



HIGHLIGHTS OF March 6, 2014 MEETING

NOTE:

- All presentations and related meeting handouts are located on the RSTF website.
<http://www.dvrpc.org/ASP/committee/Presentations/RSTF/2014-03.pdf>

1. Welcome and Introductions

Attendees were welcomed and the meeting was called to order by RSTF Co-Chair Jenny Robinson, Manager of Philadelphia Public and Government Affairs, AAA- Mid Atlantic. Ms. Robinson acknowledged the contributions of outgoing Co-Chair Violet Marrero, Manager of Special Projects, New Jersey Division of Highway Traffic Safety, who was unable to attend. A certificate of appreciation will be sent to her as thanks.

Ms. Robinson introduced Co-Chair candidate Bill Beans of MBO Engineering, former Section Chief at NJDOT. Ms. Robinson asked for a show of hands to vote for Mr. Beans. He was elected unanimously to fill Ms. Marrero's position. Ms. Robinson read the goal statement of the RSTF, which is "to reduce roadway crashes, injuries, and fatalities in the Delaware Valley".

Ms. Robinson reported that there will be no June RSTF Meeting due to the PA Safety Legislative Symposium, scheduled for June 10th. The next regular task force will be in September. On May 14th, a work session will be held for the update of Safety Action Plan.

Everyone introduced himself or herself. As a new member, Bill Brady, Executive Director of TMA Bucks, spoke about his organization and announced that they are taking a much more active role in safety.

2. Update from the Emergency Response Community

There were no members of the Emergency Response community present. Law Enforcement officials offered the following reports:

Officer James Philbin, Cherry Hill Township (NJ) Police Department, reported that his department received a pedestrian safety grant to administer a program where those with a first offence will be required to watch a safety video instead of receiving a ticket. The goal is to make education a larger component of their Pedestrian Safety Program.

Chief Mark Schmidt, Upper Makefield (PA) Police Department reported that in the spring his department plans to do more seatbelt enforcement.

3. Legislative Update

Ms. Robinson reported that Tracy Noble, Public Affairs Specialist, AAA Mid-Atlantic, included the legislative update for New Jersey in the meeting packets. Ms. Robinson said AAA is tracking several bills in the PA legislature that relate to connected cars. AAA is quite concerned with this issue, both in PA and around the country, since cars today collect data about drivers without their knowledge or control. Ms. Robinson also mentioned that a hearing is scheduled this month on the subject of allowing local police to use radar for speed detection in PA. Finally, red light cameras are coming to Abington Township in Montgomery County, PA and Springfield Township, Delaware County, PA. There are currently 26 red light cameras in Philadelphia. In response to a question from Kelvin MacKavanaugh, Delaware Valley Goods Movement Task Force, Ms. Robinson said that AAA's position on connected cars was in regard to privacy issues.

Zoe Neaderland, Manager of the Office of Transportation Safety and Congestion Management at DVRPC, reported that the PA Legislative Safety Symposium in June will be coordinated with PennDOT and many other partners. The goal is to educate legislators on key safety policy topics to help inform better legislation.

4. Update on New Jersey's Strategic Highway Safety Plans (SHSP) and DVRPC's 2014 Safety Action Plan (SAP)

Pat Ott, Managing Member, MBO Engineering, LLC, part of the consultant team that is helping NJTPA update the NJ SHSP, reported on where the process stands. She said that the update is required by MAP-21, but it is also a good opportunity to analyze the latest safety data and focus efforts. The consultants are working to identify the highest priority emphasis areas to focus funding and prioritize projects that will have the greatest effect on reducing fatalities and crash severity.

A data-driven process was used to develop the list of strategies and emphasis areas. A webinar will be held March 10, and a stakeholders' meeting will be held on April 22 to pare down the list and prioritize strategies. All constituencies are represented, including police, medical, advocacy, and government. The initial data analysis is complete and emphasis areas have been divided into three tiers of data. Tier 1 includes Drowsy and Distracted, Lane Departure, Aggressive Driving, Intersections, and Pedestrians/Bicycles. Tier 2 includes Impaired Driving, Older and Younger Drivers, Unbelted, and Motorcycles. Tier 3 includes Unlicensed, Work Zones, Train-Vehicle, and Heavy Vehicles. The Plan will discuss all three tiers of emphasis areas, but the Tier 1 emphasis areas will be prioritized for action. Ms. Ott noted that the initial analysis returned very low numbers for Aggressive Driving, which is not consistent with other states. It was determined that this was due to the fact that police officers do not have the same coding options for aggressive driving as in PA, for example. After looking at speeding and reckless driving data, more accurate Aggressive Driving crash analysis was obtained.

