

# DELAWARE VALLEY REGIONAL PLANNING COMMISSION



## Highlights of November 10, 2005 Education Subcommittee Meeting

### **Attendees**

Ela Alkalaj  
Rosemarie Anderson  
Stacy Bartels  
Erin Burke  
John Coscia, Jr.  
Joseph Grinkewicz  
Joseph Hacker  
Peter Hecht  
Barry Keppard  
Carmella Monteleone  
Maryanne Prunetti  
Susan Quick  
Regina Moore  
Kevin Murphy  
Jenny Robinson  
Deborah Schaaf  
John Ward

### **Organization**

AAA Mid-Atlantic  
Delaware Valley Regional Planning Commission  
Delaware Valley Regional Planning Commission  
Delaware Valley Regional Planning Commission  
Delaware Valley Regional Planning Commission  
School District of Philadelphia  
Delaware Valley Regional Planning Commission  
PPAC/Philly Walks  
Greater Mercer TMA  
Port Authority Transit Corporation  
Delaware River Joint Toll Bridge Commission  
Brain Injury Association of New Jersey  
Delaware Valley Regional Planning Commission  
Delaware Valley Regional Planning Commission  
Pennsylvania Department of Transportation  
City of Philadelphia Planning Commission  
Delaware Valley Regional Planning Commission

### **Introduction & Overview**

Everyone in attendance introduced themselves and briefly mentioned their relationship to the transportation safety community.

Stacy Bartels, Manager of Marketing and Commuter Services, chaired the meeting and began with opening remarks. From the 4 E's concept of safety conscious planning, the purpose of the subcommittee is to focus on the Education portion of the Regional Safety Action Plan by identifying current programs, and developing strategies as it pertains to transportation safety for the region.

### **Review of Emphasis Areas**

Rosemarie Anderson, Manager, Office of Corridor Planning and Project Manager for DVPRC's Safety Program briefed the committee on the emphasis areas identified by AASHTO, PennDOT, NJDOT, and DVRPC. Both PennDOT and NJDOT have adopted AASHTO's goal, achieving a rate of 1.0 fatality per 100 million vehicle miles traveled

(MVMT) by 2008. The current fatality rate for the region is 1.3 fatalities per 100 MVMT where DVRPC's PA region is 1.43 (based on 2003 data), and NJ is 1.07. The five counties in PA are lower than the PA state average rate of 1.48. The four counties in NJ are higher than the NJ state average rate of 1.05. The handout provided in the folder, listed AASHTO, PennDOT, NJDOT, and DVRPC emphasis areas. SAFETEA-LU legislation mandates that all states should have a strategic highway safety plan to be eligible for federal safety funds. AASHTO identified 22 areas of emphasis. Both states used AASHTO goals as the basis in developing their plans. PennDOT has identified 19 areas for emphasis on safety. The other 4 areas listed will be included in the plan; however these areas will not have any major emphasis or funding. NJDOT has identified 8 emphasis areas. There are actually a total of 10 areas, the pedestrian, bike, and railroad have been combined to form one emphasis area; and hit fixed objects and minimize run off the road crashes are combined to form one emphasis area. The two state DOTs crash data for the region served as a basis for developing DVPRC's 13 emphasis areas. DVRPC will be concentrating on these areas for the region's safety action plan. The main purpose of this subcommittee meeting is to determine what are the existing educational projects and programs in the region that address transportation safety and to develop new strategies that will be incorporated in the regional safety plan.

The tables listed below provide information on the existing programs and strategies discussed for each of the emphasis areas for the region.

***Proficiency among older drivers***

Existing program(s)	Description
AAA – DVD for seniors	Tool used to test seniors drivers skills, identified physical and mental responses while driving; DVD is made available through the Mid-Atlantic Foundation for Safety and Education, which works directly with assisted living facilities. This Foundation may work with AARP
Philadelphia School District's CDL re-certification	High % of seniors are school bus drivers; Every 5 years mandatory retesting for CDL; drivers are required to have annual physicals
Philadelphia School District's Accident Review Team and Training	In house program for the reviews and makes recommendation on preventable and non-preventable accidents that occur. Training is continuous throughout the year
Mercer Co. TMA – Independent Transportation Network	Transportation alternative for seniors. Network of volunteers who drive their personal vehicles, providing transportation services for seniors. Seniors aged 55-65 can gain equity, once turning 66 will be able to ride for free
AARP – 55 Alive Program	Through this program seniors are offered refresher courses and incentives through insurance companies
PennDOT – Mandatory re-testing	This is a random re-testing program in PA. No mandatory re-test that would apply to older drivers

PA physician report law	Law requires physicians to report to PennDOT patients who are not physically capable of driving; regardless of age
<b>Strategies</b>	<b>Description</b>
Senior safety program	School system has a program currently for younger kids that specifically breaks down the concept of school bus safety, a similar program can be targeted for seniors
Outreach Programs	Provide safety information at senior fairs, assistant living facilities, senior citizens centers
Envelop Stuffers	Educational safety materials could be mailed out with driver registrations. May not be to best way to disseminate information
Ways to disseminate information	Senior newsletters, insurance company HMO's, local hospitals, libraries; use of traditional media outlets (newspaper, TV) SWEEP's month
Consistent message	A base message that applies to all forms of safety, catchy, easy to remember, common theme across programs
<b>General Comment(s):</b>	
<ul style="list-style-type: none"> <li>• Education tools should be made available identifying mobility options for older persons</li> </ul>	

