



HIGHLIGHTS OF MAY 18, 2011 MEETING

1. Welcome & Introductions

Sgt. Michael Rann, Traffic Safety Unit Supervisor at the Cherry Hill Township Police Department and RSTF Co-chair, welcomed everyone. John Ward, Associate Director of Intermodal Planning at DVRPC, thanked Larry Bucci, Highway Safety Engineer at PennDOT District 6, for his service as RSTF Co-chair for the past two years. Mr. Ward announced that Bill Rickett, Executive Director at Bucks County TMA, will be the new RSTF Co-chair, and will share responsibilities with Sgt. Rann. Introductions followed.

2. Approval of February 2011 Meeting Highlights

Any comments on the distributed meeting highlights were requested. Matt Anderson, Transportation Planner at Chester County Planning Commission made a motion to approve the highlights and it was seconded by Ray Rauanheimo, Volunteer Coordinator at AARP – Montgomery County. The meeting highlights were approved.

3. Update from the Enforcement Community

Members of the enforcement community shared information, including a briefing on the Cherry Hill Township Police Department's Low Speed Vehicle Program and designated driver partnership with the Camden Riversharks. The Cherry Hill Township Police Department is also partnering with Kennedy Health Systems and Verizon to set up a program in which senior drivers can assess their driving skills. In New Jersey, motorcycle fatal crashes and motorcycle DUI crashes are on the rise. There were two recent motorcycle fatalities along NJ 47 in Gloucester County. DUI related motorcycle crashes are occurring between 5 to 9 pm on Saturdays and Sundays so police are increasing their patrols during that time period. The Cherry Hill Township Police Department recently applied for a grant to partner with NJ Transit to address pedestrian fatalities near bus stops.

4. Legislative Update

Staff from AAA was not able to attend to provide the legislative update. Larry Bucci said a Pennsylvania bill that proposes tougher restrictions for teen drivers (HB 9) passed the Pennsylvania House and moved to the Senate. Two distracted driving bills, HB 896 and SB 749, are still active in the Pennsylvania legislature. John Ward mentioned a New Jersey bill that proposes to increase penalties for distracted drivers who cause a crash (A2816) which is currently moving through the New Jersey legislature.

5. Accessing the Past Cycle and Planning for the Next One

Zoe Neaderland, Manager of Transportation Safety and Congestion Management at DVRPC, led the discussion on planning for the next update of the Safety Action Plan and cycle of RSTF meetings.

DVRPC conducted an online survey of the 138 members of the RSTF e-mail list. There were 41 responses. The results were distributed and discussed. Highlights from the survey were:

- The main reason participants attend RSTF meeting is to learn about and participate in discussion of the specific agenda items, and to engage in informal discussions.
- The main reasons people do not attend the meetings are they are too busy and the meetings are not addressing the issues in which they are most interested.
- Continuing to focus on one emphasis area per meeting was supported. There was a strong response to offer more focus on defining and taking action. One comment was to allow more time to develop strategies at the end of each meeting.
- Comments on keeping meetings interesting and useful included asking members for topic suggestions and promoting mass transit as a way to reduce highway fatalities and make the transportation network more safe overall.
- The survey asked whether to stay with the four E's or to cover new elements. The leading responses were to stay with the four E's and to also focus on legislation and policy, including reaching out to educate legislators.
- The leading recommendations on improving use of performance measures for the RSTF were to agree on specific regional performance measures and track progress toward them, and to ask a partner to give a one-minute report on effectiveness at each meeting for each emphasis area, based on successful programs identified in the last cycle. It was commented that this could be done in break-out groups.
- Additional written comments included:
 - "Information-sharing and education are two of the greatest advantages to this group. While it may seem redundant, the four E's are essential to this process and should be kept as a backdrop to each emphasis area."
 - "I suggest starting with regional goals. The various public partners can then identify strategies they can pursue to help the RSTF meet the goal."

The key points from the discussion were:

- There is support for holding a RSTF meeting at an **off-site location** once per year.
- Report more on **lessons learned and best practices** on how to implement safety strategies. The Task Force should identify top countermeasures, including the nine proven countermeasures from FHWA, and assess how they apply to the emphasis areas. Answer what are the challenges to funding, barriers to implementation, and lessons learned here and in other states.
- A more focused RSTF **vision and goal statement** should be developed. This would allow for the RSTF to take stronger positions. The RSTF may be able to write letters in favor of projects or to encourage certain distributions for funding programs. It may

have to be phrased as clarifying a correlation, such as if you spend funds this way, you would likely get this result.

