



DELAWARE VALLEY REGIONAL PLANNING COMMISSION



Highlights of October 11, 2007 Education Sub-Committee Meeting

Attendees

Anderson Rosemarie
 Bartels Stacy
 Burke Erin
 Lee Brendan
 Lutin Jerry
 Moore Regina
 Parlow Bob
 Robinson Jenny
 Stafford Joe
 Weissman Sarah
 Wishart Scott

Organization

Delaware Valley Regional Planning Commission
 Delaware Valley Regional Planning Commission
 Delaware Valley Regional Planning Commission
 School District of Philadelphia
 New Jersey Transit
 Delaware Valley Regional Planning Commission
 New Jersey State Police
 Pennsylvania Department of Transportation
 Bicycle Access Council
 Transportation Safety Resource Center
 New Jersey State Police

Introduction & Overview

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

Stacy Bartels, Manager of Commuter Services welcomed everyone. Rosemarie Anderson, Manager of Office of Safety and Security Planning provided background and progress to date of the Regional Safety Task Force, and explained the genesis of the education subcommittee and its role in implementing the goals of the Regional Safety Action Plan. The purpose of the meeting was to review the strategies identified from the Plan and to determine which groups/agencies should be responsible for implementing these strategies. Also identified were groups/agencies that already have programs in place which would support the initiatives of the Plan.

Open Discussion:

When reviewing the Education Priority Areas selected at previous meetings, the following topics were discussed. The information review from this review identified some of the ongoing programs in place and could be useful in implementing the Plan. Summarized below are the thoughts and comments that were generated.

Curb Aggressive Driving

- o Work with Legislative subcommittee to reach out to legislatures of both states – Education team to develop materials with input from Legislative team and Legislative team to determine best method of distribution.

Reduce Impaired Driving

- Consider “sports marketing” – reaching out to demographic at sporting events (often where alcohol is served, too); consider partnerships with beer distributors; NJDOT/NJDHS have similar programs
- Look into other “non-traditional” outreach/marketing like ads on gas pumps

Increase Driver Safety Awareness

- This can be a more general campaign encompassing several issues/priorities, which could also have its own message/tagline/logo. A list of general safe driving tips, similar to “Put the Brakes On Fatality” brochures would work well for this.
- There was a lot of discussion on mandatory re-testing when renewing a driver’s license – whether this would foster greater knowledge of road rules or would produce too much resentment and perhaps avoidance of the whole process. Most felt as though it’s a good idea but perhaps should be required at longer intervals (not every 4 years). This would require cooperation from the Legislative Subcommittee to reach DOT/DMV officials and state legislators with this idea. It was also agreed that this is a very political issue and may take a long time for approval/implementation.

Increase Pedestrian Safety

- Determine when pedestrian safety is taught. Is it by parents or through the school system? This is not the same as driver education which is taught to anyone who wants to drive. Pedestrian rules should be taught and re-enforced at various life stages. One specific issue that was discussed at length was the difference between the regulations for pedestrians using roadways (when no sidewalk is available) and bicyclists using roadways: pedestrians are to walk *against* traffic and bicyclists are to ride *with* traffic – many people do not know or just do not remember this.
- Look into NJ’s “Safety Town” program for wider application.
- Work with municipalities and possibly state DOTs on highway access codes and/or HOPs to encourage a possible mandate, which would incorporate better accessibility for walkers, bicyclists and the handicapped, especially in new developments and retail areas.
- Improve municipal and public knowledge of FHWA’s Walkability checklist.
- Other topics that were discussed include: jaywalking enforcement, working with developers to include sidewalks in new neighborhoods, school routes for buses vs. walking, pedestrian stops and ROWs.

Improve Young Driver Safety

- Look into NJ’s Smarter Driver/Safety Streets program (Teen Driver Commission)
- Find ways to ensure that parents who are responsible for supervising teens earning driving time know the rules of the road
- Educate district justices on reasons not to strive to “clear the docket” of these cases and others by providing statistics and possibly financial analysis of repercussions.
- Work with legislatures to add more funding for Drivers Ed programs in high schools and develop list of insurance companies offering rate breaks for drivers who’ve

taken driving courses; this will require cooperation from the Legislative Subcommittee.

Increase Seatbelt Usage/Occupant Restraint

- This issue stretches across several priority areas and can be incorporated in those efforts as well as be its own campaign.
- Continue with existing programs like “*Click It or Ticket*” and look into developing or using PSAs similar to the recent NJ Governor’s ad; however we would try to secure paid placement through sponsorships from relevant organizations or businesses.

Next Steps:

There was little time allowed for more in-depth discussion of the Priority Actions, but the following were determined to be most urgent and/or easiest to implement:

- Improve and provide data to support target demographic when addressing specific safety issues – provides foundation for most efforts to educate
- Educate legislators and other elected officials on the issues and importance of transportation safety and need for funding to address safety this may be done possibly through a “Safety Symposium” (work closely with Legislative Subcommittee on this)
- Evaluate existing education outreach programs and develop a model community outreach program – work on a “toolbox” with components that can be used for a variety of participation levels and budgets

REMINDER

The next RSTF Committee Meeting is scheduled for Tuesday, October 30, 2007 at 9:30 AM.