



HIGHLIGHTS OF AUGUST 25TH, 2011 MEETING

NOTES:

- Website links to programs and activities mentioned below are listed on page 6
- All presentations and related meeting handouts are located on the RSTF website <http://www.dvrpc.org/transportation/safety/presentations/>

1. Welcome & Introductions

Sgt. Michael Rann, Traffic Safety Unit Supervisor at the Cherry Hill Township Police Department and RSTF Co-chair, welcomed everyone. Introductions followed.

2. Updates from the Enforcement Community

Members of the enforcement community shared information.

- The Cherry Hill Township Police Department is working with the New Jersey Division of Highway Traffic Safety (NJDHTS) and National Highway Traffic Safety Administration (NHTSA) on a new form of staffing checkpoints. Given constraints on funding, low-staffing checkpoints on relatively low-volume roads are being scheduled. The Department recently participated in a motorcycle course focusing on DUI. The Department is also planning a low-speed vehicle course for fall, taking advantage of a \$1,500 grant recently received from Verizon to purchase more equipment for the Low Speed Vehicle Program.
- Ray Reeve, Senior Highway Safety Specialist, NJDHTS, mentioned that NJDHTS received a grant from NHTSA to fund the "Over the Limit, Under Arrest Program". The Division also has a Pedestrian Decoy Training course offered in September. Mr. Reeve also mentioned the "Put the Brake on Fatalities" Program scheduled for October 10th. The goal of the Program is to educate the general public on traffic safety and have no fatalities reported on October 10th. There is a press release template available on the NJDHTS website for other agencies to use to spread the word.
- Bill Beans, Section Chief of the Bureau of Safety Programs, New Jersey Department of Transportation (NJDOT), discussed the NJTR-1 Refresher course being offered through the New Jersey Local Technical Assistance Program (NJ-LTAP). This one-day refresher course focuses on completing the NJTR-1 crash report form accurately and why the data is important.
- Ryan McNary, Assistant Manager of the Alcohol Highway Safety Program for the Bureau of Highway Safety and Traffic Engineering (BHSTE), Pennsylvania Department of Transportation (PennDOT), said PennDOT recently completed a training with Philadelphia police officers, focusing on crime and traffic crashes and how the two themes overlap. PennDOT is also conducting training throughout Pennsylvania for officers on detecting impaired motorcycle riders.

3. Legislative Updates

Tracy Noble, Public Affairs Specialist, said AAA Mid-Atlantic recently conducted a poll on transportation trust fund perceptions in New Jersey. Results from the poll revealed a 12 percent increase in understanding of transportation funding issues. Motorists are skeptical that funds are being used on transportation. A third set of findings will be released in September. AAA Mid-Atlantic is pushing to move the last piece of teen driver legislation in New Jersey, which calls for a mandatory orientation for parents. The passage of this legislation is important, especially given the recent fatal crash involving a teen driver and teen passengers in Linwood, New Jersey.

Jim Lardear, Director of Public and Government Affairs, AAA Mid-Atlantic, followed with legislative updates for Pennsylvania. Mr. Lardear announced that Jenny Robinson is the newly appointed Public & Government Affairs Manager for the Philadelphia office. He mentioned that AAA provided input on the Pennsylvania Transportation Funding Report. Representative Kathy Watson's bill (HB 9), which restricts the number of teens in a vehicle, passed the House in May, and is out of the Senate Transportation Committee. This bill should be voted on in September or October. Mr. Lardear also mentioned two other bills that are advancing through the Pennsylvania legislature: SB 314, which bans texting, and SB 341, which establishes a gasoline quality testing program for Pennsylvania. Pennsylvania is one of three states that do not test gasoline for water, sediment, contaminants, and octane levels. Mr. Lardear also mentioned HB 821, which proposes to expand the red-light camera enforcement program in Pennsylvania to second and third class cities. Philadelphia is currently the only city in Pennsylvania with the enforcement program.

4. Approval of May, 2011 Meeting Highlights and Discussion of Draft Recommendations for Next Cycle of Meetings

The May 2011 meeting highlights were approved.

Zoe Neaderland, Manager of Transportation Safety and Congestion Management at DVRPC, provided a brief recap of the member recommendations generated from the survey and May RSTF meeting. The main recommendations were:

1. Focus more on lessons learned, top countermeasures, and best practices at meetings
2. Define and take concrete actions
3. Figure out how to measure performance and use it to increase the effectiveness of the group
4. Continue to focus on the four E's and legislative outreach
5. Be more multimodal
6. Identify the audience that needs to know about these strategies and identify ways to get the message to them

The discussion focused on ways to reach out and engage other organizations to attend RSTF meetings. Mr. Lardear offered to provide legislative updates for emails to municipalities. The seven emphasis areas identified in the *2011 Safety Action Plan* were:

- Reduce aggressive driving
- Reduce impaired and distracted driving
- Keep vehicles on the roadway and reduce run-off-road crashes
- Sustain safe senior mobility
- Increase seat belt usage
- Improve the design and operation of intersections
- Ensure pedestrian safety

These are the same emphasis areas identified in the *2009 Safety Action Plan*. Focused tasks for each of the emphasis areas will continue to be developed at the end of each meeting. The way progress on them and other RSTF efforts is tracked has been revised to be more based on performance measures. These were discussed.

