



## **MEETING AGENDA**

**Thursday, September 11, 2014, 9:30 AM – Noon**

**1. Welcome and Introductions**

**2. Update from the Emergency Response Community**

**3. Legislative Update**

**4. Emphasis Area Focus – ENSURING PEDESTRIAN SAFETY**

Ensuring pedestrian safety involves improving the design and availability of pedestrian facilities on and near roadways, as well as increasing awareness of the risks and responsibilities both drivers and pedestrians must consider during their interactions. This agenda item will include an overview from DVRPC, two presentations, and then a discussion on a range of doable action items for this emphasis area. The presenters are:

- Larry Shaeffer, Former board member and volunteer, Philadelphia South of South Neighborhood Association (SOSNA)
- Elizabeth Thompson, Principal Planner, Multimodal and Safety Planning, North Jersey Transportation Planning Authority (NJTPA) and Pam Fischer, Coordinator, Pedestrian Safety Campaign, Multimodal and Safety Planning, NJTPA

**5. Developing Action Items**

The RSTF will refine strategies from the Plan and discuss action items to ensure pedestrian safety to track in the Measurements and Status Table.

**6. Draft Review of 2014 Safety Action Plan (SAP)**

DVRPC staff will provide an update on the draft 2014 SAP and discuss next steps in finalizing the publication of the document.

**7. Update on RSTF Objectives and Measures**

This agenda item will briefly highlight the minor revisions made to the goals and measures table from the March 2014 RSTF meeting. The RSTF will vote to accept the revisions.

**8. Follow-up from Pennsylvania Safety Symposium**

DVRPC staff will provide an update from the Pennsylvania Safety Symposium held in Harrisburg, PA on June 10<sup>th</sup>.

**9. Member Updates and Open Forum**

### **LUNCH**

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**RSTF Goal: To reduce roadway crashes, injuries, and fatalities in the Delaware Valley**





## 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 10<sup>th</sup>. The next regular task force will be in September. On May 14<sup>th</sup>, 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 14<sup>th</sup> 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 25<sup>th</sup>. 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 9<sup>th</sup>, 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 1<sup>st</sup>.
- 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 9<sup>th</sup>. Also, AAA Mid Atlantic will be opening a new retail and car care store in Willow Grove on Moreland Road on March 13<sup>th</sup>.

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





## New Jersey Legislative Agenda September 2014

### Transportation Funding

- **S-1896**- Legalizes possession and personal use of small amounts of marijuana for persons age 21 and over, with 70% of all tax monies collected deposited in Transportation Trust Fund Account. *Sponsored by Senator Scutari*
- **S-1912** - Removes three most recently appointed New Jersey commissioners from PANYNJ board of commissioners; replaces those commissioners with individuals recommended from three different groups with policy expertise. *Sponsored by Senator Lesniak -STATUS – Withdrawn and replaced with S-2060.*
- **S -2060**-Increases number of PANYNJ commissioners to 14; requires one commissioner from each state be appointed upon recommendation of American Automobile Association. *Sponsored by Senator Lesniak.*
- **A-2858** - Requires bi-state transportation authorities to make advance notification of certain projects or operations expected to impede traffic. *Sponsored by Assemblywoman Handlin, Assemblyman McGuckin, and Assemblywoman Munoz*

### Gas Tax

- **S-1865**- Increases motor fuel tax five cents per year for three years. *Sponsored by Senator Lesniak.*
- **S-2051**- Revises motor fuel tax to rate based on 7% of retail price of unleaded regular gasoline and provides gross income tax deduction for certain taxes paid on motor fuel. *Sponsored by Senator Rice.*
- **SCR-106**- Amends State Constitution to dedicate all revenue derived from motor fuels tax to Transportation Trust Fund. *Sponsored by Senator Lesniak.*
- **ACR-151**- Amends State Constitution to dedicate all revenue derived from motor fuels tax to Transportation Trust Fund. *Sponsored by Assemblyman Lagana.*

### Teen Driving

- **A-1699** – Would expand supervised driving requirements, increasing the phase to one year; increase driving hours to 50 (including 10 nighttime hours), and require a parent-teen orientation prior to the start of the supervised driving phase. *Sponsored by Assemblyman Wisniewski and Assemblywoman Lampitt.*

### **Automated Enforcement**

- **A-1091/S-1273** - Requires DOT to issue guidance on certain aspects of red light camera pilot program. *Sponsored by Assemblywoman Huttle and Senator Turner*
- **A-1094/S-551**- Prohibits right on red turns at intersections with red light cameras; requires certain additional signage if red light camera is in safe corridor. *Sponsored by Assemblywoman Huttle and Senator Turner*
- **A-1106** -Prohibits distribution of images and information produced by red light cameras. *Sponsored by Assemblywoman Huttle*
- **A-1132/S-646**- Repeals traffic control signal monitoring system pilot program; prohibits future use of red light cameras in State. *Sponsored by Assemblyman O'Scanlon and Senator Doherty*
- **A-1138** - Requires municipality which has authorized installation and use of red light cameras to designate one person in prosecutor's office to respond to certain summons issued in error. *Sponsored by Assemblyman O'Scanlon*
- **A-1139** -Directs all fines imposed by municipalities for violations of red light cameras to Highway Safety Fund. *Sponsored by Assemblyman O'Scanlon*
- **A-1369** - Provides red light camera fines are shared with county only when violation occurs on county road. *Sponsored by Assemblywoman Stender*
- **A-2338 /S-503** -Establishes pilot program for municipalities and school districts to contract for video monitoring systems to assist in enforcing law against unlawfully passing a school bus. *Sponsored by Assemblyman McGuckin and Senator Holzapfel*
- **A-2591/S-384**- Lengthens amber light at traffic signal with red light camera; sets penalty for failing to stop before turning right on red when detected by red light camera; implements half-second delay for red light camera violations. *Sponsored by Assemblyman O'Scanlon and Senator Suctari*
- **S-1383** - Requires law enforcement officer to verify vehicle registration with MVC before issuing summons for violation of red light camera. *Sponsored by Senator Barnes*

### **Impaired Driving**

- **A-1368/S-385** – Revises penalties for certain drunk driving offenses, including mandating installation of ignition interlock device, and creates restricted use driver's license. *Sponsored by Assemblywoman Stender, Assemblyman Caputo, Assemblyman Lagana, Senator Scutari, Senator Pou, Senator Whelan, Senator Stack, Senator Beck, and Senator Weinberg – Passed by the Assembly on 06/26/14.*

### **Child Passenger Safety**

- **S-347**– Provides immunity from liability for persons who install or inspect child restraint systems. *Sponsored by Senator Addiego.*
- **A-3161** - requires parents to adhere to the current American Association of Pediatrics standards for use of child passenger safety seats.