***Improve Younger Driver Safety.***

<b>Existing program(s)</b>	<b>Description</b>
PennDOT- Survival 101	Young driver oriented program; multi-media approach where young drivers experience first hand accident scenes, presented by police officers. Program is not available in all school systems
PennDOT - Buckle-Up PA	Promotes seat belt use
PennDOT – Teen DUI	Partnership with regional DUI enforcement task force; targeted enforcement efforts during specific times of the year (heavy travel periods)
Delaware – Smart Drive	New program started in Sept 2005; State representatives go out to schools asking students and parents to sign a contract agreeing to practice safe driving habits; progress reporting system
Federal Program – Smooth Operator	Southeastern PA is pilot region; extra funding will be available to do targeted enforcement efforts
Private companies mobile workshops	Mobile workshops that is able to simulate various driver conditions (impaired, inclement weather hazardous conditions) that is geared to influence safe driving behavior
<b>Strategies</b>	<b>Description</b>
Reinstating drivers education in the schools	Might be a hard sell due to state budget cuts

Target parents	Parents may influence good driver behavior for their kids
Black box in vehicle	Monitors the speed, and records details in curbing vehicle abuse or unsafe practices by teenage drivers.
Special Incentives Modeling Driving Behavior	This may be used to encourage better driver behavior; having a reward system
<b>General Comment(s):</b>	
<ul style="list-style-type: none"> <li>• Enforcement is an effective aid to educating younger drivers</li> <li>• Every county has a highway safety agency – battling budget cuts</li> </ul>	

### ***Curb Aggressive Driving.***

<b>Existing program(s)</b>	<b>Description</b>
Federal Program – Smooth Operator	Southeastern PA is pilot region; extra funding will be available to do targeted enforcement; similar to DUI and Click It or Ticket campaigns
Delaware State Police Aggressive Driving Campaign	Uses unmark cars to identify aggressive driving behaviors and radios in to a marked car to arrest those drivers
<b>General Comment(s):</b>	
<ul style="list-style-type: none"> <li>• May need to define the meaning of aggressive driving</li> <li>• In PA not sure of criteria but does include red light running <ul style="list-style-type: none"> <li>○ accounts for 53.5% of fatalities and 60% of crashes within DVPRC region</li> <li>○ aggressive driving is the largest cause of fatalities; bigger than DUI and non seat belt usage</li> </ul> </li> <li>• NJ – unsafe speeds, failure to obey traffic controls, improper passing, following behind too closely are attributes of aggressive driving <ul style="list-style-type: none"> <li>○ contributes to about 34% of fatalities within DVRPC region</li> </ul> </li> </ul>	

### ***Increase Driver Safety Awareness***

<b>Existing program(s)</b>	<b>Description</b>
AAA – Drive Carefully Campaign	Centered around the beginning of the school season designed to encourage drivers to drive carefully near schools; hard program to track
AAA – Car Care Month	Free car check in October (winterizing vehicle for safety)
PATCO Video Awareness	Video making aware of fatigue for train operators and workers
NJ	Pedestrian channeling devices; lime green pedestrian warning signs
Haddonfield NJ – Drive 25 Campaign	Factoids describing the fatal impacts of driving at certain high speeds; similar tool used to curb driver's behavior in England
Design and Operation of Intersection Workshop	Geared more towards professionals; interactive workshop that put you in the shoes of someone utilizing an intersection; increases understanding of the rules of the roadway

<b>Strategies</b>	<b>Description</b>
Public Service Announcements (PSA)	Similar to Meagan's Law PSA on drowsy driving; PSA are available on every aspect of driver safety
Partnering with cell phone companies	Promotion of safety display when turn on set; hands free set
Outreach with body shops	Promotion of safety through windshield wiper replacements, etc.
Use of mobile radar	Displays actual travel speeds at a specific location – curb speeding
Crossing Flags	Pedestrians more visible to motorist through the use of flags while crossing intersection
<b>General Comment(s):</b>	
<ul style="list-style-type: none"> <li>• Education is key not only to drivers but also to municipalities on available safety tools</li> <li>• Educate the motoring public as well as professionals, legislators and municipal officials</li> </ul>	

