



Presents a Special Meeting:
Vision Zero and Traffic Safety Culture

AGENDA

Tuesday, September 29, 2015, 9:00 AM to Noon at DVRPC

- 1. Welcome and Introductions**
- 2. DVRPC Celebrates 50th Anniversary**
- 3. A Look at Traffic Safety:**
 - Federal Perspective
 - Rosemarie Anderson, Transportation Specialist, FHWA
 - State Perspective
 - Gavin Gray, Chief, Highway Safety Section, PennDOT
 - Sophia Azam, Section Chief, Acting Manager for the Bureau of Transportation Data and Safety, NJDOT
 - Local Perspective
 - Gus Scheerbaum, ARLE Grant Programs Manager and Complete Streets Safety Engineer, Philadelphia Mayor's Office of Transportation & Utilities
- 4. Featured Presentations – Vision Zero and Traffic Safety Culture**

This agenda item will include an introduction to the topic of traffic safety culture—the social and cultural environment influencing crashes. Attendees also will hear about New York City’s Vision Zero Action Plan which is built on the idea that “no level of fatality on city streets is inevitable or acceptable”. This Vision Zero Action Plan is the City's foundation for ending traffic deaths and injuries on its streets. The presenters are:

 - Rob Viola, Senior Project Manager, New York City DOT – “New York City’s Vision Zero Action Plan”
 - Andy Kaplan, Safety Programs Manager, Transportation Safety Resource Center, Rutgers University – “Traffic Safety Culture”
- 5. Happy 10th Anniversary, RSTF!**
- 6. Closing Remarks & Group Photo**

LUNCH

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

The Delaware Valley Regional Planning Commission (DVRPC) fully complies with Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, Executive Order 12898 on Environmental Justice, and related nondiscrimination statutes and regulations in all programs and activities. DVRPC’s website, www.dvrpc.org, may be translated into multiple languages. Publications and other public documents can be made available in alternative languages and formats, if requested. DVRPC public meetings are always held in ADA-accessible facilities and in transit-accessible locations when possible. Auxiliary services can be provided to individuals who submit a request at least seven days prior to a meeting. Requests made within seven days will be accommodated to the greatest extent possible. Any person who believes they have been aggrieved by an unlawful discriminatory practice by DVRPC under Title VI has a right to file a formal complaint. Any such complaint may be in writing and filed with DVRPC’s Title VI Compliance Manager and/or the appropriate state or federal agency within 180 days of the alleged discriminatory occurrence. For more information on DVRPC’s Title VI program, or to obtain a Title VI Complaint Form, please call (215) 592-1800 or email public_affairs@dvrpc.org.



Updates from June 2, 2015 RSTF Meeting

RSTF Member E-Directory

The RSTF E-Directory, when complete, will be an online searchable database for RSTF that will allow members to make connections with one another. To be listed, just follow the instructions below.

Instructions for filling out the form

1. The link for RSTF online Directory: www.dvrpc.org/asp/rstf/
2. Click on the Directory template document link on the top right hand corner.
3. This is a word document, so you can type directly into the boxes. Don't worry if the boxes seem small, just keep typing and the box will expand to be as big as you need it to be.
 - For organization name and contact information, please list:
 - Full name of Organization
 - Mailing address
 - Main Phone #, Fax #, and website URL
 - For Attendee Name and Contact Info please list:
 - Name(s) of all persons who attend the RSTF
 - Please Include direct dial phone number and email address for each person
 - For Description of Traffic Safety Work, please list:
 - Any transportation safety-related programs or projects your organization works on, works for, funds, or promotes.
 - For Audience, list all of the groups that benefit from your work.
 - For all of the other questions, check off the box or boxes that apply.
4. When finished, attach the document to an email to Sarah Oaks (soaks@dvrpc.org) or Regina Moore (rmoore@dvrpc.org).
5. Questions? Please contact Sarah or Regina.

RSTF Co-chair Opening

Our co-chair Ryan McNary, of PennDOT's Central Office, recently accepted a new position within PennDOT focused on transportation operations, and is stepping down as RSTF co-chair. We are accepting nominations to fill this vacancy, preferably by someone from a Pennsylvania or regionally-based organization. The new co-chair will share duties with Bill Beans, MBO Engineering. This is a two-year commitment that will begin with the December 2015 meeting. Please see or contact Regina Moore, rmoore@dvrpc.org if interested.