## Traffic Safety

- **S-402** - Requires DOT Commissioner to erect signs informing motorists of State's "move over" law. *Sponsored by Senator Sacco.*
- **A-680** - Establishes public awareness campaign concerning safety of certain pedestrians. *Sponsored by Assemblyman. Cryan, Assemblywoman Stender, Assemblyman O'Donnell, and Assemblyman Gusciora.*

## Vehicle Data Ownership

### **The Connected Car**

The concept brims with the futurism of the popular 1960s animated TV series *The Jetsons*: a motor vehicle loaded with comprehensive technology that fosters driver safety, features automobile protection and fashions unimaginable convenience.

From far-out features such as automated emergency braking and lane-departure warning to blind-spot monitoring and cross-traffic detection, the emergence of the "connected car" is changing the way we drive by making the experience both easier and safer than ever before.

Each year our cars learn more about us, and while unlike *Knight Rider's* "Kit," they might not talk back to us, they are sharing that information.

Embedded network connections have made broadband mobile connectivity the default setting in newer motor vehicles, which routinely collect and transmit data on a variety of topics, including your braking habits, when you're getting too close to the vehicle in front of you and when you might be straying from your lane. Meanwhile, its infotainment systems and Bluetooth-connected communications systems can find and direct you to popular restaurants, entertainment venues and other activities of leisure.

While all of this is transpiring, the automobile's engine micro-processors—as many as 100 in some cases – are recording your location, your driving habits and behaviors, such as whether your seat belt is fastened. And if you don't think data is being transmitted regarding what you listen to on the radio or who you talk to on the phone, think again.

According to a recent AAA survey of 500 New Jersey motorists, an overwhelming majority of respondents feel their privacy rights are in jeopardy. The call for protection of these consumer rights is also overwhelming, with 93 percent believing laws and policies should be implemented to ensure car owners have access to and control over the information their car is generating about them.

## Significant Poll Findings

### **Awareness of Technology**

When it came to knowing whether vehicles may diagnose and notify the driver of problems, **58 percent of those polled in New Jersey and 39 percent of nationwide respondents were familiar with the technology. However, only 41 percent in New Jersey and 42 percent nationwide were at least partially aware that these new systems will dial 9-1-1 automatically in the event of an crash.**

**Two-thirds of respondents in New Jersey and 49 percent nationwide said they were familiar with the engine micro-processor's capability to unlock or start their car remotely. Less than a third of those polled (30 percent in New Jersey and 23 percent nationwide) knew that it is possible to download addresses, messages, music, searches and other information from their smartphones to newer motor vehicles.**

The prospect of personal privacy being violated is a major concern of poll respondents. **More than 50 percent say motor vehicles generating information about how, when and where they drive – as well as having the ability to store emails, text messages, phone numbers and navigational searches – would cause them to be “very concerned.” Two-thirds of respondents say they would be at least “concerned” (63 percent in New Jersey and 68 percent nationwide).**

The connected car produces a multitude of driver safety benefits and convenient features. Wouldn't you like to know – as you are driving to work, the grocery store or a friend's house – to whom the vehicle is talking, what information is being shared and how that information is being used?

A report released January 7, 2014 by the Government Accountability Office (GAO) said major automakers have varying policies about how much data they collect and how long they keep it. Privacy advocates worry that location data could be used to market to individuals and “track where consumers are, which can, in turn, be used to steal their identity, or stalk or monitor them without their knowledge. In addition, location data can be used to infer other sensitive information about individuals, such as their religious affiliation or political activities.”

With each technological advance, the lines between who controls the data and who has access to it have become increasingly blurred. As motor vehicles become more like a smartphone, constantly transmitting data to the manufacturer, the list of questions becomes longer: What information is being kept? Is it being aggregated to provide details on owners of certain makes and models? Might it be sold to advertisers?

AAA strongly believes that you, as a vehicle owner, have the right to control the data your car generates about you. This rapidly emerging issue will take on even greater importance as motorists begin to understand more thoroughly the communication capabilities of their connected motor vehicles. Those polled want their privacy and data protected. **When asked if “there should be laws and policies to protect consumers' rights to the information generated and captured by their vehicle,” 93 percent of those polled in New Jersey (86 percent nationwide) overwhelmingly agreed that laws protecting their rights and privacy were needed.**

### **Legislation**

- **A-230/S-829** - "**Motor Vehicle Owners' Right to Repair Act.**" *Sponsored by Assemblyman Gusciora and Senator Norcross.*

**AAA Position:** The AAA Clubs of NJ are working with Assemblyman Gusciora to amend the legislation to include new language provided by AAA National to address the evolving nature of these consumer issues, in the context of the national Memorandum of Understanding (MOU).

Finalized on Jan. 15, 2014, the national Right to Repair MOU achieved several substantive RTR goals and provides for a new system for equitable access to tools, information and

training beneficial to independent service garages as well as AAA's own CCIT repair business.

Additionally, it provides a roadmap to eventual non-proprietary access to vehicle diagnostic systems, which is expected to lower costs and barriers for use by the automotive aftermarket industry. While most provisions of the agreement take effect immediately, the provisions to standardize non-proprietary access take effect for MY2018 vehicles, or Jan. 2, 2019, whichever comes first.

Unfortunately, as expected, the MOU's telematics provision is identical to that of Massachusetts' problematic HB 3757, which excludes non-diagnostic telematics information from the agreement. The exclusion potentially prejudices future discussion over access to *prognostic* telematics information including any industry or legislative consideration of Open Access and Vehicle Data Ownership. This exclusion was the key point of contention in a 16-month AAA advocacy campaign in Massachusetts.

The MOU provides that any complaints by repair shops about OEM compliance with the agreement are to be sent directly to OEMs in writing. If complaints are not resolved within 30 days, a grieved party may appeal to a dispute resolution panel composed of representatives of the signatories of the MOU.

In New Jersey, the language of the MOU does necessitate a shift in AAA's legislative strategy as it is described as a "decisive end to the longstanding 'Right to Repair' debate within the industry." Continuing to pursue RTR in Trenton is likely to confuse legislators and the media as to what exactly AAA is asking for.

