



MEETING AGENDA

Thursday, March 6th, 2014, 9:30 AM – Noon

1. Welcome and Introductions

2. Update from the Emergency Response Community

This agenda item provides an opportunity for information exchange from members of the enforcement, fire services, and emergency medical communities.

3. Legislative Update

4. Update on New Jersey's Strategic Highway Safety Plans (SHSP) and DVRPC's 2014 Safety Action Plan (SAP)

Pat Ott, Managing Member of MBO Engineering and consultant working on the New Jersey's SHSP will brief the Task Force on the progress made towards developing the Plan. Kevin Murphy, Principal Transportation Planner at DVRPC, will provide a review of DVRPC's SAP. Afterwards, Task Force members will be asked to vote on the emphasis areas for the SAP.

5. Research Findings in Motorcycle Safety

Eric Teoh, Statistician, Insurance Institute for Highway Safety (IIHS) will present interesting safety trends and research findings regarding motorcycle safety.

6. Follow-up from December 2013 Meeting

This agenda item will include approval of last meeting highlights, quarterly crash trends, and action updates from volunteers.

7. Reviewing RSTF Goals and Objectives

The RSTF adopted goals, objectives, and measures of success in November 2011. This will be an opportunity to refresh this material. If there is interest, a more detailed discussion will continue over lunch.

8. Member Updates and Open Forum

Attendees will have the opportunity to highlight new and existing safety activities from their organizations and in the region.

LUNCH

(Tentative) Working lunch for members interested in helping to update RSTF goals, objectives, and measures of success.

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In the event of inclement weather, please call (215) 592-1800 to check on any changes in schedule.

RSTF Goal: To reduce roadway crashes, injuries, and fatalities in the Delaware Valley



LEGISLATIVE AGENDUM PENNSYLVANIA 2014

The following represents legislative issues that AAA Mid-Atlantic will likely be engaged in during Pennsylvania's 2014 legislative session.

Motorist Advocacy

Vehicle Data Ownership – AAA is concerned about the ownership and privacy of data being produced and communicated to vehicle manufactures and others, with or without the vehicle owner's/lessee's knowledge or express permission. There are two bills in the legislature, which the AAA Federation supports. Both bills were referred to committee.

- HB879 (Harhai) Requires manufacturers of new motor vehicles sold or leased in Pennsylvania to disclose in the vehicle-operating manual whether the vehicle is equipped with an EDR. If the vehicle is equipped with an EDR, then the legislation provides a description of the data which can be recorded and notice that data downloaded or otherwise retrieved by a data recorder can be used as evidence in any legal proceedings.
- SB678 (Wozniak) Provides for notice of motor vehicle event data recorders and for information retrieval; imposing penalties; and providing for evidentiary rules. (This is Senate version of HB879).

Automated Enforcement - AAA Mid-Atlantic will remain actively engaged with legislators and stakeholders on this issue:

Speed Cameras – Sen. Michael Stack introduced SB1211 to permit speed cameras along Route 1 in Philadelphia (and potentially other locations.) We are reviewing Sen. Stack's legislation and do not have a position at this time. However, we are concerned that it doesn't include appropriate safeguards. Specifically, Sen. Stack's bill does not appear to indicate how the vendor will be paid (flat fee or per-ticket), so that is a question. It is also unclear where the cameras may be allowed, other than Route 1. Also, does the bill provide a process of determining appropriate locations for speed cameras, such as traffic studies and crash data? AAA wants to see similar language and protections that are already provided in PA's red light camera legislation.

Red Light Cameras – Philadelphia began operating red light cameras at Stenton and Ogontz avenues on Jan. 20th, bringing the total to 26 intersections in the city’s program. Abington Township is proceeding with its plans to operate red light cameras at three intersections. Springfield Township, Delaware County has approved a vendor for their planned red light camera program.

Local Police Radar - There are currently four House Bills introduced that would let local police use radar. AAA seeks a requirement that, prior to operating speed timing devices, local police officers must complete training by the Pennsylvania State Police (PSP). In addition, such legislation should also include the following provisions: requiring that the recorded speed be ten or more miles per hour in excess of the legal speed limit before a person could be convicted; requiring the appropriate governing body to first adopt an ordinance authorizing the use of radar or infrared laser light devices (LIDAR) where speed limits have been posted according to the results of a required engineering and traffic study; Requiring the erection of official warning signs indicating the use of these devices within 500 feet of the border of the political subdivision on the main arteries entering the political subdivision. Three of the four House bills already have the PSP requirement and three include some restrictions on revenues collected. However, House staff has indicated that they will probably draft a new bill after they hold informational public hearings – one is tentatively scheduled for the morning of February 5, 2014 in Harrisburg (Ted Leonard to testify) with a second hearing at the end of March in the Poconos.

Highway Funding

Pennsylvania’s new transportation funding law took effect January 1, 2014.

- The legislation raises about \$2.3 to \$2.4 billion by the year 2017-2018.
- This investment will generate a net of 62,000 jobs. 50,000 new jobs will be created, and 12,000 additional jobs will be preserved.
- Thousands of bridges and more than 10,000 roadway miles will be improved or rebuilt with new investment.
- Pennsylvania will remain economically competitive with neighboring states that have already recognized the importance of investing in infrastructure.
- Historic investment in statewide public transportation will ensure crippling service cuts are avoided and vital needs of groups that depend on these services are met.

It has been 16 years since Pennsylvania enacted a significant transportation funding program. Here are some highlights of the new package:

- Uncaps the Oil Company Franchise Tax (OCFT) over 5 years beginning January 1, 2014, then again in 2015, and 2017.
- Eliminates the flat 12 cent-a-gallon retail tax that consumers have paid at the pump.
- Vehicle registration fees: Heavy trucks will see higher fees, but passenger cars and light trucks will see a small increase (from \$36 to \$37 mid-year 2015, and to \$38 in 2017).
- Driver’s licenses fees will be adjusted for inflation every two years, starting in 2015.
- Creates a MultiModal Fund to provide funding for aviation, rail freight, passenger rail, and bicycle and pedestrian facilities.

- Increases the speed limit from 65 to 70 miles per hour on some Pennsylvania interstate highways and the Pennsylvania Turnpike, if engineering and traffic studies find that a higher speed limit is reasonable and safe for a given location. The AAA Federation of PA supports this measure only if those safety criteria are met. Note: the speed limit increase would not be available on urban interstates, such as I-95 through Philadelphia and the Schuylkill Expressway, where the limit is 55 mph.

Traffic Safety

Distracted Driving - AAA supports HB109, which creates the offense of Distracted Driving with a \$50 fine for those convicted of careless driving who at the time of the violation is distracted by the following (but not limited to): wireless, electronic, electrical or mechanical device, personal grooming, food, drink or any printed material.

School Bus Enforcement Cameras - AAA is reviewing House Bill 1580, which would provide for automated enforcement of failure to stop for school bus with flashing red lights.

Airbags - AAA is reviewing House Bill 1659 which creates the offense of knowingly making, distributing, selling or installing a counterfeit or nonfunctional airbag.

Vehicle Inspection and Registration - AAA supports the following bills:

Vehicle Inspection and Registration

- SB332 (Vogel) - Exempts light passenger vehicles ten years old or newer and alternative fuel vehicles, but will require a visual anti-tampering inspection of emission control components. Amended and reported from the Senate Transportation Committee on 6/18/2013.
- SB676 (Wozniak) - exempts new vehicles from safety inspections for first two years. Referred to Senate Transportation Committee on 3/13/2013.
- HB106 (Carroll) - authorizes PennDOT to establish an optional biennial registration program. Referred to House Transportation Committee on 1/14/2013.

