



DELAWARE VALLEY REGIONAL PLANNING COMMISSION



HIGHLIGHTS OF OCTOBER 1, 2008 MEETING

1. Welcome & Introductions

The meeting began with Sgt. Robert Tyler, chairman of the Task Force, welcoming everyone. Everyone in attendance introduced themselves and mentioned the organization they represented.

2. Summary of May 2008 Meeting

Sgt. Tyler asked for a motion to approve the Highlights from the May 20, 2008 Regional Safety Task Force meeting. The meeting highlights were approved.

3. Guest Speakers

Listed below are highlights from the three presentations presented at the Task Force Meeting. For more information, all presentations can be referenced on the DVRPC Safety website at www.dvrpc.org/transportation/safety/regionalsafety.htm

Gloucester County Emergency Medical Services

Andy Lovell, Chief, Gloucester County Emergency Medical Services gave a presentation on the county's coordination of EMS efforts. Gloucester County is the first county in the state of New Jersey to regionalize emergency response services within the county. Mr. Lovell explained that previously, EMS agencies began as small volunteer entities and were located in communities with a sufficient volunteer base and financial resources. Given the increase in population, traffic congestion and accidents, the number of requests for EMS service continues to rise at a rapid rate; however the number of trained and available volunteers continues to decline.

Prior to this program, EMS resources from one community were depleted to provide services in another. There were also the financial implications from one municipality providing mutual aid into the receiving municipality. Under this program, taxpayers benefit by the sharing of scarce resources in the form of training, administrative overhead and personnel. Residents benefit by decreased response time. Prior to this, the average response rate for emergencies exceeded the 9 minute national threshold. Occasionally, response times could reach 30 minutes and there were even times that no response was received. However, under this program the average response time has been decreased to 6 minutes, which increases the chances of more lives being saved.

Highway Safety in Pennsylvania

Gary Modi, Chief, Safety Management Division, Bureau of Highway Safety and Traffic Engineering, PennDOT gave a presentation on the current status of safety in Pennsylvania. Since 1998, the national and Pennsylvania fatality rates have decreased. However, the AASHTO established goal of 1.0 fatality per 100 million vehicle miles travel by 2008 was not achieved. In keeping with AASHTO's latest goal of reducing the fatality rate by 1000 crashes every year for the next 20 years, Pennsylvania's goal is to reduce the fatality rate by 100 crashes every year for the next three year period. In 2007, several types of crashes (unrestrained, alcohol-related, hit tree, hit utility pole, head-on/opposite direction sideswipe, intersection, red light running and older driver) received the lowest number of fatalities in 10 years. Between 2006 and 2007, aggressive driving, speeding, hit guiderail and motorcycle fatal crashes increased. The top five highest fatalities in PennDOT District 6-0 were 1.) aggressive driving; 2.) run off the road; 3.) alcohol-related; 4.) hit fixed object; and 5.) intersection crashes. Alcohol and speeding related fatalities have increased. Within District 6-0 hit utility pole, stop-controlled intersection and intersection crashes decreased greatly between 2006 and 2007. Ignition Interlock, Checkpoint Strikeforce, Smooth Operator, Click-it Or Ticket and Buck-Up PA are programs targeted at reducing the number of fatalities resulting from aggressive driving, DUI, and non seatbelt use behavior. Mr. Modi described some of the low cost infrastructure improvements which include advanced curve warning pavement markings, pedestrian countdown signals, rumble strips, utility pole consolidation, and yield to pedestrian channelizing devices.

Listed below are six future initiatives targeted to improve safety in Pennsylvania.

1. Make all partners/stakeholders own the safety goals
2. Motivate and sustain safety efforts by all partners
3. Combine the 4 E's and address them at high crash locations
4. Track the progress towards meeting goals by establishing leading indicators and not lagging indicators
5. Market safety
6. Develop an action plan with specific times and owners

Mr. Modi explained overall Pennsylvania is heading in the right direction and that it will take participation from everyone (stakeholders, public) to continue to make roadways safe in Pennsylvania.

FHWA Low Cost Safety Improvements

John McFadden, FHWA Resource Center delivered a presentation on low cost safety solutions for reducing crashes on rural roads. Statistics revealed that injury crashes were down 3.3% from 2006, accounting for the eighth consecutive year that injury crashes have fallen. In 2007 fatal crashes were the lowest since 1995. Although the 2007 fatality rate decreased to 1.3 fatal crashes per 100 million vehicle miles traveled, too many people are being killed (41,000+) and injured (2.5 million+) every year on the U.S. highway system. The U.S. DOT safety goal has been set to 1.0 fatality per 100 million vehicle miles traveled. Mr. McFadden explained that this goal is primarily targeted on the local rural roadway system which contains the most highway miles and fatalities. The tables below describe some of the issues associated with run-off-the-road, intersection and pedestrian crashes.