Instead, we will be seeking to replace RTR and introduce AAA's "Vehicle Owners' Information Choice and Data Control Act." Under this act, *no vehicle manufacturer or dealer may limit, impair or otherwise restrict by any means the ability of a registered owner of a motor vehicle to access, use or direct vehicle information and may not penalize a registered owner of a motor vehicle for accessing or using vehicle information or directing vehicle information outside the motor vehicle to any person or entity other than the vehicle manufacturer.*

- **S406 /A 3282 - Requires disclosure of data recording devices in motor vehicles, limits access to recorded data.** *Sponsored by Senator Sacco and Assemblywoman Quijano.*

In the Bill:

"Owner" means a person having all the incidents of ownership, including the legal title of a vehicle whether or not such person lends, rents, or creates a security interest in the vehicle; a person entitled to the possession of a vehicle as the purchaser under a security agreement; or a person entitled to possession of the vehicle as the lessee pursuant to a written lease agreement, provided such agreement at inception is for a period in excess of three months.

"Recorded data" means the data stored or preserved electronically in a recording device identifying performance or operation information about the motor vehicle including, but not limited to the: speed of the motor vehicle or the direction in which the vehicle is traveling, or both; vehicle location data; vehicle steering performance; vehicle brake performance including, but not limited to, whether brakes were applied before a crash; driver's seatbelt

status; and information concerning a crash in which the motor vehicle has been involved, including the ability to transmit such information to a central communications system.

"Recording device" means an electronic system, and the physical device or mechanism containing the electronic system, that primarily, or incidental to its primary function, preserves or records, in electronic form, data collected by sensors or provided by other systems within the vehicle. A recording device includes event data recorders, sensing and diagnostic modules, electronic control modules, automatic crash notification systems, geographic information systems, and any other device that records and preserves data that can be accessed related to that vehicle.

**AAA Position:** The AAA Clubs of NJ are looking to get a meeting with the sponsors to discuss the bill and possible amendments.



## LEGISLATIVE UPDATE PENNSYLVANIA September 2014

### Vehicle Data Ownership

AAA is concerned about the ownership and privacy of data being produced and communicated to vehicle manufacturers and others, with or without the vehicle owner'/lessee's knowledge or express permission. There are two bills in the legislature, which the AAA Federation supports. Both bills were referred to committee.

- **HB879 (Harhai)** -- Requires manufacturers of new motor vehicles sold or leased in Pennsylvania to disclose in the vehicle-operating manual whether the vehicle is equipped with an EDR. If the vehicle is equipped with an EDR, then the legislation provides a description of the data which can be recorded and notice that data downloaded or otherwise retrieved by a data recorder can be used as evidence in any legal proceedings.
- **SB678 (Wozniak)** -- Provides for notice of motor vehicle event data recorders and for information retrieval; imposing penalties; and providing for evidentiary rules. (This is Senate version of HB879).

### Abington Township – Red Light Cameras

Abington Township has turned on its red light cameras, becoming the first suburban Philadelphia municipality to operate this type of traffic enforcement.

There is a 60-day grace period, so tickets can be issued beginning October 1<sup>st</sup>, 2014.

Abington's red light camera program covers three intersections: Route 63 (Moreland Road) & Fitzwatertown Road; Route 611 (Old York Road) & Susquehanna Road; and Route 611 (Old York Road) & Old Welsh Road. These three locations combined had 78 crashes reported to PennDOT in the past five years. Abington Township's automated red light enforcement is revenue neutral, which means that Abington Township makes no money from this program and the contractor will absorb any losses.

Last year, AAA issued a news release analyzing and questioning the viability of red light cameras in the Philadelphia suburbs. In response, the Abington police chief has had ongoing contact to brief AAA on the program, and we were invited to their July 31 news conference. While we were unable to attend due to another commitment, we issued [a statement](#) in advance, with the following points:

- AAA shares the township's desire to improve safety, and we hope the cameras will accomplish their intended goal. We also appreciate Abington's efforts to be open and transparent in addressing the concerns expressed by many of our members.
- AAA looks forward to the township carefully reviewing the program to see its effect on public safety, before they decide whether to extend the one-year agreement.

### PA Turnpike Raises Speed Limit

The Pa. Turnpike Commission on July 23 raised the speed limit from 65 to 70, from Blue Mountain (Interchange 201, Chambersburg area) to Morgantown (Interchange 298, Reading area)

And PennDOT the week of Aug. 11 began piloting a 70-mph speed limit on two interstates:

- 88 miles of Interstate 80 from Exit 101 (DuBois) in Clearfield County to mile marker 189 in Clinton County (central Pennsylvania, including a section just north of State College)
- 21 miles of Interstate 380 from Interstate 84 in Lackawanna County to Exit 3 (Pocono Pines/Mt. Pocono) in Monroe County (affecting travel through the Poconos region)

Higher speed limits are allowed under a section of the PA transportation funding law which took effect earlier this year. The Turnpike Commission says they will likely raise the speed limit to 70 on the remainder of the Turnpike next spring. This would include the section in the Philadelphia region, west of Bensalem.

Only certain highways in PA are eligible to have the limit raised to 70.

- First, they have to be highways that already have a speed limit of 65.
- Second, they must meet safety criteria. The AAA Federation of PA backed safety provisions which are included in the state law.
- Under these safety provisions, speed limits remain at current levels unless traffic studies show it would be safe to increase.
- The AAA Federation of PA supports this measure only if those safety criteria are met.

### **Transportation**

The Pennsylvania Legislature adjourned June 30<sup>th</sup> with few actions on transportation, as they were primarily focused on budget issues and state pension reform. However, they did approve an increased penalty for hit and run fatalities. The [bill](#) passed overwhelmingly in both the state Senate and House, and was signed into law by Governor Tom Corbett June 30th. The new law increases the mandatory minimum sentence from one year to three, closing a loophole in which leaving the scene of a fatal crash formerly carried a lesser minimum sentence than a DUI homicide. Now, the two crimes carry equal sentences under “Kevin’s Law”, named after five year-old Kevin Miller, killed in a hit-and-run crash in December 2012, in Wilkes-Barre. His death was one of five similar incidents occurring in Luzerne County that year.

### **Local Police Radar**

The Senate Transportation Committee held a public hearing in Harrisburg June 17 on local police use of radar. This followed a May 22<sup>nd</sup> public hearing in which Jim Lardear of AAA Mid-Atlantic testified to the Pennsylvania House Transportation Committee in the Poconos area. One of the Senate bills being considered is from Chairman Rafferty (R-Berks/Chester/Montgomery) [Senate Bill 1428](#), which authorizes the use of radar and LIDAR devices by full-time police offices employed by full-service or regional police departments in counties of the first class, second class, second class A or third class. This legislation includes the motorist protections advocated by AAA. However, the bill is not expected to be considered this fall.