RSTF Project Pipeline Process

An email will be sent to RSTF members in October outlining details of this effort. Project ideas will be discussed at the December 1, RSTF meeting.

RSTF In Action (streamlined Road Safety Audit)

We are moving forward with a streamlined Road Safety Audit (RSA) in Camden County. This is a great opportunity for any RSTF member to become involved with a project at the planning level and to work with a multi-disciplinary group in identifying safety problems and collaborating on improvements. In October a conference call with interested RSA participants will be held to go over the details of this audit. It's still not late to participate! Please see or contact Regina Moore, rmoore@dvrpc.org if interested.

Incident Management Task Forces

Regional Traffic Incident Management Conference – Recap

On June 23 DVRPC hosted a Regional Traffic Incident Management Conference at Citizens Bank Park. Over two hundred First Responders and Incident Management Personnel attended the one day conference. Topics included video analytics for traffic management, collision analysis and accident investigation, heavy duty towing best practices and several more. The keynote speaker for the event was Dr. Burton A. Clark, EFO who has been in the fire service for 45 years in many different capacities. His keynote address focused on seat belt use by firefighters and all first responders and how it needs to improve. The event created a successful learning environment along with a great networking opportunity for all involved in Incident Management.

Prep for Papal Visit

With the ensuing Papal visit all recent Incident Management Task Force meetings have focused on the dissemination of information to first responders and the creation of response plans for the visit.

VOLUNTEER ACTION ITEMS FROM 6-2-15 RSTF MEETING

ENSURE YOUNG DRIVER SAFETY			
<i>Volunteer Action Items</i>	<i>Lead Person or Agency</i>	<i>Timeframe to Report</i>	<i>Action Update</i>
1. Engage law enforcement and schools with the Share the Keys program.	<ul style="list-style-type: none"> • Kevin Murphy, Regina Moore, Zoe Neaderland (DVRPC) • Warren Strumpfer 	<ul style="list-style-type: none"> • 3 months 	Ms. Neaderland and Mr. Murphy have reached out to their school districts.
2. Make Share the Keys a topic for next year's Gloucester County Highway Safety Task Force High School video contest	<ul style="list-style-type: none"> • Sean Dalton (Gloucester County Prosecutor's Office) 	<ul style="list-style-type: none"> • 6-9 months 	Ongoing – will report at next meeting
3. Promote Share the Keys in New Jersey School Districts	<ul style="list-style-type: none"> • Mike Tullio (Kean U) 	<ul style="list-style-type: none"> • 6 months 	Ongoing – will report at next meeting
4. Identify and map locations with high young driver populations and significant crash trends for consideration of improvements.	<ul style="list-style-type: none"> • DVRPC • Vince Cerbone (PennDOT District 6) 	<ul style="list-style-type: none"> • 3 month check in 	The map is currently under development
5. Share information on map with municipalities and school districts to advance a safety culture	<ul style="list-style-type: none"> • Bill Brady (TMA Bucks) 	<ul style="list-style-type: none"> • 3 month check in 	Will report at December meeting
6. Share link to PennDOT teen safe driving website	<ul style="list-style-type: none"> • Bill Brady 	<ul style="list-style-type: none"> • 3 month check in 	Ongoing
7. Engage parents more with High School seat belt challenges in PA	<ul style="list-style-type: none"> • Bill Brady • Amanda Lozinak (TMACC) • Lauren Amway (DCTMA) 	<ul style="list-style-type: none"> • 3 month and 6 month check in 	Mr. Brady, Ms. Lozinak, and Ms. Amway all plan to discuss this with their school districts and will report back in December
8. Share STK with PA Statewide Highway Safety Advisory Committee	<ul style="list-style-type: none"> • Gus Scheerbaum (MOTU) 	<ul style="list-style-type: none"> • 3 months 	Ongoing
9. Look into implementing a pilot STK-like program in PA in counties with highest teen crash rates; look into rolling it out statewide if it is successful	<ul style="list-style-type: none"> • Ryan McNary 	<ul style="list-style-type: none"> • 3, 6, and 9 months 	Will report at another meeting

Volunteer Action Items	Lead Person or Agency	Timeframe to Report	Action Update
10. Reach out to PA DMV to share STK information and compare it to what is currently used	<ul style="list-style-type: none"> • Ryan McNary 	<ul style="list-style-type: none"> • 3 months 	Will report at another meeting
11. Reach out to Montgomery County Health Department on teen safety funding and report back to what they are doing	<ul style="list-style-type: none"> • Peggy Schmidt (Partnership TMA) • 	<ul style="list-style-type: none"> • 3 months 	Contacted Montco Health Dept. They do not have PennDOT funding so do not plan to join the RSTF. PTMA will continue to represent Montgomery Co.