The April 22 workshop will be followed by a de-briefing for the Steering Committee members to discuss information from the workshop and begin both the strategy refinement and the broad Plan layout. Also, five to eight mini emphasis areas webinars will be conducted. Completion is expected October-November of 2014.

- Andy Kaplan, Senior Transportation Safety Engineer, Rutgers University CAIT, reported that the consultant team is trying to align this plan with others at the national level.
- Richard Simon, NHTSA Region 2, asked for more information about what the tiers will mean. Ms. Ott replied that Tier 1 emphasis areas, which account for the majority of crashes, will each get a chapter in the report and will receive the greatest amount of attention in strategy implementation. Tier 2 emphasis areas will also be covered in the report, but in less detail. Tier 3 will likely get a mention.
- Charles Carmalt, City of Philadelphia Mayor's Office of Transportation and Utilities, suggested that the plan show stories on how efforts can effect change, such as NJ's successes with younger drivers and seatbelt use.
- Mr. MacKavanaugh, stated that safety features in cars can help with issues like distracted driving. Ms. Ott agreed but stated further that technologies create their own safety problems. Ms. Robinson commented that AAA has done research on hands free systems and found out that hands-free devices can be just as distracting and unsafe as hand-held devices.

Kevin Murphy, Principal Planner at DVRPC, presented the DVRPC Safety Action Plan Update. The DVRPC process is also data-driven, very similar to what NJ is doing now, and will be consistent with the State Highway Action Plans of NJ and PA. Staff is currently drafting the report of Crash Data Analysis. The analysis for this plan includes both major injuries and fatalities instead of previous analyses which used just fatalities. Preliminary results show that the same seven emphasis areas from the previous SAP rose to the top again, and that these emphasis areas align with those included in the PA and NJ SHSPs. Mr. Murphy asked the RSTF to consider adding an eighth emphasis area for Teen Driver Safety. When the crash data is sorted based on injury, Teen Drivers showed the fourth highest rate of injury, although there were fewer fatalities for this emphasis area. Mr. Murphy said the May 14th SAP work session will hone in on specific strategies for each emphasis area.

- Ms. Robinson commented that it is important to add Teen Driver Safety to the SAP and agreed with calling it that versus Graduated Driver's License (GDL).
- George Fallat, Mercer County Engineering Department, asked for clarification about how crashes get coded. For example, how is a crash coded that involved a teen driver but that also occurred at an intersection? Mr. Murphy explained that the crash would be coded for both factors, as well as any others that were relevant. There are many factors in crash reporting and crashes get tagged for them all. The major difference in including the Teen Driver emphasis area in the SAP would be that specific strategies to address the problem would also be included.
- Gus Scheerbaum, City of Philadelphia Mayor's Office of Transportation and Utilities, commented that the teen driver issue is complex. He mentioned that the PA State Transportation Advisory Committee completed a study this year, corroborating other studies that show additional education has little effect on improving teen driver safety.

The study recommended that certain changes to PA's GDL law would be more effective.

- Mr. Murphy clarified that Distracted Driving data is included with Impaired Driving in one emphasis areas. Other emphasis areas have also been combined when they have similar strategies.
- Ms. Robinson asked for a show of hands vote to accept "Teen Driver Safety" as the eighth emphasis area in the DVRPC Safety Action Plan. A majority voted in favor.

5. Research Findings in Motorcycle Safety

Eric Teoh, Statistician, Insurance Institute for Highway Safety, presented trends and research findings regarding motorcycle safety. His presentation began with a description of IIHS as an independent research nonprofit dedicated to reducing crashes, which is supported by but does not speak for auto insurers. IIHS' sister organization is the Highway Loss Data Institute (HLDI), which conducts research on vehicle crashes based on different types of vehicles.

He reported that motorcycle deaths are increasing, while passenger vehicle deaths are at record lows. Part of this is a result of the repeal of withholding federal highway funds for not having a helmet law. Data shows the likelihood of dying in a crash increased significantly after this repeal, and now only 19 states plus DC have these laws. Two states with weakened helmet laws, Florida and Michigan, were studied, and data showed that the overall number of crashes went up, as well as the severity of crashes.