New Jersey Strategic Highway Safety Plan Update

Delaware Valley Regional
Planning Commission
Regional Safety Task Force

March 6, 2014



Patricia Ott, P.E. on behalf of the
North Jersey Transportation Planning Authority

Why Update the SHSP?

- Required under MAP-21 for HSIP funds
- Documents Mission, Goals, & Objectives for safety
- Identifies Key Strategies
- Serves as a guide for Safety Investments
- Data driven safety improvements offer the best chance of reducing crashes & saving lives

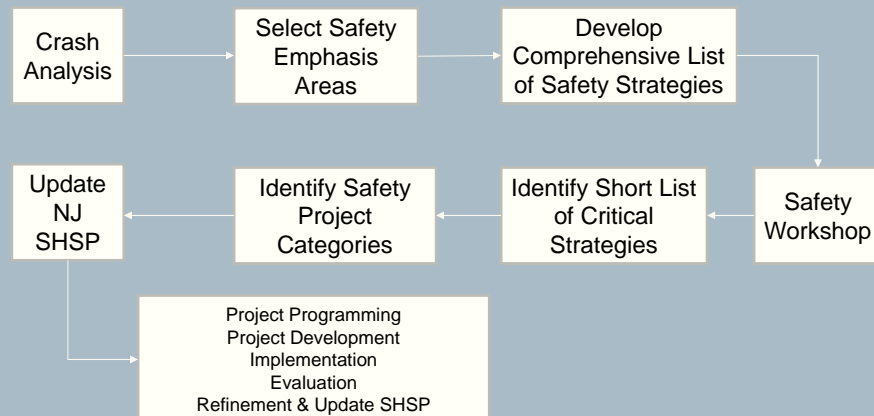
New Jersey's 2014 SHSP Update

- CH2M Hill is the lead consultant, with MBO Engineering, Traffic Safety Solutions, and UNC Highway Safety Resource Center
- NJDOT, DHTS, FHWA-NJ Division and all 3 NJ MPOs form the “core” Project Steering Committee
- Rutgers Transportation Safety Resource Center providing data support



New Jersey's 2014 SHSP Update

Approach:



New Jersey's 2014 SHSP Update

Initial Data Analysis is Complete – Emphasis Areas

Tier 1: Drowsy & Distracted

Lane Departure
Aggressive (speeding & reckless)
Intersections
Pedestrians

Tier 2: Impaired Driving

Older Drivers
Unbelted
Younger Drivers
Motorcycles

Tier 3: Unlicensed

Work Zones
Train-Vehicle
Bicycles
Heavy Vehicles

New Jersey's 2014 SHSP Update

MAP-21 requires broad input into emphasis areas, targets, and strategies

- Over 300 stakeholders proposed
- Final list of ~ 200 stakeholders



New Jersey's 2014 SHSP Update

Kick-Off Webinars

- Provide Background & Process
- Data Overview: Emphasis Areas
- Potential Strategies
- Workshop
- Next Steps
- Questions

New Jersey's 2014 SHSP Update

Safety Workshop Day 1

- New Jersey Goals (TZD?)
- SHSP Overview
- Barriers & Successes in the 4Es
- Emphasis Areas & Strategies
- Breakout Sessions
- Priorities
- Wrap Up

New Jersey's 2014 SHSP Update

Safety Workshop Day 2

- Limited to the Steering Committee
- De-brief Day 1
 - What did the stakeholders tell us?
- Begin Strategy Refinement
- Begin Broad Plan Layout



New Jersey's 2014 SHSP Update

Post Workshop

- 5-8 Emphasis Area mini-workshops (if needed)
- Wrap Up & Update to Stakeholders (webinar)
- Plan Complete – Oct/Nov 2014

Thank you!

Defining the Vision. Shaping the Future.



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Motorcycle safety – IIHS/HLDI research

Meeting of the Delaware Valley
Regional Planning Commission,
Regional Safety Task Force
March 6, 2014

Eric R. Teoh, Senior Statistician

The Insurance Institute for Highway Safety,

founded in 1959, is an independent, nonprofit, scientific, and educational organization dedicated to reducing the losses — deaths, injuries, and property damage — from crashes on the nation's highways.

The Highway Loss Data Institute,

founded in 1972, shares and supports this mission through scientific studies of insurance data representing the human and economic losses resulting from the ownership and operation of different types of vehicles and by publishing insurance loss results by vehicle make and model.

Both organizations are wholly supported by auto insurers.

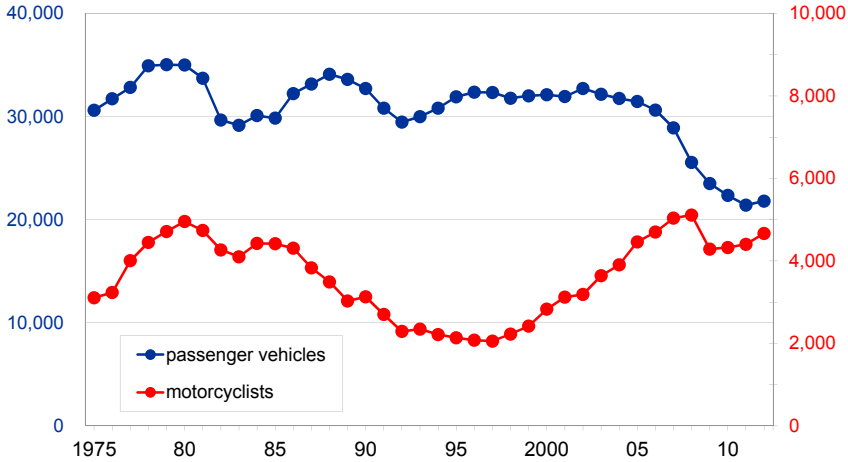
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Haddon matrix

	pre-crash	during crash	after crash
people			
vehicles and equipment			
environment			

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Deaths of motorcyclists and passenger vehicle occupants in the United States 1975-2012

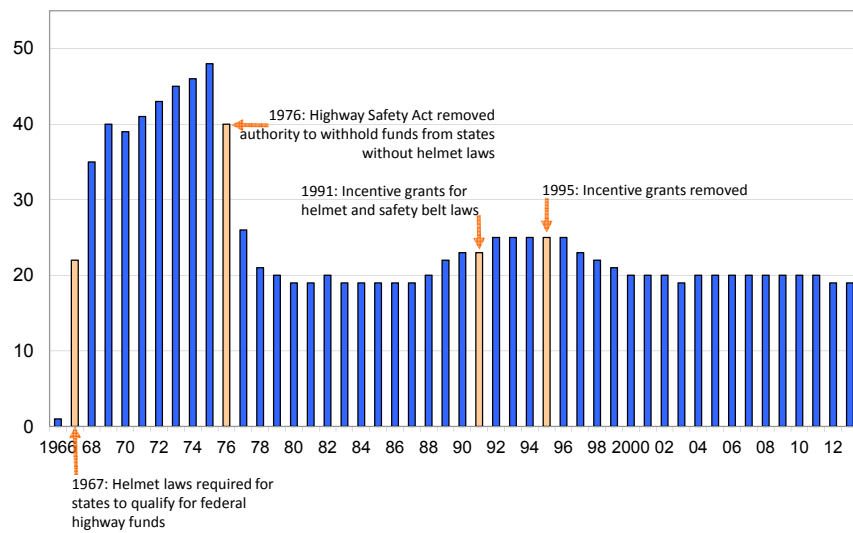


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Helmet laws

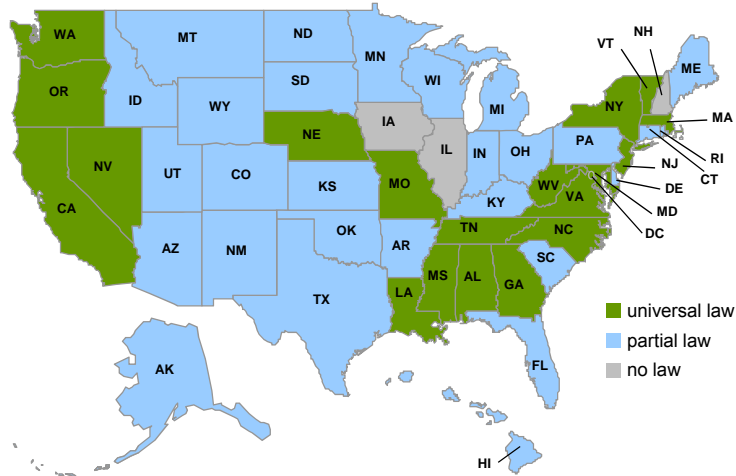
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States with universal helmet laws