- It requires the completion of a training course approved by the PA State Police and the Municipal Police Officers’ Education and Training Commission.
- It also requires the posting of warning signs within 500 feet of the border on main arteries entering the political subdivision and the police officer must not intentionally conceal his vehicle from the motoring public.

- In addition, a local ordinance must be adopted authorizing the employment of such devices on roads within the boundaries of the governing body where a required engineering and traffic study has been conducted.
- Moreover, no points shall be assigned unless the speed recorded is 10 or more miles per hour in excess of the legal speed limit.
- Finally, it addresses excess revenue generated from speed enforcement citations by requiring all amounts in excess of 5% of the total municipal budget or 5% of the regional police department budget to be remitted to the PA State Police to be used for traffic safety purposes.



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**Better Blocks Philly**  
South of South Neighborhood Association (SOSNA)

Regional Safety Task Force Meeting  
September 11, 2014

**dvrpc** DELAWARE VALLEY REGIONAL PLANNING COMMISSION

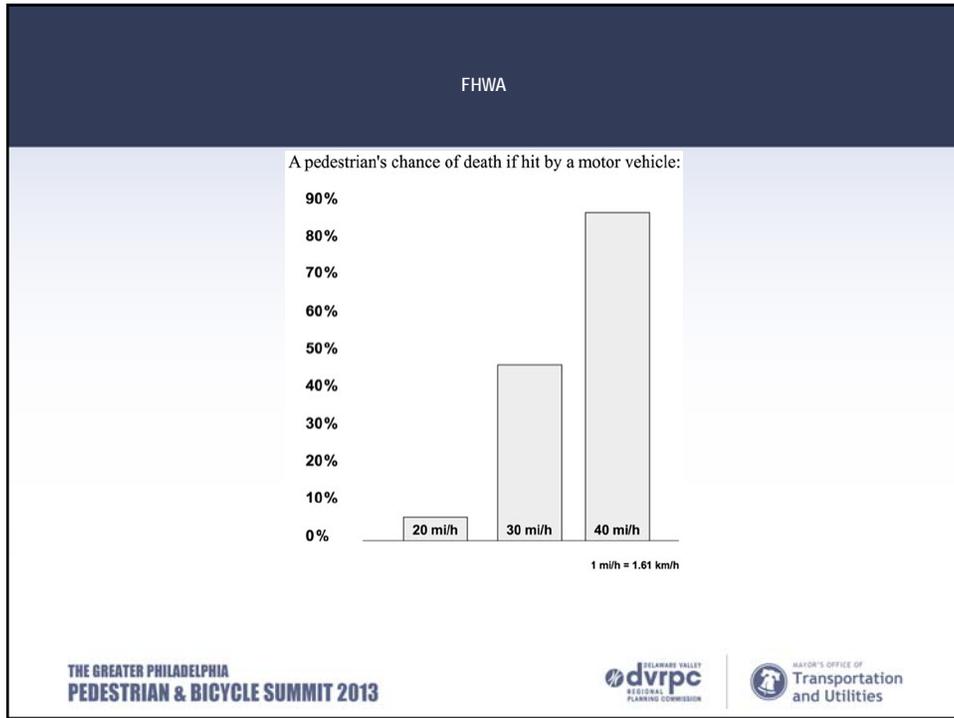
MAYOR'S OFFICE OF Transportation and Utilities

**Why does SOSNA focus on Pedestrian Safety?**

**THE GREATER PHILADELPHIA PEDESTRIAN & BICYCLE SUMMIT 2013**

**dvrpc** DELAWARE VALLEY REGIONAL PLANNING COMMISSION

MAYOR'S OFFICE OF Transportation and Utilities



## The South of South Walkability Plan April 2009

**South of South  
Walkability Plan**

April 2009

**Mixed-Use: 22nd and Christian Street**

**Washington Avenue and 19th Street  
Chew Playground Connection**

**Walkways with Broomway**

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PEDESTRIAN & BICYCLE SUMMIT 2013

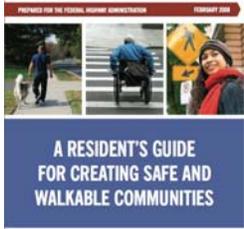
# SOSNA Pedestrian Advisory Committee

## Lights On! Southwest Center City



THE UNIVERSITY OF NORTH CAROLINA  
HIGHWAY SAFETY  
RESEARCH CENTER

Pedestrian and Bicycle Information Center



PREPARED FOR THE FEDERAL HIGHWAY ADMINISTRATION

**A RESIDENT'S GUIDE  
FOR CREATING SAFE AND  
WALKABLE COMMUNITIES**

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PEDESTRIAN & BICYCLE SUMMIT 2013



Turn your outdoor  
**Lights ON!**  
Southwest Center City  
Sponsored by SOSNA

You can make our neighborhood safer.

Come get your **FREE CFL bulb**  
and \$1 off local beers at:  
Resurrection Ale House  
(Catherline & Gray's Ferry)  
Sat. June 5 from 4-7 p.m.  
<http://www.lightsonswcc.org>



# SOSNA Pedestrian Advisory Committee

## Universal Institute Charter School Intersection Mural



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Build a Better Block Project: SWA Group & StreetSpace Collaborative

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**dvrpc**  
DELAWARE VALLEY  
REGIONAL  
PLANNING COMMISSION

**MAYOR'S OFFICE OF  
Transportation  
and Utilities**

Photo courtesy Better Blocks



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**dvrpc**  
DELAWARE VALLEY  
REGIONAL  
PLANNING COMMISSION

**MAYOR'S OFFICE OF  
Transportation  
and Utilities**

# Better Blocks Philly

Partner With:

**BROWN &  
KEENER**



During:



To Create:



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PEDESTRIAN & BICYCLE SUMMIT 2013



# Better Blocks Philly

Location: 1700 Blocks of Christian and Webster Streets



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# Better Blocks Philly

## Legal: Insurance, Equipment Placement, License

**CITY SERVICES REIMBURSEMENT AGREEMENT**

This Agreement ("Agreement") is entered into as of the \_\_\_\_\_ day of October, 2013, by and between the City of Philadelphia, the "City," and Board of South Neighborhood Associations, an entity with a mailing address at 2001 Chestnut Street, 17 Floor, Philadelphia, Pennsylvania 19103 ("Event Producer").

