



HIGHLIGHTS FROM DECEMBER 4, 2013 MEETING

Note:

- All presentations and related meeting handouts are located on the RSTF website: www.dvrpc.org/ASP/committee/Presentations/RSTF/2013-12.pdf

1. Welcome and Introductions

Attendees were welcomed and the meeting was called to order by Co-chairs Violet Marrero, Manager of Special Projects, New Jersey Division of Highway Traffic Safety (NJDHHS), and Jenny Robinson, Manager of Philadelphia Public and Government Affairs, AAA Mid-Atlantic. Ms. Robinson read the goal statement of the RSTF, which is “to reduce roadway crashes, injuries, and fatalities in the Delaware Valley”. Introductions were made around the table.

Zoe Neaderland, Manager of Transportation Safety and Congestion Management, DVRPC, reported that a session will be held at the upcoming Transportation Engineering Safety Conference in State College to discuss the possibility of moving forward with plans to hold a Pennsylvania Safety Symposium. She will provide an update at the next RSTF meeting.

Ms. Marrero mentioned the next RSTF meeting will be held on March 6, 2014 and that it will be her last as Co-Chair. She asked for volunteers to serve in the Co-Chair position. Ms. Robinson led the group in thanking Ms. Marrero for her service and looks forward to serving with the next Co-Chair.

Jesse Buerk, Senior Transportation Planner, DVRPC, mentioned an initiative to re-vamp the Safety webpage on the DVRPC website. A poll was taken during the meeting to determine such things as: who knew of the webpage, who visited the webpage, how often was the webpage viewed, and who had accessed the Safety Resources webpage. Task Force members were asked to volunteer to participate in a Safety webpage update focus group via the post-meeting survey. Full results of the survey will be reported at the next meeting.

2. Update from the Emergency Response Community

This agenda item replaces the Enforcement Update from previous RSTF meetings to provide an opportunity for information exchange from members of the law enforcement, fire services, and emergency medical communities. Members of the law enforcement community were present but had no report. Ms. Marrero announced that the report from Pennsylvania State Police Troop K, which covers Delaware, Montgomery and Delaware counties, was included with meeting materials. During the Thanksgiving holiday weekend (Wednesday, November 27th through Sunday, December 1st), troopers in Troop K investigated 133 crashes, which resulted in 41 injuries and one fatality. Of those crashes, five were alcohol related. Ms. Marrero asked that members of the RSTF reach out to first responders in their communities and encourage them to participate in the RSTF.

Ryan McNary, Assistant Manager of Alcohol Highway Safety Program, PennDOT – Bureau of Maintenance and Operations, reported that PennDOT, in partnership with the Pennsylvania Liquor Control Board (PLCB), will begin the “Hero” campaign, which is an outreach program to promote the value of designated drivers. Information will be placed in driver’s license centers and state stores. Governor Corbett will make a declaration about this campaign.

3. Legislative Update

Tracy Noble, Public Affairs Specialist, AAA Mid-Atlantic, gave the legislative update for New Jersey. Currently the Motor Vehicle Owner’s Right to Repair Act (A-4336) is awaiting vote by the full General Assembly. AAA Mid-Atlantic supports this bill and is working with Assemblyman Reed Gusciora, who sponsored the bill, to amend the language to be more consumer-friendly. Several bills on teen driving, automated enforcement, child passenger safety, and distracting driving are pending legislative approval.

Ms. Robinson gave the legislative update for Pennsylvania. In Pennsylvania, the Transportation Bill was passed, raising \$2.3 billion for infrastructure projects. In addition to raising certain motor vehicle fees, it also raises the speed limit in certain places to 70 MPH. AAA Mid-Atlantic supports implementing this only if studies can show there will be no negative safety implications.

4. State Policy Plans for Safety: Status of Strategic Highway Safety Plans (SHSPs)

SHSPs are important to New Jersey and Pennsylvania and relate to DVRPC’s safety work. Each state’s SHSP examines key emphasis areas that contribute to their traffic fatalities. DVRPC uses a similar approach by examining 22 AASHTO emphasis areas that have top impacts in the DVRPC region. The emphasis areas identified by AASHTO and the state’s SHSPs are narrowed down to determine the emphasis areas selected in the DVRPC’s Safety Action Plan (SAP) update.

Bob DeSando, Acting Manager of Safety Programs, NJDOT, reported that New Jersey’s most recent SHSP was completed in 2007, and federal legislation (MAP-21) requires a new plan be updated by August 2014. Below are additional highlights from his presentation.