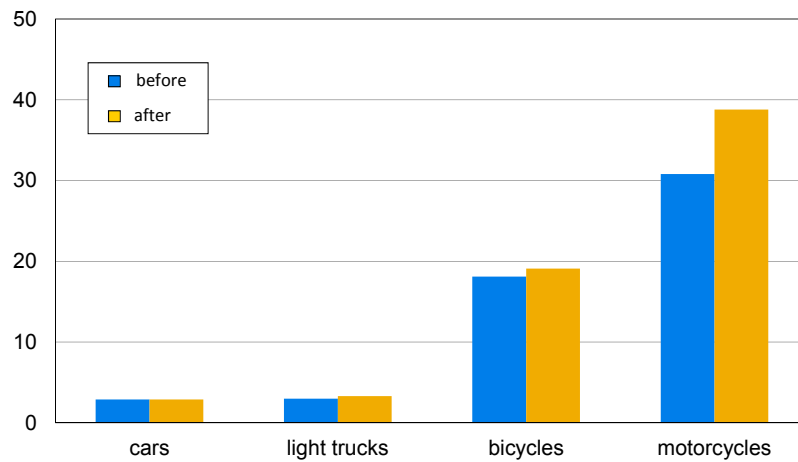
Map of motorcycle helmet laws

March 2014



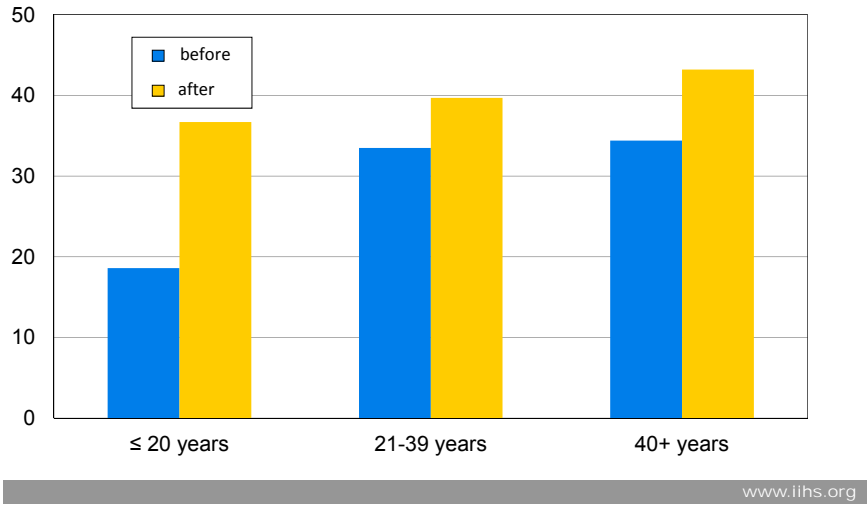
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Deaths per 1,000 crashes by vehicle type before and after Florida law was weakened to cover only riders under age 21 in 2000

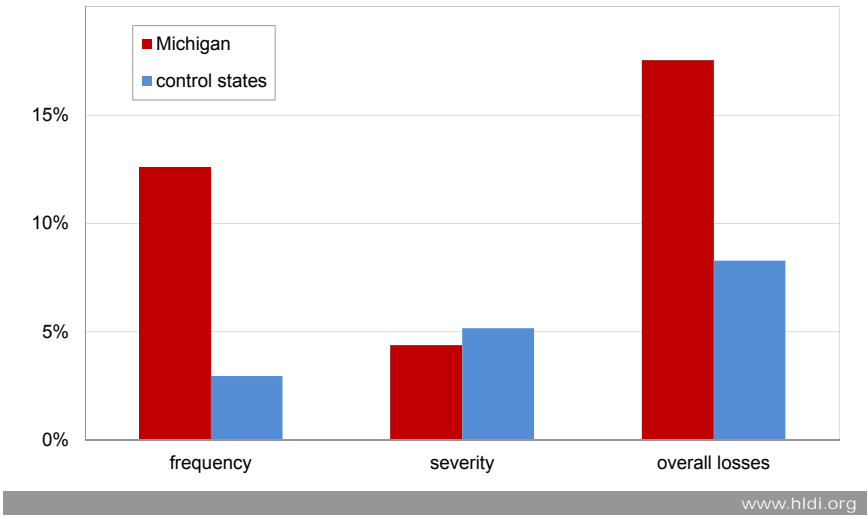


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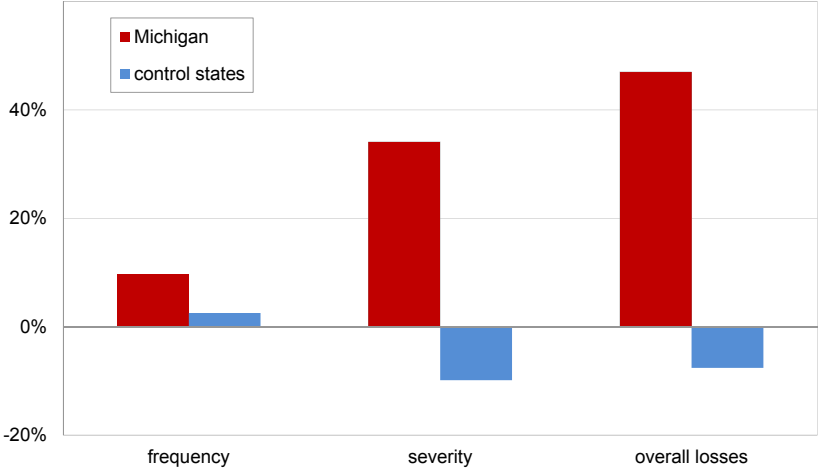
**Motorcyclist deaths per 1,000 crashes
by rider age before and after Florida law was
weakened to cover only riders under age 21 in 2000**



**Percent change in collision coverage losses after
Michigan helmet law was weakened to cover only
riders under age 21 in 2012**

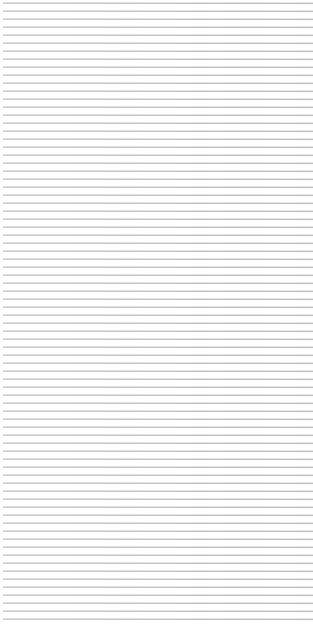


Percent change in medical payment coverage losses after Michigan helmet law was weakened to cover only riders under age 21 in 2012