**A. BACKGROUND**

A. Event Producer has chosen to use the City of Philadelphia to serve as the site for the "Better Blocks Philadelphia" event (the "Event").

B. The specific location and event details are set forth in Exhibit "A", a copy of which is attached hereto and made a part hereof.

C. The Event Producer submitted an application for the Event ("Application") to the City. The Application is attached hereto and made a part hereof as Exhibit "B".

D. Event Producer has requested the assistance of the City during the Event through the provision of City services such as signage, including, but not limited to, those of the Public, Streets, Fire, and Public Property Departments.

E. The City has agreed to provide Event Producer with the services set forth in this Agreement under the terms and conditions set forth in this Agreement.

F. Event Producer represents and warrants that it is licensed to do business in the City of Philadelphia and has obtained a Business Privilege License from the City.

G. The general public and participants at the address of the City of Philadelphia will benefit from Event Producer's production of the Event in the City.

**WHEREFORE**, in consideration of this Agreement's mutual covenants, the City and Event Producer, intending to be legally bound by this Agreement, agree as follows:

**B. AGREEMENT**

1. **Background** The background set forth above is incorporated into this Agreement.

2. **Term** The term of Agreement shall begin at 9:00 AM on October 13, 2013 and shall end at 6:00 PM on October 13, 2013. Event Producer shall provide for the Event and shall be responsible for the Event's costs. All conditions of the Event shall be approved by the Office of the Managing Director (the "Director"). An amount of Five Hundred Dollars

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# Better Blocks Philly

## Design

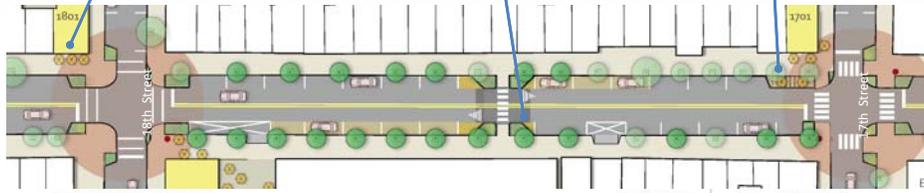


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# Better Blocks Philly

## Christian Street



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and Utilities

### Pedestrian and Bicycle Information Center

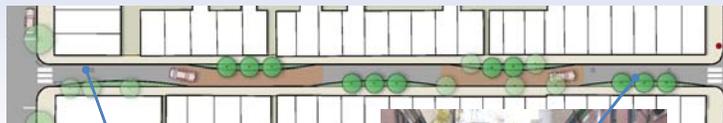


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### Better Blocks Philly

Webster  
Street



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STREETSBLOG



PEDESTRIAN & BICYCLE SUMMIT 2013



Pedestrian and Bicycle Information Center



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## Hoboken Parking Utility



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# Better Blocks Philly

## Signage

Chicanes are curb extensions installed away from an intersection to create a narrow two-lane gap or a single lane. Chicanes shift traffic alternately from side to side of the street to create an S-shaped path of travel. The extra turns reduce vehicular speeds and provide opportunities for vegetative plantings, stormwater management, and streetscape beautification.

**CHICANE**

Mid-Block Pedestrian Crossings are locations between intersections where a marked crosswalk has been provided. They are often installed to provide more frequent crossing opportunities and may be added near major pedestrian destinations, such as schools, where people might otherwise cross at unmarked locations.

**MID-BLOCK CROSSING**

A parklet is a curb extension that typically occupies the width of a parallel parking spot and is designed to provide a public place for citizens where the existing sidewalk width is not large enough to accommodate vibrant street life activities. People can relax and enjoy the atmosphere of the city around them, as parklets are often equipped with seating, vegetated plantings, artwork, and/or bicycle parking.

**PARKLET WITH BUMP-OUT**

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# Better Blocks Philly

## Survey

5. On a scale of 1 to 5, please rate how functional and safe you find the neighborhood for the following:

Activity	1, Not functional and unsafe	2	3, Neutral	4	5, Very functional and safe	N/A (not applicable)	Response Count
Walking	0.0% (0)	10.7% (11)	19.4% (20)	45.6% (47)	22.3% (23)	1.9% (2)	103
Biking	2.9% (3)	21.4% (22)	26.2% (27)	20.4% (21)	7.8% (8)	21.4% (22)	103
Driving	0.0% (0)	6.8% (7)	25.2% (26)	42.7% (44)	18.4% (19)	6.8% (7)	103
Parking	7.8% (8)	31.4% (32)	28.4% (29)	17.6% (18)	5.9% (6)	8.8% (9)	102
Getting around with a wheelchair or walker	10.8% (11)	13.7% (14)	11.8% (12)	2.9% (3)	0.0% (0)	60.8% (62)	102

6. The purpose of Better Blocks Philly was to demonstrate new ways of looking at our streets to improve safety, functionality and aesthetics of public space. Was the purpose of Better Blocks Philly clear?

Response	Response Percent	Response Count
Yes	70.3%	71
No	7.9%	8
Somewhat	21.8%	22

Please explain your answer

"It did disrupt parking – but it was worth it!"

"Greatly affected, not in a positive way"

"It was in front of my home – and greatly improved the street"

"That chicane was awesome!"

Please explain your answer

37

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# After Better Blocks Philly



Grays Ferry Triangles

Catharine Park



Pumpkin Parklet



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THE  
**GREATER PHILADELPHIA**  
PEDESTRIAN & BICYCLE  
**SUMMIT 2013**

Thank You!

Questions?

South of South Neighborhood Association (SOSNA)  
215-732-8446 | [www.southofsouth.org](http://www.southofsouth.org) | @PhillySOSNA



# Check your vital signs

Local police are enforcing pedestrian laws



## Why New Jersey?

- Designated a “focus state” by FHWA; Newark a “focus city”
- Rate of crashes involving pedestrians is nearly double U.S. average

# Street Smart Education Campaign



**November 2013 Pilot Locations:** Newark, Jersey City, Woodbridge, Hackettstown

**Summer 2014 Pilot Location:** Long Beach Island



# Messaging for Motorists

**Check your vital signs**  
**Stop for pedestrians**



**STREETSMART**  
BeStreetSmartNJ.org

Local police are enforcing pedestrian laws

**Check your vital signs**  
**Obey speed limits**



**STREETSMART**  
BeStreetSmartNJ.org

Local police are enforcing pedestrian laws

# Messaging for Pedestrians

Check your vital signs  
Wait for the walk



**STREETSMART**  
BeStreetSmartNJ.org

Local police are enforcing pedestrian laws

Check your vital signs  
Use crosswalks



**STREETSMART**  
BeStreetSmartNJ.org

Local police are enforcing pedestrian laws





# Campaign Evaluation

## Two Approaches to Campaign Evaluation:

1. Pre and Post Observational Study by Rutgers CAIT
2. Pre and Post Intercept Surveys by PROvuncular

**» iPad Giveaway!**

Give us your feedback to help make New Jersey safer for pedestrians. The North Jersey Transportation Planning Authority (NJTPA) as part of the Street Smart Pedestrian Safety Campaign is conducting this survey to improve pedestrian safety in New Jersey. Your answers will remain confidential.