In addition, Supersports and sport cycles are the most likely to crash. Anti-lock brakes show 31% reduction in crash rates over the same model without ABS. Because of this, IIHS/HLDI have petitioned NHTSA to mandate ABS on new motorcycles.

Vehicle improvements are key to reducing the number and severity of crashes, such as conspicuity (the ability of bike and rider to be easily seen) occupant protection (such as helmets and other protective gear), ABS, and other technology.

Countermeasures for other vehicles, such as speed limits, intersection design, and automated enforcement, may also help. Rider training is useful, but is generally not seen as a solution.

- Ms. Neaderland asked how the RSTF can increase collaboration with the insurance industry. Mr. Teoh replied that his organization only collects and analyzes data, but most insurers have safety divisions, as they, too, want to save lives and reduce crashes. Ms. Neaderland asked Mr. Teoh if he would advise the RSTF if he sees an opportunity for the RSTF to work with an insurer and he agreed to do so.
- Mr. Murphy said that while IIHS/HLDI is advocating vehicle safety and automatic enforcement technology they are not discussing infrastructure improvements, such as roundabouts. Mr. Carmalt commented that the data on roundabouts is very striking, and recommended this as a topic for a potential for speaker to RSTF at a future date.

- Mr. Simon commented that motorcycle safety is not an emphasis area but all of the countermeasures for emphasis areas can also help motorcycle safety by helping all drivers.
- Ms. Robinson commented that PennDOT has a free motorcycle safety course called Just Drive PA.

6. Follow-ups from the December, 2013 RSTF Meeting

Ms. Neaderland requested approval of the previous RSTF meeting summary. There were no comments, and the RSTF accepted the summary. Ms. Neaderland also presented the PA and NJ crash trends, for the last six months and also for five years, shown in the handout in the meeting packet. The following points summarize the discussion:

- Larry Bucci, Traffic Safety Engineer, PennDOT District 6, commented that 2013 data is still incomplete, but he is confident what is shown in the handout is all but final. He highlighted that fatalities are declining and that 2014 fatalities are well below average for this time of year and believes the trend in countermeasures is showing results. District 6 data is compatible with neighboring PennDOT engineering districts in Lancaster and Allentown.
- Ryan McNary, Assistant Manager, Alcohol Highway Safety Program, PennDOT, said that fatalities increased in the final in two weeks of 2013. Had this not happened, 2013 fatalities were on track to be the lowest ever.
- Mr. Kaplan reported satisfaction with the NJ data although it, too, is not final yet. He cautioned that data typically takes six months to finalize. Ms. Tina Arcaro, SJTPO, concurred with Mr. Kaplan.
- Mr. Bucci commented that maintenance and low cost safety improvements, as well as safety grants, are contributing to reductions in all crashes.
- Ms. Robinson congratulated Mr. Bucci and police officers for doing such a great job in reducing fatalities.

Sarah Oaks, DVRPC Principal Transportation Planner, reported that the Prosecutor Outreach Brochure about plea bargain downgrading of Aggressive Driving citations is currently in review by the NJ Attorney General's office. At this time there is no schedule for them to submit comments and we are waiting for them to send it back to us before we take any further action. We will provide updates as we know more. Ms. Oaks thanked all of the RSTF members who helped develop the brochure.

Jesse Buerk, Senior Transportation Planner at DVRPC, gave an update about the survey results from the December 2013 meeting. About half of the attendees completed the survey. A majority found the meeting to be useful and many new partnerships were developed. Six people volunteered to participate in a focus group for revising the Safety web pages and two people volunteered for the Co-Chair position.

Although almost 70 percent of survey responses favored a yearly calendar for the RSTF, the preferred dates coincided with the timing of DVRPC's monthly Regional Technical Committee meetings. Because RSTF meetings are scheduled with consideration of the Co-Chairs and speakers' schedules and because there is a great deal of demand for the DVRPC conference room, it is not possible to schedule meetings for the entire year at once. However, the date of the next meeting will be announced at each RSTF meeting, giving members at least three months of advanced notice.

