



## **Highlights of September 29, 2015 RSTF Meeting**

- All presentations and related meeting handouts are located on the RSTF website:  
<http://www.dvrpc.org/ASP/committee/Presentations/RSTF/2015-9.pdf>

### **1. Welcome and Introductions**

The meeting was called to order by RSTF Co-Chair Bill Beans, MBO Engineering. He announced that the purpose of the meeting was to celebrate the RSTF 10<sup>th</sup> anniversary and also DVRPC's 50<sup>th</sup> anniversary. Because of this, today's topics are Vision Zero and Safety Culture instead of an emphasis area of the *Transportation Safety Action Plan*. Participants were advised that reports usually given as part of the meeting, such as volunteer action updates, are handouts in their packets in lieu of typical presentations. Mr. Beans mentioned that an RSTF e-directory is being created and called the participants' attention to the instruction document in the packet. He also announced that after this meeting, Ryan McNary, PennDOT, RSTF Co-Chair, is stepping down from the RSTF. Mr. Beans encouraged anyone interested in becoming co-chair to contact him, Mr. McNary, or Regina Moore, DVRPC.

He then invited everyone to introduce him or herself.

Mr. Beans then welcomed Barry Seymour, DVRPC Executive Director. Mr. Seymour thanked Mr. McNary for his service, and also Mr. Beans, and complimented safety practitioners for helping to make sure that the Pope's visit was safe and successful. In appreciation of the RSTF's 10<sup>th</sup> anniversary, he recognized Rosemarie Anderson, FHWA, for starting the RSTF when she was Manager of the Office of Safety at DVRPC. Mr. Seymour said that while DVRPC has many programs and initiatives, as an MPO the most important objective is safety, and we depend on our partners to help further this objective. Mr. Seymour thanked the RSTF for facilitating these partnerships.

### **2. DVRPC Celebrates 50<sup>th</sup> Anniversary**

John Ward, DVRPC, congratulated the RSTF on its 10<sup>th</sup> Anniversary and announced that a 50<sup>th</sup> Anniversary Dinner will be held on December 9<sup>th</sup> to recognize people, projects, and programs that have transformed the region over the last 50 years. There is also a special 50<sup>th</sup> Anniversary Web Page with an infographic timeline that highlights many of the significant milestone transportation and land use events in the nation, the region, and at DVRPC over the last 50 years ([www.dvrpc.org/50](http://www.dvrpc.org/50)). He then gave a brief history of the Commission's activities and regional safety milestones since its founding in 1965. DVRPC's first Long-Range Plan was completed in 1969 and looked out to the year 1985. Early work included traffic counting, aerial photographs for the region, and developing a travel demand model-activities that all continue today. Intelligent Transportation Systems, or ITS, began in the late 1990s as a way to operate existing highways more efficiently through the use of technology. The Traffic Incident

Management Program was initiated in the late 90's, which has grown to include eight Incident Management Task Forces around the region.

Vehicle safety innovations, such as seat belts, air bags, and anti-lock brakes were phased in over the decades which improved automotive safety. From 2000 to 2010, the continued advancements in automotive technology prevented many crashes, and a new focus on traffic safety, with support from FHWA, included a holistic approach aimed at the 4E's of safety that helped drive crash fatalities down over 20% from 1965 levels. It was also during that decade that FHWA produced their 2008 Guidance Memo on Proven Safety Countermeasures. In 2005, DVRPC staff put together a Transportation Safety Forum that brought together a multi-disciplinary group of safety professionals to develop safety goals, strategies, and resources to reduce the number of crashes and fatalities in the DVRPC region, which led to the development of the RSTF. Going forward it is expected that new initiatives such as vehicle to infrastructure technologies, vehicle-to-vehicle technologies and eventually autonomous vehicles will produce the next great wave in traffic safety and continue to lead us to Vision Zero.

### **3. A Look at Traffic Safety**

Mr. Beans introduced Ms. Anderson, who provided the federal perspective. "Toward Zero Deaths", known as "TZD," is a national strategy on highway safety. It was led by the American Association of State Highway Transportation Officials (AASHTO) along with partners from diverse agencies with the goal to eliminate traffic deaths, as even one fatality is considered to be too many. It was officially adopted by USDOT in the spring of 2015.