OTHER TOPICS			
Volunteer Action Items	Lead Person or Agency	Timeframe to Report	Action Update
12. Track PA House Transportation Subcommittee actions on DUI legislation	<ul style="list-style-type: none"> • Ryan McNary (PennDOT) EA: Reduce Impaired and Distracted driving 	<ul style="list-style-type: none"> • 3 months 	Will Report back at another meeting
13. Invite NJ law enforcement to attend DAA training	<ul style="list-style-type: none"> • Max Little (PA DAA) EA: Reduce Impaired and Distracted driving 	<ul style="list-style-type: none"> • 3 months 	Ongoing. Mr. Little is retiring and his replacement will report at the next meeting.
14. Look into adding Safe Passage bill to the NJDHTS agenda.	<ul style="list-style-type: none"> • Violet Marrero (NJDHTS) EA: Ensure Pedestrian Safety 	<ul style="list-style-type: none"> • 3 months 	Ongoing
15. Assist NJDHTS with developing legislation report	<ul style="list-style-type: none"> • Tracy Noble (AAA Mid Atlantic) 	<ul style="list-style-type: none"> • Ongoing 	Ms. Noble remains willing to assist NJDHTS
16. Help with curb aggressive driving efforts by participating in RSTF subcommittee	<ul style="list-style-type: none"> • Patrice Nuble (Streets Department) • Ryan McNary • Max Little (PA DAA) EA Curb Aggressive Driving 	<ul style="list-style-type: none"> • 3,6, and 9 months 	Subcommittee is working with Villanova U and will have draft products available at the December RSTF meeting
17. Contact National Safety Council to get them to participate	<ul style="list-style-type: none"> • John Wilkes (AutoBase) 	<ul style="list-style-type: none"> • 3 months 	Ongoing
18. Provide RSTF information to Delaware County employees and county press office	<ul style="list-style-type: none"> • Lou Huffnagle (Delaware County Planning) 	<ul style="list-style-type: none"> • 3-6 months 	Ongoing

<i>Volunteer Action Items</i>	<i>Lead Person or Agency</i>	<i>Timeframe to Report</i>	<i>Action Update</i>
19. Draft letters to legislators to comment on policy issues having to do with highway safety	<ul style="list-style-type: none"> • Joe Fiocco (Fiocco Engineering) 	<ul style="list-style-type: none"> • 3 and 6 months 	Mr. Fiocco plans to undertake this as need arises.
20. Coordinate tweets between MOTU and DVRPC	<ul style="list-style-type: none"> • DVRPC • Gus Scheerbaum 	<ul style="list-style-type: none"> • 3 months 	Ongoing
21. Look into county-level highway safety planning for Chester County.	<ul style="list-style-type: none"> • Amanda Lozinak 	<ul style="list-style-type: none"> • 3 months 	Ongoing
22. Provide status update on streamlined RSA process	<ul style="list-style-type: none"> • Warren Strumpfer 	<ul style="list-style-type: none"> • 6 and 9 months 	Project will begin this fall and an update will be provided at the December RSTF.



HIGHLIGHTS OF June 2, 2015 MEETING

- All presentations and related meeting handouts are located on the RSTF Website:
<http://www.dvrpc.org/ASP/committee/Presentations/RSTF/2015-6.pdf>

1. Welcome and Introductions.

Attendees were welcomed and the meeting was called to order by RSTF Co-Chair Ryan McNary, PennDOT. Mr. McNary read the mission, goal, and objectives of the RSTF, and introduced the topic of the meeting as Ensure Young Driver Safety. He then invited everyone to introduce him or herself.

2. Follow-Ups from December 2014 RSTF Meeting.

The highlights of the March 3, 2015 RSTF meeting were accepted.

Sarah Oaks, DVRPC, reviewed the Volunteer Action Items from the March 3, 2015 meeting which addressed the Transportation Safety Action Plan (TSAP) emphasis area of Reduce Impaired and Distracted Driving.

Action: Create and share a video of Judge Kennedy's Presentation:

- Bill Beans, MBO Engineering, has placed a revised iteration on a private youtube link for RSTF comment. Those interested in viewing the video should contact DVRPC staff for the password. All comments are welcomed.

