Town of Leesburg Police Department
- Loudoun County Sheriff's Office
- Manassas City Police Department
- National Park Service-Manassas Battlefield Rangers
- Pentagon Police Department
- Prince William County Police Department
- Spotsylvania County Sheriff's Office
- Stafford County Sheriff's Office
- United States Park Police
- Town of Vienna Police Department
- Virginia State Police

Sponsoring Organizations

Commonwealth of Virginia, Department of Motor Vehicles District of Columbia, District Department of Transportation Maryland Motor Vehicle Administration Maryland State Highway Administration, Highway Safety Office, Metropolitan Police Department

Participating Agencies and Organizations

- AAA Mid-Atlantic
- Buckle Up PA
- District of Columbia, Department of Motor Vehicles
- District of Columbia Federal Motor Carrier Safety Administration
- Federal Highway Administration
- Maryland Federal Motor Carrier Safety Administration
- INOVA Fairfax Hospital
- Maryland Department of Transportation
- National Highway Traffic Safety Administration
- North Central Highway Safety Network
- Pennsylvania Department of Transportation
- Virginia Department of Transportation



We're tough on Aggressive Drivers!

A Cooperative Interstate Effort to Combat Aggressive Driving in the Mid-Atlantic Region.

smoothoperatorprogram.com

* These agencies participated in all four waves, but there are numerous others who participated in one or more enforcement wave weeks.