

## 2011 Best Traffic Records Web page Questionnaire **Maryland**

Again for 2011, ATSIP seeks to recognize exemplary work in the field of “**Best Traffic Records Web Page.**” A wealth of information exists on the Internet. This questionnaire, and a visit to your web site, will provide the means of evaluation for the committee to select and award the governmental agency that makes the most **complete and accurate** traffic records safety information available to the public. Characteristics we will be considering include:

Ease in getting to the site,  
Navigating the site,  
Querying the data,  
The availability of multiple years of data,  
And in the most user-friendly way.

If you would like your web site to be considered for this recognition, please complete the following short questionnaire and forward it by e-mail as an attachment to Tim Kerns (tkerns@som.umaryland.edu) by **April 15**. E-mail attachments are preferred; however, proposals may be mailed to Tim Kerns, National Study Center for Trauma/EMS, University of Maryland Baltimore, 701 West Pratt Street Box-001, Baltimore, MD 21201. Winning websites will be highlighted at the 2010 Traffic Records Forum in New Orleans, LA.

1. Web Page Address proposed for Consideration: [www.stko.maryland.gov](http://www.stko.maryland.gov) (more specifically: <http://stko.maryland.gov/TrafficSafetyData/tabid/160/Default.aspx> )
  2. Agency Submitting: Maryland Highway Safety Office
  3. Contact's Name & Title: Doug Mowbray, Traffic Records Coordinator  
Address: 7491 Connelley Drive, Hanover, Maryland, 21076
  4. Contact's Phone Number: (410) 787-4068
  5. Contact's E-mail Address: dmowbray@sha.state.md.us
- Traffic Records Data Components - Please Complete As Appropriate To the Web Page:
  - Crash Data
    - 0 \_\_\_\_\_ Number Of Years of Data Available At The Site That May Be Queried
    - 2009 \_\_\_\_\_ Most Current Year of Data Available
    - 0 \_\_\_\_\_ % of Crash Report information available on the web site (??? We have a link to the state's uniform reporting form along with the codes officers use to complete the form: <http://stko.maryland.gov/LinkClick.aspx?fileticket=5dnFujlY7Uw%3d&tabid=160> )
    - N/A \_\_\_\_\_ % MMUCC Compliant
  - Integration Of Data - Can Data In Files Be Linked With Other Files By Common Identifiers? No, not from the site, but the CODES Data Request Form allows users to make a request through the University of Maryland National Study Center and they will provide this data.
  - Is a Selection Of Canned Reports Available? Yes
  - Is An On Line Manual Or Help Function Available To Assist Users With Navigating and Accessing Data On the Site? The web pages are intuitively navigable. The availability of the two request forms allows for the user to be easily assisted. The website, while lacking in availability of data files, is designed to be a service provider, with assistance from epidemiological and data analysis experts. Crash data, when properly understood and

analyzed, is a crucial asset to the management of highway safety programs. As such, the STKO portal is meant to provide access to analytical experts and canned reports that can be used by the non-expert.

1) What, in your opinion, is the web site's best feature?

The ease of content compartmentalization and management by the various affiliated agencies, task forces, and program coordinators that utilize the site for very quick information dissemination related to their respective group. The site is crucial to the administration of task forces such as the TRCC and the SHSP Implementation Team.

The ability to expand the Traffic Safety data pages as more canned reports are allowed to be posted for public consumption.

An easy-to-remember web address that is promoted as a one-stop portal for all traffic safety data needs. While STKO does not post direct data summary files, there are links to resources on related websites. Users are encouraged to add STKO to their Favorites and make it the first step on their path toward the data they need.

The website is also a portal to Maryland's highway safety programs and a variety of resources for current and potential partners and stakeholders in traffic safety. Additionally, the site is public accessible, part of an effort to inform the larger community of our highway safety efforts and to move in the direction of open government and transparency to the greatest extent possible.

The Acronyms List is also a comprehensive database of links to relevant traffic safety information on the web. We speak in acronyms all the time and this page has come in handy for our many partners. (<http://stko.maryland.gov/TRCC/AcronymsList/tabid/126/Default.aspx>)

Content is kept up-to-date and new content is added frequently.

2) How would you improve the site?

Technically the site is built upon a very current ASP.NET platform and we intend on constantly improving the technical abilities of the site as industry improvements are made to ASP.NET. Since the site is designed to be utilized by program coordinators the site will also be continuously improved as more content is added and data is made easily available.

We will continue to develop and post relevant data for our partners and grantees, especially as they work through developing strategic plans. Each program area and the TRCC will post content frequently to apprise stakeholders, and the public, of upcoming events and project milestones, and work to provide reports that are accessible and appropriate to traffic safety managers.

3) How often is the site updated?

Various sectors of the site are updated on a weekly basis.

4) Is the web page 'agency' designed or was a vendor used?

The web page was designed with the support of Towson University's Extended Education and Online Learning (TU-EEOL) division with highway safety grant funding.

5) Are levels of access to data permitted according to need or status?

Almost all of the data on the site are fully available to the public. However, there are some sections of the site that are restricted to only content managers and users that require access to sensitive data. A login and password are provided to such users.

6) Does the Statewide Traffic Records Coordinating Committee approve updates or changes to the page?

Yes.

7) What Agency has responsibility for maintaining the site?

The Maryland Highway Safety Office is responsible for the content on the site (relevancy, quality, etc.); TU-EEOL supports the site through online content management, server maintenance, analytics, managing security and logins, and assisting partner agencies, such as NHTSA, with managing content that is relevant to the MHSO in the STKO environment.

8) Describe any further improvements you intend to make.

- Continue to improve and tailor the request forms for users to make specific data requests so that data providers and can assist users more efficiently.
- Build into STKO a payment gateway so that users may register for paid events through our calendars.
- Create sub-domains for Law Enforcement agencies so that they may host and disseminate data related to their information needs.
- Additional promotion of the site through partner agencies, annual meetings and conventions, and possibly distributable literature such as a brochure.
- A user's manual and training will be offered to the MHSO coordinators so they can begin to manage their own content on the site directly.

9) Does the agency advertise the Site? How?

The MHSO advertises the site in several ways:

- Links from other state websites (e.g., <http://www.marylandroads.com/SHARP>; <http://sharp.intelligrants.com/Login2.aspx?APPTHEME=MDHSO>);
- Promoted through Task Forces (TRCC, Impaired Driving Task Force, Law Enforcement Challenge, etc.); and
- Partnering with national programs such as DDACTS (as the program is promoted nationally, the audience is directed to visit the STKO portal).