



HIGHLIGHTS OF SEPTEMBER 11, 2014 MEETING

NOTE:

- All presentations and related meeting handouts are located on the RSTF Website: <http://www.dvrpc.org/ASP/committee/Presentations/RSTF/2014-09.pdf>

1. Welcome and Introductions.

Attendees were welcomed and the meeting was called to order by RSTF Co-Chair Jenny Robinson, AAA Mid-Atlantic. She then introduced Bill Beans, MBO Engineering, RSTF Co-Chair. Mr. Beans also welcomed attendees and requested a moment of silence to remember the anniversary of 9/11.

Ms. Robinson read the goal statement of the RSTF, which is “to reduce roadway crashes, injuries, and fatalities in the Delaware Valley”. Everyone then introduced him or herself.

Ms. Robinson announced that this meeting would be the first in the safety emphasis area cycle and focus on Ensuring Pedestrian Safety. This topic was last discussed at the RSTF meeting held March 8, 2012. In her own review of data Ms. Robinson found that more than one-third of the City of Philadelphia’s crash fatalities were pedestrians, likely typical for a large city, making the topic of pedestrian safety so important.

Ms. Robinson requested approval of the previous meeting summary. There were no comments, and the RSTF accepted the Highlights of the March 6, 2014 meeting.

Regina Moore, DVRPC, provided an update of regional DOT crash statistics, comparing preliminary 2014 monthly data in PA and NJ to five-year (2009-2013) averages for each month in that state. A summary of this information in graph form was included in the meeting packet (see Note, above). Currently, monthly average crashes are lower than the corresponding month five year average in both states. Fatalities by month are also lower.

2. Update from the Emergency Response Community.

There were no members of the Emergency Response community present.

Sam Spino, Camden County Highway Traffic Safety, reported that his department recently rolled out an extension of the 20-year county-wide program to provide pedestrian crossing signs for law enforcement personnel to use in identified high volume pedestrian crash areas. Signs provided in this phase of the program have reflective faces and rubber bottoms. Towns appreciate the service and welcome the opportunity for conversation about pedestrian safety.

- Mr. Spino commented that the walking public needs to be aware of their responsibilities when entering a crosswalk. Law enforcement handles motorist issues, but there is a need to educate the public on both sides of the issue.
 - Ray Reeve, New Jersey Division of Highway Traffic Safety (NJDHHS), responded that most safety programs target motor vehicle operators because they are easiest to educate when they are cited for failure to yield. He mentioned the New Jersey statewide pedestrian decoy program. Because of a limited budget, the NJDHHS works only with police and provides press releases to introduce responsibilities that pedestrians have to themselves.
 - Mr. Beans reported that the city of Seattle, Washington is trying to get pedestrian deaths to zero. The challenge for the RSTF is for members to get together to share experience and knowledge. He encouraged members to go online or elsewhere between meetings to find resources for information on the next topic in the cycle, even if it is not their area of expertise. His own research led to recommendations for speakers for today's meeting. He asked others for similar efforts.
 - Zoe Neaderland, DVRPC, cited the example of the need to involve more first responders in the meetings to get full perspective and create partnerships, and asked the RSTF members to leverage their relationships to involve more law enforcement and first responders. Mr. Beans offered to reach out to anyone referred by RSTF members.
 - Mr. Reeve made CDs available with the "Street Smart NJ" pedestrian safety program presentation slides pre-loaded, along with text for speakers to use. Although it is designed for the faith-based community, it can be used by anyone, and he encouraged all RSTF members to take the program forward and make presentations in their communities. Mr. Beans also encouraged RSTF members to become involved.

3. Legislative Update

Tracy Noble, AAA Mid-Atlantic, gave the New Jersey Update. AAA continues to promote comprehensive teen driving legislation, and supports a bill endorsed by the National AAA Foundation for Safety to add the requirement of a parent-teen orientation program. AAA clubs of NJ met with the NJ Senate Majority leader's office to promote this, but were told there is no intent to introduce a bill this session. AAA plans to keep up active support of this bill. Ms. Noble also reported that AAA NJ continues to press for a conversation about privacy concerns surrounding vehicle data issues.

- Warren Strumpfer, Traffic Safety Advocate, commented that this could be an opportunity for AAA to promote safety and transportation funding in general. Ms. Noble responded that AAA is focused on this and has joined a coalition and is meeting with the New Jersey Assembly to look at viable transportation funding.
- Ms. Robinson requested a presentation about connected cars at a future RSTF meeting, since they both affect safety and collect personal information.

