



HIGHLIGHTS OF DECEMBER 16, 2014 MEETING

NOTE:

- All presentations and related meeting handouts are located on the RSTF Website: <http://www.dvrpc.org/ASP/committee/Presentations/RSTF/2014-12.pdf>

1. Welcome and Introductions.

Attendees were welcomed and the meeting was called to order by RSTF Co-Chair Bill Beans, MBO Engineering. He then introduced the nominated new RSTF Co-Chair Ryan McNary, PennDOT. Zoe Neaderland, DVRPC, explained that former Co-Chair Jenny Robinson, AAA Mid-Atlantic, had recently accepted a new job, and Mr. McNary volunteered to fill this vacant position. In a show of hands, the RSTF voted unanimously to accept Mr. McNary as Co-Chair.

Mr. Beans read the mission, goal, and objectives of the RSTF. Everyone then introduced him or herself.

Mr. Beans welcomed Jana Tidwell, the new RSTF representative from AAA Mid-Atlantic. He then asked for approval of the previous meeting summary. There were no comments, and the RSTF accepted the highlights of the September 11, 2014 meeting.

Mr. McNary introduced the Transportation Safety Action Plan (TSAP) emphasis area to be discussed at the meeting, "Increasing Seat Belt Use." He distributed a flyer he brought, the "Flying Elephant" information page. It explains the dangers of adults being unbuckled using the analogy that in a 30 mph. crash, an unrestrained adult is thrown with the force equal to the weight of an elephant which can easily kill other passengers in the vehicle. This was developed in Lycoming County with a PennDOT grant as part of the Community Traffic Safety Project.

Mr. McNary then called attention to the summary report developed as a follow up from the PA Safety Symposium held June 10, 2014, a direct effect of the RSTF. Entitled "Safety in a Snapshot: 2014," it includes ideas garnered from the Symposium, an overview of Pennsylvania's current highway safety efforts, and fatality and major injury information for each legislative district. A more detailed report was prepared for legislators. The Chief of Staff from State Senator Mike Stack Office who is now Lt. Governor-elect, attended the symposium. Mr. McNary reported that Senator Stack's office is interested in setting up a meeting with DVRPC, PennDOT, and FHWA, and believes there is good momentum for legislative changes. Additional copies of the summary report were made available.

Mr. McNary gave some highlights from the recent Transportation Engineering Safety Conference held at Penn State. He and Regina Moore, DVRPC, were part of a session

following up on the Symposium. Results from a survey at the session indicated there is interest to hold another symposium in 2016.

2. Follow-Up from September 2014 RSTF Meeting

Sarah Oaks, DVRPC, reviewed Volunteer Action Items from the September 11, 2014 meeting, which address the TSAP emphasis area of pedestrian safety.

Action: Provide photos or descriptions of pedestrian safety installations:

- Tracy Noble, AAA Mid-Atlantic contributed photos and reported on a roundabout in Chesterfield, in Burlington County, NJ, where several pedestrian safety improvements were introduced as part of reconstruction after a deadly bus crash two years ago.
- Peggy Schmidt, Partnership TMA, submitted a quiz that is provided to school children showing street crossing conditions in Lansdale, Montgomery County, PA to illustrate safe and unsafe walking practices.
- Kevin Murphy, DVRPC, discussed a newly-constructed pedestrian bump out in Haddonfield, NJ, which is planted with grass instead of filled with concrete to reduce construction costs.
- Ms. Oaks described pedestrian safety bump-outs connected by a brick crosswalk recently constructed in downtown Wayne, Delaware County, PA. The project involved taking two mid-block parking places across from one another on both sides of North Wayne Avenue where many restaurants are located.

Action: Provide list of Pedestrian Safety Grantees:

- Mr. McNary submitted a list of Pedestrian Safety Grantees in southeastern Pennsylvania. Present at the meeting were the following grantees:
 - Laurie Aguilera, Chester County Highway Safety, who reported that their grant funds are used for the “Cops in Crosswalks” program to promote use of crosswalks and discourage mid-block crossings in downtown West Chester Borough, Chester County. This area has many bars and is popular with college students.
 - Lauren Amway, Delaware County TMA, who reported that their grant funds are used to teach pre-K through 5th-graders safe pedestrian crossing behaviors.
 - Donna Ferarro, City of Philadelphia, who reported that her department used grant funds to work with the school district for bicycle and pedestrian safety training.