5. Revised Draft Crash Data Memo Update

Jean Behrend, intern at DVRPC, presented a brief summary of revisions to the draft crash analysis memorandum, which is the starting point for the *2011 Safety Action Plan*. Ms. Behrend provided an overview of crashes, injuries, and fatalities by emphasis area. She noted that Camden County's numbers were low, given police layoffs in the City of Camden and crashes not being reported.

There was a lengthy discussion on the different definitions used to describe injury crashes. Results from a NHTSA survey revealed that there are different definitions for major and incapacity injury crashes. Also, each state defines aggressive driving differently. Pennsylvania has adopted NHTSA's definition, which includes two or more driver actions. New Jersey doesn't have a standard definition.

Mr. Beans discussed NJDOT reorganization. The Bureau of Safety Programs will now be underneath the Planning Division. He said once this reorganization is complete, work on updating the state's Strategic Highway Safety Plan (SHSP) will resume. At that time using a shared definition of aggressive driving could be discussed.

6. How to Improve the Safety of Teen Drivers

Violet Marerro, Manager of Special Projects at NJDHTS, provided an update on New Jersey's teen driver safety initiatives. This topic was timely, given the recent fatal crash involving a teen driver and teen passengers in Linwood, New Jersey. Ms. Marerro said motor vehicle crashes are the leading cause of death for teens in the U.S. Although teens represent only six percent of the New Jersey's driving population, they account for 13 percent of crashes. Twenty-one teens were killed in crashes last year. Ms. Marrero said a bill (SB 3058), was being introduced in the New Jersey legislature to extend requirements for teens accompanied by a parent/guardian to attend an orientation as a prerequisite to obtaining their permit. This

bill also expands the permit period from 6 months to a year and requires mandated practice driving hours.

During the first 18 to 24 months of driving, teens face a higher risk of becoming involved in a crash. Ms. Marerro described the New Jersey Parent/Teen Driver Orientation Program, which was designed to address this issue. This interactive program provides parents tools and resources to help them become more effective and authoritative at encouraging teen driver safety. Teens with authoritative parents are 50 percent less likely to become involved in a crash and are twice as likely to wear seat belts.

Ms. Marerro also mentioned the *New Jersey Traffic Safety Learning Progression Component K-12 Unit and Lessons Plans* report. This document provides driver education lesson plans and resources adaptable to K-12 standards. Several resources are provided, including: a Teen Website, Parent Resource for Teens Driving Safely, and Driver Education Website. These websites are posted at the end of the meeting highlights. It was suggested that each member of the Task Force send these links to others (co-workers, other groups, family, and friends) and report back to the Task Force at the next meeting. This exercise encourages each Task Force member's participation and can easily be tracked as a performance measure.

7. Initial Discussion of Measuring RSTF Performance

Ms. Neaderland led the discussion on establishing goals, objectives, and measures for the RSTF. Comments from the discussion were all integrated into the revised version distributed with these draft meeting highlights.

- Consider editing the goal statement.
- Leveraging and sharing should be a part of the objective.
- Consider creating a RSTF subcommittee that focuses on outreach opportunities.
- Consider creating a flyer or brochure to market the RSTF, which could be given to Task Force members to take to their other meetings.
- The goal statement can be the overall mission statement for the RSTF.
- Part of spreading the word about the RSTF meetings and specific topics is to attract the right group of stakeholders.
 - Consider inviting someone from the Pennsylvania League of Cities and Municipalities (PLCM) and New Jersey League of Municipalities (NJLM) to attend RSTF meetings.
- Consider identifying best practices being implemented at various organizations and their effectiveness.

8. New DVRPC Safety Publications

Regina Moore, Transportation Engineer at DVRPC, briefly mentioned two recent DVRPC publications. The *DVRPC Pedestrian Safety Update* summarizes widely useful points from three pedestrian safety related activities in the Delaware Valley region. These points are applicable to anyone working to improve safety for pedestrians in the region. Ms.

Moore said this brief report will be distributed to the Task Force at a later date. She also mentioned the *2009 Annual Crash Data Bulletin*, which provides an annual snapshot of road safety in the Delaware Valley by highlighting and comparing trends at the national, regional, state, and county levels. This document has interesting and useful graphics and information, and should act as a tool for educating various audiences in the region about crashes and safety. The *2010 Crash Data Bulletin* will be available by the end of the calendar year. Ms. Neaderland mentioned another new document, *Local and County Road Safety Newsletter*. This document aims to help counties and municipalities improve safety on local roadways.