For the Pennsylvania update, Ms. Robinson reported that AAA is working to educate legislators on the topic of connected cars, especially interesting because of capabilities of the new iPhone, but minimal activity is expected in PA because it is an election year. She then reported that in July red light-running cameras were installed in Abington Township, Montgomery County. The

60-day grace period is currently in effect until October, after which time actual tickets will be issued. AAA worked with Abington to develop a fair, effective program. Also, speed limits on the PA Turnpike between the Chambersburg and Morgantown Interchanges and also along I-80 were raised to from 65 MPH 70 MPH. AAA supports this as long as certain safety conditions exist. Finally, a DUI legal loophole was closed when legislation signed in June increased the mandatory minimum sentence for leaving the scene of an accident from one year to three years.

4. Emphasis Area Focus – ENSURING PEDESTRIAN SAFETY

Kevin Murphy, Principal Planner, DVRPC, introduced the emphasis area discussion on Ensuring Pedestrian Safety. After discussing overall crash fatality trends in both the region and the nation, pedestrian fatality numbers were presented for the region for years 2005 to 2013, and by county for 2010 to 2012—the three-year analysis period considered in the draft 2014 Transportation Safety Action Plan. Broadening the discussion, the presentation then highlighted two recent documents that focus on pedestrian safety issues from outside the region: Dangerous by Design 2014, and New York City’s Vision Zero Action Plan 2014. These strategies will determine actions that move beyond education. He then introduced the featured speakers.

- Mr. Larry Schaeffer, Former Board Member and Volunteer, Philadelphia South of South Neighborhood Association (SOSNA), presented the Better Blocks Philly program which implemented different traffic calming techniques on each of three streets in this area in response to pedestrian safety issues. Three block-long sites were selected for this pilot study and in 2009, each got either a chicane, speed tables, or pedestrian bump-outs installed for a ten-day period. At the same time there was a significant educational component to promote reduced speeds through the neighborhoods, including signs, brochures, and a “drop-in” pedestrian and bicyclist information center open for the duration of the program. The projects were very well received by residents. Surveys before and during the program indicated that speeds on the pilot project roads were reduced and compliance with speed limits increased.
- Ms. Pam Fischer, North Jersey Transportation Planning Authority (NJTPA), and Elizabeth Thompson, NJTPA, presented the Street Smart pilot program, a campaign of education and enforcement designed to complement engineering design to promote pedestrian safety. It was funded with \$500K HSIP funds in partnership with DOT and FHWA in NJ. NJDOT and TMAs also partnered with NJTPA for the education component. NJ DHTS provided funds for enforcement for both pedestrians and motorists. The data-driven program’s theme was “Check Your Vital Signs” since there was also a public health component to promote the health benefits of walking. There were five pilot locations at different types of communities.

The program used printed materials along with paid advertising to encourage drivers to reduce speeds and for pedestrians to use crosswalks. A highlight of the campaign was the significant participation of schools, businesses, and municipalities for grassroots outreach, considered key to the success of the program, including Mr. Reeves’ presentation discussed earlier. The website is Bestreetsmart.nj.org.

Pre- and post-intercept surveys at key hot-spots showed positive results: an average 18% increase in awareness of message, reduced motorist speeds, and increased compliance for both motorists and pedestrians, especially in Woodbridge and Newark. Ms. Fischer felt that media buys and grassroots efforts boosted message acceptance. Since the campaign was created with public funds, she encouraged everyone to take the information and use it. Phase II will be undertaken in October. Twenty-three NJ municipalities have gotten safety enforcement grants and NJTPA has reached out to assist them and to provide the education program.

- Mr. Beans pointed out that three of the four “Es” were used for these efforts: engineering in Philadelphia, and education and enforcement in New Jersey. He requested that statistics on pedestrian hits from both efforts be presented at a future RSTF meeting.

5. Developing Action Items

Mr. Beans led the discussion to develop volunteer actions with assistance from Jesse Buerk, DVRPC. He asked for volunteers for specific actions building on the recommended strategies for pedestrian safety which were developed at the Safety Action Plan Update meeting held May 14, 2014, and which are included in the draft 2014 Transportation Safety Action Plan (TSAP). The first strategy on the list is: “Share Experiences and Evaluate Effectiveness of Engineering Approaches”. Mr. Burke asked for suggestions of an agency or for volunteers who might take on the recommended actions, or any other actions, as part of the strategy. The following points summarize the discussion:

