



DELAWARE VALLEY REGIONAL PLANNING COMMISSION



HIGHLIGHTS OF EDUCATION SUBCOMMITTEE MEETING November 27, 2006

Attendees

Rosemarie Anderson	Delaware Valley Regional Planning Commission
Stacy Bartels	Delaware Valley Regional Planning Commission
Erin Burke	Delaware Valley Regional Planning Commission
Charles Feggans	New Jersey Division of Highway Traffic Safety
Donna Ferraro	Philadelphia Highway Safety (Street Smarts Program)
Joseph Grinkewicz	Philadelphia Schools
James Johnson	Delaware Valley Regional Planning Commission
Evangeline Linkons	Delaware Valley Regional Planning Commission
Theresa Lorentson	Delaware County Highway Safety
James Madera	SEPTA
Jeanne Ondusko	Burlington County Sheriff's Department
Ela Voluck	AAA Mid-Atlantic
Karen Yunk	Federal Highway Administration – NJ
Brenda Zeller	Partnership TMA

Introduction & Overview

Stacy Bartels, Manager of Marketing and Commuter Services and chair of the Education Sub-committee, welcomed everyone in attendance. Everyone was given the opportunity to introduce themselves.

Rosemarie Anderson, Manger of Office of Safety and Corridor Planning, spoke of safety in the DVRPC region. She said although the fatality rate in the region was falling there was still a lot of work to be done. She briefly spoke of the development of the Regional Safety Action Plan and pointed out the education priority area.

Stacy informed the group of the purpose of the meeting. She said DVRPC was at the point where progress is being made on the Regional Safety Action Plan and an Implementation Plan will be included. The Implementation Plan is in its preliminary stage and requires the input of the subcommittees. The meeting was to discuss implementation issues, the items needed to get the plan implemented. The subcommittee identified barriers to implementation, strategies to address them and coordination possibilities.

The following is a summary of the discussion.

- The New Jersey Division of Highway Traffic Safety (NJDHTS) and PennDOT Bureau of Highway Traffic Safety and Engineering (BHTSE) are the agencies which utilize Section 402 funding to initiate several educational programs in the respective state. Both agencies' programs are sub-contracted. In the case of NJDHTS funding is done only through public agencies; BHSTE's is done via contractor usually through the county.
- Although the main source of funding is the same, each county tailors their program to address county specific issues.
- In Philadelphia the main focus is pedestrian safety whereas in Delaware County, though pedestrian safety is important it does not have the same priority.
- NHTSA funding through the state to municipalities to address areas of concern at that level.

Existing programs not already documented that can be adopted to other areas:

- NJDHTS – brochure program which is distributed to the MVC offices throughout the state
- Partnership TMA
 - developed a pedestrian safety video,
 - walk ability checklist and
 - participates in the walk to school day program
- Burlington County Highway Safety Task Force (first meeting) programs funded with NJDHTS grants include –
 - Smarter Driver Safer Streets – effects of crashes are shown (similar to Survival 101 in Pennsylvania). This program has been successful.
 - Child Safety Seat Program
 - Spot the Tot
 - Work with Engineering Department on projects like Safe Routes to School
 - Speed Enforcement
 - Crossing Guards (uses AAA curriculum)
 - Defensive Driving course for the hearing impaired
 - Teamed with COMCAST and Movie Theater for advertising

Seatbelt and Passenger Restraint

- Incompatibility of car seats with individual vehicles; this is a barrier to installing properly.
- Varying size of children at the same age; some children are too big for the child passenger seats but can sit in the car's passenger seat and be properly restrained – this poses an issue with current laws
- No 5-point harness seats for bigger children – expensive
- Parents not willing to learn how to install the child seat properly – want it done by the technician

- Expiration date on child passenger seats; outreach to stores selling second hand seats.
- Targeted demographics for education
 - Hispanics (new immigrants)
 - African Americans
 - Low income
 - Large families with small vehicles (not enough room for seat)
- Ways of getting information out on child passenger seat –
 - Hospital
 - Pre-Natal Classes, (Philadelphia – awareness course)
 - Police
 - Fitting Stations (not very effective in some areas, fitting stations posted on NHTSA website)
 - Department Stores – Burlington Coat Factory, Babies R Us (NJ) (fitting stations, advertise on – website, newspaper, press release, billboard, signs at the locations)
 - AAP (American Academy of Pediatricians)

Aggressive Driving

- Aggressive driving should be covered in driver education in schools
 - Focus should be on young drivers
 - Lack of funding for driver education program
 - Lobby legislature to provide dedicated funding for these efforts
- Need for laws that include a definition of aggressive driving
- Getting drivers education in schools that have no program
 - *Survival 101 Program* – Pennsylvania; through Health Program or Prom Programs. This program has to be done by a police officer; in many instances the problem is scheduling.
 - *Smarter Driver Safer Streets* – NJ
- Program can be funded through insurance company, this many be legislative
- NJ Defensive driving course
- Aggressive driving/driver improvement class – insurance discounts, or points off

Impaired Driving

- Funding – NHTSA grant programs to counties, colleges
- Use of Fatal Vision goggles in education programs
- Neighborhood coordination
 - Community volunteers
 - Sorority Sisterhood Concept
 - Buddy System
- Partner with stores on advertising effects of OTC medication and prescription medication

- Outreach to the medical community and pharmacists educating patients on the effects of mixing certain types of prescription medicines on the ability to operate transportation
- Outreach to industries
 - Long Shifts – hospitals
 - Rotating Shifts
 - OSHA and other safety committee at industry
 - NJDHTS – brochure and other types of information to private entities
 - Transit operators monitor employee hours of service on the job but difficult to do so off the job (employees with other jobs)
- Acquire the services of a well-known personality the back the program
- Involvement with National Sleep Foundation – Sleep Awareness Week
- AAA Mid-Atlantic Program – outreach to schools and senior centers with videos, brochures, and other literature. Manpower is limited. Opportunity to coordinate?

Pedestrian Safety

- More aggressive in advertising pedestrian and bicycle safety
- Educate pedestrians to properly cross the roadway
 - SEPTA Program Railroad Crossing
 - NJ Transit Light Rail Pedestrian Safety Program
- Establish Walkability Checklist – NHTSA website and tailor to community
 - Existing and new developments
 - Outreach to municipalities - walkability checklist and bus stop placement
 - Include at livable community events
- Examine the rate of fatality and crashes involving pedestrian in communities with sidewalk and those with no sidewalks. This could be used as a tool
- Some other Pedestrian Programs
 - *DVRPC Share the Road Program*
 - *12 months of safety campaign* – FHWA-NJ – Pedestrian Safety
 - *25 Alive Program*

Materials

- National Safety Council – some free guidance and education materials
- NHTSA, State, AAA, NJDHTS – free materials (AAA distributes free materials to schools). NJDHTS – free brochures, speakers, table events, schools

Coordination

There is some coordination already going on between agencies. This has already had a positive impact. The agencies present thought is would be beneficial to coordinate efforts but it means knowing what each agency is doing and what they

have to offer. Additionally, although many agencies have similar programs priorities may be different.

The meeting ended with a reminder that the next Regional Safety Task Force meeting is scheduled for **January 18, 2007**.