Action: Provide PA Liquor Control Board (PLCB) staff with PennDOT Assistance for promoting the Restaurant Alcohol Management Program (RAMP):

- Mr. McNary is working with Walt Lafty of the PLCB to coordinate this.

Action: Make facilities available to the PLCB for RAMP training:

- Kathy Olsen, Bucks County TMA, Laurie Aguilera, Chester County, and Jana Tidwell, AAA Mid-Atlantic all volunteered to assist PLCB staff by making facilities available or assisting PLCB staff in finding locations for RAMP training.

Action: Post links to DUI program information on the MOTU blog:

- Gus Scheerbaum, MOTU, put the information on the MOTU blog at the end of March. DVRPC Public Affairs staff included notice about the blog in their daily twitter feed when the information was posted.

Action: Make facilities available for Drug Recognition Expert (DRE) training in New Jersey:

- Tracy Noble, AAA Mid Atlantic, Officer James Philbin, Cherry Hill Township Police, and Andy Kaplan, Rutgers CAIT offered to make facilities available. Rutgers CAIT also volunteered to publicize any scheduled DRE training.

Action: Create brief summary from RSTF meetings for attendees to forward to their supervisors or other interested parties at their agency/organization:

- Staff will work with Mr. McNary and Mr. Beans, in their role as RSTF Co-chairs, to create this document. It will be available for RSTF members' use about a week after every meeting.

Action: Create a repository of employers' cell phone driving ban policies:

- Kasim Ali, City of Philadelphia Streets Department, Ms Tidwell, Ms. Noble, and Officer Philbin all forwarded policies. Staff will create a listing on the Safety Page of the DVRPC website where these policies can be viewed.

An RSTF membership directory is being created to help members work with one another, and attendees were asked to fill out a brief form for this at the meeting. Staff will follow up. Also, volunteers are needed to participate in a newly-formed subcommittee for an effort to reduce aggressive driving. Those interested in participating may contact Ms. Oaks at soaks@dvrpc.org.

In a follow-up to the September, 2014 RSTF meeting (emphasis area: Improve Pedestrian Safety), Regina Moore, DVRPC, reported that RSTF member Warren Strumpfer approached DVRPC about a pedestrian safety concern along CR 534 (Blackwood Clementon Road) in Camden County. This will become a streamlined Road Safety Audit. RSTF members were asked to participate in this project to meet the RSTF performance measure "Increase the effectiveness of one program or project per cycle through RSTF coordination." An update will be provided at a future RSTF meeting. Please contact Ms. Moore at rmoore@dvrpc.org.

Ms. Moore then reported that the DVRPC Office of Safety and Congestion Management is coordinating with the Office of Transportation Operations to facilitate communication between the RSTF and incident management groups to encourage more first responder participation. Paul Carafides, DVRPC, will attend future RSTF meetings to provide updates and will present an RSTF summary at incident management task force meetings around the region. Ms. Moore welcomed John Wilkes, Autobase, Inc, a service patrol contractor to PennDOT at today's meeting as a result of this effort, and gave Mr. Carafides' report that DVRPC is hosting a Regional Traffic Incident Management Conference at Citizens Bank Park in Philadelphia on June 23, 2015.

3. Update from the First Responders Community.

- Mr. Wilkes introduced his company, which provides services on highways in Montgomery County under contract to PennDOT. John Ward, DVRPC, said they are key players in emergency response and that their work is much appreciated.
- Mr. McNary reported that since seatbelts are most important in saving lives in crashes, PennDOT grants Click it or Ticket campaign funds to State Police troops around the Commonwealth for Occupant Protection Enforcement pilot programs. Using State Trooper project funds, in May 2015 Troop K (Philadelphia) issued 159 seatbelt citations and 18 child seat citations and, using campaign funds, issued 15 child seat citations, 46 warnings, 133 seatbelt citations, and 259 additional citations for other reasons.
- Ray Reeve, NJ Division of Highway Traffic Safety, reported that in southern New Jersey Gloucester County receives Click it or Ticket funding as a block grant to be administered

through the County Prosecutor's Office, whereas in other parts of southern New Jersey NJDHTS works with individual police departments.