To enter go to <http://padgiveaway1.com> and complete the online survey.

**Prize giveaway rules:**

1. The iPad will be awarded to one pedestrian in New Jersey.
2. The iPad will be awarded to the pedestrian who provides the most feedback.
3. The iPad will be awarded to the pedestrian who provides the most feedback.
4. The iPad will be awarded to the pedestrian who provides the most feedback.
5. The iPad will be awarded to the pedestrian who provides the most feedback.
6. The iPad will be awarded to the pedestrian who provides the most feedback.
7. The iPad will be awarded to the pedestrian who provides the most feedback.
8. The iPad will be awarded to the pedestrian who provides the most feedback.

**Simply take a brief online survey to enter!!**



## Observation Study Results

	Pre-Campaign			Post-Campaign		
	Compliant	Not Compliant	% of Non-Compliance	Compliant	Not Compliant	% of Non-Compliance
<b>Newark: Raymond Blvd. &amp; Rt. 21</b>						
<i>Proxy 1: Pedestrians jaywalking and crossing against the signal</i>	2,091	390	16%	1,205	178	13%
<i>Proxy 2: Failure of turning motorists to yield to pedestrians crossing parallel to their vehicles' approach</i>	4,120	255	6%	3,774	93	2%
<i>Proxy 3: Failure of motorists turning right on red to properly yield to pedestrians</i>	298	50	14%	395	6	2%
<b>Jersey City: Columbus Dr. &amp; Marin Blvd.</b>						
<i>Proxy 1: Pedestrians jaywalking and crossing against the signal</i>	1,849	417	18%	1,890	203	10%
<i>Proxy 2: Failure of turning motorists to yield to pedestrians crossing parallel to their vehicles' approach</i>	2,820	263	9%	3,395	125	4%
<i>Proxy 3: Failure of motorists turning right on red to properly yield to pedestrians</i>	186	20	10%	128	3	2%



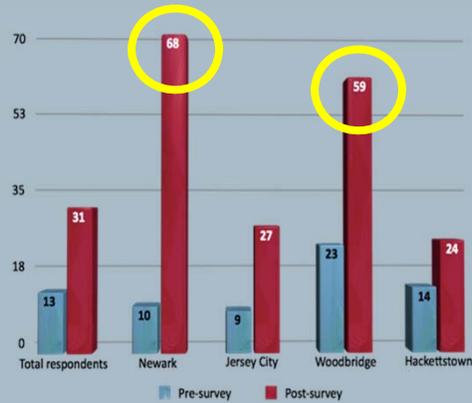
## Observation Study Results

	Pre-Campaign			Post-Campaign		
	Compliant	Not Compliant	% of Non-Compliance	Compliant	Not Compliant	% of Non-Compliance
<b>Woodbridge: Main St. &amp; Eleanor Place</b>						
<i>Proxy 1: Pedestrians jaywalking and crossing against the signal</i>	85	38	31%	291	16	5%
<i>Proxy 2: Failure of turning motorists to yield to pedestrians crossing parallel to their vehicles' approach</i>	3,072	105	3%	6,916	72	1%
<b>Hackettstown: Main St. &amp; Plane St.</b>						
<i>Proxy 1: Pedestrians jaywalking and crossing against the signal</i>	224	10	4%	216	13	6%
<i>Proxy 2L: Left turning vehicles failing to yield to pedestrians</i>	101	3	3%	224	0	0%
<i>Proxy 2R: Right turning vehicles failing to yield to pedestrians</i>	337	0	0%	361	1	0%



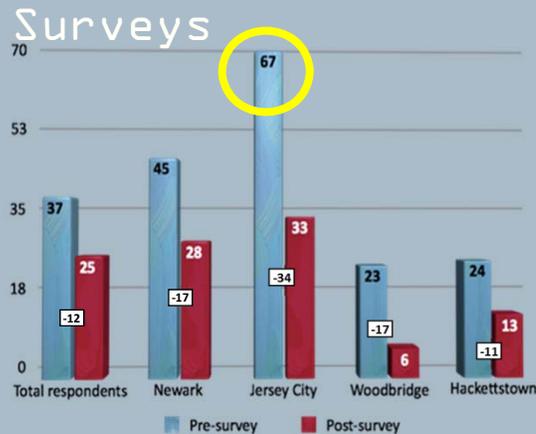
## Increased Awareness Shown in Intercept Surveys

- ▶ **Question:** In the past 30 days, have you read, seen or heard any advertising message or signage that mentions "Street Smart" and/or talks about pedestrian safety?
- ▶ Almost 1/3 of respondents were aware of Street Smart in the post-survey.



## Significant Improvement Shown in "Crossing Against the Signal" Surveys

- ▶ "Crossing against the signal" showed significant improvement in self-reported behaviors from pre to post.
- ▶ This behavior correlates directly with a campaign message point (wait for the walk).



## Street Smart Stopping Distance Video



  
***STREETSMART***  
*BeStreetSmartNJ.org*



## Revision of RSTF Objectives and Measures

The table below describes proposed changes to the current RSTF Objectives and Measures. These revisions incorporate suggestions taken from the group discussion at the March 6, 2014 meeting. The RSTF will vote to accept the recommendations. If accepted, measures will be tracked beginning with the September 11, 2014 meeting.