- Mr. Strumpfer recommended expanding good state-oriented ideas for county or locality implementation of pedestrian safety strategies. Mr. Strumpfer volunteered to speak to Camden County and Gloucester Township regarding this.
- Ms. Neaderland said that refining options within a strategy would be reasonable, and hoped attendees would be inspired to take action. Mr. Beans agreed, and encouraged everyone to contribute ideas, even those for another agency. He asked for volunteers to contact potential leads for actions. Ms. Neaderland also encouraged agencies or partners likely to take actions forward to volunteer.
- Mr. Shaffer commented that pre- and post-evaluation of actions is missing. He gave the example of the Street Smart evaluation and suggested that it be a template for the whole region because its evaluation component gives it credibility. Ms. Thompson said that the evaluation template is available on NJTPA website.
- Kasim Ali, Philadelphia Streets Department, reported that data is being collected at the traffic calming site at St Joseph’s University. He noted that the City does pre- and post-project evaluations. He agreed to report back at another meeting.
- Ms. Robinson reported that she is on the City of Philadelphia Pedestrian and Bicycle Task Force, which is currently formulating an education component to launch next year.
- Mr. Murphy challenged all in attendance to photograph good pedestrian safety installations to share with the group. He requested that any photographs be emailed to him, and volunteered to post any photographs on the RSTF page of the DVRPC website. Five attendees volunteered: Mr. Murphy, Mr. Beans, Ms. Noble, Andy Kaplan,

Rutgers Center for Advanced Infrastructure and Transportation, and Sarah Oaks, DVRPC.

- John Ward, DVRPC, said that DVRPC has a Bicycle and Pedestrian Planning program. He agreed to present some of the recommendations that were developed as part of the program, and will ask the group to discuss ways to implement them.

6. Review of Draft 2014 Transportation Safety Action Plan (TSAP)

Mr. Murphy presented an overview of the draft TSAP. This document presents the results of the data-driven process which identified eight priority emphasis areas for safety improvement. It also presents strategies the RSTF can take to improve safety in each of the emphasis areas. The plan, a collaborative effort between DVRPC staff and the RSTF, was begun in the fall of 2013 and is now near the end of the update process. All action items from the last plan in 2012 which were completed are included as an appendix. Mr. Murphy informed the RSTF that they have until September 26th to review and comment on the draft document. At the close of the comment period changes will be incorporated and DVRPC's internal publication review process will begin. The RSTF will vote to endorse the document in December 2014, after which it will go to the Regional Technical Committee and the DVRPC Board for final acceptance in January, 2015.

- Mr. Beans requested clarification on the update of action items. Mr. Murphy explained that the action items are volunteer actions that happened as a result of meetings. Strategies recommended in the TSAP are intended to start the conversation. Actions result from strategies and therefore do not need to be updated.

7. Update on RSTF Objectives and Measures

Ms. Neaderland began the discussion by saying that there are two main RSTF objectives for implementing the RSTF goal, based on 2012 RSTF work: one is to build partnerships and to expand the effectiveness of the RSTF through partnerships; the other is to increase the effectiveness of the RSTF through strategies and actions. The RSTF Objectives and Measures are in the process of being revised and updated. The following points summarize the discussion:

- Ms. Neaderland reported that part of what is driving this discussion is the need for performance measures, including outcome results, such as results of volunteer actions, and output results, such as number of meeting attendees, reports, or informational documents produced. Performance measures should be specific, measurable, actionable, reliable, relevant, and time-based (SMART). Ms. Neaderland referred to the Update of the RSTF Objectives and Measures table in the meeting packet and asked the RSTF to help make measurements SMART. She also requested comments on how the RSTF can refine objectives and translate them into measures.
- Mr. Kaplan commented that it is hard to track outcomes of discussions at the high level where the RSTF works, and there may be no better way to do it than they ways in which

it is tracked now. Ms. Neaderland responded that we will do more work on how measures are quantified.

- Ms. Neaderland then asked how for help on the measure of reaching beyond this committee and how can we know if we are being effective? Ms. Thompson suggested that a media approach would help.
- For the last measure Ms. Neaderland then asked if RSTF members know of a project in the region where collaboration with the RSTF could boost effectiveness, such as the NJDHTS Pedestrian Decoy program. Mr. Reeve suggested the examples of Cherry Hill Township, and Burlington and Gloucester Counties. Mr. Reeve and Ms. Fischer volunteered to make a list of Pedestrian Safety grantees in New Jersey and provide it to RSTF members so that they can help out in the program as a way to boost the outcome measurement.
- In response to Mr. Reeve's comment on the need for assistance with public outreach, Ms. Fischer said that it takes only one organizer in any community to take the lead. That person organizes a meeting to reach out to others who then become the grass roots "feet on the street" partners that take the message out to the people.
- Ms. Neaderland commented that being able to quantify the effect of what was done is the basis of our work for updating performance measures. In regard to the update of RSTF Objectives and Measures, she asked the committee if there was interest in approving the document as presented and using these measures or interest in presentation of more detail before approving it.
- Mr. Beans recommended that they be approved as is, with refinements going forward.
- Jeffrey Hatcher, National Highway Traffic Safety Administration, Region 2, asked if there was a need to accept it now, since it's going to be revised. Mr. Beans responded that the RSTF will be approving its own accountability, which could help facilitate more action.
- The RSTF consensus was to approve the Revision of RSTF Objectives and Measures with Ms. Neaderland's assurance that quantification of measures will be ongoing. . [A revised version has since been distributed by e-mail for further comments.]