- Max Little, PA District Attorney's Association, announced that in two weeks there will be a two-day intensive "impaired driving" training for prosecutors in Harrisburg. An additional class will be held in Philadelphia on August 17-19, 2015 for "homicide by vehicle" training. Classes are open to all prosecutors from Pennsylvania and partner states New Jersey and Delaware. They are designed around a sample case as a teaching tool. Since the sample case this summer is a pedestrian killed by a drunk driver, the instructor will focus a portion of class on pedestrian issues.
- AAA clubs of New Jersey will be offering four sessions of Drug Recognition Expert (DRE) case study training. There is no charge for law enforcement personnel to attend. Dates and locations are available at aaa.com/police training.

Zoe Neaderland, DVRPC, said that educating audiences about enforcement efforts is a good source of volunteer items, as assisting RSTF member agencies in ongoing efforts can amplify what that individual member agency can do.

4. Legislative Update.

- Ms. Tidwell, AAA Mid Atlantic, presented the AAA Pennsylvania update. Regarding teen drivers, although Pennsylvania does not have a general primary seatbelt law, it does require children under the age of four be properly restrained in an approved safety seat anywhere in the vehicle, children from age four up to age eight must be restrained in an appropriate booster seat, and children from age eight up to 18 must be in a seatbelt. Regarding distracted driving, HB 652 defines and prohibits use of interactive wireless communications devices, and HB 714 establishes the Driver Distraction Awareness Fund. Both were referred to the House Transportation Committee. In the Senate, SB 153 makes the driver's use of handheld devices a summary offense and sets fines for violations after a six month education period ends. This was referred to the Senate Transportation Committee.
- Mr. McNary reported that the Pennsylvania House Transportation Committee will be having a meeting on June 4th to review DUI legislation. An update will be available at the next RSTF meeting.
- Ms. Noble spoke about some bills in New Jersey. Regarding teen driving, recently introduced Assembly Bill A-1699 that calls for expanding supervised driving requirements, increases the number of supervised practice driving hours, and requires parent-teen orientation prior to the start of the supervised driving phase. To date there is no Senate sponsor. Senate Bill S-2026 requiring adherence to American Association of Pediatrics standards for child seats has passed the full Senate and is awaiting the Governor's signature. It will go into effect September 1, 2015 and will require all child safety seats to be rear-facing until age two. Regarding impaired driving, the Governor conditionally vetoed the bill revising penalties for certain drunk driving offences, including ignition interlocks, and called for changes to strengthen DUI penalties. More information on legislation pending in New Jersey is available in the AAA meeting handout.
- A discussion followed regarding a Safe Passage Bill in New Jersey, currently the only state in the northeast which does not have a law which protects vulnerable users of the

roadway, such as bicyclists and pedestrians. Other states have taken the lead because police are assisted by having law enforcement in place to provide warnings or citations. New Jersey has a “Move Over” law for emergency and construction workers, but not specifically for pedestrians and bicyclists. The bill calls for drivers to provide a four-foot buffer. A revision to the bill has been provided that would just require slowing down if it would not be safe for the driver to provide such a buffer. Some meeting participants said that bicyclists and pedestrians don’t know or follow rules meant to protect them. Pedestrians have the right-of-way in a crosswalk; even if the crosswalk is implied and not painted, but drivers otherwise have right-of-way in travel lanes. AAA has two versions of a “Walk Safely/Drive Safely” brochure, one is targeted to motorists at the shore, which is put into visitor “welcome” packets, the other is for general safe statewide use.

5. Emphasis Area Focus – Ensure Young Driver Safety

Kevin Murphy, DVRPC, reported that preliminary 2014 crash data numbers show a decrease in crashes and fatalities on both sides of the Delaware River, which is consistent with national trends. Mr. McNary reported that in Pennsylvania fatal crashes are at an all-time record low since records were started in the 1920s. Vincent Cerbone, PennDOT, reported that in District 6 there were no fatalities in the first week of May, 2015, the first clear week since recordkeeping started.

Mr. Murphy briefly discussed overall young driver crash trends in the region and explained that 2014 Pennsylvania data has been received but not processed, and that 2014 data for New Jersey should be available from NJDOT mid-summer. A full update on trends will be available for the September RSTF meeting.

According to the most recent analysis by NHTSA, between years 2003 to 2012 young driver fatalities have declined nationally, although in 2012 there were still 1,875 young driver fatalities. According to AAA, every day car crashes end more teen lives than cancer, homicide and suicide combined. In the DVRPC region, young drivers were involved in 14% of the traffic fatalities, on average, per year between 2010 and 2012. In 2013 there were 41 young driver-related fatalities. For DVRPC’s regional analysis people 16-20 years of age are considered young drivers.