Mr. Buerk then reviewed the revamped DVRPC Safety website. The site was revised to be more concise and easier to navigate. A new RSTF page was added with information about RSTF member organizations, access to tools and resources developed by the RSTF, and a graphic means of exploring the Emphasis Areas from the Safety Action Plan. More features, including an up-to-date regional fatality counter, will be added to the website in the near future. Mr. Buerk thanked those who participated in the focus group for their feedback. Ms. Robinson asked attendees to fill out the day's surveys.

7. Review of RSTF Goals and Objectives.

Ms. Neaderland led a discussion on updating the RSTF goals, objectives, and measures. The big picture is to help the RSTF become more effective in reducing crashes and fatalities. The RSTF has incorporated action and performance measures more with each of the last two cycles of the SAP. With the growing focus on incorporating performance measures, they should be further refined and more thoroughly integrated in the next cycle. This will help both individual agencies and the group be more effective.

Extra copies of the current Goal, Objectives, and Measurements of the RSTF had been e-mailed a few times and were distributed at the meeting. Copies of the related table of volunteer actions that resulted from the last cycle of emphasis area meetings were also available. Ms. Neaderland read the mission and the goal and asked if there was any interest in revising or combining them. The consensus was that there is no need to change them.

Ms. Neaderland then reviewed the two objectives and the measurements within each. While the goal is to reduce injuries and fatalities, the measurements for the RSTF need to focus in more on things the group and its member agencies can do as a result of working together. For example, an enforcement wave against impaired driving might be seen by a few thousand people, but if we all put it in our newsletters and websites, multiples of that number are reminded of the dangers and consequences of driving impaired. It can be difficult to come up with good measures of the RSTF activities. There are two output and two outcome measures for each objective. Outputs are easier to measure such as attendance at RSTF meetings. Outcomes are results. Measurable results of the RSTF may be reports (by survey) of increased effective partnerships on projects or the effects of volunteer activities that result from the RSTF meetings. In addition, quarterly draft changes in crashes and fatalities are gathered and shared with the RSTF. While the RSTF hopes to help crashes decrease, there are many factors involved.

Reviewing the results of the performance measures over the last cycle, the RSTF did well except at better engaging the fourth "E" of emergency responders. All members of the RSTF are requested to help with this so we benefit from understanding that perspective and so we can be supportive of them being able to get to crashes, clear them before there are

secondary crashes, and get injured people where they need to go. They are busy people, so maybe we can make an extra effort to have items of particular interest to them at some meetings. There was a comment that the RSTF should examine overall what stakeholders are missing from the current discussions and reach out to them.

Ms. Neaderland invited comment during the agenda item, over lunch, or when participants had time. As is often said, “what gets measured gets done,” so it is important to choose good measures.

Additional Discussion and Comments:

- Ms. Robinson said that getting the information we have out to the public is helpful. She recommended doing more with the measure, “Market and promote safe transportation practices.”
- Jennifer Mandarino, SJTPO, commented that it’s helpful to document how information is being shared. This measure could cover the range of ways information was shared (e-mail news blasts, tweets, etc.) and the number of people reached.
- Mr. Scheerbaum said that the RSTF needs to do a better job of bringing the public on board. Organizations such as this often only talk to each other, and then when it comes to implementing new safety techniques, the public doesn’t understand them and objects. It is critical to get the message out so regular people understand the range of options and ask for them. One example is traffic calming on streets where children play. Ms. Neaderland encouraged him to help refine the measures.
- Mr. Kaplan built on those comments to speak about need to change the culture of how people understand safety. The traditional approach is to focus on education. That could be measures by outputs of the RSTF such as a one-page easy-to-understand flier to be distributed on speed tables. The harder, newer approach is to figure out how to track changes in perception and behavior. Mr. Kaplan is on an NCHRP panel that is hiring a consultant to create metrics for traffic safety culture.
- Mr. Scheerbaum agreed that a combination of those two approaches would be helpful. Regarding education, he noted how most of us are overwhelmed with paper and electronic contents to read. He suggested it would be more effective to reach out in other ways, such as by going where people want to be (e.g. festivals and street fairs) or by creating events they want to attend (e.g. workshops). We want to be in front of peoples’ faces clarifying to them that tens of thousands of people get killed in crashes each year and there are things they can do to reduce that.
- Officer Nick DelRomano, Pennsylvania State Police, said he sees a lot of people who just want to get from one place to another and don’t think about safety. These people respond to enforcement, but are unlikely to visit a safety web site. Mr. Scheerbaum agreed but suggested it is possible to get people thinking about safety just as other groups around the country have raised awareness of other big health issues such as the dangers of breast cancer or smoking. Traffic safety is a similar public health issue.
- Mr. Beans summarized that different agencies can take ownership of different strategies and that should be indicated in RSTF materials. For example, the

Philadelphia Mayor's Office of Transportation and Utilities could be involved with getting information in front of people at street fairs and events.