9. Open Forum

- Carissa Sestito, Program Outreach Coordinator, Rutgers University – Transportation Safety Resource Center (TSRC), reminded the group about the upcoming 7th Annual Safety Forum on October 19th at Mercer County Community College.
- Ms. Noble mentioned the AAA Mid-Atlantic Senior Driver Expo in Atlantic City on September 13th.
- Matt Anderson, Transportation Planner at the Chester County Planning Commission, said that the Commission recently helped municipalities with applications for the Automated Red-Light Running Enforcement (ARLE) grants.
- Sue Quick, Coordinator for the Brain Injury Association of New Jersey, mentioned a new motorcycle safety initiative starting on September 13th. She also announced the 2nd Annual High School Champion Program. This Program encourages students to put together teen driver safety programs in their schools and also educates parents and teens.

Brief Work Session on RSTF Performance Measures

After lunch, a few members from the Task Force met to discuss performance measures in detail. The key points from the discussion were:

- RSTF meetings need better promotion. One idea was to include information on the next emphasis area and meeting date at the bottom of the e-mail newsletter. Build up why the emphasis area is important in the hold-the-date e-mail. Invite champions in the field and encourage them to take charge of a task and come to report back outcomes at the following RSTF meeting.
- Create a targeted email about the RSTF, which engages more organizations to participate and care about an emphasis area. This email could be given to Task Force members to share with their respective partners.
- For future volumes of the Local and County Road newsletters (and other similar products), Task Force members could contribute their organization's related activities. For example, there could be a small feature on how Cherry Hill Township is improving safety on its local roads. It will aim to cover the emphasis areas.
- It was suggested at each meeting a representative from PennDOT and NJDOT provide an update on crash trends, including number of crashes, fatalities, and crashes by contributing factor.

- Present information on the RSTF at a future TransAction Conference (and other similar conferences). This is a great way to market the RSTF to other safety professionals and draw in new participants.
- There should be a “leave-behind” RSTF flyer created for Task Force members to take when attending other meetings. This marketing tool should provide a description of the RSTF, as well as the website and contact information.
- The RSTF website address should be on all of our e-mails and products.

Website information on various programs and activities mentioned at meeting:

- **Put the Brakes on Fatalities Day**
 - October 10th press release www.nj.gov/oag/hts/put-brakes-fatality-day.html
- **Teen Driver Safety Resources**
 - Parent Resource for Teen Driving www.njteendriving.com
 - Kids website (curriculum grades PreK – 8) www.brainybunch.info
 - Teacher website (curriculum for grades 9 – 12) www.njdrivereducation.com
 - Teen website www.UGOTBRAINS.com
 - Driver Education website www.njteendrivereducation.com
 - NJDHTS www.njsaferoads.com
- **Motorcycle Safety Initiative in New Jersey**
 - www.njsmartriders.org

Meeting Attendees:

Anderson, Matthew	Chester County Planning Commission
Baldino, Al	Camden County Highway Traffic Safety
Bartels, Stacy	Delaware Valley Regional Planning Commission
Beans, Bill	New Jersey Department of Transportation
Behrend, Jean	Delaware Valley Regional Planning Commission
Brahler, Rich	Bucks County Planning Commission
Bucci, Larry	Pennsylvania Department of Transportation
Buerk, Jesse	Delaware Valley Regional Planning Commission
Chelius, Tim	South Jersey Transportation Planning Organization
Ferraro, Donna	Public Health Management Corporation
Kaplan, Andy	Rutgers University – TSRC
Kozak, Diane	Camden County Highway Traffic Safety
Lardear, Jim	AAA Mid-Atlantic
MacKavanagh, Kelvin	DVRPC – Delaware Valley Goods Movement Task Force
Marandino, Jennifer	South Jersey Transportation Planning Organization
Marrero, Violet	New Jersey Division of Highway Traffic Safety
McNary, Ryan	Pennsylvania Department of Transportation – BHSTE

Moore, Regina	Delaware Valley Regional Planning Commission
Murphy, Kevin	Delaware Valley Regional Planning Commission
Neaderland, Zoe	Delaware Valley Regional Planning Commission
Noble, Tracy	AAA Mid-Atlantic
Nuble, Patrice	Philadelphia Streets Department
Ott, Pat	MBO Engineering, LLC
Quick, Sue	New Jersey Brain Injury Association
Rann, Sgt. Michael	Cherry Hill Township Police Department
Rauanheimo, Ray	AARP – Montgomery County
Reeve, Ray	New Jersey Division of Highway Traffic Safety
Robinson, Jenny	AAA Mid-Atlantic
Sestito, Carissa	Rutgers University – TSRC
Simon, Richard	NHTSA – Region 2
Spino, Sam	Camden County Highway Traffic Safety
Strumpfer, Warren	DVRPC Regional Citizens Committee
Thomas, Carol	Burlington County Engineering Department
Wadlow, Sgt. Richard	Pennsylvania State Police
Ward, John	Delaware Valley Regional Planning Commission