FHWA's strategic safety goal is to exercise leadership throughout the transportation planning and engineering communities to make the nation's roadways safer by developing, evaluating, and deploying life-saving countermeasures; advancing the use of scientific methods and data-driven decisions; fostering a safety culture; and promoting an integrated, multidisciplinary approach to safety. All USDOT employees are expected to be safety role models and are required to take a safety pledge.

One of FHWA's efforts is to pro-actively improve systemic safety by evaluating crashes by type rather than location, focusing resources on high-risk roadway features that are correlated with particular severe crash types. Ms. Anderson highlighted a program from Minnesota where a campaign that focused resources on the 4 E's of education, enforcement, engineering fixes, and emergency services resulted in a statewide 40-year low for traffic fatalities.

Data shows that local roads comprise 75% of the roadway network nationwide and had a much higher fatality rate than non-local roads, making this issue critical for TZD programs to address in order to accomplish safety goals. MAP-21 increased funding for HSIP projects, but only 14% was obligated for local roads in 2014. In New Jersey, 60% of fatalities occur on local roads, and the state spends 66% of its HSIP funds on local roads. Pennsylvania does not use HSIP to fund projects on local roads. The Grow America Act proposed \$16 billion for Safety over six years, with \$7.4 billion set aside for local and rural roads.

The best way for states to effectively spend these funds is to incorporate local roads planning in their SHSPs. A Local Road Safety Plan provides the framework to reduce fatalities, and

documents issues. It is also the only way to get rural road safety onto a statewide strategic plan. Tools, training, technical assistance, peer exchanges, and other resources are available on the FHWA website: <http://safety.FHWA.Gov>. Caroline Truman, FHWA, facilitates the HSIP and trainings for this region. The next series of webinars will focus on Round 3 of Every Day Counts, a state-based model to identify and rapidly deploy proven but underutilized innovations to shorten the project delivery process, enhance roadway safety, reduce congestion and improve environmental sustainability.

Gavin Gray, Chief of PennDOT's Highway Safety Section, thanked the RSTF for the invitation to become co-chair, and gave the Pennsylvania perspective of Vision Zero and Safety Culture at PennDOT. He said that it is important for everyone to be impassioned and empowered to advocate for eliminating traffic deaths or TZD will just be a goal. Last year was a record low for fatalities in PA, but this year there is already a six to seven percent growth in fatalities over 2014, and local road fatalities are up nine percent. Nationally, fatalities are up 14%. The major contributing factors in fatal crashes that are increasing in Pennsylvania are crossover median and head-on crashes; run-off-the-road and hit-fixed-object crashes; age-specific (teen drivers and senior drivers); and local road fatalities.

An eight-month effort will be starting shortly to develop the next Pennsylvania SHP, and lots of stakeholder outreach is planned. During that time the Safety Focus Areas from the last plan will be evaluated to concentrate resources on what worked best. The new plan will include actionable items, and local road fatalities will be addressed. Many of the education and media programs in the Draft SHSP will focus on the "you" perspective, as in "you can control your own safety." Implementation is expected in July 2016. Mr. Gray encouraged everyone to be more aware of their own safety behaviors and to lead by example.

In response to a question about safety on PennDOT-owned local roads in centers, Mr. Gray said that PennDOT is committed to working with locals but such roads may not be eligible for funding if there aren't any fatalities. He would like to get beyond that.

Sophia Azam, NJDOT Section Chief and Acting Manager for the Bureau of Transportation Data and Safety, gave the New Jersey perspective. She said that TZD as a long-term vision to reduce fatal and serious injury crashes was adopted by NJDOT in 2014 as part of the updated SHSP, which was recently approved. The updated SHSP includes innovative techniques, improved processes, and re-focuses investments. NJDOT is collaborating with many agency partners to make efforts go further, and is working to align investments with needs. New Jersey's near-term goal is to reduce fatalities by 2.5% over the next 10 years.