- Warren Strumpfer, Traffic Safety Advocate, suggested potentially adding a measure for public input, such as telephone comments received or responses on social media platforms. He raised the idea that DVRPC could develop a public safety "suggestion box" for reporting safety issues, such as is used for reporting potholes or otherwise engage the public in reporting where safety needs to be improved.
- Mr. Joe Fiocco of Fiocco Engineering asked if the RSTF has shaped the TIP. Mr. Murphy reported on two efforts underway. The first will provide free consultant help to counties to reduce the burden of developing safety projects for Highway Safety Improvement Program funding. The second is integrating safety as one of the measures for evaluating potential TIP projects. Safety is the second most important criteria in the process, and extra points are given to a project for countermeasures at an identified safety problem location.
- Mr. McNary summarized PennDOT's educational efforts which include public safety officers for each district, and outreach with magisterial district judges to let them know when they are going to see an influx of tickets from aggressive or impaired driving programs. He suggested that the RSTF develop more effective ways of outreach for each of the safety focus areas, as this would help PennDOT press officers, and others, such as AAA. Mr. Beans reinforced the value of different types of agencies working together. Ms. Robinson gave the example of the success with senior driver safety last year when the RSTF requested analysis, DVRPC staff prepared it, AAA and PennDOT worked together, and then AAA issued a press release that got a lot of press coverage. It seemed to be resulting in action among the public, as measured by calls from directors of large retirement communities following up the coverage.
- Mr. Fallat said he comes to the RSTF meetings to hear the range of perspectives present. He thinks that there are organizations represented at the RSTF that are very good at outreach, but does not believe the RSTF as a group should focus too much on that. Ms. Robinson agreed, and said it would be worthwhile to identify which organizations should be the ones to do the communications and outreach. Mr. Beans followed up that Mr. Fallat and others hold public hearings, which involve communications about issues with stakeholders.
- Ms. Christina Velazquez, Gloucester County Planning Division, said they hold public hearings for safety and other projects, and they also have funding programs for which municipalities file competing applications. She noted that when it comes to teen driver safety, parents are a key audience to educate. She also referred to the care that government agencies need to exercise to share information rather than advocate.

The discussion about performance measures was continued in an informal lunch-time session. A summary of the discussion is included at the conclusion of these highlights.

8. Member Updates and Open Forum

- Mr. Murphy and Regina Moore, DVRPC Transportation Planner, announced publication of two new safety documents, the *Regional Crash Data Bulletin for 2013*, and the *2012 County Crash Data Bulletins*. Comments and feedback were requested.
- Ms. Robinson reported that information about the 2014 Transaction Conference in New Jersey is available on the handout table.
- Mr. Simon reported that there will be a World Traffic Safety Symposium at the NY Auto Show on April 25th. Anyone interested in attending should contact him.
- Dennis Winters, Clean Air Council, reported that he has joined the steering committee of Feet First Philly, an advocacy group to promote walkability and pedestrian safety.
- Mr. McNary announced that the upcoming Highway Safety Conference in Pittsburgh has been expanded to include prosecutors. Four CLEs will be available for law enforcement, safety professionals, and prosecutors. Mr. McNary reported that he is trying to get the invitation list for future conferences expanded to include MPOs. On April 9th, there will be a region-wide high school safe driving competition in Phoenixville. PennDOT is working on a \$10 million grant program for upgrading municipal traffic signals as part of the new transportation funding bill. Applications are due April 1st.
- William DeGuffroy, Chester County Planning Commission, reported that Chester County Emergency Services is currently updating its Hazard Mitigation Plan. Also, the Chester County Bicycling Coalition is launching a share-the road campaign.
- Ms. Robinson reminded the RSTF attendees that daylight savings time is Sunday, March 9th. Also, AAA Mid Atlantic will be opening a new retail and car care store in Willow Grove on Moreland Road on March 13th.