- In 2007 there were eight emphasis areas, which may be revised in the updated plan.
- This updated plan will focus on the “Toward Zero Deaths” (TZD) goal and will emphasize all four “E”s.
- North Jersey Transportation Planning Authority (NJTPA) is managing the consultant for the plan.
- CH2M Hill, lead consultant hired to develop the plan is about to begin work.
- It is NJDOT’s goal to engage all stakeholders, including DVRPC, South Jersey Transportation Planning Organization (SJTPO), and as many members of the RSTF as reasonable.

Lois Goldman, Director of Regional Planning, NJTPA, provided an update on the New Jersey SHSP process. Below are main points from her presentation.

- SHSPs and other work in adjoining places such as New York City and Pennsylvania is being reviewed for the updated plan.

- Pat Ott, Managing Member, MBO Engineering LLC, and RSTF member is part of the consultant team.
- Staff from Rutgers University – Transportation Safety Resource Center (TSRC) will also help in the effort to update the plan.
- It is likely that pedestrian safety will become its own category in the update, which will be based on data and analytics, other relevant plans, and stakeholder input.
- The update will also include an online tool for evaluating progress toward reaching goals.
- Setting performance goals is key to the successful implementation of the plan.
- A survey about the New Jersey SHSP update was taken at the recent New Jersey Safety Forum held at Rutgers University.
 - Aggressive driving, teen drivers, pedestrians, and distracted driving emerged as the most important topics.
 - A conversation about whether to use TZD as the goal is needed.
- A kick-off webinar on the update is planned in January or February 2014. Afterwards, there will be a one or two-day summit event to determine goals, strategies, and an implementation plan.
- If needed a series of follow-up meetings will also be scheduled.
- This process must be approved by FHWA and will be used for all safety programs.
- NJDOT plans to use the SHSP to guide safety investments.

Additional Questions and Comments:

- Ms. Neaderland asked if emphasis areas will be developed by the March RSTF meeting so that Task Force members can vote on them and then follow up with a work session to refine strategies. Ms. Ott responded that a preliminary set should be determined in time for the March RSTF meeting.
- Mr. McNary asked for more information about the online tool. Ms. Goldman replied the online tool will be a spreadsheet to look at the different strategies to evaluate their effectiveness. An existing tool is currently being modified and she requested volunteers to assist with the evaluation.
- Ms. Goldman said that MAP-21 does not require SHSP updates more often than five years, but it's likely that it will be adjusted.
- Ms. Ott said that the New Jersey SHSP will be dynamic and will incorporate a process for update and review, possibly annually.
- Andy Kaplan, Senior Transportation Safety Engineer, Rutgers University – TSRC, mentioned that each state reports metrics annually on how goals are being met.
- Ms. Neaderland said once New Jersey's emphasis areas are defined the DVRPC SAP will be updated and she requested volunteers to assist with this effort.

Jeff Roecker, Highway Safety Liaison, PennDOT Highway Safety and Traffic Operations, reviewed the Pennsylvania SHSP update. Below are main points from his presentation.

- There have been three SHSP updates since 2006, which tracked a decline in fatalities.
- The latest update was submitted to FHWA in December 2012.
- This plan adopted the AASHTO goal of reducing fatalities by half.

- The most recent plan uses average instead of actual fatalities reported in previous plans. Implementation is based on the four “E”s.
- Cost effectiveness and available resources were factored into determining emphasis areas and strategies.
- Pennsylvania’s SHSP safety emphasis areas are similar to those in New Jersey, which account for nearly 80% of fatalities in Pennsylvania.
- Most other goals for the 2012 SHSP are the same as in the 2009 update, with the exception that the distracted driving emphasis area replaced the pedestrian emphasis area.
- Goals for reducing major injuries and fatalities are statewide, but each PennDOT engineering district adopts goals based on their own specific safety data.
- Every three months, PennDOT convenes with a group of stakeholders to meet and review metrics. They use a system of “tracking dials” to evaluate their progress towards meeting goals. Goals are then updated and reset if needed.
- Although MAP-21 does not require it, high crash locations (places where there are a high number of fatalities and major injuries) are updated every two years based on the past five years of data. This helps to eliminate the randomness of bi-annual data.
- The Pennsylvania SHSP links to other programs, which permits data sharing between state agencies and alignment of goals and targets.

Additional Comments and Questions:

- Kevin Murphy, Principal Transportation Planner, DVRPC, asked about the role of outreach and education in the Pennsylvania SHSP. Mr. Roecker responded that outreach and education are a major part, as many of the goals are behavioral in nature.
- Ms. Goldman asked how motorcycle data was handled. Mr. Roecker answered that motorcycle fatalities are not declining. Mr. McNary reported that PennDOT did a media outreach program to dealerships and lobbying groups about strategies to reduce motorcycle fatalities. Ms. Robinson commented that Pennsylvania offers motorcycle safety courses.
- Mr. Murphy asked Mr. DeSando if the revised New Jersey SHSP will lead to an update of NJDOT’s high crash location list. Mr. DeSando answered that this is probable. A timeline for this need to be established.