In addition, Bucks County TMA is a Pedestrian Safety Grantee.

- Pam Fischer, NJTPA, submitted a list of New Jersey municipalities which received pedestrian safety grants through the Division of Highway Traffic Safety. In the DVRPC region they include: Glassboro, Gloucester County; the Gloucester County Prosecutor's Office; Haddon Township, Camden County; Robbinsville, Mercer County; and Rowan University. She provided this information as a first step in the RSTF effort to choose a project and make it more effective through additional collaboration. This will be discussed at a future meeting. Completing such a task is one of the measures of RSTF effectiveness.

3. Discussion and Endorsement of 2014 Transportation Safety Action Plan (TSAP)

Mr. Murphy presented the Final Draft of the 2014 TSAP. It includes a new chapter on both federal and RSTF performance measures. The RSTF measures continue to be refined, and they have been tweaked a little since the last meeting. Mr. Murphy asked the RSTF to endorse that the Final Draft reflects work that the group has done. The RSTF voted unanimously to endorse the 2014 TSAP. Mr. Murphy commented that the next steps for the document are to enter the final publication phase, after which time it will be presented first to the Regional Technical Committee and then to the DVRPC Board for their acceptance.

John Ward, DVRPC, commented that the interest in performance measures comes partially from MAP-21 and performance-based planning to ensure federal funds are being spent appropriately.

4. Update from Law Enforcement Community

- Officer James Philbin, Cherry Hill Township Police Department, reported that in October their department finished up tasks funded by a Pedestrian Safety Grant along the portion of NJ Route 70 with a grass median and a number of persons who cross mid-block. Offenders were issued warnings and required to go online to watch a safety video. If they did not, a summons was issued. Officer Philbin commented that the program seemed effective, especially with people who were otherwise not scofflaws. In addition, his department is working with a Cherry Hill East High School student to create a pedestrian and bicycle safety video, which will include comments from those involved in actual cases. Also, his department was recently awarded a grant for DUI enforcement from 2 AM to 7 AM, the period of time that data analysis showed to be the most dangerous for DUI. Mr. Beans encouraged Officer Philbin to share his experiences with other law enforcement officers.
- Corporal Preston Forchion, Washington Township Police Department discussed their use of Drug Recognition Expert (DRE) training. Although officers are trained and seeing a large increase in DWI with both prescription and illicit drugs, there is a lack of judicial buy-in for convictions. His department is working to educate judges and prosecutors that even legally prescribed drugs can cause serious impairment.
- Mr. McNary discussed a recent NHTSA Data-Driven Approaches to Crime and Traffic Safety (DDACTS) training held in Camden County, NJ. DDACTS is a data-driven process to address crime and safety by showing the improvement in effectiveness gained by focusing resources where crime and crashes are both major issues. Richard Simon, NHTSA said that research has shown that if traffic and crime officers work together it has more impact than either could achieve alone.
- Sergeant John Canterino, PA State Police Troop K, Philadelphia, reported that his department has several officers trained as DREs. Drug enforcement has had success in suburban counties, but in Philadelphia judges tend not see this as a problem and are much less likely to convict. Violet Marrero, NJDHTS, commented that in New Jersey a person can refuse a blood-alcohol test. In Pennsylvania, refusal means automatic arrest. Mr. Beans recommended that outreach to the judiciary be a topic of discussion at a future meeting.

- Ms. Neaderland commented that this is how the RSTF can support the building of knowledge. She gave the example of how development of the Aggressive Driving brochure brought members together. Mr. McNary said he and Max Little, PA District Attorneys' Association, are working together to bring knowledge to prosecutors. He recommended peer-to-peer training for law enforcement, and offered to bring PennDOT's judicial outreach liaison in for a future RSTF meeting or for other meetings to assist Sergeant Canterino.