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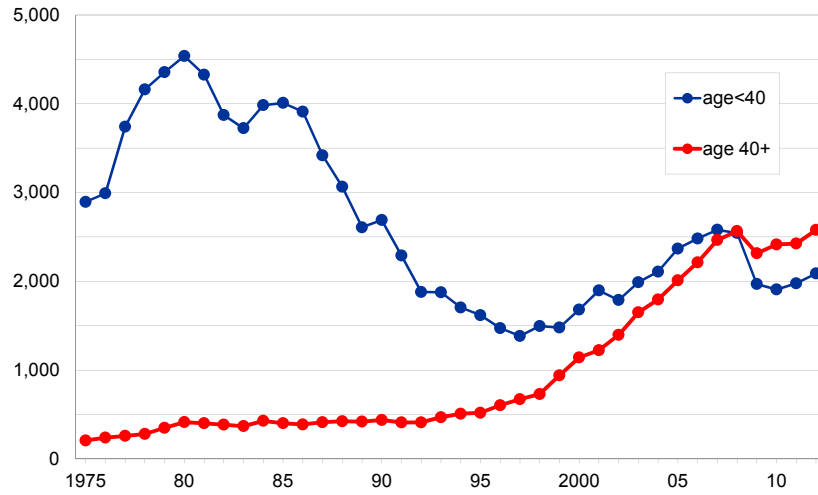
Rider age and type of motorcycle



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Motorcyclist deaths

By age, 1975-2012



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Types of motorcycles



cruiser and standard



touring



sport and unclad sport



supersport

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Performance of some street-legal vehicles

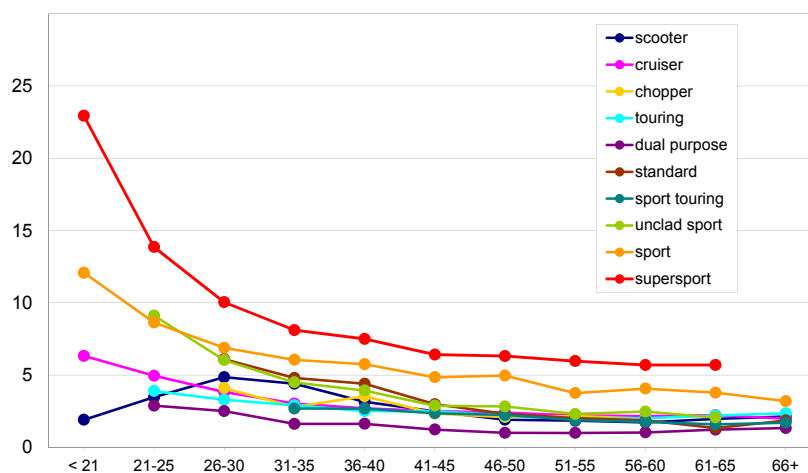
0-60 mph acceleration time

	seconds
2006 Suzuki GSX-R1000	2.4
2006 Lamborghini Murcielago	3.3
2005 Ford Mustang GT	5.0
2005 Harley-Davidson Sportster 883	5.1
2006 Honda Civic EX Sedan	8.7
1980 Ford Pinto	15.8

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Collision claim rates

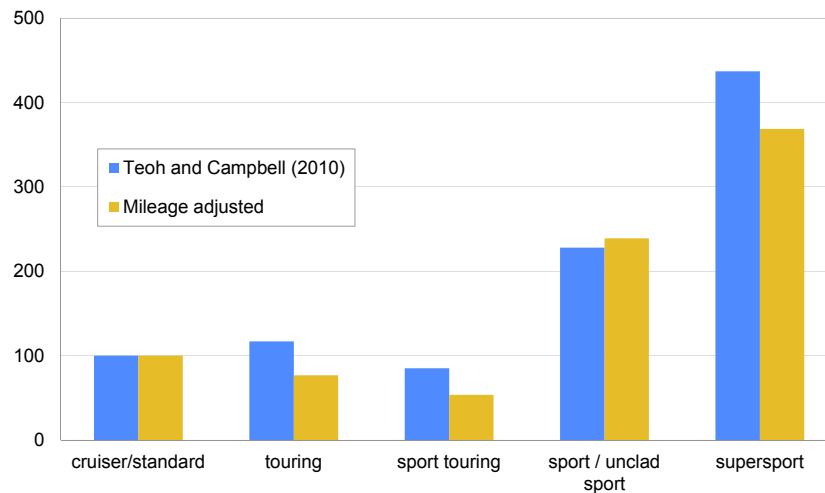
By motorcycle class and rated driver age group, 2009-13 models



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Motorcycle driver deaths per registered vehicle year

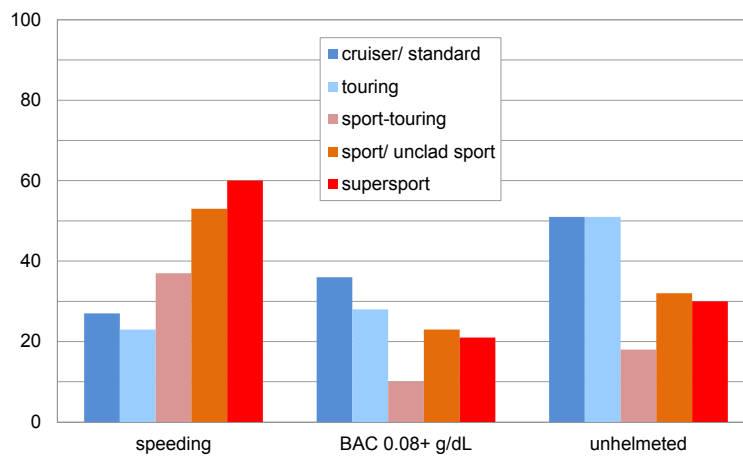
Relative to cruiser/standard motorcycles, 2000, 2003-08



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Characteristics (percent) of fatally injured motorcycle drivers

2000, 2003-08



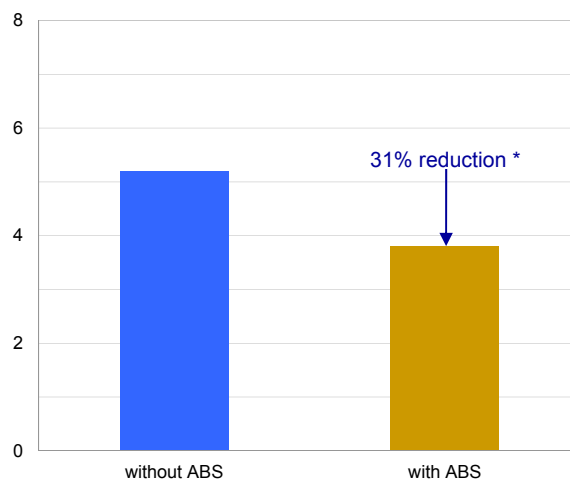
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Antilock brakes for motorcycles

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Fatal crash rates among study vehicles