Recommended TSAP strategies include encouraging parent/young driver orientation as a condition for a learners permit, comparing Pennsylvania and New Jersey graduated drivers’ license (GDL) requirements to promote consistency and consideration of GDL requirements for all new drivers regardless of age. Another strategy is to support and spread the word about young driver safety education programs and resources such as teendrivingAAA.com, and New Jersey’s Share the Keys program. Mr. Murphy then introduced the speakers.

- Lauren Amway, Delaware County TMA, presented the Second Annual PennDOT Region 1 (southeastern Pennsylvania) Teen Safe Driving Competition held in April during Pennsylvania Teen Safe Driving Week. The competition is designed to emphasize the importance of safety among new drivers by testing their road skills and knowledge. The tests include driving, a perceptual exam, a written exam, and a skills test, including safe vehicle inspection. Thirty-three students competed this year, representing eleven schools throughout the region. Students were recruited through high school Seat Belt Challenges. A local dealer donated cars for the competition, and the Pennsylvania Motor

Truck Association set up the course and provided a tractor trailer so students could get into the cab to be aware of what a truck driver can actually see. Other sponsors and volunteers provided cash prizes, meals, giveaways, and education. The first place winner received a \$2,000 scholarship and competed in the state finals held on May 12.

- Sean Dalton, Gloucester County Prosecutor's Office, presented the Gloucester County Highway Safety Task Force's annual high school traffic safety video contest, which began in 2003. Teens from Gloucester County high schools team up to produce videos depicting the dangers of unsafe driving, limited to 30 seconds to qualify as a Public Service Announcement as a way to counter movies and social media messages which encourage risky driving behavior. It's a very low cost program to operate since it works through existing school and law enforcement programs.

About 400 students participate each year and United Artists donates a theater and hosts a festival to attract other teens besides those who made videos, and also so that the prize winners can see their videos on the big screen. The top 10 are selected, and, since the videos are by teens for teens, the Prosecutor's Office uses sponsorship dollars to buy time on networks such as ESPN to run the winning videos. NJDHTS and many other sponsors provide judges and prizes for winning teams. In 2010 there were 125 submissions, an all-time high, and in 2015 eleven of thirteen high schools participated. In 2013 the program was expanded to include middle and elementary schools and prizes are now awarded to the top 10 in both the high school and elementary/middle school categories.

- Violet Marrero, NJDHTS, presented Share the Keys (STK), a research-based, data-driven six-step behavior modification program designed to reduce teen driver crash risks by increasing parental involvement, helping parents to reach conclusions on their own about how to be better safe driving role models. Children's Hospital of Philadelphia researchers found that teens whose parents set rules and pay attention to driving activities in a helpful and supportive way are half as likely to be involved in a crash.

STK was developed in partnership with Kean University and the New Jersey State Police. A resource guide was developed with key points and a parent-teen contract. To attract attendees, facilitators partnered with State Police and School Resource Officers, Traffic Safety Officers and chiefs of police. CEU credits were offered for driver education teachers. A NHTSA grant pays for the trainer and materials. After completing the STK program, 98% of teens involved had no moving violations, and 92% were not involved in crash.

The program is updated annually. Updates for 2015 will include the dedicated website "SharetheKeys.com", a teen driving plan, and a Spanish language translation. NJDHTS is happy to provide the STK program materials to any interested state.

Ms. Marrero was asked to comment on the likelihood of New Jersey's teen Graduated Drivers Laws being expanded to cover all new drivers regardless of age. She responded that the NJDHTS supports this. In response to a question about the usefulness of driving

schools to help improve teen driving safety, Ms. Marrero commented that they remain a good idea but do not replace parental involvement.

Members of the RSTF commented that there is a PennDOT advisory committee working on ways to improve driver education for those who wait until they are older to learn to drive. Also, PennDOT has a teen driving resource guide modeled after New Jersey's. In Pennsylvania, TMA-run high school seatbelt challenges often show an improvement in parents' driving behavior.

6. Developing Action Items

Ms. Marrero agreed to provide STK materials to any interested RSTF members who are willing to help publicize the program. She also agreed to give the Implementation Plan to Mr. McNary to help understand what will be needed to start up this program.