5. Legislative Update

Ms. Tidwell gave the Pennsylvania update. AAA is currently tracking two bills, HB 879 and SB 678, which both concern vehicle data ownership and the consumer's right to control data collected from their vehicle. AAA only supports such bills when safety is the priority. AAA is also following HB109, a bill that would create fines for all types of distracted driving, and SB676, which would create emissions test exemptions for the first two years after a new vehicle is manufactured. Abington Township's successful speed camera program was praised.

Tracy Noble, AAA Mid-Atlantic New Jersey Office, gave the New Jersey update. Data access and ownership is also a priority in New Jersey, and AAA wants to make sure that Electronic Data Recorder (EDR) and data access privacy issues are kept separate. NJ bill 3579 limits the use and collection of data and requires owner's consent. New amendments to this bill add conditions to this very fluid issue. AAA is also watching the child safety seat bills S-347, currently stalled in the Senate, and A3161.

Red light cameras in New Jersey go dark today, and Governor Christie refuses to reinstate the law. It is of interest to see if crash rates go up at camera locations. Regarding the Transportation Trust fund, AAA believes that although unpopular, the gas tax conversation needs to take place to fund transportation in NJ because of the condition of the roads and bridges. AAA has developed a roadshow presentation and is coordinating with Forward NJ, a coalition working on this matter. AAA developed a brochure with data based on their polls which supports the need for the gas tax increase, and would appreciate help or additional partnerships to share this information. AAA offered to speak with and to provide materials to any interested RSTF members.

6. Emphasis Area Focus- INCREASE SEATBELT USAGE

Mr. Murphy opened the discussion of this emphasis area. Increasing seatbelt usage is a highly effective way to prevent crash fatalities. Nationally, seatbelt usage has increased from 81 percent in 2006 to 87 percent in 2013, while the percentage of unrestrained deaths decreased from 56 percent in 2003 to 52 percent in 2012. Preliminary data indicates that the 2014 monthly averages for both crashes and fatalities in both Pennsylvania and New Jersey portions of the region are lower than the respective five- year averages. Recommended TSAP strategies include improved seatbelt use legislation, coordination and publicizing child passenger safety programs through traditional means and social media, and increasing visibility of enforcement, education, and "Buckle-Up" messaging campaigns beyond enforcement deployments. He then introduced the following speakers:

- Gordon Beck, Buckle-Up PA, discussed enforcement at schools in southeastern PA. Enforcement during peak arrival and departure times at high schools and middle schools found not only teen drivers but parents not using seatbelts when dropping off or picking up schoolchildren. The Teen Mobilization program in March 2014 focused on primary

seatbelt laws and those under 18 years of age. Surveys showed a ten percent increase in seatbelt use after the program was complete. Surveys after a second effort in October showed usage rates jumped another seven percent. Mr. Beck cited two examples of high schools with very high compliance rates, one of which results from a very strict disciplinary policy and the other which has constant police presence. The cost issues with police overtime are one of the program's major challenges.

- Jacqueline Turk, Manager, PennDOT Highway Safety Office, explained that the current attention to seatbelts is the most from agencies and advocacy groups in many years, with PennDOT's unused distracted driving funds being diverted to occupant protection. Statewide programs, such as "Just Buckle Up" and "Click it or Ticket" award funding for overtime enforcement. Seatbelt use has increased since the "Click it or Ticket" program was started in 2000, with highest observed use in 2009, coinciding with the highest level of funding. The lowest fatality year was 2013. An example was shown of their use of mapping used to select enforcement locations, now being targeted to high crash areas based on ten or more crashes per roadway segment. Statewide, between 2009 and 2013, 37,000 citations were issued, there were 4.2 million contacts with motorists, \$12.2 million was awarded for overtime enforcement, and 600 police departments, plus the State Police were involved. In District 6, data indicates the highest number of unbelted crashes occur between 2PM and 6PM. The Highway Safety Plan goal is to halve average unbelted fatalities from 2008 by 2030.

PennDOT recently participated in a Centers for Disease Control (CDC) effort to combine seatbelt usage data with data from other offices, such as the Department of Health, to evaluate and update the media message about seatbelt use to make it more relevant to groups they want to reach. A statewide PennDOT Media and Communications Plan is also under development. Current programs to increase seatbelt use include grants for evidence-based enforcement, where municipal and state allocations will be based directly on crash data, for high risk population programs, targeted to teens and night-time enforcement, and for a City of Philadelphia Police Traffic Services pilot grant.

