



HIGHLIGHTS OF SEPTEMBER 10, 2010 MEETING

1. Welcome & Introductions

John Ward, Associate Director of Planning at DVRPC, welcomed everyone. Mr. Ward announced the upcoming retirement of Pat Ott, Director of Traffic Engineering and Safety at NJDOT and thanked her for service and dedication to improving safety. Ms. Ott announced Dave Martin will be her replacement as Acting Director. Introductions followed.

2. Approval of April 2010 Meeting Highlights

Larry Bucci, Highway Safety Engineer at PennDOT and RSTF co-chair, asked for a motion to approve the highlights from the April 1, 2010 meeting. The meeting highlights were approved.

3. Update from the Enforcement Community

Michael Rann, Sergeant at Cherry Hill Township Police Department, led this agenda item as a new co-chair of the RSTF. He introduced this new standing agenda item, which provides an opportunity for members of the enforcement community to share information with the RSTF.

James Philbin, Police Officer at Cherry Hill Township Police Department, presented information on the Impaired Driver Simulated Program. This program challenges participants to attempt to navigate a low-speed vehicle through a driving course marked by cones, while wearing fatal vision goggles. One goal of the program is to go beyond the high school audience that the Cherry Hill Township Police Department has traditionally been very proactive at reaching with education programs. Realizing that texting while driving is a growing safety concern, Cherry Hill Township Police officials have reached out to Verizon to investigate using phones in the driving course to educate drivers on the dangers of texting. This program may also expand to promote awareness and test reaction time among older drivers. The Cherry Hill Drug and Alcohol Alliance, Allstate, Wegman's, and Home Depot are partners in the program. For more information visit the following website: www.cherryhillpolice.com.

4. Legislative Update

Rick Remington and Jim Lardear were introduced as the new Directors of Public and Government Affairs for the AAA Mid-Atlantic Philadelphia and Delaware offices, respectively. Mr. Remington, Mr. Lardear, and Tracy Noble, Public Affairs Specialist, at

AAA Mid-Atlantic provided information on the status of important safety legislation in New Jersey and Pennsylvania.

5. Panel: Increase Seat Belt Usage

Zoe Neaderland, Manager of Transportation Safety and Congestion Management at DVRPC, gave a quick review of the DVRPC Safety Action Plan (SAP) and its products, including analysis and priority strategies for the emphasis area, “Increase Seat Belt Usage”. Ms. Neaderland mentioned that seat belts are approximately 50 percent effective for preventing fatalities in crashes in which motorists would otherwise die. In 2009, seat belt related fatalities in the Delaware Valley declined. However, there were still 93 fatalities in which not wearing a seat belt was a contributing factor. Ms. Neaderland also mentioned the importance of engaging preteens and teens in promoting the importance of seat belts. She said that the goal of the panel was to work from the strategies in the SAP, down to the level of specific, actionable items that build on the resources of all the members of the RSTF.

Keynote Speaker

Honorable Kathy Watson, House Transportation Committee, Subcommittee Chairwoman on Transportation Safety, Pennsylvania House of Representatives, discussed the challenges and opportunities she has encountered while working to pass transportation safety legislation. Representative Watson has focused on highway safety throughout her legislative career. In 1999, she helped to pass the Graduated Driver’s License (GDL) law. She spent three years working to get booster seat legislation passed, and soon after shifted her focus to teen seat belt legislation. Representative Watson said that 50 percent of young drivers between the ages of 16 and 19 who were killed in crashes in Pennsylvania died in part because they were not wearing seat belts. HB 67, co-sponsored by Representative Watson, proposes stricter guidelines for Pennsylvania teen drivers. However, there are many legislators who are opposed to HB 67 because they do not think that government should interfere with a driver’s decision to use a seat belt. Representative Watson said that despite her difference of opinion with her colleagues on this issue, they must find a way to work together. She feels strongly that passing a teen driving law would provide support to parents who want to educate their teen drivers. Representative Watson said that although she has compromised on the bill, she is concerned that the bill will not go anywhere in the near future. There are other legislative priorities for the Assembly at the moment, and it may take a while to come back to HB 67.