Fatal crashes per 10,000 registrations, 2003-11

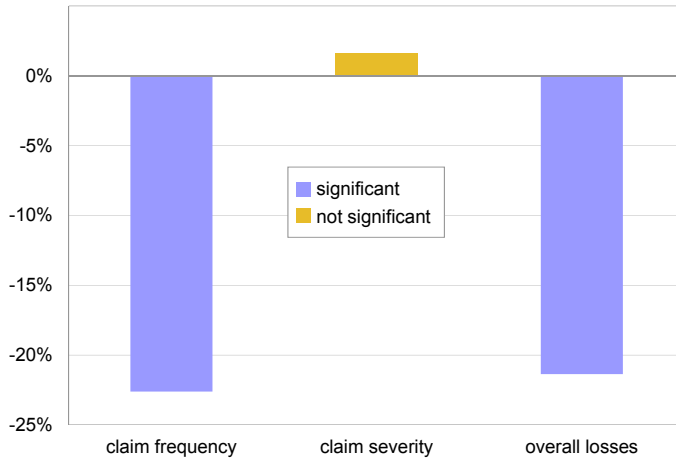


* statistically significant at 0.05 level

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Collision insurance losses

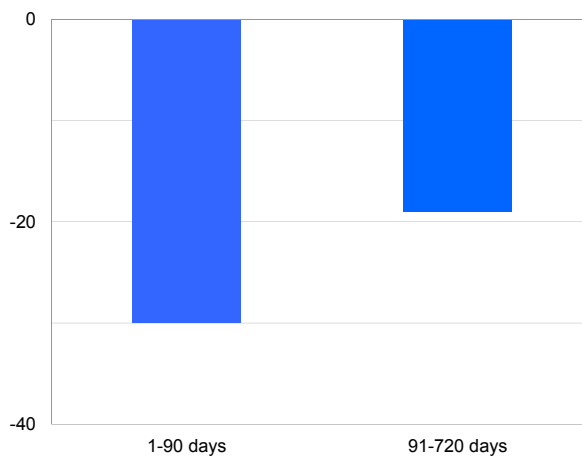
Percent change in collision losses for motorcycles with ABS, 2003-12 models



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Effect of ABS on collision claim rate

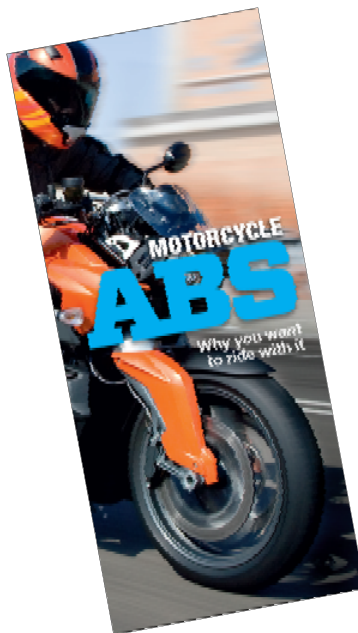
By amount of time the motorcycle has been insured, 2006-10 models



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IIHS/HLDI petitioned NHTSA to require ABS on all new motorcycles



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Conclusions

- Progress in safety for motorcyclists hasn't kept pace with that of occupants of passenger vehicles
- Motorcycle crash rate declines with increasing driver age
- Supersport, and to some extent sport and unclad sport, motorcycles are particularly dangerous
- A universal helmet law is an important first step
- Vehicle improvements are key
 - Conspicuity, occupant protection, ABS, other technology
- Countermeasures for other road users may help too
 - Speed limits, intersection design, automated enforcement, etc.
- Rider training can be useful, but generally is not a solution



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**Dedicated to reducing deaths, injuries,
and property damage on the highway**



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.*

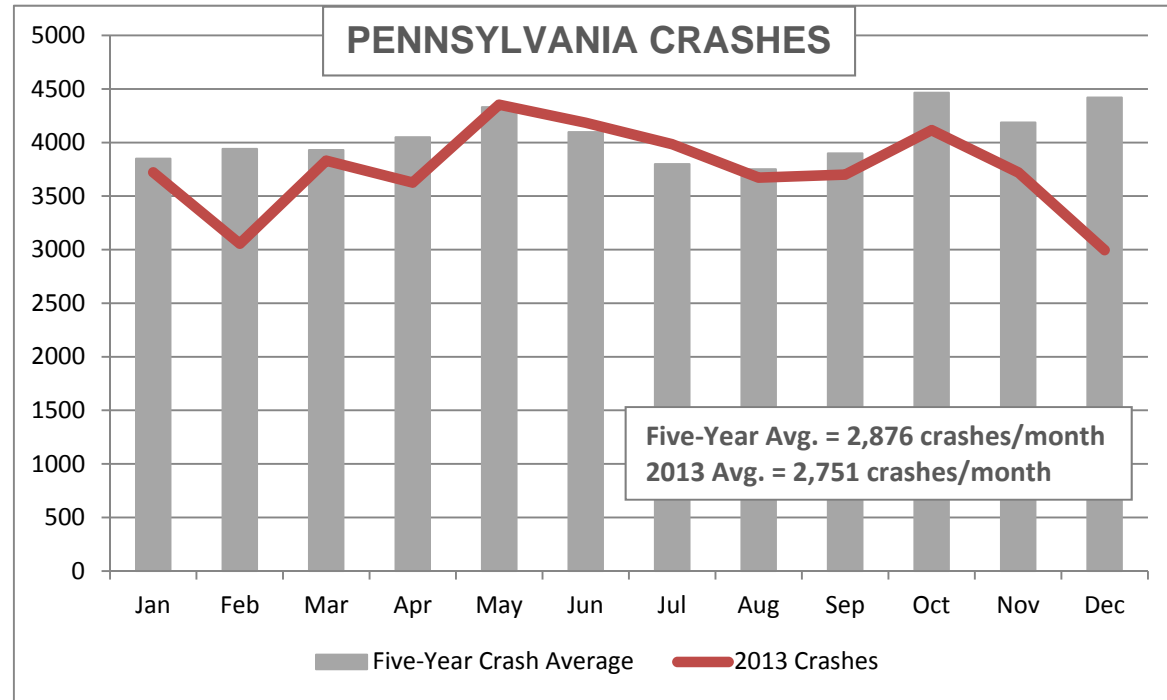
- *PennDOT continues to meet with the Philadelphia Police Department to ease their transition to electronic reporting of crashes.*
- John Ward, Deputy Planning Director, DVRPC, reported that the FY 15 DVRPC Work Program development process is underway. He was happy to report that safety planning is funded 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:

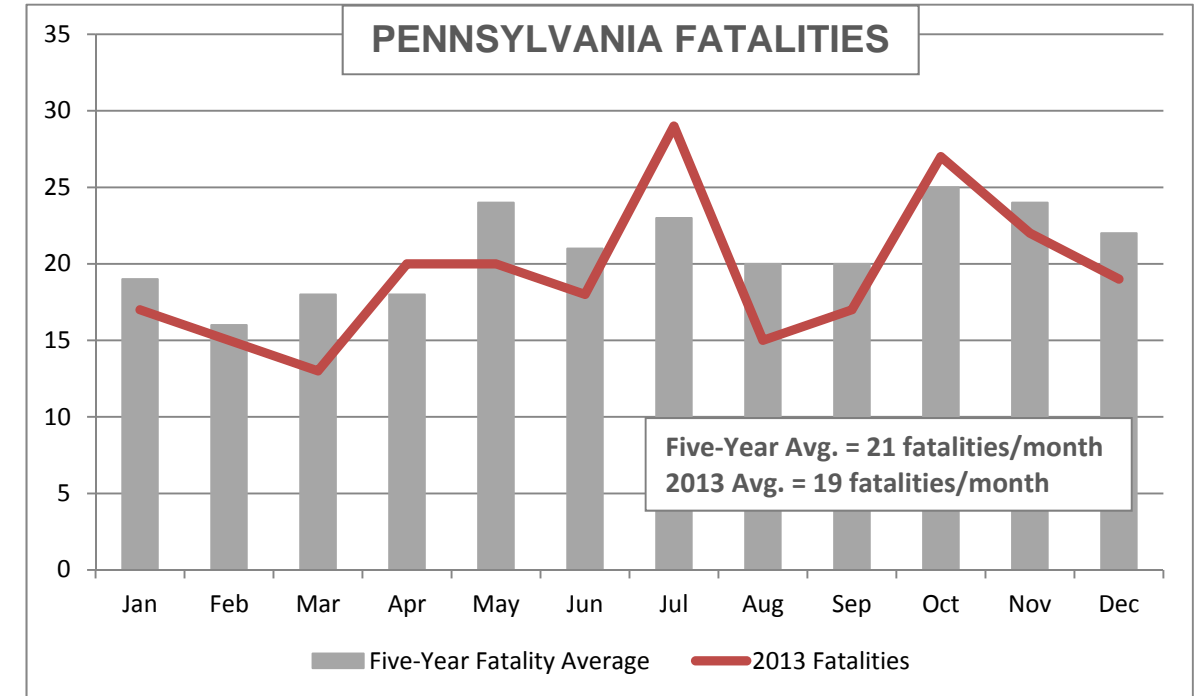
Aguilera, Lori	Chester County Highway Safety Project
Arcaro, Tina	South Jersey Transportation Planning Organization
Beans, Bill	MBO Engineering, LLC
Buerk, Jesse	Delaware Valley Regional Planning Commission
Carafides, Paul	Delaware Valley Regional Planning Commission
Carmalt, Charles	City of Philadelphia – 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
Naderland, 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
Strumpfner, Warren	Citizen
Turk, Lt. Eric	Pennsylvania State Police
Velaquez, Christina	Gloucester County Planning Division
Vilotti, Charlie	Chester County Highway Safety