- Corporal Forchion then gave some personal reflections and vivid examples of the devastating effects of not wearing a seatbelt in a crash situation, and the gap between what people think will happen versus what actually happens. He outlined police techniques used to speak to unbelted drivers and occupants in car stops to make them think about what might happen in a crash to encourage them to protect themselves and others in their vehicle. NJ has many enforcement programs which emphasize seatbelt use. He encouraged health care professionals, parents, school monitors, citizens, and legislators to support police in ensuring all seatbelt laws are enforced. He particularly emphasized the need for parents to set a good example by always using seatbelts.

7. Developing Action Items

The following is a summary of the post-presentation discussion and action items which resulted:

- Gus Scheerbaum, City of Philadelphia Mayor's Office of Transportation and Utilities, asked if a correlation can be drawn between trip length and seatbelt use. Members of the RSTF responded that data for PennDOT District 6 shows most unbelted crashes occur close to home and at slow speeds. Anecdotal data seems to show that people are more likely to use seatbelts on high speed roads. Higher speed rural roadways, however, seem to have a higher rate of unbelted fatalities in run-off-road crashes.

Members of the Law Enforcement community agreed that drivers trivialize the need to wear belts for short trips, often depending on air bags to protect them. However, the EDR changes airbag velocity when seatbelts are not used and air bags can actually cause more damage because they are designed to work in concert with seatbelts. It was agreed that education is important, and graphic descriptions of the results of unbelted crashes are effective.

- Mr. McNary asked if outreach could be targeted to peak commuting hours because that seems when most crashes happen and therefore that is the best time to have enforcement or education efforts. Members of the RSTF responded that although officers enforce seatbelt laws at all times, funding for “Click it or Ticket” was targeted to night enforcement.
- Mr. Scheerbaum then asked if, given the importance of the issue, stronger laws could compel the auto industry to install automatic systems, such as alerts about unbelted back seat passengers. Members of the RSTF responded that laws require the safety systems now present, and increasing requirements would have to be a legislative decision. Ford was cited as an example of a manufacturer’s use of data to make safety changes as a way to sell cars.
- RSTF members from Pennsylvania who feel strongly about the topic of seatbelt use were encouraged to reach out to both their own and other legislative representatives regarding consideration of a primary seatbelt law. The data in the Safety Symposium report and the December, 2014 NHTSA PA Safety fact sheet is compelling, and it is important to bring it to legislators’ attention. However, as public agencies, neither PennDOT nor DVRPC cannot advocate for this or any other issue, although responses to legislators’ requests for information are permitted. There was interest among RSTF members in a letter to legislators and it was asked if such a letter could be signed by Mr. Beans, as Co-Chair, on behalf of the group. Caroline Trueman, FHWA-NJ, expressed concern about this action idea.
- It was agreed that there is a continuing need for education on the importance of seatbelt use. Education efforts for seatbelt use currently include:
 - AAA Foundation’s “Otto the Auto”, their efforts to promote use of seatbelts to teen drivers via an educational website.
 - A SJTPO program developed to paint stenciled “buckle-up” reminders on commercial driveways when requested.
 - Programs targeted to teen drivers, such as the “Buckle up for Nick” program promoted at high school athletic events started by the mother of a young man who was killed in an unbelted accident.
 - Tina Arcaro, SJTPO delivers presentations to teen drivers about seatbelt safety. She said these presentations are as detailed or basic as time permits, from videos to physics lessons.
 - Transportation Management Associations promote “Seatbelt Challenges” at high schools. It was noted that there is a lot of competition for time slots to present programs at high schools.
 - PennDOT’s website has many safety videos, which can be found on YouTube.
 - Mr. McNary said PennDOT is working with Children’s Hospital of Philadelphia on a project which will result in a tool kit to have responses to all kinds of safety issues.
 - **Michael Tullio, Kean University, agreed to share their K-12 seatbelt education curriculum with anyone who wants it.**
- Mr. Murphy asked if there was a way to find out what programs schools are currently using for seatbelt education. In New Jersey there is no central list of driving educators,

but NJDHTS contacts schools to make them aware of safety programs. In Philadelphia, recreation centers are often used for distributing safety and health messages.