- **Mr. Scheerbaum volunteered to give STK kits to members of the Pennsylvania statewide Highway Safety Advisory Committee.**
- **Ms. Amway, Bill Brady, TMA Bucks, and Amanda Lozinak, TMACC all agreed to reach out to police departments in their service areas with STK.**
- **Mr. McNary volunteered to reach out to DMV with STK materials so that they can be compared with what is used now.**
- **Mr. McNary volunteered to look into implementing a pilot STK-like program in counties with the highest crash rates and to implement it statewide if it is successful.**
- **Mr. Murphy, Ms. Moore, Ms. Neaderland, and Mr. Strumpfer all volunteered to give STK information to their local police departments.**

Mr. McNary asked DVRPC to create a map identifying high teen driver crash locations in Pennsylvania and New Jersey and so that it can be used to encourage local leaders to participate in the program.

- **DVRPC staff agreed to create this map.**
- **Mr. Brady volunteered to place this map on the TMA Bucks website and will promote it on social media.**
- **Mr. Brady volunteered to place links to PennDOT's safe teen driving programs on the TMA Bucks website as part of TMA Bucks' High School Seat Belt Challenge program.**
- **Mr. Cerbone offered to use the map as a way to focus engineering resources.**

Ms. Marrero said one challenge is contacting driver education teachers, as driver education is handled differently in each school district.

- **Mr. Dalton agreed to make STK a topic for next year's Gloucester County Video Challenge.**
- **Mike Tullio, Kean University, volunteered to assist NJDHTS by promoting STK in any non-participating New Jersey school districts.**

Other volunteer actions which arose from this meeting included:

- **Lou Hufnagle, Delaware County Planning Department, reported that they comment on pedestrian safety issues in their subdivision review. He volunteered to supply RSTF information to Delaware County employees and to give information to the Delaware County Press Office for dissemination to interested citizens.**
- **Mr. Wilkes agreed to contact the National Safety Council to encourage them to send a representative to the RSTF.**
- **Peggy Schmidt, Partnership TMA, said that in Montgomery County teen safety is addressed in the Health Department. She agreed to reach out to them to encourage them to participate in the RSTF and will supply a report on teen safety activities in Montgomery County at the next meeting.**
- **Joe Fiocco, Fiocco Engineering, volunteered to write to legislators to comment on policy matters. He will coordinate with Mr. McNary.**
- **Ms. Neaderland agreed to facilitate the liaison between MOTU and the DVRPC Office of Communications in regard to “re-tweeting” twitter messages put out by each agency.**
- **Mr. Strumpfer and Ms. Moore agreed to report back in either December 2015 or March 2016 on the Blackwood-Clementon Road RSA effort.**
- **Ms. Lozinak agreed to look into Chester County’s safety planning activities to see if there is a dedicated office for this work.**
- **Patrice Nuble, City of Philadelphia Streets Department, Mr. Little, and Mr. McNary volunteered to join the RSTF subcommittee to address aggressive driving. Ms. Oaks volunteered to reach out to the counties in Pennsylvania to encourage additional participation.**
- **Mr. McNary said the Pennsylvania House Transportation Committee will be meeting on June 4th to completely review DUI legislation. He agreed to give an update at the next RSTF meeting.**
- **Ms. Neaderland will provide the Safe Passage bill and Ms. Marrero offered to suggest it be added to the agenda for a meeting in which she participates.**
- **Mr. Little volunteered to make up to two seats available at the upcoming District Attorney Association’s trainings for interested New Jersey law enforcement members.**

7. Member Updates and Open Forum

- **Mr. Murphy invited the RSTF to help select and guide a Safety Program project in Fiscal Year 2017. Discussion of the potential project will be held by email during the summer and discussed at upcoming meetings. Those interested in participating in the project selection process should contact Mr. Murphy at kmurphy@dvrpc.org.**
 - **In response to comments from members of the RSTF, Mr. Murphy responded that the report will include actionable items for implementing agencies and that any recommended actions will be focused on measurable effects. Implementing agencies are expected to be part of the study process.**

- This summer, AAA plans to poll 1,000 New Jersey motorists about transportation funding.
- Mr. McNary asked all attendees to fill out their surveys and member agency information forms. He then announced that the next meeting of the RSTF will be held September 29th, 2015. The meeting then adjourned.