NJDOT is using the Highway Safety Manual (HSM) to evaluate countermeasures and looking into use of the AASHTO Safety Analyst tool for network screening that would incorporate roadway features. Ms. Azam emphasized the importance of adjusting investment strategies using a data-driven approach to determine areas of most need. For example, 57% of fatal crashes are on local roads, so NJ is working to increase the apportionment for local roads in their investment strategies to between 50-55%. In addition, because of improved internal and external processes, NJDOT can now provide assistance to local governments including technical training, design resources, and training for locals and MPOs. These opportunities are

coordinated with FHWA's resource office. The process allows NJDOT to better deliver safety projects at the local level.

Gustave Scheerbaum, ARLE Grant Manager, Philadelphia Mayor's Office of Transportation and Utilities, presented the local perspective. Although there is no formally adopted TZD in Philadelphia policy yet, safety is still a priority and the City of Philadelphia works with many partners to reduce fatal crashes. There are five approaches which the city uses to improve safety. The first is using data management and analysis to identify and prioritize potential projects and programs. The second approach is to improve safety through policy and planning, such as the Philadelphia Pedestrian and Bicycle Plan, the Complete Streets Handbook, and the 2035 Comprehensive Plan. The third approach is to educate transit riders, drivers, bicyclists, and pedestrians through a variety of programs about ways to travel safely. The marketing campaign for this had the slogan "It's Road Safety not Rocket Science." The last two approaches are enforcement, which included the "Give Respect, Get Respect" campaign, and engineering fixes, such as installing or upgrading pedestrian count-down timers, changing timing of traffic lights, improving intersection geometry, and traffic calming techniques. A major source of funding for safety projects comes from the Philadelphia Automated Red Light Enforcement (ARLE) program, as all funds raised from ARLE fines are required by statute to be spent on safety projects, with a portion committed to Philadelphia. To date \$20 million has been obligated or spent in Philadelphia. Crash data, including severity, are used to determine safety program effectiveness.

In response to a question regarding ARLE's effectiveness on safety, Mr. Scheerbaum replied that data shows that despite an initial up-tick in rear-end crashes, which decline over time as drivers begin to learn the camera locations, both fatal and severe crashes are down at all ARLE intersections.

#### **4. Feature Presentations: Traffic Safety Culture**

Kevin Murphy, DVRPC, introduced the topic of Safety Culture with a short text poll to test the safety knowledge of meeting attendees. Meeting attendees were asked to use their phones to text their chosen answer to the address given. Five questions about traffic fatalities were presented: (correct answers in parentheses)

1. In 2013, how many people were killed in car crashes in the U.S.? (32,719)
2. How many people were killed in car crashes in the 9-county DVRPC region in 2013? (362)
3. Since 2007, the region's crash fatality count has: (Decreased)
4. What is an appropriate 5-year fatality reduction goal for the region? (no correct answer; user defined)
5. How many people are you willing to lose from your family? (user defined)

Mr. McNary introduced Rob Viola, Senior Project Manager, New York City DOT, who presented New York City's Vision Zero Action Plan. Vision Zero was a campaign initiative of Mayor Bill de Blasio and implementation began shortly after his election. It focuses on the key points that there are no acceptable levels of deaths or injuries on the streets, that crashes are inevitable but serious injuries and deaths are not, and that the public should expect safe behavior on the

streets and be willing to participate in a culture change that prioritizes civility and consideration on the streets of New York City (NYC).

What makes NYC unusual is the amount of resources that are being devoted and the degree of involvement from all levels of government and community groups. Public input was gained through workshops, town halls, and the [nyc.gov/visionzero](http://nyc.gov/visionzero) website. City government worked with the public to create Safety Action Plans for all five boroughs. This included partnerships with advocates, transit operators, elected officials, industry groups, and fleet operators, as well as the Taxi and Limousine Commission (TLC) and the New York Police Department (NYPD). Block and intersection-specific design and enforcement comments submitted through the website directly informed the borough plans. Each plan had an intense focus on pedestrian safety, as pedestrians represent 50-60-% of those killed in crashes.