Run-Off-the-Road Crashes

Issues	Reasons	Countermeasures
<ul style="list-style-type: none"> – 1/3 off all traffic fatalities – 2/3 of crashes occur on 2-lane roads – ½ of crashes occur at night 	Driver Inattention; speeding poor visibility; impaired driving; avoidance of obstacle	Rumble strips; remove or relocate obstacles (trees, poles); shield obstacles (reinforce with guide rail); use crashworthy devices; delineate obstacles

Intersection Crashes

Issues	Reasons	Countermeasures
<ul style="list-style-type: none"> – Account for 25% of fatal crashes – Account for 50% of injury crashes 	32 conflict points; alignment of intersection	<u>Unsignalized</u> <ul style="list-style-type: none"> – Flashing beacons; install turn bays; add lighting <u>Signalized</u> <ul style="list-style-type: none"> – Retiming/coordinating signals; install red light running cameras

Pedestrian Crashes

Issues	Reasons	Countermeasures
<ul style="list-style-type: none"> – Approximately 12% of all traffic fatalities – A pedestrian is killed or injured every 4 minutes 	Exposure to traffic; pedestrians not visible to vehicles; obstructions; sight distance	Sidewalks; raised intersections; shortened crossings; medians; traffic calming; pedestrian signals; roundabouts; education

Run-off-the-road, intersection and pedestrian fatality crashes commonly occur on the rural roadway system. Through development of emerging technologies, innovative design techniques and research conducted by FHWA, these safety solutions will have a positive impact on saving lives.

4. Advisory Items

“Please Heed the Speed”

Dennis Thomas, Dunlap and Associates, Inc. gave a brief update on the “Please Heed the Speed” traffic calming project being conducted in Philadelphia. Similar to the original pilot studies conducted in Phoenix and Peoria, Arizona, the purpose of the Philadelphia “Please Heed the Speed” project is to examine methods for providing traffic calming solutions on neighborhood streets through education and enforcement mechanisms. With strong community support, the effort of this study is focused on the local drivers, involving both traditional (humps, speed tables, entry signs) and innovative countermeasures (tyregrip and 3-D markings). Targeted areas in Philadelphia for this project are located within 6 police districts with a high residential population, high number of pedestrian crashes, numerous speeding violations, citizen complaints and interest from the City in addressing the issue of pedestrian safety. Several steps have already been completed including data collection, installation of speed tracker machines, a kickoff press conference, installation of signs in 2 districts, installation of speed humps at one site, speeding tickets issued, and distribution of an awareness survey. Early results from this project show that speeds have

reduced which has been a positive outcome for the neighborhood residents. Pending activities include installation of 300+ 3-D markings, installation of three speed trackers, education outreach and continuing increased enforcement.

Roosevelt Blvd Safety Outreach Campaign

Morgan Barlow, Portfolio Associates provided highlights on the research done to help develop the safety outreach campaign for Roosevelt Blvd. Surveys and focus group discussions were the mechanisms used in determining the best approach in marketing safety. The primary goal of research efforts was to find out peoples' perception of safe driving along Roosevelt Blvd. Results from the research revealed that many respondents were puzzled by their own driving behavior and that there was a need to be alert given that there are numerous safety decisions that a motorist must consider while driving along the Blvd. As a result, three key points came out of this effort: 1.) remind motorists of a choice to be safe; 2.) show reasons for motorists to care; and 3.) the need to work together. This research informed the marketing campaign which includes advertisements on SEPTA buses, billboards, newspapers and radio. After the marketing campaign has ended (slated to end in March 2009), another survey will be conducted to see if driver perception and behavior have changed as a result of the ad campaign.

