



HIGHLIGHTS OF NOVEMBER 29TH, 2011 MEETING

NOTE:

- All presentations and related meeting handouts are located on the RSTF website <http://www.dvrpc.org/transportation/safety/presentations/>

1. Welcome & Introductions

Bill Rickett, Executive Director at Bucks County TMA and RSTF Co-chair, welcomed everyone. Introductions followed.

2. Approval of August 2011 Meeting Highlights

Mr. Rickett asked for a motion to approve the highlights from the August 25th, 2011 meeting. The meeting highlights were approved.

3. Legislative Updates

Jenny Robinson, Public and Government Affairs Manager, AAA Mid-Atlantic, provided the following updates on recent legislative activities in the region:

Pennsylvania

- HB 9 was signed into law on October 25th, 2011. This bill strengthens teen driver safety in Pennsylvania, requiring seat belts be used by passengers ages 18 and under and limiting the number of non-family member passengers in the vehicle when the driver has a junior license. It also mandates children between the ages of 4 and 8 be secured in a booster seat. This is a primary law and becomes effective on December 24th, 2011.
- SB 314 was signed into law on November 9th, 2011. This legislation makes Pennsylvania the 35th state in the country to ban texting while driving. This is a primary law and will become effective on March 8th, 2012.
- AAA Mid-Atlantic recently testified in favor at a hearing on the Red Light Running (RLR) Program expansion to other cities in Pennsylvania. AAA strongly feels that the program must continue to focus on safety and not revenue building.

New Jersey

- AAA Mid-Atlantic testified at a New Jersey State Assembly committee hearing on teen driver legislation. They are in favor of the legislation; however AAA does not support an amendment that would allow the teen-parent orientation be completed online.

4. Updates from the Enforcement Community

Members of the enforcement community shared the following information:

- The alcohol mobilization campaign “Drive Sober or Get Pulled Over” will run from December 5th, 2011 to January 2nd, 2012.
- A recent “Over the Limit, Under the Arrest” enforcement campaign conducted in Washington Township, Gloucester County yielded five DUI arrests and 43 other violations.
- The New Jersey State Police (NJSP) is working to reinstate checkpoints statewide as a pilot program during the holidays. They recently ran ten Graduated Driver License (GDL) details. Many parents are unaware of the GDL Law. NJSP reached out to local schools to educate administrators, parents, and students about the GDL Law. The state police support the teen driver recommendation that requires parents attend a parent-teen training with their teen at high schools about the GDL Law.
- The NJDOT Safe Corridors program received funding for enforcement in designated safe corridors. The Department is working with the federal government and state police to enforce aggressive driving laws on roadways patrolled by state police. NJDOT conducted eight statewide training refresher courses to improve data quality. More crash data reporting form training courses are being scheduled for 2012. During Thanksgiving weekend, there were six fatalities in New Jersey, including three pedestrians.
- The Cherry Hill Township Police Department conducted low several low staff checkpoints and is planning roving patrols. There was a recent pedestrian fatality on Route 70.
- Updates from the DVRPC Incident Management Task Force will be shared at RSTF meetings. Information was provided about the Regional Integrated Multimodal Intermodal Sharing (RIMIS) Program. This is a web-based program that gives local responders and state police access to video cameras and extra detail on 511 data.
- Bucks County TMA is assisting Newtown and Langhorne Boroughs with surveys to help improve pedestrian safety.

5. Emphasis Area Focus – INCREASING SEAT BELT USAGE

Zoe Neaderland, Manager of the Office of Transportation Safety and Congestion Management at DVRPC, mentioned there was an error discovered with the seat belt crash queries in New Jersey and Pennsylvania. An updated table with the correct data was provided to the group. Ms. Neaderland gave a quick review of the DVRPC Safety Action Plan (SAP) and its products, including analysis and priority strategies for the emphasis area, “Increasing Seat Belt Usage”. The main points presented were:

- In 2010, there were 5,018 crashes in the region, which led to the deaths of 117 people and another 5,456 people injured in crashes where someone was not wearing a seat belt.
- Pennsylvania is one of 17 states with a secondary seat belt law. Seat belt usage in 2011 was 87 percent. According to the National Highway Traffic Safety Administration

(NHTSA), if Pennsylvania were to pass a primary seat belt law, usage would rise approximately 5.3 percent.