The biggest piece of the program is education and outreach, based on data analysis that found that the majority of crashes can be attributed to dangerous driving choices. Working in areas identified through the boroughs' Master Plans, outreach coordinators work in 500 schools and afterschool programs to educate children how to walk safely. There is focused outreach at senior centers. The coordinators also hold hands-on safety demonstrations open to the public, and street teams from a partnership formed between NYPD and NYC DOT distribute safety messages to drivers, cyclists, and pedestrians in high-density high-crash locations. Street team outreach is followed by an NYPD enforcement wave to deter high-risk choices. Outreach to the general public includes hard-hitting videos with victim and survivor family stories under the banner of "Your Choices Matter." Rewards are considered important in addition to enforcement. TLC training programs increased for taxi and limousine drivers, including follow-up training for those in crashes and recognition for the safest drivers.

Since Vision Zero began, summonses for speeding have increased by 50% and those for failure to yield increased 150%. Red-light-running cameras and speed cameras in school zones have helped reduce pedestrian injuries more than 30% since the mid-1990s. Street design programs are being mainstreamed throughout the city to assist seniors and those with disabilities, including longer crossing times. Traffic calming is also being implemented in areas with pedestrian safety problems. Enhanced lighting has been added at high night crash areas, including areas under elevated trains. Legislative initiatives helped NYC to implement 25 MPH speed limit city wide, continue the red light camera program focused on school zones, and expand the speed camera program. NYC DOT's goal is to involve as many stakeholders as possible. They plan to implement at least 50 projects each year to deliver low-cost, fast-turnaround operational improvements focused on high pedestrian crash locations. So far implementation of this multi-faceted program has helped decrease fatalities by 34%, twice the rate of improvements that were not implemented based on safety issues.

In response to questions, Mr. Viola reported:

- City wide, "No Turn on Red" unless permitted has been in place for many years.
- The ban on U turns on commercial corridors is not as effective as it could be.
- There are 15,000 signalized intersections and about 45,000 total intersections throughout the five boroughs. Vision Zero improvements are implemented in corridors, areas, and intersections where safety data shows the highest rates of fatalities and severe injuries.

- A few key corridors such as the Grand Concourse in the Bronx, are getting redesigned starting with initial tests using temporary treatments such as paint and concrete to build buy-in. NYC DOT will evaluate the effectiveness at each location and will program permanent improvements through the Great Streets initiative as needed.
- To address NYC's diverse, multicultural population, multi-lingual educators are available for schools and senior centers and multi-lingual messages were created which target pedestrian safety skills.
- There was discussion of materials to use in temporary tests of enhanced tactile warning surfaces and textured crosswalk stripes.
- Pushback from non-traditional partners has been limited, as the department of health and the TLC came on board very early in the program. The Chief of Police made it clear to those down the chain the NYPD supported Vision Zero. They have worked where community boards are supportive.

Andy Kaplan, Safety Programs Manager, Transportation Safety Resource Center, Rutgers University, discussed the safety culture “big picture.” Safety is all about individual decisions behind the wheel, so to implement Vision Zero it comes down to choices made by individuals. In order to create a culture where safety is an accepted practice requires addressing values, attitudes, and shared beliefs.

Mr. Kaplan used the example of the effort undertaken to reduce smoking. In the beginning, just putting information out didn't have much effect on the culture of smoking. Major changes came about when campaigns focused on what smokers did to others. Instead of a marketing campaign, it became a health issue with science and data behind it. Even then it took a long time to become embedded in the culture, but this eventually fundamentally shifted attitudes and beliefs so that smoking is no longer socially acceptable in most public places. The context was changed.

Mr. Kaplan gave some examples of successful efforts to improve safety culture in different social contexts. A survey conducted in three Idaho cities showed people's perceptions about others driving while drunk were very different from actual drunk driving data. The Idaho DOT then measured values, and created a campaign to reinforce positive behaviors based on those values. In Utah the DOT leveraged the shared value of “family” to promote seatbelt use instead of a general safety marketing campaign, since “keeping family safe” was as important a social value as “freedom to do what I want”. In both cases, messages tailored to the values and social norms of the local context changed individual decisions. This is called social ecology.

It's agreed that improving safety is the goal of Vision Zero and TZD, but despite well-intentioned education and enforcement there's no clear vision of what safety culture is. A national study is underway to define the fundamental concept of safety culture and to create measurements to help track effectiveness of efforts to change it (NCHRP 17-69) . ITE published a Primer for Traffic Safety Culture which discusses the concept of social ecology in depth.