- The meetings should be more proactive and focus on defining and **taking concrete actions** to address safety problems. Efforts should be made to identify other funding sources for safety projects.
- We need to take these discussions beyond the room. What are we each doing with the information that we hear from meetings? **Identify the audience** that needs to know about these strategies and identify ways to get the message to them. Consider adding an agenda item to figure out who is the target audience and how to reach out to them.
 - Reach out to the Police Chief's Association and the Traffic Safety Officers Association (Tony Parenti). How do we reach out to and get more Task Force participation from law enforcement personnel? One idea was to have a table at the annual chiefs of police conference.
 - Use media outlets to reach out to others (e.g. if we do a special off-site meeting, DVRPC can do a media release).
 - Contact the key "list-keepers," such as people at the League of Municipalities and other large groups and ask them to share our information to their groups. This should include departments of health.
 - Go to meetings of these large groups. If there is not enough DVRPC staff, ask at Task Force meetings if anyone could go on the group's behalf to other meetings on specific dates.
 - Build a contact list database which should include these "list-keepers" and DVRPC's municipal contacts. Task Force members would help with additions.
 - The Task Force could hold an annual event for a wider audience for one emphasis area. Partnering with private sector groups such as Wegmans or a major hotel could keep the cost down. Some concern was expressed about adequate staffing at DVRPC to put on such an event and whether it would be more efficient to ask to do a panel at the existing Safety Forum conference.
- The RSTF should do a better job with integrating more **transit, bicycle, and pedestrian** strategies at meetings. Sidewalks and bicycle lanes are important for transit ridership. Improving these facilities and other bike and pedestrian amenities lead to safer connections at transit stops.
- RSTF meetings should continue to focus on the **four E's** (Education, Engineering, Enforcement, and Emergency Medical Services). In addition, the RSTF should continue to reach out to legislators and policy makers.
 - Cover each "E" and identify strategies to use for each of them.
 - Figure out how to further engage Emergency Services. People remembered a Gloucester County presentation from the past; perhaps they should be invited back.
 - Come away with an action item for each "E" and focus on how to help each other build on each other's work. While people may have strength in one area, it is also important to avoid silos.
 - Involve more local agencies

- At meetings, the Task Force could **invite a municipality to bring a specific problem** area that relates to the emphasis area to discuss, such as an intersection where seniors have safety issues.
 - How can the problem be corrected (possibly invite experts to give their opinions as well) and how do we promote the solutions identified? This should involve the four E's.
 - At a future RSTF meeting, perhaps a year later, look at the problem again to see if it got resolved and did we see a change?
- The RSTF should tie together the interdisciplinary aspect of the Task Force and the need to communicate more widely by developing a brief summary about the emphasis area after each meeting. It could be like a **best practice guide** or something similar to the DVRPC municipal implementation guides, drawing together what was learned about an emphasis area at a meeting and distributing this information to a wider audience. It could also be done as an e-mail newsletter.
- **Outputs** (such as how many people were contacted) are more measurable than outcomes (such as number of crashes). Many factors outside of the control of the Task Force affect outcomes (such as the price of gas). In particular, the Task Force should look at how many programs took a specific action because of our involvement.
- **Outcomes** of programs on crashes and fatalities should also be evaluated. This may most easily be done with before and after studies of specific projects. PennDOT's work with dashboard dials is an example of measuring programmatic effects. This does require having set goals, even if they are flexible and regularly updated.

6. Analysis of Crash Data

Zoe Neaderland introduced work on the update of the Safety Action Plan (SAP). It starts with analysis of data. The analysis is covered in "Traffic Crash Analysis of the Delaware Valley," more commonly referred to as the crash data memo. A working draft update of the memo was distributed, which added 2008 and 2009 crash data. Crash data for year 2010 will be added once it becomes available this summer. The memo included analysis of fatalities for the 22 AASHTO emphasis areas and how the 2007-2009 averages compare to the 2005-2007 averages, which were used previously. The data was used to rank the importance of emphasis areas. As in the past, it was noted whether an emphasis area was included in the Pennsylvania and New Jersey Strategic Highway Safety Plans (SHSPs). The data indicates that the key emphasis areas for the Delaware Valley have not changed. Caroline Trueman, Safety Engineer at FHWA-New Jersey, recommended strengthening use of data to tell a story in the next edition, such as why fatalities are going down.

The SAP covered impaired driving and distracted driving as one area last time. There is a lot of data available on impaired driving; however, data is limited for distracted driving and cell phone use. Sgt. Rann mentioned that when people are pulled over, they usually will not admit to using a cell phone; however, conducting surveys does help. Tim Chelius, Executive Director at South Jersey Transportation Planning Organization (SJTPO), described SJTPO's annual seat belt observation surveys. Each year it includes one other emphasis area, and they have done cell phone use. Although these observations are not scientific, they do help in determining a baseline. Results can be found at www.sjtpo.org. Summons for cell phone use

can be tracked for crashes, which is normally done through the court system. Billboards can also be considered distractions for drivers. FHWA recently conducted a study on billboards, which hasn't been released yet. The Task Force will be notified when it is available.

Ms. Neaderland asked the Task Force for thoughts on whether to combine the two emphasis areas, keeping vehicles on the roadway and minimizing the consequences of leaving the roadway. In the 2009 SAP, the conclusion was to include just keeping vehicles on the roadway, which has more fatalities and is an important step to minimizing fatalities from leaving the roadway. The queries were clarified from the appendix of the 2009 memo. They use related data. The consensus of the Task Force was to combine the emphasis areas as one key emphasis area, but to keep the strategies for each separate in that emphasis area in the SAP.