- In 2000, New Jersey adopted a primary seat belt law. Prior to 2000, New Jersey's seat belt usage was 63 percent. In 2011, the seat belt usage was 94.5 percent.
- Philadelphia had the largest decrease in seat belt related crashes.
- Delaware County had the smallest decrease in seat belt related crashes.

Paul Parsells, Special Advisor for Transportation and Infrastructure, Pennsylvania House of Representatives – Democratic Caucus, provided the Pennsylvania legislative perspective on the topic. Below are some highlights from his presentation and discussion that followed.

- Because seat belt usage is good in Pennsylvania, it would be difficult to pass a primary seat belt law. There is no public outcry for Pennsylvania lawmakers to pass a primary seat belt law.
- A legislative symposium may serve as an ideal forum to discuss seat belt and other related safety issues.
- There are many challenges to get good traffic data. There may be opportunities to target certain groups. For example nearly half of Chester County's fatalities were related to not wearing seat belts.
- Other seat belts stats for Pennsylvania include:
 - Seat belt usage rates are lower for men pick-up truck drivers who live in rural communities.
 - The seat belt usage rate for Philadelphia is low (estimated 75 percent).
 - Seat belt usage is much lower at night (estimated 50 percent) when the majority of the fatalities occur.
 - Results from a PennDOT survey revealed 57 percent of the public is supportive of a primary seat belt law versus 43 percent opposed.

Teresa Thomas, Program Manager at South Jersey Traffic Safety Alliance (SJTPA), presented information on a seat belt observation survey conducted in the South Jersey Transportation Planning Organization (SJTPO) region and other relevant efforts of that program. Below are highlights from her presentation and discussion that followed. For more information about the survey and other SJTSA activities visit www.sjtsa.org.

- The survey started in April, 2006 with 78 intersections studied. Nearly 1,800 surveys were distributed. Results were tracked from 2007 to 2011. Each year a new component was added to gather data on a specific category of driver or passenger (i.e. teen and older drivers, backseat passengers, commercial motor vehicles (CMV) drivers, etc.)
- Findings from the survey questionnaire include:
 - Ninety-five percent of respondents said they wear seat belts.
 - Safety was the number one reason why people wear seat belts.
 - Feeling uncomfortable and fear of being trapped were some of the reasons why people do not buckle up.

- Ninety-eight percent of respondents knew that front seat passengers were required to buckle up.
 - Female teen drivers and passengers buckled up more than male teens.
 - Cell phone use was higher for male drivers.
- SJTSA formed partnerships with various organizations to educate teen and CMV drivers.
- The Buckle Up stencil program is a popular and effective tool used to remind motorists to buckle up before getting on a public roadway.

6. Mission, Goal, Objectives, Measurements, and First Set of Actions

Zoe Neaderland reviewed the Mission, Goal, Objectives, and Measurements recommendations. The Task Force voted unanimously to adopt the recommendations. Ms. Neaderland described the updated tracking safety actions table and led the discussion of the range of possible doable actions in the 4 E's and policy/legislative categories.

A first set of actions were generated to track increasing seat belt use in the Measurements and Status Table. Key points from the discussion were:

- Several members volunteered to report back at the next meeting on the following strategic action items. See the 2011 Tracking Safety Actions Table for list of volunteers.

Educational

- Continue to follow-up and conduct new seat belt surveys at high schools and businesses.
- Promote "Click It or Ticket" and other national seat belt use campaigns on agency websites as knowledge of the enforcement effort encourages many more people to wear seat belts than the police can interact with.

Engineering

- Consider adding the buckle up stencil at driveways to high schools, businesses, and NJDOT facilities.