5. Follow-up from September 2013 Meeting

- The September 2013 meeting highlights were approved.
- ***PennDOT and NJDOT Quarterly Crash Trends Update:***
 - In Pennsylvania, the monthly crash average for the first nine months in 2013 was lower than the five-year monthly average (2008 – 2012). Between January and September 2013, there was an average of 20 fatalities per month, compared to 21 fatalities in the five-year average.
 - In New Jersey, the 2013 monthly crash average was lower than the five-year crash average and the 2013 fatality monthly average was even the five-year fatality average. Between July and September 2013, fatalities dropped.
- ***Volunteer Updates continued from the September Meeting:***

- Mr. McNary reported that PennDOT is continuing to work on the brochure for senior mobility alternatives and is hopeful for a publication date in 2014. He also reported that Pennsylvania's Silver Alert program has hit a roadblock in the approval process and hopes to revisit this in the future.
- Suzanne Kubiak, Health Educator, Public Health Management Corporation, reported that work continues on refining the online Senior Mobility Toolbox. A list of important phone numbers and websites was created and is available now for download. Seniors who do not have Internet access at home can have the list available for them at Senior Centers. The list was included with the meeting materials.
- Regina Moore, Transportation Engineer, DVRPC, provided information on the ongoing effort to update the RSTF agency table. This table will be useful for everyone on the Task Force to know what each member agency does so people can determine relevance of each agency to their own. RSTF members were encouraged to forward Ms. Moore their agency's goals, relevance to the RSTF, and agency funding source. The goal is to add this table to the updated Safety webpage.
- Sarah Oaks, Senior Transportation Planner, DVRPC, reported that the Aggressive Driving brochure developed to inform prosecutors about effects of plea bargaining is very close to completion. She thanked all of the RSTF members who helped with content development and text review. The brochure should be available to RSTF members at the next meeting.
 - David Kuhn, Assistant Commissioner of Capital Investment, Planning and Grant Administration, NJDOT, expressed concern that the brochure takes an advocacy position. Ms. Oaks responded that the text contains only attributable facts, research, statistics, and compelling news stories, all of which are referenced. No policy position is taken. It was agreed that Mr. Kuhn and Mr. DeSando will be allowed to review and approve a copy of the brochure before it proceeds to the design process.
 - Mr. McNary asked if this brochure can also be used in Pennsylvania. Ms. Oaks responded that this brochure was developed for New Jersey, but if there is interest, it can be modified for Pennsylvania. Mr. McNary agreed that Pennsylvania is different because violations are often downgraded by the officer issuing the citation. He also reported on a judicial outreach program to educate judges about enforcement issues and encouraging them not to downgrade or dismiss aggressive driving citations. This is proving a difficult task because judges don't like being told what to do. The outreach therefore focuses on statistics and information without taking a position.
- **HSIP Update:**
 - Mr. Murphy reported that the DVRPC Highway Improvement Safety Program (HSIP) design assistance program is a data driven process to allocate federal funding to proven countermeasures. In New Jersey, funds are assigned to local projects. NJTPA has been successful by offering assistance to help access HSIP funds by having a design assistance program, since HSIP funds are for the Construction phase only. DVRPC is setting up a similar program to set

aside funds to help with the design component, which should help remove the barrier to using HSIP funds.

- Mr. Kuhn reported that there have been organizational changes at NJDOT, especially in the Safety department, which has resulted in issues spending HSIP funds. The safety project implementation process is being re-evaluated, with more integration across other NJDOT departments. HSIP should not be regarded as just a funding source, but as an overall program, and therefore needs to be more efficient with a data-driven process to direct spending decisions and effective implementation, which all goes back to the SHSP. The goal for FY 14 is to obligate \$30 million in HSIP funds. An HSIP manual is being developed, which will include an education component to explain how the whole process is data-driven. Mr. Roecker commented that Pennsylvania has had success in obligating funds; however the challenge is delivering the right project to the right place.