8. Follow-up from Pennsylvania Safety Symposium

Ms. Moore provided a brief update on the Pennsylvania Safety Symposium. This event, a State Transportation Innovative Council (STIC) initiative, was held on June 10, 2014 in Harrisburg, to assist legislators, safety planners, researchers, and other experts with sharing their views about Pennsylvania's transportation safety priorities. Governor Tom Corbett, Secretary of Transportation Barry Schoch, and several legislators were among the one hundred and seventy-six people to attend this event. Two concurrent breakout sessions were held in the morning and afternoon with panels of elected officials and safety experts. Each session covered four topics selected based on survey results taken at a session held at the 2013 Transportation Engineering and Safety Conference (TESC) at Penn State: DUI, automated enforcement in work zones, seatbelt use, and young driver safety. The planning committee considered these to be the most effective safety topics to pursue. Since the Symposium, FHWA, PennDOT, and DVRPC have developed a legislative report that provide highlights from the Symposium, customized safety facts per legislative district, and PennDOT efforts to date on the four safety topics. This report is currently being prepared and will be distributed to all state legislators. An update will also be sent to Symposium attendees.

- Ms. Neaderland asked about the status of the report. Ryan McNary, PennDOT, responded that since the report in development for legislators has sensitive information it will not be made available to the general public. A summary for the general public is planned, but it is not in process yet. Ms. Neaderland offered staff assistance to Mr. McNary. She then thanked all of the planning partners who made this conference go so well.
- Ms. Robinson commented that a streamlined report would be of interest.

Ms. Moore then announced that a session entitled “Raising Safety Awareness in Pennsylvania” will take place at the 2014 TESC. This session will provide a recap from the Symposium, and discuss next steps for maintaining the momentum.

- Mr. Ward recognized the efforts of Ms. Moore and thanked her for her hard work to make the conference run smoothly. Ms. Moore thanked Mr. McNary for his help and for securing the time of the Governor and Transportation Secretary.

9. Member Updates and Open Forum

Due to time constraints there was no open forum at this meeting.

To conclude the meeting, Mr. Beans encouraged attendees to review the TSAP and to be proactive about recommending emphasis area speakers for future meetings.

Ms. Robinson asked attendees to fill out their surveys, as feedback and suggestions make RSTF meetings better. She announced that the topic for the next meeting is Increasing Seatbelt Use, which will coincide with periods of increased enforcement efforts in PA and NJ.

The next RSTF meeting is December 16, 2014.

The meeting then adjourned.

Attendees:

Ali, Kasim	Philadelphia Streets Department
Beans, Bill	MBO Engineering LLC
Belmonte, Lou	PennDOT- District 6
Buerk, Jesse	Delaware Valley Regional Planning Commission
Callahan, Patrick	City of Philadelphia
Cerbone, Vince	PennDOT District 6
Donnelly, Maureen	SafeKids New Jersey, Cooper Hospital
Fiocco, Joe	Fiocco Engineering, LLC
Fischer, Pam	Pam Fischer Consulting/NJTPA
Hatcher, Jeffrey	National Highway Traffic Safety Admin– Region 2
Huff, Alan	South Jersey Transportation Planning Organization

RSTF Meeting September 11, 2014 Attendees (Cont.)

Kaplan, Andy	Rutgers University TSRC
Kelly, Lt. Andrea	Cherry Hill Township Police Department
Kozak, Diane	Camden County Highway Traffic Safety
Lawson, Matt	Mercer County Planning
MacKavanagh, Kelvin	DVRPC Goods Movement Task Force
Mandarino, Jennifer	South Jersey Transportation Planning Organization
Marrero, Violet	New Jersey Division of Highway Traffic Safety
McNary, Ryan	PennDOT Central Office
Merritt, Darrell	PennDOT District 6
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 – New Jersey Office
Oaks, Sarah	Delaware Valley Regional Planning Commission
Ott, Pat	MBO Engineering LLC
Philbin, Officer James	Cherry Hill Township Police Department
Picone, Leah	3M
Ragozine, Bill	Cross County Connection TMA
Rauanheimo, Ray	AARP- Montgomery County
Reeve, Ray	New Jersey Division of Highway Traffic Safety
Rudolph, Brad	PennDOT- District 6
Robinson, Jenny	AAA Mid-Atlantic – Philadelphia Office
Schmidt, Chief Mark	Upper Makefield Township Police Department
Shaeffer, Larry	South of South Neighborhood Association
Spino, Sam	Camden County Highway Traffic Safety
Strumpffer, Warren	Citizen, Traffic Safety Advocate
Thompson, Elizabeth	North Jersey Transportation Planning Authority
Tullio, Michael	Kean University
Ward, John	Delaware Valley Regional Planning Commission
Yamamoto, Ema	Phila. Mayor's Office of Transportation and Utilities