The meeting then adjourned.

Next meeting: September 11, 2014

Attendees:

Ali, Kasim	City of Philadelphia Department of Streets
Arcaro, Tina	South Jersey Transportation Planning Organization
Beans, Bill	MBO Engineering LLC
Brady, Bill	TMA Bucks
Bucci, Larry	Pennsylvania Department of Transportation – District 6
Buerk, Jesse	Delaware Valley Regional Planning Commission
Carmalt, Charles	City of Philadelphia Mayor’s Office of Transp. and Utilities
Del Romano, Sgt. Nick	Pennsylvania State Police
Deguffroy, Bill	Chester County Planning Commission
Fallat, George	Mercer County Engineering Department
Fiocco, Joe	Fiocco Engineering, LLC
Hatcher, Jeffrey	National Highway Traffic Safety Administration – Region 2
Huff, Alan	South Jersey Transportation Planning Organization
Kaplan, Andy	Rutgers University – TSRC
Kozak, Diane	Camden County Highway Traffic Safety
Kubiak, Suzanne	Public Health Management Corporation
MacKavanaugh, Kelvin	Delaware Valley Goods Movement Task Force
Mandarino, Jennifer	South Jersey Transportation Planning Organization
McNary, Ryan	PennDOT Bureau of Maintenance and Operations
Merritt, Darrell	Pennsylvania Department of Transportation
Moore, Regina	Delaware Valley Regional Planning Commission
Murphy, Kevin	Delaware Valley Regional Planning Commission
Neaderland, Zoe	Delaware Valley Regional Planning Commission
Nuble, Patrice	City of Philadelphia Department of Streets
Oaks, Sarah	Delaware Valley Regional Planning Commission
Olsen, Kathy	TMA Bucks
Ott, Pat	MBO Engineering LLC
Pace, Ptl. Frank	Gloucester Township Police Department
Petrucci, Dave	Petrucci Consulting, LLC
Philbin, Officer James	Cherry Hill Township Police Department
Picone, Leah	3M
Ragozine, Bill	Cross County Connection TMA
Robinson, Jenny	AAA Mid-Atlantic – Philadelphia Office
Scheerbaum, Gus	City of Philadelphia Mayor’s Office of Transp. and Utilities
Schmidt, Chief Mark	Upper Makefield Township Police Department
Simon, Richard	National Highway Traffic Safety Administration – Region 2
Spino, Sam	Camden County Highway Traffic Safety
Strumpffer, Warren	Citizen
Teoh, Eric	Insurance Institute for Highway Safety
Veiga, Cynthia	Pennsylvania Department of Transportation
Velazquez, Christina	Gloucester County Planning Division
Vilotti, Charlie	Chester County Highway Safety
Winters, Dennis	Clean Air Council

Lunch Discussion of Goals, Objectives, and Measurements

Held at the conclusion of the March 6, 2014 RSTF meeting at DVRPC.

Participants: Bill Beans, Jenny Robinson, George Fallat, Gus Scheerbaum, Christina Valasquez (at beginning)

A theme was to better track how many people receive information from the RSTF, and innovative ways to make the information interesting and relevant. Aside from getting information to citizens, there was interest in interacting more with elected officials who will make decisions. There was a lot of discussion of strategies to meet measure about outreach to citizens and officials.

Ways to get information to elected officials/what could be asked of them:

- Better involve elected officials, such as by distributing low-cost safety information to council people
- Provide and encourage adoption of model resolutions of support for improving safety
- Ask to have tables at events being run by elected officials (already held)

Ways to get information to citizens:

- Track numbers of people at public events with RSTF safety information on tables, tweets, articles published to determine the people reached
- Finish and expand toolboxes for emphasis areas to include presentations and videos, work on how to make them more visible and used
- Ask each RSTF organization what is your best safety information and incorporate it in tool boxes or public events. From the engineering side, this might be information about speed limits, a high-visibility subject.
- Ask for two organizations [per meeting?] to volunteer to do something related to public outreach

Ways to better meet the measure of engaging the four E's plus policy:

- Engage associations of emergency services
- Gloucester County is finishing a Hazard Mitigation Plan – presentation?
- Be sure county OEM directors in database; have one county OEM from each state do a presentation on linking safety and emergency management