In response to questions, Mr. Kaplan reported:

- The effect of entertainment in cars and also the effect of headphone use on pedestrian safety is a national conversation. Federal programs are currently conducting research. Mr. Viola added that in NYC, the data does not show much of an issue with distracted pedestrians. As long as someone crosses with a signal, they should be protected. More research is underway.
- The NCHRP effort is looking at broad-based safety culture, rather than researching any specific traffic safety culture issue such as speeding.

Further comments and discussion included:

- Mr. Beans encouraged attendees to embrace the perspectives Mr. Kaplan presented and include them in their safety work.
- Caroline Truman, FHWA, reported that there is a two-day Transportation Safety Institute course on the concept of speed management and quantifying speeding culture. The course was developed by NHTSA.
- Richard Simon, NHTSA, commented that efforts to reduce speeding are similar to other safety programs in that they need to involve a lot of partners. Quantifying speeding can be challenging because behaviors vary by context and it's a self-rewarding behavior in that the drivers get to their destinations faster if they speed.
- In response to a question about the City of Philadelphia's pedestrian education effort, "It's Traffic Safety not Rocket Science," Mr. Scheerbaum said it is intentionally geared toward younger pedestrians, as crash data shows a high percentage of pedestrians in crashes are aged 17-34.
- In response to a question regarding motorcycle fatalities on local roads, Ms. Anderson responded that the number of crashes coming down but the rate is holding steady.
- Zoe Neaderland, DVRPC, said that crash statistics on local roads will be available in two upcoming DVRPC Local Roads Safety Newsletters. They should be published in the next few months.
- The Greater Philadelphia Bicycle Coalition representatives announced their Vision Zero conference is scheduled for December 3, 2015.

### **5. 10<sup>th</sup> Anniversary Presentation**

Regina Moore, DVRPC, presented a brief history of the RSTF. Since 2005, there have been 37 meetings, and 91 speakers. Four Transportation Safety Action Plans have been approved, the first in 2006, with recommendations for various strategies to reduce crashes and fatalities. There has been a Safety Symposium in both PA and NJ, and dozens of individual actions taken by RSTF partners to promote safety through their programs in communities and workplaces around the region. There are ninety member organizations, and there have been eleven co-chairs to date. Going forward, the RSTF will be asked to help identify a project to be undertaken by DVRPC staff from the Office of Safety in FY 2017, and will lead a streamlined Road Safety Audit effort in New Jersey. As a group we will complete the remaining emphasis area meetings, and will continue to undertake projects, such as the Judicial Outreach Fact sheet currently being prepared in a partnership between the RSTF Aggressive Driving Subcommittee, DVRPC staff, and Villanova University Engineering students. We will continue to maintain and

build partnerships that will allow us all to work towards improved transportation safety in the region.

- Mr. Beans presented an award from the RSTF to Ms. Anderson for her leadership and work involving safety.

Mr. Ward also thanked Ms. Anderson and members of the RSTF for participating. The meeting then adjourned. Members were then asked to convene for an anniversary photograph.