Ms. Trueman said that trends for most emphasis areas are downward, but the number of pedestrians and bicyclists being hit has stayed flat. In comparison to trends, this amounts to the number of these crashes going up, and this is an important matter to address. Charlie Denny, Assistant Chief Traffic Engineer, Philadelphia Streets Department, said that walking, biking, and using transit have been increasing, partly as a result of economic conditions, and as a result there are more targets. Matt Anderson suggested adding bicyclist information to the pedestrian emphasis area where it makes sense.

Shayne Trimbell, Manager of Projects and Development at Greater Valley Forge TMA, asked why fatalities were the only focus of the SAP. Fatalities can be random. Mr. Denny said the Streets Department considers all crashes. Ms. Neaderland said the approach followed federal guidance and was consistent with the two state SHSPs. State DOT representatives said they thought they had used major injury crashes in their SHSPs. Follow-up concluded that the SAP had been conducted in a consistent way with both SHSPs. Ms. Neaderland said tables of major injury crashes and total crashes would be added to the crash data memo. She wasn't sure how they could be factored into ranking but thought it probably would not change the proposed set of key emphasis areas. She offered to try the analysis, e-mail it to Task Force members, and continue the discussion of which emphasis areas to focus on. The consensus was to stay with the current set of emphasis areas.

7. Next Steps for Safety Action Plan

Ms. Neaderland briefly summarized some the key points from the previous two agenda items, including:

- The next cycle of RSTF meetings should continue to focus on the key emphasis areas, but should be more focused on action. It will include one meeting held at the site of a successful program for the emphasis area being covered that meeting.
- The RSTF should reach out to a wider audience, especially the law enforcement community.
- Analysis will continue with essentially the same set of key emphasis areas and the four E's plus legislative outreach.

8. Open Forum

Carissa Sestito, Program Outreach Coordinator, Rutgers University Transportation Safety Resource Center (TSRC), informed the group about the 7th Annual Safety Forum on October 9th at the Mercer County College. Andy Kaplan, Traffic Engineer, Rutgers University TSRC, mentioned that their group has received funding to conduct road safety audits (RSA) on local roads. He was encouraged to coordinate with DVRPC's RSA task.

Charlie Denny asked about any measure of effectiveness from the New Jersey pedestrian stop rather than yield law. Sgt. Rann said analysis should be available on the effects of the law 90 days after it has been in effect for a year, which would be in June or July.

Attendees:

Amway, Lauren	Street Smarts – Delaware County
Anderson, Matthew	Chester County Planning Commission
Beans, Bill	New Jersey Department of Transportation
Behrend, Jean	Delaware Valley Regional Planning Commission
Belmonte, Lou	Pennsylvania Department of Transportation
Brahler, Rich	Bucks County Planning Commission
Bucci, Larry	Pennsylvania Department of Transportation
Buerk, Jesse	Delaware Valley Regional Planning Commission
Butler, John	DVRPC Regional Citizens Committee
Chelius, Tim	South Jersey Transportation Planning Organization
Denny, Charles	Philadelphia Streets Department
Fallat, George	Mercer County Engineering Department
Fought, Tricia	Delaware Valley Regional Planning Commission
Fullerton, Dave	PATCO
Kaplan, Andy	Rutgers University – TSRC/CAIT
Kozak, Diane	Camden County Highway Traffic Safety
Lawson, Matt	Mercer County Planning Division
MacKavanagh, Kelvin	DVRPC – Delaware Valley Goods Movement Task Force
Matkowski, Laurie	Delaware Valley Regional Planning Commission
Moore, Regina	Delaware Valley Regional Planning Commission
Moyer, Officer John	Cherry Hill Township Police Department
Moyo, Jabulani	Philadelphia Streets Department
Murphy, Kevin	Delaware Valley Regional Planning Commission
Nederland, Zoe	Delaware Valley Regional Planning Commission
Nuble, Patrice	Philadelphia Streets Department
Olsen, Katherine	Street Smarts – Montgomery County
Philbin, Officer James	Cherry Hill Township Police Department
Rann, Sgt. Michael	Cherry Hill Township Police Department
Rauanheimo, Ray	AARP – Montgomery County
Sestito, Carissa	Rutgers University – TSRC/CAIT

Simon, Richard
Speese, Chris
Spino, Sam
Strumpfer, Warren
Thomas, Carol
Trimbell, Shayne
Trueman, Caroline
Ward, John
Winters, Dennis

NHTSA – Region 2
PennDOT – BHSTE
Camden County Highway Traffic Safety
DVRPC Regional Citizens Committee
Burlington County Engineering Department
Greater Valley Forge TMA
Federal Highway Administration – New Jersey
Delaware Valley Regional Planning Commission
Sierra Club – Pennsylvania Chapter