Guest Panelists

Bill Rickett, Executive Director, Bucks County Transportation Management Association, spoke about the success of the Bucks County High School Seat Belt Safety Challenge. About five years ago, Mr. Rickett discovered that seat belt use among teens and adults in the county was only 55 and 85 percent, respectively. To increase seat belt use among the teen population, the TMA developed the Bucks County High School Seat Belt Safety Challenge. Mr. Rickett explained how the challenge works. First the TMA gathers

baseline data before approaching school administrators to find out if they want to participate in the challenge. Throughout the school year student groups such as SADD and others engage in efforts to promote seat belt use among their peers. In April, the TMA conducts another survey and compares the results to the September seat belt statistics. Two schools are declared winners: the school with the greatest increase in seat belt use, and the school with the highest overall seat belt use. The schools are awarded a plaque and \$500 to use towards promoting driver safety education. In 2007, the first year of the program, four out of the 18 high schools in Bucks County participated. Due to increased publicity and competition among the high schools, participation increased to 13 schools in 2009. Given the success in Bucks County, there is interest from neighboring counties and PennDOT to expand this program statewide.

Ed O'Connor, Southern Region Supervisor, New Jersey Division of Highway Traffic Safety, discussed New Jersey's seat belt legislation. Mr. O'Connor applauded Pennsylvania for having high seat belt use despite not having a primary seat belt law, and suggested finding a champion for this legislation in the areas of Pennsylvania that are opposed to it. Mr. O'Connor explained the timeline of New Jersey seat belt legislation. New Jersey passed a primary seat belt law in 2000, which went into effect in 2001. Seat belt use has increased from 80 percent in 2002 to 93.7 percent in 2010. The state is now targeting chronic non-users, primarily males between the ages of 35 to 45 years old, commercial vehicle drivers, back seat passengers, and night time drivers. New Jersey has grant funds available to conduct night time enforcement. Mr. O'Connor said people buckle up babies, but seat belt booster seat use is much lower for children. He said that a recent study revealed that the child occupant seat belt rate for children ages five to eight increased from 40 percent in 2008 to 65 percent in 2009.

Gary Modi, Division Chief, PennDOT – Bureau of Highway Safety and Traffic Engineering, said that he's pleased to have the support of Representative Watson in the legislature. He applauded the efforts of the Bucks County High School Seat Belt Challenge Program, which he hopes to take statewide. Mr. Modi said despite not having a primary seat belt law, Pennsylvania is still keeping pace with other states that have enacted primary laws. He said that seat belt use offers a huge societal cost savings from the lives that are saved by wearing seat belts. He also echoed the sentiment that night time enforcement is especially challenging. PennDOT has many ongoing activities in place to help increase seat belt usage, including programs such as the Click It or Ticket enforcement campaign, Survival 101, Back is Where It's At, and Every 16 Minutes. These high visibility campaigns are in addition to PennDOT's car safety seat belt checks, car seat loaner programs, and certified child passenger safety technician trainings. Although Pennsylvania has a seat belt usage rate of 88 percent, an estimated 1.5 million drivers are still not using seat belts. Mr. Modi said that although he supports a primary seat belt law, from his perspective it would be better to have a first-time offender DUI law, helmet law, and statewide automated red-light enforcement law in place to help benefit traffic safety.

Ed Boothman, Law Enforcement Liaison, North Central Highway Safety Network for Buckle Up PA, provided background information on his organization. In 2000, Buckle Up

PA was created with the goal in raising the seat belt usage level in Pennsylvania through increased enforcement, public awareness, and education. Currently 450 police departments across the state participate in this effort, with 109 of these departments in the southeastern Pennsylvania region. Buckle Up PA awards grants to police departments for aggressive driving and seat belt campaigns. One popular campaign funded through this effort includes Click It or Ticket, which is conducted in November and May. Mr. Boothman said that it's important to have police presence on the roads, which creates awareness and helps gets bad drivers off the road.

The discussion included the following highlights:

- There need to be champions for increase seat belt use awareness among drivers, DVRPC, PennDOT and other agencies can not lead the effort alone, especially since they are not able to lobby for legislation. Lobbying must be done by grassroots groups.
- DVRPC and NHTSA offered to continue to share data as a means of supporting legislative efforts.
- DVRPC volunteered to provide resources if Pennsylvania decides to hold to a legislative symposium.
- Kids listen to other kids; therefore the use of peer to peer persuasion is key in helping to promote safe driver habits among teens.
- Delaware County also has High School Seat Belt Challenge Program
- Teen deaths in Pennsylvania have decreased from 60 to 20 in 7 years.

6. Tracking Progress on Actionable Items

Ms. Neaderland redirected the discussion to focus on developing a short set of actionable items to increase seat belt use in the Delaware Valley. The group voted on items building on the panel discussion and the existing implementation strategies in the SAP. These included working to educate parents, making a commitment to buckle up in personal vehicles, and trying to develop seat belt policies within our own agencies.