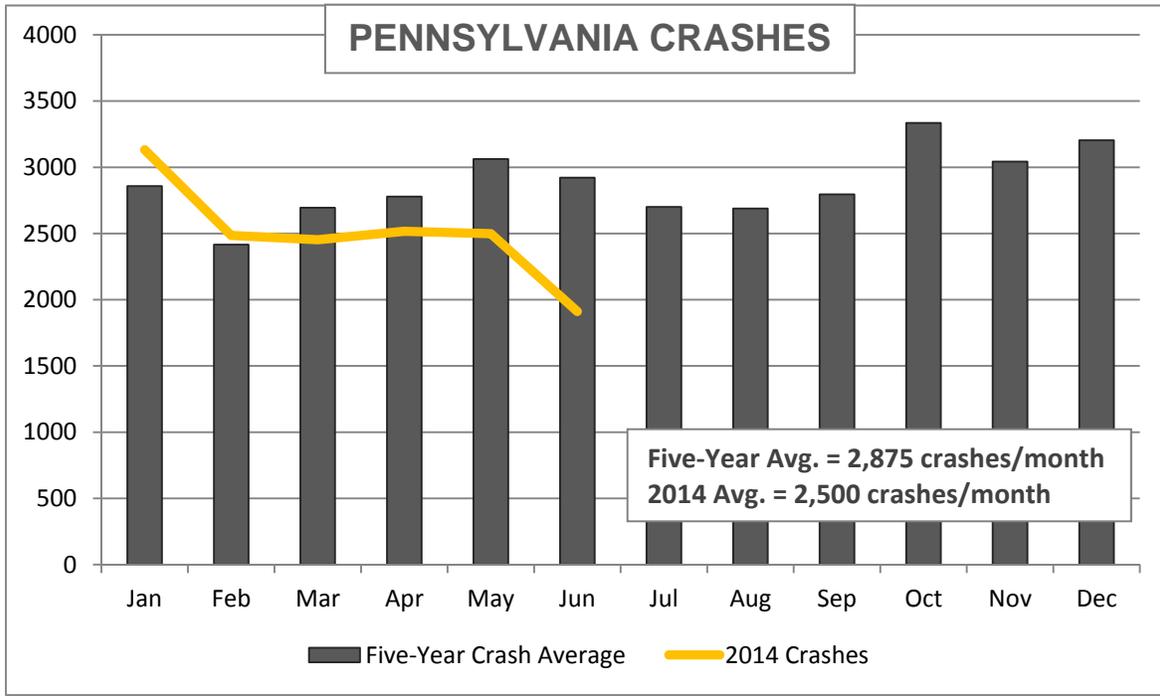
<b>OBJECTIVES and MEASURES</b>	
<b>Existing</b>	<b>Recommendations</b>
<b>BUILD, MAINTAIN, AND LEVERAGE PARTNERSHIPS</b>	
1. Retain and increase attendance at RSTF meetings by having more people at each meeting.	1. At RSTF meetings, retain attendance level of the average of the previous cycle.
2. Recruit and retain participants from at least two agencies involved in each of the four E's and policy/legislative at each meeting.	2. Track agencies actively participating (volunteering for actions) at each meeting, and measure diversity of agencies attending over a rolling four-meeting average.
3. Active participation in each meeting by more than one agency in each of the four E's and policy/legislative, measured by substantial points in the meeting summaries.	
4. Survey to find out what percent of participants report increased and effective partnerships as a result of RSTF meetings.	3. Survey to find out what percent of participants report increased and effective partnerships as a result of RSTF meetings.
<b>INCREASE THE EFFECTIVENESS OF THE RSTF THROUGH STRATEGIES AND ACTIONS</b>	
5. Continue to refine Safety Action Plan strategies into doable actions at each RSTF meeting and document progress in Tracking Progress Table	4. Continue to refine Safety Action Plan strategies into doable actions at each RSTF meeting and document progress in the Tracking Progress Table. Data points include whether or not emphasis area meetings resulted in at least three volunteer actions, progress made on previous actions, and results measured.
6. Market and promote safe transportation practices to a broader audience than RSTF participants. This may include the one page emphasis area summary, agency newsletter, website posting, etc.	5. Market and promote safe transportation practices to a broader audience than RSTF participants. This may include an agency newsletter, website posting, etc.
7. List of the effects of actions taken as a result of the RSTF based on the Tracking Safety Actions Table	
8. The RSTF or volunteer members will assist with one program or project being done by others with the result being a measurable reduction in fatalities, injuries, or crashes at the location.	6. RSTF members will assist with one program or project being done by others and measure success (e.g.: number of new partnerships established, information distributed and/or an analysis of how the effort will change behavior and advance a safety culture.)