CRASH TRENDS IN 2013 – Update for March 6, 2014 RSTF Meeting

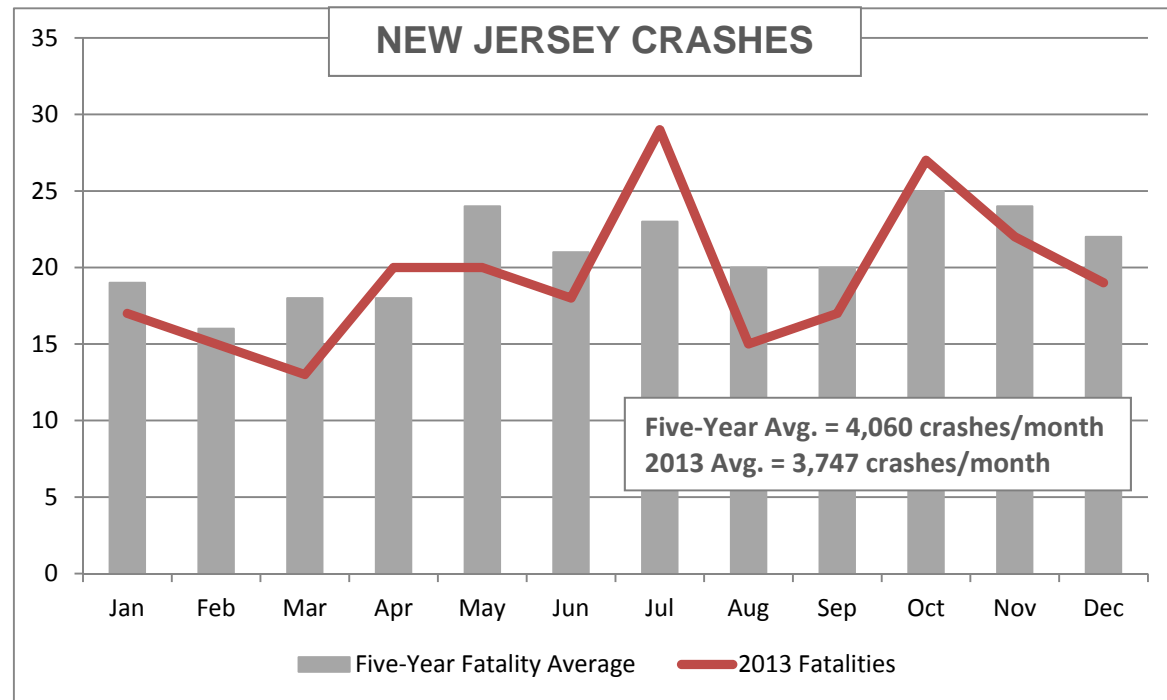
What do the preliminary crash data tell us about crash trends in 2013? This page compares the preliminary number of crashes and fatalities per month in 2013 to the five-year average for that month (2008 – 2012). This data is for the five southeastern Pennsylvania counties and the four New Jersey counties.



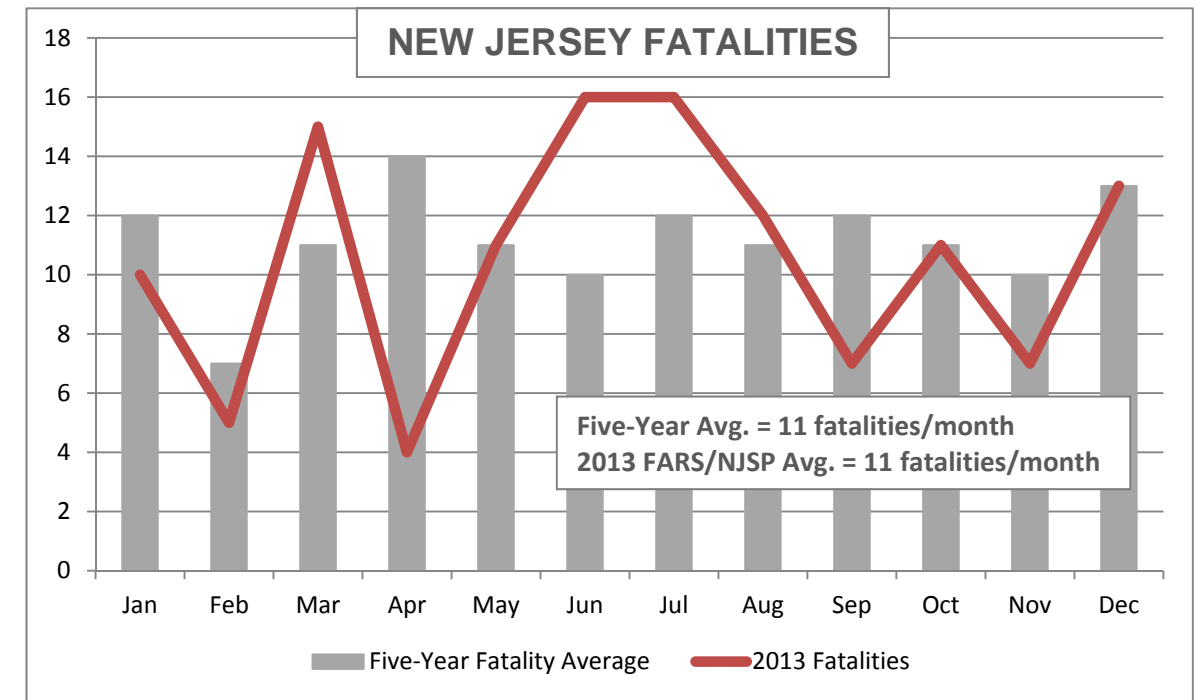
Source: PennDOT District 6



Source: Media Notification Database – News clippings, coroner, PSP, local police, etc.



Source: Plan4Safety/NJDOT



Source: NJSP/FARS

NOTES:

A.) This is preliminary data to provide advance information on trends.

B.) New Jersey ONLY: FARS gets their data from the NJ State Police (NJSP). This data is posted the day after a crash. NJDOT do not get initial fatal reports, on average, for 2-3 months. NJDOT fatality numbers are lower than FARS/NJSP because NJDOT does not include suicides, fatalities on private property, if someone involved a crash is in a coma for over 30-days then dies, and fatalities on Authority Bridges.