6. Member Updates and Open Forum

- Ms. Goldman gave an update on NJTPA's Local Safety Program. It started in 2005 and since then more than \$30 million has been obligated for 63 local safety improvement projects. \$5.5 million is obligated for 2014. The highlight of this program is a pedestrian safety education campaign at pilot locations. The intensive program of education and outreach is coupled with an enforcement effort. The tag line is "Check Your Vital Signs", a catchy message to increase awareness of pedestrians and to encourage motorists to obey speed limits.
- Ms. Robinson reported that the week of December 2nd is Senior Safety Week. A press release was issued, which referenced the map of high senior crash locations created by DVRPC. As a result, there has been good media coverage, including three newspaper follow-up stories and two segments on KYW radio. As highlighted on the DVRPC map, senior crashes typically happen where seniors live, shop, and attend activities.
 - Ms. Neaderland reported that as a result of the media coverage, there was a meeting at PennDOT District 6 to discuss the topic.
 - Ms. Kubiak reported that during a presentation at a retirement community, a lively discussion was held among residents. A recent article identified a nearby location as a site of numerous senior involved crashes. Ms. Kubiak was able to steer the conversation into how best to work with their township and others to improve safety on that road.
- Mr. McNary reported that Children's Hospital of Philadelphia (CHOP) has received a \$40 million grant from Federal Express and Johnson and Johnson to implement pedestrian improvements at Philadelphia intersections where victims were children under the age of 15. Three spots, all close to elementary schools, have been selected for low cost safety improvements. The City of Philadelphia Streets Department is involved. Mr. McNary asked DVRPC's assistance in identifying other City departments which should be involved.
 - *Mr. Murphy and Mr. McNary will discuss leveraging HSIP funds for this effort.*
 - *Mr. McNary also reported that PennDOT is coordinating with NHTSA on Philadelphia's Pedestrian Safety Program.*

- *PennDOT continues to meet with the Philadelphia Police Department to ease their transition to electronic reporting of crashes.*
- John Ward, Deputy Planning Director, DVRPC, reported that the FY 15 DVRPC Work Program development process is underway. He was happy to report that safety planning is funded for next year. The Draft Work Program will be released in December and is expected to be approved in January 2014.
- Mr. Murphy asked Ms. Ott for an update on New Jersey's Statewide Traffic Records Coordinating Committee (STRCC). Ms. Ott replied that at their next meeting the committee will discuss the draft strategic plan initiatives to improve data quality and move towards electronic data.

Attendees:

Aguilera, Lori	Chester County Highway Safety Project
Arcaro, Tina	South Jersey Transportation Planning Organization
Beans, Bill	MBO Engineering, LLC
Buerk, Jesse	Delaware Valley Regional Planning Commission
Carafides, Paul	Delaware Valley Regional Planning Commission
Carmalt, Charles	City of Philadelphia – MOTU
Del Romano, Sgt. Nick	PA State Police
DeSando, Bob	New Jersey Department of Transportation
Felts, Alex	Greater Valley Forge TMA
Hatcher, Jeffrey	NHTSA – Region 2
Huff, Alan	South Jersey Transportation Planning Organization
Goldman, Lois	North Jersey Transportation Planning Association
Kaplan, Andy	Rutgers University – TSRC
Kubiak, Suzanne	Public Health Management Corporation
Kuhn, Dave	New Jersey Department of Transportation
MacCarrigan, Lisa	Delaware Valley Regional Planning Commission
Marandino, Jennifer	South Jersey Transportation Planning Organization
Marrero, Violet	New Jersey Division of Highway Traffic Safety
Matkowski, Laurie	Delaware Valley Regional Planning Commission
McNary, Ryan	Pennsylvania Department of Transportation
Merritt, Darrell	Pennsylvania Department of Transportation
Mitchell, Robyn	New Jersey Division of Criminal Justice
Moore, Regina	Delaware Valley Regional Planning Commission
Murphy, Kevin	Delaware Valley Regional Planning Commission
Neaderland, Zoe	Delaware Valley Regional Planning Commission
Neshatfar, Mitra	Rutgers University – TSRC
Noble, Tracy	AAA Mid-Atlantic
Nuble, Patrice	City of Philadelphia Streets Department
Oaks, Sarah	Delaware Valley Regional Planning Commission
Olsen, Kathy	TMA Bucks
Ott, Pat	MBO Engineering LLC
Picone, Leah	3M Traffic Safety
Rauanheimo, Ray	AARP – Pennsylvania
Reeve, Ray	New Jersey Division of Highway Traffic Safety
Robinson, Jenny	AAA Mid-Atlantic – Philadelphia Office
Roecker, Jeff	PennDOT – Central Office
Schmidt, Chief Mark	Upper Makefield Township Police
Simon, Richard	NHTSA – Region 2
Strumpffer, Warren	Citizen
Turk, Lt. Eric	Pennsylvania State Police
Velaquez, Christina	Gloucester County Planning Division
Vilotti, Charlie	Chester County Highway Safety