### **Pedestrian/Bike**

<b>Existing program(s)</b>	<b>Description</b>
NJ	Pedestrian channeling devices; lime green pedestrian warning signs
Haddonfield NJ – Drive 25 Campaign	Factoids describing the fatal impacts of driving at certain high speeds; similar tool used to curb driver's behavior in England
Design and Operation of Intersection Workshop	Geared more towards professionals; interactive workshop that put you in the shoes of someone utilizing an intersection; increases understanding of the rules of the roadway
National Center of Bicycle and Walking	Programs available that the region can apply to target certain communities
South Jersey Brain Injury Association – Kid on the Block Puppet Program	Goes around to bike rodeos, schools, community groups and educate kids on walking safely, bike helmet use and seat belt safety. Work in coordination with AAA Foundation
South Jersey Brain Injury Institute – Pedestrian Walk this Way	Partnered with Safe Kids So. NJ did a Pedestrian Walk school program w/ FedEx whose drivers educated kids on blind spots of trucks and importance of safe walking
South Jersey Brain Injury Institute – Heads up Seniors Program	Interactive Jeopardy program talking about fall prevention and pedestrian safety
NJ – Michael King Program	Training of contractors on dealing with bikes/pedestrian issues (part engineering and education); option for PA contractors
PennDOT – Walkability Checklist	

DVRPC – Share the Road Campaign (done 2 years ago)	Geared towards bike awareness through education and enforcement; targeted several bike corridors w/ University City most successful; police were key in educating and enforcing better bike safety; no funding currently available – maybe funding through SAFETEA-LU
NJ – Helmet Law	Mandatory up to age of 17 to wear helmets; work with local police to do enforcement; providing incentives and partnering with local community groups
TRB Bike Safety Video	Tool targeted to 15 to 16 year olds before they start driving, getting the message out about bicycle safety
<b>Strategies</b>	<b>Description</b>
Crossing Flags	Drivers are made aware of pedestrians through the use of flags while crossing intersection
Simulations	Kit to dress up as an older person crossing the street, or being handicapped as a training tool for awareness of difficulties
Hans Monderman Theory	Making people aware of their context and surroundings, that may be affective in curbing speeding that make it easier for bike/peds
Promotion Stickers	“Same Life, Same Rules, Same Roads”; on left side of car doors “Watch for Bicyclists”
Driver training	This should also incorporate bicycle safety training and awareness
<b>General Comment(s):</b>	
<ul style="list-style-type: none"> <li>• Education is key to drivers and also to municipalities on available safety tools</li> <li>• Educate the motoring public as well as professionals, legislators and municipal officials on transportation safety</li> <li>• Educate police officers to enforce bicycle laws</li> <li>• “Share the Road” sign is unclear to many. New pavement marking and signs being developed</li> </ul>	

### ***Improve Design and Operation of Intersection***

<b>Existing program(s)</b>	<b>Description</b>
Pedestrian “Moving Eye” Signal	Recently approved at national level, the moving eyes are mounted at the top of the signal to educate pedestrians
<b>Strategies</b>	<b>Description</b>
Education for.....	4-Way Stop intersection; Roundabouts; coordinate efforts with PennDOT and NJDOT

### ***Enhance Safety on Local Roads***

<b>Strategies</b>	<b>Description</b>
Forming partnerships with Local Community Bike/Ped	Working with these groups who work closely with townships

and Traffic Calming Task Forces	
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### ***Minimize Run-Off the Road Crashes & Hit Fixed Object Crashes***

<b>Strategies</b>	<b>Description</b>
Branding and Marketing of Transportation Safety Slogan	Forming repetitious slogan, creating a buzz about safety; enforcement is key
Partner with Insurance Co.	Document the crashes that result in insurance claims that does not involve the police
Partner with Department of Motor Vehicles	Develop safety programs
<b>General Comments:</b>	
<ul style="list-style-type: none"> <li>• Discussion on deer crashes</li> </ul>	

### ***Improved Motorcycle Safety***

<b>Existing program(s)</b>	<b>Description</b>
PennDOT – Free Motorcycle Safety Courses	More information about the course is available on the internet toll-free number to schedule the course
<b>Strategies</b>	<b>Description</b>
Proposed Motorcycle Helmet Law Legislation	May be very difficult and unsafe to enforce
Partnering with motorcycle dealers, riding clubs, and insurance companies	Promotion of programs and special incentives to encourage safe motorcycle behavior
Driver training	This should also incorporate motorcycle safety training and awareness

### ***Drive More Safely in Inclement Weather***

<b>Existing program(s)</b>	<b>Description</b>
AAA – School Open Program	Held in the Fall to promote safer driving habits around schools
AAA – Outreach to Local Media	Press Releases, Tip of the Week driving in inclement winter weather
PennDOT - Pre-Winter Press Conference	Providing helpful tips on winterizing vehicles for safe driving for the upcoming winter season
Local News Blitz on Winter Safety	
TMA – Traffic Alerts	

### **Next Steps**

Given that there is a wealth of information already available, no discussion was held on impaired driving and seat belt usage. These emphasis areas will be discussed at the next subcommittee meeting. It was suggested that the subcommittee invite Teresa Thomas, Program Coordinator of South Jersey Traffic Safety Alliance to share information about their program.

### **Please mark your calendars**

The next meeting for the education subcommittee will be held on Monday, December 12<sup>th</sup> at 1:00PM at DVRPC in the 8<sup>th</sup> Floor Main Conference Room. A light lunch will be provided.

The next meeting of the **Regional Safety Task Force** will be held on Tuesday, January 31<sup>st</sup> at 9:00 AM at DVRPC. More information will be forthcoming.