RSTF Measurements and Status Table

Green = Met goal Red = Needs attention

OBJECTIVES and MEASURES	September 24, 2013 Learning from our Past and Moving the RSTF Forward	December 4, 2013 State's Strategic Highway Safety Plans (SHSP)	March 6, 2014	September 2014	December 2014	March 2015	June 2015
BUILD, MAINTAIN, AND LEVERAGE PARTNERSHIPS							
Retain and increase attendance at RSTF meetings by having more people at each meeting	Attendance = 43 ↑(+9) Avg. of last 4 meetings = 41	Attendance = 42 ↓(-1) Avg. of last 4 meetings =	Attendance = Avg. of last 4 meetings =	Attendance = Avg. of last 4 meetings =	Attendance = Avg. of last 4 meetings =	Attendance = Avg. of last 4 meetings =	Attendance = Avg. of last 4 meetings =
Recruit and retain participants from at least two agencies involved in each of the four E's and policy/legislative at each meeting	Education = 14 Enforcement = 2 Engineering = 8 Emergency Response = 0 Policy/Legislative = 19	Education = 13 Enforcement = 3 Engineering = 10 Emg. Response = 0 Policy/Legislative = 16	Education = Enforcement = Engineering = Emg. Response = Policy/Legislative =	Education = Enforcement = Engineering = Emg. Response = Policy/Legislative =	Education = Enforcement = Engineering = Emg. Response = Policy/Legislative =	Education = Enforcement = Engineering = Emg. Response = Policy/Legislative =	Education = Enforcement = Engineering = Emg. Response = Policy/Legislative =
Active participation in each meeting by more than one agency in each of the four E's and policy/legislative, measured by substantial points in the meeting summaries	Education = 8 Enforcement = 0 Engineering = 4 Emergency Response = 0 Policy/Legislative = 9	Education = 5 Enforcement = 0 Engineering = 5 Emergency Response = 0 Policy/Legislative = 5	Education = Enforcement = Engineering = Emergency Response = Policy/Legislative =	Education = Enforcement = Engineering = Emergency Response = Policy/Legislative =	Education = Enforcement = Engineering = Emergency Response = Policy/Legislative =	Education = Enforcement = Engineering = Emergency Response = Policy/Legislative =	Education = Enforcement = Engineering = Emergency Response = Policy/Legislative =
Survey to find out what percent of participants report increased and effective partnerships as a result of RSTF meetings							
INCREASE THE EFFECTIVENESS OF THE RSTF THROUGH STRATEGIES AND ACTIONS							
Continue to refine Safety Action Plan strategies into doable actions at each RSTF meeting and document progress in Tracking Progress Table	Did at least two agencies report on actions? YES – 6 agencies: DVRPC, PennDOT, Upper Makefield Twp Police, MBO Engineering LLC, Greater Valley Forge TMA, and AAA Mid-Atlantic	Did at least two agencies report on actions? YES – 3 agencies: DVRPC, PennDOT, and Public Health Management Corporation	Did at least two agencies report on actions?	Did at least two agencies report on actions?	Did at least two agencies report on actions?	Did at least two agencies report on actions?	Did at least two agencies report on actions?
Market and promote safe transportation practices to a broader audience than RSTF participants. This may include the one page emphasis area summary, agency newsletter, website posting, etc.	YES – DVRPC staff promoted RSTF to other committees and local emergency personnel.	YES – DVRPC staff promoted RSTF to other committees and local emergency personnel.					
List of the effects of actions taken as a result of the RSTF based on the Tracking Safety Actions Table	See Tracking Strategies Table						
The RSTF or volunteer members will assist with one program or project being done by others with the result being a measurable reduction in fatalities, injuries, or crashes at the location.							



Goal, Objectives, and Measurements of the RSTF

MISSION

The Regional Safety Task Force (RSTF) is a multi-disciplinary group of transportation safety professionals and stakeholders that enhances and promotes transportation safety in the Delaware Valley.

GOAL

To reduce roadway crashes, injuries, and fatalities in the Delaware Valley

OBJECTIVES

1. Build, maintain, and leverage partnerships among traditional and non-traditional transportation safety stakeholders.
2. Increase the effectiveness of the RSTF through strategies and actions.

MEASURES

These measures track a combination of work by DVRPC staff and RSTF members all working together on this regional shared undertaking to improve safety.

Objective 1 – Build, maintain, and leverage partnerships among traditional and non-traditional stakeholders

Output – How many tasks got done?

- Retain and increase attendance at RSTF meetings by having more people at each meeting than was the average for the four previous meetings.
- Recruit and retain participants from at least two agencies involved in each of the four E's and policy/legislative at each meeting.

Outcome – What result did they have?

- Active participation in each meeting by more than one agency in each of the four E's and policy/legislative, measured by substantial points in the meeting summaries.
- Survey of participants to find out what percent report increased and effective partnerships as a result of RSTF meetings, with the measure being that the percent increases each year.

Objective 2 - Increase the effectiveness of the RSTF through strategies and actions..

Output – How many tasks got done?

- Continue to refine *Safety Action Plan* strategies into doable actions at each RSTF meeting and document progress in a table. The measure will be that at least two agencies report back each quarter.
- Market and promote safe transportation practices to a broader public than RSTF participants through a brief e-mail newsletter on each emphasis area

Outcome – What result did they have?

- Keep a list of the effects of actions taken as a result of the RSTF based on the results for the Tracking Safety Actions Table. For now, this will be a list of these outcomes. Some examples could be:
 - Information about another agency's event (such as a Click-it or Ticket) was written up in our newsletter for the first time and sent to 1,000 people.
 - We redid the signage at a dangerous intersection based on discussion at an RSTF meeting and here are the crash numbers from six months before and six months after.
 - At this year's event we spoke to (or ticketed) 5,000 people. We used a partnership developed at an RSTF meeting. The number was 1,000 more than last year when we ran a similar event.
- The RSTF will assist with one program and a before-and-after analysis of the program being done by a participant agency per year. The outcome will be reduction in fatalities, injuries, and crashes for a set time period or location. This will be a smaller effort in FY 2011 and proposed in the DVRPC Work Program as a bigger effort in FY 2012. The first effort could be coordinated with a Congestion Management Process before and after analysis task.

OTHER ANALYSIS

In addition, data on fatalities, injuries, and crashes will be tracked for the region and within the region, by state and county. While reducing these numbers is the real outcome, it is considered too difficult to know whether the RSTF influenced regional numbers at this time. The data that will be tracked includes:

- Road fatalities – Preliminary numbers available quarterly from PennDOT, checking with NJDOT
- Crashes – Preliminary numbers available quarterly from PennDOT, checking with NJDOT
- Road injuries – If crash data is not available quarterly, what is? Would we be able to get past and ongoing quarterly information from a large hospital?
- Fatalities, injuries, and crashes by emphasis area – This may need to stay annual
- Other crash data, preferably available more than once a year.

The *Annual Crash Data Bulletin*, first produced with 2009 data, will be prepared each year when data is made available.