- Social Media was agreed to be a valuable tool in promoting the message. PennDOT Central Office press office has a social media plan. **Mr. McNary volunteered to share the plan with any interested RSTF member.**
- **Ms. Turk agreed to see if the enforcement program logos can be shared so that members can add the links to program videos on their own websites.**
- **Ms. Moore volunteered that if members submit any safety event information to her, she will add them to the Safety Unit page of the DVRPC website.**
- Non-traditional contacts with the driving public were encouraged, such as the successful TMA Bucks program of outreach through car dealerships. The message of the importance of using seatbelts can also be effective when joined with other programs aimed at parents. The need for carefully crafted messages targeting particular audiences was stressed, as was the importance of using personal stories. **Per RSTF request, staff agreed to seek statistics for these programs.**
- **Mr. Beans asked if there was a benefit to sharing best practices with one another through a central clearinghouse and volunteered to send the links from Ms. Turk and PennDOT District 6 to interested RSTF members.**
- Mr. McNary said he thinks the most beneficial aspect of the RSTF is agencies sharing how they are improving safety. **To facilitate sharing safety planning between PA and NJ, Mr. McNary and Ms. Marrero agreed to speak on the phone and report back at the next meeting.**
- **Mr. Beans volunteered to assist anyone writing a letter to their legislators about the importance of seatbelt use.**

8. Open Forum

- Mr. McNary announced that the next RSTF meeting will be held March 3, 2015. The TSAP Emphasis Area to be discussed will be “Reducing Impaired and Distracted Driving”. A list of meeting dates for 2015 and potential meeting dates for 2016, along with each corresponding TSAP Emphasis Area topic was distributed.
- Mr. McNary requested that attendees fill out the survey and comment on the new meeting format.

The meeting then adjourned.

Attendees:

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| 1. | Aguilera, Lori | Chester County Highway Safety |
| 2. | Amway, Lauren | Delaware County TMA |
| 3. | Arcaro, Tina | SJTPO |
| 4. | Beans, Bill | MBO Engineering LLC |
| 5. | Beck, Gordon | Buckle Up PA |
| 6. | Buerk, Jesse | DVRPC |
| 7. | Canterino, Sgt. John | PA State Police |
| 8. | Cerbone, Vince | PennDOT District 6 |
| 9. | Ferraro, Donna | Public Health Management Corp. – Street Smarts |
| 10. | Forchion, Cpl. Preston | Washington Township Police Department |
| 11. | Kaplan, Andy | Rutgers University TSRC |
| 12. | Little, Max | Pennsylvania District Attorney’s Association |

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| 13. | MackKavanagh, Kelvin | DVRPC Goods Movement Task Force |
| 14. | Malaviya, Sharang | PennDOT District 6 |
| 15. | Marrero, Violet | New Jersey Division of Highway Traffic Safety |
| 16. | McNary, Ryan | PennDOT Central Office |
| 17. | Merritt, Darrell | PennDOT District 6 |
| 18. | Moore, Regina | DVRPC |
| 19. | Murphy, Kevin | DVRPC |
| 20. | Neaderland, Zoe | DVRPC |
| 21. | Noble, Tracy | AAA Mid-Atlantic – New Jersey Office |
| 22. | Oaks, Sarah | DVRPC |
| 23. | Olsen, Kathy | TMA Bucks |
| 24. | Omer, Marhaba | NJDOT |
| 25. | Ott, Pat | MBO Engineering LLC |
| 26. | Philbin, Officer James | Cherry Hill Township Police |
| 27. | Scheerbaum, Gus | City of Philadelphia MOTU |
| 28. | Schmidt, Peggy | Partnership TMA |
| 29. | Simon, Richard | NHTSA – Region 2 |
| 30. | Tidwell, Jana | AAA Mid-Atlantic- Philadelphia Office |
| 31. | Tozzi, Mark | NJDOT |
| 32. | Trueman, Caroline | FHWA – NJ |
| 33. | Tullio, Michael | Kean University |
| 34. | Turk, Jacqueline | PennDOT Central Office |
| 35. | Vilotti, Charlie | Chester County Highway Safety |
| 36. | Ward, John | DVRPC |