Legislative and Policy

- Distribute crash statistics and other safety information to legislators and policy makers as background to deliberations.
- Check that agencies have a seat belt employee policy.

- Other ideas from the meeting that could work, but for which there were no volunteers include:
 - Develop a model letter providing balanced data to support legislative initiatives.
 - Create public service announcement (PSAs).
 - Create a seat belt marketing clearinghouse with existing agencies (i.e. AARP, Brain Injury Association of New Jersey (BIANJ), SJTPA, etc.).
 - Design targeted seat belt usage surveys for "at-risk" groups (i.e. teens, seniors, pick-up drivers, etc.).

7. Member Updates and Open Forum

- Ray Reeve, Senior Safety Highway Specialist, New Jersey Division of Highway Traffic Safety (NJDHTS), reported there were zero fatalities in New Jersey on October 10th for the “Put the Brakes on Fatalities Day”.
- Janet Hanson, Program Coordinator at Rutgers University CAIT, provided comments on the 7th Annual Safety Forum held on October 18th.
- Zoe Neaderland solicited input from the Task Force for Volume 2 of the *Local Road Safety Newsletter*. This document aims to help counties and municipalities improve safety on local roadways.
- Bill Rickett shared information on the Bucks County High School Buckle-Up Program.
- The NJSP recently received a grant to perform alcohol details. They are also promoting the “Move Over Law”.

Attendees:

Aguilera, Lori	Chester County Highway Safety
Amway, Lauren	Street Smarts – Delaware County
Arcaro, Chief Tina	New Jersey State Police
Bartels, Stacy	Delaware Valley Regional Planning Commission
Beans, Bill	New Jersey Department of Transportation
Beck, Gordon	Buckle Up PA
Buerk, Jesse	Delaware Valley Regional Planning Commission
Dennis, Mike	PROVuncular, LLC
Denny, Charles	Philadelphia Streets Department
Gross, Sgt. Thomas	New Jersey State Police
Hansen, Janet	Rutgers University CAIT
Hearey, Patricia	Camden County Department of Health
Hosseini, Zach	New Jersey Division of Highway Traffic Safety
MacKavanagh, Kelvin	DVRPC – Delaware Valley Goods Movement Task Force
Mao, Weifeng	Delaware Valley Regional Planning Commission
Marandino, Jennifer	South Jersey Transportation Planning Organization
Matkowski, Laurie	Delaware Valley Regional Planning Commission
McFarland, Trish	Delaware County TMA
McNary, Ryan	Pennsylvania Department of Transportation – BHSTE
Medori, Sgt. Laura	New Jersey State Police
Moore, Regina	Delaware Valley Regional Planning Commission
Moyo, Jabulani	Philadelphia Streets Department
Murphy, Kevin	Delaware Valley Regional Planning Commission
Neaderland, Zoe	Delaware Valley Regional Planning Commission
Nuble, Patrice	Philadelphia Streets Department
Olsen, Katherine	Street Smarts – Montgomery County
Ott, Pat	MBO Engineering, LLC
Parsells, Paul	Pennsylvania House Democratic Caucus
Patel, Ashwin	Pennsylvania Department of Transportation – District 6

Philbin, Officer James
Quick, Sue
Ragozine, Bill
Rauanheim, Ray
Reeve, Ray
Rickett, Bill
Robinson, Jenny
Rudolph, Brad
Simon, Richard
Strumpfer, Warren
Thomas, Teresa
Trimbell, Shayne
Trueman, Caroline
Turk, Jacqueline
Ward, John

Cherry Hill Township Police Department
New Jersey Brain Injury Association
Cross County Connection TMA
AARP – Montgomery County
New Jersey Division of Highway Traffic Safety
Bucks County TMA
AAA Mid-Atlantic
Pennsylvania Department of Transportation – District 6
NHTSA – Region 2
Citizen
South Jersey Traffic Safety Alliance
Greater Valley Forge TMA
Federal Highway Administration – New Jersey
Pennsylvania Department of Transportation – BHSTE
Delaware Valley Regional Planning Commission