### **SEPTEMBER 29<sup>TH</sup>, 2015 MEETING ATTENDEES LIST**

|     |                        |   |
|-----|------------------------|---|
| 1.  | Ali, Kasim             | Philadelphia Streets Department                   |
| 2.  | Anderson, Dave         | Delaware Valley Regional Planning Commission      |
| 3.  | Anderson, Rosemarie    | FHWA  |
| 4.  | Arcuicci, Janet        | Montgomery County Planning Commission             |
| 5.  | Arlt, Christina        | Delaware Valley Regional Planning Commission      |
| 6.  | Avicolti, Rich         | Gilmore & Associates                              |
| 7.  | Azam, Sophia           | NJDOT   |
| 8.  | Beans, Bill            | MBO Engineering, LLC                              |
| 9.  | Blacker, Brian         | Chester County Planning Commission                |
| 10. | Boulan, Cassidy        | Delaware Valley Regional Planning Commission      |
| 11. | Brady, Bill            | TMA Bucks   |
| 12. | Bucci, Larry           | Fiocco Engineering, LLC                           |
| 13. | Buerk, Jesse           | Delaware Valley Regional Planning Commission      |
| 14. | Carafides, Paul        | Delaware Valley Regional Planning Commission      |
| 15. | Carroll, Mike          | Philadelphia Streets Department                   |
| 16. | Cerbone, Vince         | PennDOT District 6                                |
| 17. | Dannenbergh, Susan     | Bicycle Coalition of Greater Philadelphia         |
| 18. | Drumheller, David      | Pennsylvania District Attorney's Association      |
| 19. | Fallat, George         | Mercer County Engineering Department              |
| 20. | Fiocco, Joe            | Fiocco Engineering, LLC                           |
| 21. | Fusco, Brett           | Delaware Valley Regional Planning Commission      |
| 22. | Goldman, Lois          | North Jersey Transportation Planning Authority    |
| 23. | Gray, Gavin            | PennDOT – Central Office                          |
| 24. | Huff, Alan             | South Jersey Transportation Planning Organization |
| 25. | Hufnagle, Lou          | Traffic Planning & Design, Inc.                   |
| 26. | Johnson, Scott         | Delaware Valley Regional Planning Commission      |
| 27. | Kanthor, Dave          | Philadelphia City Planning Commission             |
| 28. | Kaplan, Andy           | Rutgers University                                |
| 29. | Kozak, Diane           | Camden County Highway Traffic Safety              |
| 30. | Little, Max            | Pennsylvania District Attorney's Association      |
| 31. | Lozinak, Amanda        | TMA of Chester County                             |
| 32. | Ludwig, Matt           | Stewart Inc.                                      |
| 33. | MacKavanagh, Kelvin    | DVRPC Goods Movement Task Force                   |
| 34. | Marandino, Jennifer    | South Jersey Transportation Planning Organization |
| 35. | Marrero, Violet        | New Jersey Division of Highway Traffic Safety     |
| 36. | McNary, Ryan           | PennDOT – Central Office                          |
| 37. | Megill Legendre, Shawn | Delaware Valley Regional Planning Commission      |

|     |                    |  |
|-----|--------------------|--|
| 38. | Merritt, Darrell   | PennDOT District 6                             |
| 39. | Mittman, Christine | North Jersey Transportation Planning Authority |
| 40. | Moore, Regina      | Delaware Valley Regional Planning Commission   |
| 41. | Murphy, Kevin      | Delaware Valley Regional Planning Commission   |
| 42. | Neaderland, Zoe    | Delaware Valley Regional Planning Commission   |
| 43. | Oaks, Sarah        | Delaware Valley Regional Planning Commission   |
| 44. | Oberle, Eric       | NJDOT  |
| 45. | Ott, Pat           | MBO Engineering, LLC                           |
| 46. | Park, Dr. Seri     | Villanova University                           |
| 47. | Patel, Ashwin      | PennDOT District 6                             |
| 48. | Previdi, Bob       | Bicycle Coalition of Greater Philadelphia      |
| 49. | Proska, Bryan      | Traffic Planning & Design, Inc.                |
| 50. | Quick, Sue         | Brain Injury Alliance of New Jersey            |
| 51. | Reeve, Ray         | New Jersey Division of Highway Traffic Safety  |
| 52. | Scheerbaum, Gus    | Philadelphia MOTU                              |
| 53. | Schmidt, Peggy     | Partnership TMA                                |
| 54. | Seymour, Barry     | Delaware Valley Regional Planning Commission   |
| 55. | Shaeffer, Larry    | South of South Neighborhood Association        |
| 56. | Shaffer, Tom       | Delaware County Planning Department            |
| 57. | Simon, Richard     | NHTSA – Region 2                               |
| 58. | Spino, Sam         | Camden County Highway Traffic Safety           |
| 59. | Strumpf, Warren    | Citizen  |
| 60. | Tidwell, Jana      | AAA Mid-Atlantic                               |
| 61. | Trueman, Caroline  | FHWA – NJ                                      |
| 62. | Turner, Elise      | Delaware Valley Regional Planning Commission   |
| 63. | Viola, Rob         | New York City DOT                              |
| 64. | Ward, John         | Delaware Valley Regional Planning Commission   |
| 65. | Wiegman, Bill      | Lower Southampton Township Police              |
| 66. | Wilkes, Jon        | Autobase                                       |
| 67. | Winters, Dennis    | Clean Air Council                              |