New Jersey Transportation Safety Legislative Symposium

Regina Moore, Transportation Engineer, DVRPC shared highlights from the New Jersey Transportation Safety Legislative Symposium held on July 25, 2008. Several strategies in the DVRPC's *Regional Safety Action Plan*, the *New Jersey Teen Driver Study Commission Recommendation Report* as well as the federally mandated *NJDOT Strategic Highway Safety Plan* identified the need for legislative input for effective implementation of various safety improvements. In order to reduce fatalities on the highways, collaboration between New Jersey legislators and the transportation safety community was needed. Led by DVRPC in cooperation with New Jersey federal and state partners, the symposium was held to facilitate discussion of transportation safety related legislative issues between safety stakeholders and legislators. The symposium featured Bill Elliott, Transportation Safety Advocate and Founder of "HERO CAMPAIGN" as keynote speaker and two panels. The first panel consisted of presentations on aggressive driving, pedestrian and bicycle safety, impaired driving, and young driver's safety. The highlight of the event was the legislators' panel which included five legislators – Senator Jim Whelan, Assemblyman Joseph Vas, Assemblywoman Elise Evans, Senator Leonard Lance, and Mr. Andrew Hendry (Senator Stephen Sweeney's office) representing districts throughout the State. The legislators discussed transportation safety issues and legislation, and expressed a desire to work with the transportation safety community to reduce fatalities on the roadways. An open discussion followed with the audience of approximately eighty safety professionals and stakeholders. This was the first time that transportation safety stakeholders had the opportunity to engage NJ legislators in dialogue in this type of specialized forum. DVRPC is planning to conduct a similar event in Pennsylvania.

5. Open Forum

An open forum was held for members to share and exchange information. The PA State Police announced that every troop across the state will be conducting sobriety checks every weekend throughout the year. Sarah Weisman announced that the 4th Annual New

Jersey Safety Forum will be held on December 3rd at Brookdale College, Lincroft, NJ and applications are currently being accepted for nominees in the following categories: engineering, enforcement, emergency medical services and education. Rosemarie Anderson reminded everyone that October 10th is “Put the Brakes on Fatalities” Day. Charles Feggans mentioned that effective November 24th all workers on federal-aid highways are required to wear ANSI –approved high-visibility safety apparel.

Attendees

Anderson, Matthew	Chester County Planning Commission
Anderson, Rosemarie	Delaware Valley Regional Planning Commission
Barlow, Morgan	Portfolio Associates
Bartels, Stacy	Delaware Valley Regional Planning Commission
Beans, William	New Jersey Department of Transportation
Belmonte, Lou	Pennsylvania Department of Transportation
Brahler, Richard	Bucks County Planning Commission
Bucci, Larry	Pennsylvania Department of Transportation
Burke, Erin	Delaware Valley Regional Planning Commission
Butts, Thomas J.	Gloucester County Emergency Response
Chen, Mengke	Delaware Valley Regional Planning Commission
Dixon, Mary Beth	AARP - NJ
Dula, Justin	Delaware County Planning Department
Fallat, George	Mercer County Engineering
Feggans, Charles	New Jersey Division of Highway Traffic Safety
Ferraro, Donna	Philadelphia Public Health Management Corp.
Fiscina, Carmine	Federal Highway Administration – Pennsylvania
Hoffman, William	Federal Highway Administration – New Jersey
Jones, Jessica	Philadelphia Public Health Management Corp.
Kozak, Diane	Camden County Division of Highway Traffic Safety
Lawson, Matthew	Mercer County Planning
Lovell, Andy	Gloucester County Emergency Medical Services
Marrero, Violet	New Jersey Division of Highway Traffic Safety
Mason, Wayne, Sgt.	Pennsylvania State Police
Matkowski, Laurie	Delaware Valley Regional Planning Commission
McFadden, John	Federal Highway Administration – Resource Center
Merlin, Debbie	Philadelphia Mayor’s Commission for Aging
Modi, Gary	Pennsylvania Department of Transportation
Moore, Regina	Delaware Valley Regional Planning Commission
Moyo, Jabulani	Philadelphia Streets Department
Murphy, Kevin	Delaware Valley Regional Planning Commission
Ott, Pat	New Jersey Department of Transportation
Patel, Ashwin	Pennsylvania Department of Transportation
Platt, Stan	Delaware Valley Regional Planning Commission
Reeve, Ray	New Jersey Division of Highway Traffic Safety
Robinson, Jenny	Pennsylvania Department of Transportation
Shakespeare, Warren, Capt.	New Jersey State Police
Spino, Sam	Camden County Division of Highway Traffic Safety

Stafford, Joe
Taite, Nicole
Thomas, Dennis
Trimbell, Shayne
Trueman, Caroline
Tyler, Robert, Sgt.
Voluck, Ela
Ward, John
Weissman, Sarah
Zito, Joe, Sgt.

Bicycle Access Council
Philadelphia Public Health Management Corp.
Dunlap and Associates
Greater Valley Forge TMA
Federal Highway Administration – New Jersey
Pennsylvania State Police Department
AAA Mid-Atlantic
Delaware Valley Regional Planning Commission
Transportation Safety Resource Center
Delaware River Port Authority