7. Open Forum

An open forum was held for members to share and exchange information. Regina Moore, Transportation Engineer at DVRPC, provided information about upcoming events and news articles of interest. Ms. Moore also discussed a new item "Did You Know" series, which highlights new and innovative transportation technologies. Janet Hansen, Program Coordinator at Rutgers University, Center for Advanced Infrastructure and Transportation, informed the group about the 6th Annual Safety Forum on October 20th. The next RSTF meeting is scheduled for Wednesday, November 17th.

Attendees:

Ali, Kasim	Philadelphia Streets Department
Amway, Lauren	Street Smarts – Delaware County
Anderson, Matthew	Chester County Planning Commission
Bartels, Stacy	Delaware Valley Regional Planning Commission
Belmonte, Lou	Pennsylvania Department of Transportation
Boothman, Ed	North Central Highway Safety Network – Buckle Up PA
Brahler, Rich	Bucks County Planning Commission
Bucci, Larry	Pennsylvania Department of Transportation
Burke, Erin	Delaware Valley Regional Planning Commission
Buerk, Jesse	Delaware Valley Regional Planning Commission
Castellano, Mike	Federal Highway Administration – Pennsylvania
Charlton, Cecile	Delaware County TMA
D’Alessandro, Joe	Gloucester County Highway Division
Donnelly, Maureen	Safe Kids Southern New Jersey
Durbin, Dennis	Children’s Hospital of Philadelphia
Feggans, Charles	New Jersey Division of Highway Traffic Safety
Ferraro, Donna	Public Health Management Corporation
Fought, Tricia	Delaware Valley Regional Planning Commission
Gomez, Francisco	NHTSA – Region 2
Hansen, Janet	Rutgers CAIT – TSRC
Heintzelman, Curt	Office of Pennsylvania Representative Kathy Watson
Holloway, Denise	Office of Pennsylvania Representative Dwight Evans
Hood, Elizabeth	Office of Pennsylvania Senator Daylin Leach
Hu, Colin	Delaware Valley Regional Planning Commission
Hufnagle, Lou	Delaware Valley Planning Department
Iurato, Frank	New Jersey Transit Police Department
Johns, Bob	Bucks County Community Traffic Safety
Jones, Jessica	Public Health Management Corporation
Kaplan, Andy	Rutgers CAIT – TSRC
Kozak, Diane	Camden County Highway Safety
Kuffner, Katie	Chester County Health Department
Lardear, Jim	AAA Mid-Atlantic
Louizou, Tom	NHTSA – Region 2
MacKavanagh, Kelvin	DVRPC Delaware Valley Goods Movement Task Force
Modi, Gary	Pennsylvania Department of Transportation
Moore, Regina	Delaware Valley Regional Planning Commission
Moyer, John	Cherry Hill Township Police Department
Moyo, Jabulani	Philadelphia Streets Department
Murphy, Kevin	Delaware Valley Regional Planning Commission
Nederland, Zoe	Delaware Valley Regional Planning Commission
Noble, Tracy	AAA Mid-Atlantic
Nuble, Patrice	Philadelphia Streets Department
O’Connor, Ed	New Jersey Division of Highway Traffic Safety
Olsen, Katherine	Street Smarts – Montgomery County

Ott, Pat	New Jersey Department of Transportation
Philbin, Officer James	Cherry Hill Township Police Department
Quick, Susan	Brain Injury Association of New Jersey
Ragozine, Bill	Cross County Connection TMA
Rann, Sgt. Michael	Cherry Hill Police Department
Rauanheimo, Ray	AARP – Montgomery County
Reeve, Ray	New Jersey Division of Highway Traffic Safety
Remington, Rick	AAA Mid-Atlantic
Rickett, Bill	Bucks County TMA
Schmidt, Chief Mark	Upper Makefield Township Police Department
Spino, Sam	Camden County Highway Safety
Stafford, Joe	Bicycle Access Council
Strumphier, Warren	DVRPC Regional Citizens Committee
Trimbell, Shayne	Greater Valley Forge TMA
Tumola, Cheryl	DVRPC Regional Citizens Committee
Vilotti, Charlie	Chester County Highway Safety Project
Ward, John	Delaware Valley Regional Planning Commission
Watson, Hon. Kathy	Pennsylvania State Representative
Winters, Dennis	Sierra Club – Southeast PA Group
Ziemer, Karl	Delaware River Port Authority
Zito, Sgt. Joe	Delaware River Port Authority