Draft RSTF Measurements and Status

Objective & Measures	Status November, 2011	Winter, 2012	Spring, 2012	Summer, 2012
Build, maintain, and leverage partnerships				
Retain and increase attendance at RSTF meetings by having more people at each meeting	Attendance: __ Average of last four meetings: __			
Recruit and retain participants from at least two agencies involved in each of the four E's and policy/legislative at each meeting.	Education: __, Enforcement __, Engineering __, Em. Response __, Policy/Legislative __			
Active participation in each meeting by more than one agency in each of the four E's and policy/legislative, measured by substantial points in the meeting summaries.	Education: __, Enforcement __, Engineering __, Em. Response __, Policy/Legislative __			
Survey to find out what percent of participants report increased and effective partnerships as a result of RSTF meetings	This year: __ Last year: __			
Increase the effectiveness of the RSTF through strategies and actions.				
Continue to refine <i>Safety Action Plan</i> strategies into doable actions at each RSTF meeting and document progress in Tracking Progress table	Did at least two agencies report on actions? Y/N			
Market and promote safe transportation practices to a broader public than RSTF participants	E-mail newsletter sent for last meeting? Y/N			
List of the effects of actions taken as a result of the RSTF based on the Tracking Safety Actions Table	What was done and what did it do? This is a list.			
The RSTF will assist with one program and a before-and-after analysis of the program being done by a participant agency per year.	Assisted with a program? Y/N Completed before and after analysis? Y/N			



RSTF Member Recommendations

As a result of an online survey of all RSTF members and discussion at the May 18th, 2011 RSTF meeting, there is consensus on where the group would like to go for the next two years. The main recommendations are:

1. Focus more on lessons learned, top countermeasures, and best practices at meetings
2. Define and take concrete actions
3. Figure out how to measure performance and use it to increase the effectiveness of the group
4. Continue to focus on the four E's, plus legislative outreach
5. Be more multimodal
6. Identify the audience that needs to know about these strategies and identify ways to get the message to them.

Recommended and Possible Actions

Widely agreed-upon and feasible actions are listed as bullets in black text. Items that need further thought or resources are written in grey text. The bullets in black are for action, while the ones in grey are noted, but would only become active based on further input or staff resources.

1. Focus more on lessons learned, top countermeasures, and best practices at meetings

- a. Hold a RSTF meeting at an off-site location once per year. The site should allow a tour/demonstration of a successful program that relates to the emphasis area being discussed at the meeting.
- b. Reach out to and include more members of the enforcement and emergency responder communities and more municipalities at meetings.
- c. 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.
- d. The RSTF 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. This agenda item would address how the problem may be corrected and how to 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 what changed.

2. Define and take concrete actions

- a. Allow more time at each meeting to develop trackable actions for the emphasis area. Develop a way to track them more effectively [see draft revised table].
- b. Identify funding sources for actions.
- c. 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.

3. Figure out how to measure performance and use it to increase the effectiveness of the group

- a. Develop a more focused RSTF mission and goal. This would allow for the RSTF to take stronger positions and would form the basis for selecting measures to track.
- b. Agree on specific regional performance measures and track progress toward them, noting they can be revised if conditions or funding change. This should include output measures, such as how many programs did specific actions because of Task Force involvement. Outcomes of programs on crashes and fatalities should also be evaluated. This may be done most easily with before and after studies of specific projects. PennDOT's work with dashboard dials is an example of measuring programmatic effects.
- c. Ask a partner in each emphasis area to give a one-minute report on effectiveness each meeting based on successful programs identified in the last cycle.
- d. Reporting on effective programs could be done in break-out groups at meetings.

4. Continue to focus on four E's and legislative outreach.

- a. Legislative outreach includes contacting and coordinating with elected officials and policy makers, including educational efforts.
- b. Figure out how to further engage Emergency Responders. People remembered a Gloucester County presentation from the past; perhaps they should be invited back.
- c. Come away from each meeting with a trackable action item for, as reasonable, each "E" and policy. Also focus on coordination; while people or agencies may have strength in one area, it is also important to avoid silos.

5. Be more multimodal

- a. Specifically address improving facilities for walking, bicycling, and taking transit to reduce crashes in the short-term (fewer people hit) and long-term (increasing ways to make a trip and reducing vehicle miles travelled).

6. Identify the audience that needs to know about these strategies and identify ways to get the message to them.

- a. Ask well-connected people such as at the Police Chief's Association and the Traffic Safety Officers Association how to involve more people. Ask people who are "list keepers" such as people at the League of Municipalities and other large groups to share our information with their groups. This should include departments of health.
- b. Clarify that there is an expectation to share relevant information from each member's agency and to relay what is learned back where members work. This could include each member being asked to speak for a few minutes about their agency once a year.
- c. Develop a brief summary of best practices or lessons learned about the emphasis area at the end of or after each meeting. It could be one page drawing together what was learned at a meeting. It would be e-mailed to municipalities and a wider audience than the RSTF.
- d. Go to meetings of relevant large groups. If there is not enough DVRPC staff, ask at RSTF meetings if anyone could go as an ambassador. This could be a person who was already planning to go, but who could also say a few sentences about the RSTF.
- e. Have a table at one or more large events such as the annual chiefs of police conference.
- f. DVRPC staff could build a contact list database for sharing safety information. Task Force members would help with additions.
- g. Consider adding an agenda item to figure out who is the target audience and how to reach out to them.

- h. Use media outlets to reach out to others (e.g. if we do a special off-site meeting, DVRPC could do a media release).
- i. 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 to put on such an event and whether it would be more efficient to ask to do a panel at the Safety Forum conference.

Key Emphasis Areas for 2011 Safety Action Plan

The data suggests and the RSTF recommends staying with essentially the same set of key emphasis areas that are data-driven and consistent with the Pennsylvania and New Jersey SHSPs. In addition, tables of serious injury crashes and total crashes by emphasis area will be added to the crash data memo as additional information. The emphasis areas are:

- a. Curb aggressive driving.
- b. Keep vehicles on the roadway and minimize the consequence of leaving the roadway – There is a lot of overlap for data analysis, but there will be a separate set of strategies for each.
- c. Reduce impaired and distracted driving – There is some overlap in strategies, and it is widely acknowledged that data is of low quality to measure distracted driving even though it is a high priority to address.
- d. Increase seat belt usage.
- e. Improve the design and operation of intersections.
- f. Ensure pedestrian safety – This may include some discussion of bicycling safety. There are approximately one-tenth as many bicyclist crash fatalities as pedestrian ones, though both may be undercounted. The focus may be strategies that help pedestrian safety, then strategies that improve safety for both pedestrians and bicyclists. This emphasis area should also address access to and from transit.
- g. Sustain safe senior mobility.

Here is a more focused approach to tracking what the RSTF has accomplished on the specific actions developed for an emphasis area at the end of each meeting.

2011 Tracking Safety Actions Table

The Regional Safety Task Force (RSTF) will track implementation of a small number of straightforward tasks defined at RSTF meetings for each of the key emphasis areas in the *Safety Action Plan*. This is a shared task force, in which all members have a role. This participatory approach will help make the RSTF more effective and it will provide helpful input for the next safety action plan. Other tables track other safety measures.

Emphasis Area & Actions	Lead Agency	Time Frame to Report	Results
Emphasis Area #1 and meeting date			
Action (aim for Education-based)	This is a person from an agency who agrees to do a small task. It could be as small as adding another agency's event to its web site or writing a paragraph about it in a newsletter.	If the action is small, then the report back should be at the next RSTF meeting. If the action is larger, it's fine to set a date further in the future.	Did the action get done? Either way, what was learned that is useful to other agencies? If it happened, try to provide quantitative results. This could be the number of people to whom the newsletter is distributed.
Action (aim for Engineering-based)	A county or municipality might hear about a small doable idea they were not previously planning to do, and agree to try it in one location.	A timeframe to report back should be set, for example in six months or a year.	If it turns out not possible or to take longer than expected, this is still a result to learn from for other agencies.
Action (aim for Enforcement-based)			
Action (aim for Emergency Responders-based)			
Action (aim for policy or legislation-based)			

Agencies that receive grants and are already tracking effects could be good early volunteers.