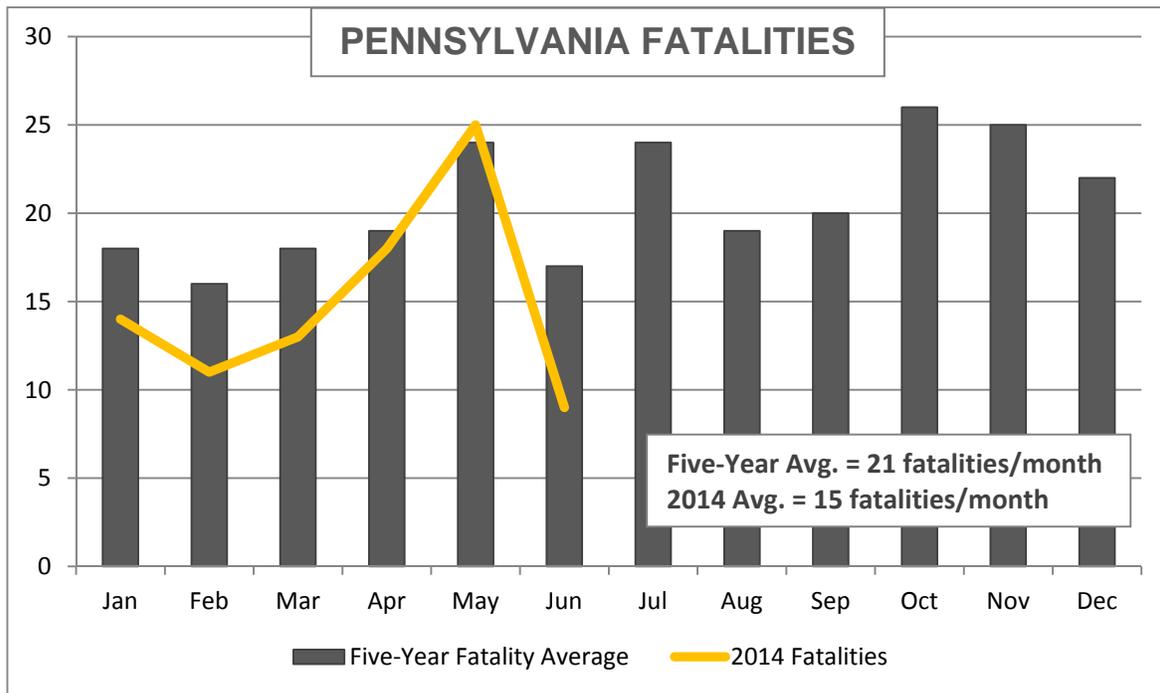
# DVRPC REGIONAL CRASH TRENDS

## 9/11/14 RSTF Meeting Update

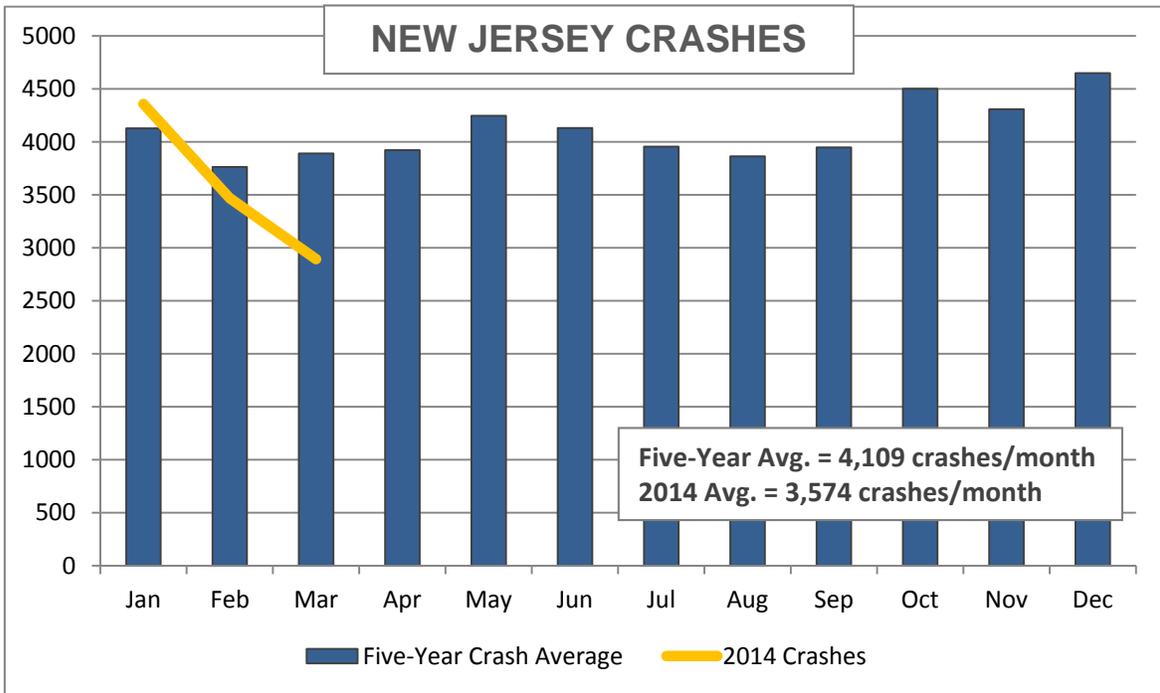
What do the preliminary crash data tell us about crash trends in 2014? This page compares the preliminary number of crashes and fatalities per month in 2014 to the five-year average for that month (2009 – 2013). This data is for the five southeastern Pennsylvania counties and the four New Jersey counties.



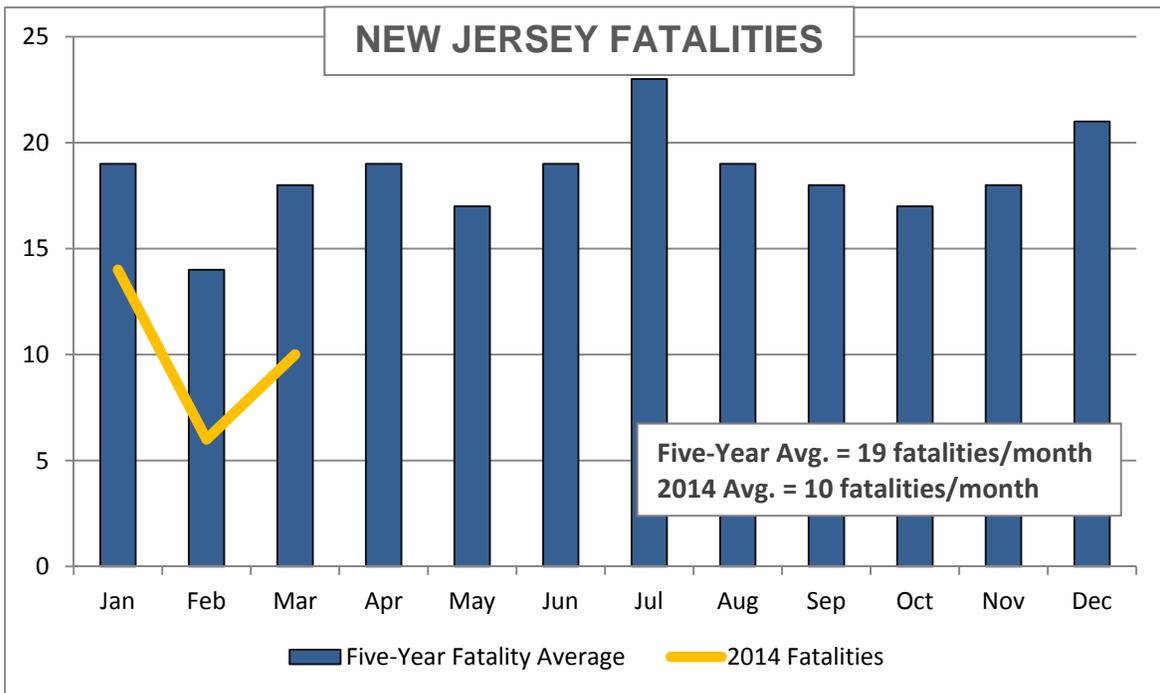
Source: PennDOT District 6



Source: Media Notification Database – News clippings, coroner, PSP, local police, etc.



Source: Plan4Safety/NJDOT



Source: NJSP/FARS

**NOTES:** A.) This is preliminary data to provide advance information on trends. B.) New Jersey ONLY: FARS gets their data from the NJ State Police (NJSP). This data is posted the day after a crash. NJDOT do not get initial fatal reports, on average, for 2-3 months. NJDOT fatality numbers are lower than FARS/NJSP because NJDOT does not include suicides, fatalities on private property, if someone involved a crash is in a coma for over 30-days then dies, and fatalities on Authority Bridges.