Attendees:

- | | |
|------------------------------|---|
| 1. Amway, Lauren | Delaware County TMA |
| 2. Brady, Bill | TMA Bucks |
| 3. Buerk, Jesse | DVRPC |
| 4. Cerbone, Vince | PennDOT District 6-0 |
| 5. Dalton, Sean | Gloucester County Prosecutor's Office |
| 6. Dlugosz, David | City of Philadelphia Streets Department |
| 7. Fiocco, Joe | Fiocco Engineering, LLC |
| 8. Hicken, Eric | NJ DOH & OEMS |
| 9. Howard, Nathan | DVRPC |
| 10. Huff, Alan | SJTPO |
| 11. Hufnagle, Lou | Delaware County Planning Department |
| 12. Kozak, Diane | Camden County Highway Traffic Safety |
| 13. Little, Max | PA District Attorneys' Association |
| 14. Lozinak, Amanda | TMA of Chester County |
| 15. MacKavanagh, Kelvin | DVRPC Goods Movement Task Force |
| 16. Malaviya, Sharang | PennDOT District 6-0 |
| 17. Marrero, Violet | NJDHTS |
| 18. McNary, Ryan | PennDOT Central Office |
| 19. Merritt, Darrell | PennDOT District 6-0 |
| 20. Moore, Regina | DVRPC |
| 21. Murphy, Kevin | DVRPC |
| 22. Neaderland, Zoe | DVRPC |
| 23. Noble, Tracy | AAA Mid-Atlantic |
| 24. Nuble, Patrice | City of Philadelphia Streets Department |
| 25. Oaks, Sarah | DVRPC |
| 26. Philbin, Officer Jim | Cherry Hill Township Police |
| 27. Reeve, Ray | NJDHTS |
| 28. Rinaldi, Alex | Camden County Highway Traffic Safety |
| 29. Scheerbaum, Gustave | City of Philadelphia MOTU |
| 30. Schmidt, Peggy | Partnership TMA |
| 31. Spino, Sam | Camden County Highway Traffic Safety |
| 32. Strumpfer, Warren | Transportation Safety Advocate |
| 33. Tidwell, Jana | AAA Mid-Atlantic |
| 34. Tullio, Mike | Kean University |
| 35. U'selis, Trooper Stephen | PA State Police |
| 36. Ward, John | DVRPC |
| 37. Wilkes, Jonathan | AutoBase |

FHWA Presentation - Rosemarie Anderson

Toward Zero Deaths

*Delaware Valley Regional Planning Commission
Regional Safety Task Force
September 29, 2015*

Toward Zero Deaths: A National Strategy on Highway Safety

- Led by AASHTO
- FHWA, NHTSA, FMCSA provided technical support to a group of traffic safety stakeholders
- Develop – National Highway Safety Vision
- Goal – Elimination of Highway Deaths
- Launch Framework for the National Strategy on Highway Safety and Strategic Communication Plan

Even one death is unacceptable

Toward Zero Deaths

We embrace the vision of Toward Zero Deaths; it provides an overarching and common vision that drives and focuses our efforts to achieve our shared goal to eliminate injuries and fatalities on our roadways. The U.S. Department of Transportation will do our part by aggressively using all tools at our disposal – research into new safety systems and technologies, campaigns to educate the public, investments in infrastructure and collaboration with all of our government partners to support strong laws and data-driven approaches to improve safety.

–U.S. Transportation Secretary Anthony Foxx

FHWA Strategic Goals

- National Leadership** - FHWA leads in developing and advocating solutions to national transportation needs.
- System Performance** - The Nation's highway system provides *safe*, reliable, effective, and sustainable mobility for all users.
- Program Delivery** - Federal highway programs are effectively and consistently delivered through successful partnerships, value-added stewardship, and risk-based oversight.
- Corporate Capacity** - Organizational resources are optimally deployed to meet today and tomorrow's mission.

Strategic Objectives: Performance Improvements & Performance Measures

Safety Campaign

Safety is the Number One priority for all of us at the Department of Transportation. But in addition to our work as transportation professionals, there is also a very personal aspect to safety. To be safe ourselves and to help ensure the safety of our family, friends and community, we need to model safe behavior and act as role models to those around us.

Safety Strategic Plan

- Vision:** *Toward zero deaths* and serious injuries on the Nation's roadways.
- Mission:** Exercising leadership throughout the highway community 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 (4E's) approach to safety.

Safety Data

- Not collecting data for data's sake
- Optimal safety investment decisions
- Improvement in safety programs through improved analysis methods (e.g., HSM)
- More effective deployment of safety resources



7

Data Efforts

- EDC III
 - Data Driven Safety Analysis
 - Predictive and Systemic Analysis in Safety Management
 - Technical Report
 - Technical Assistance & Training
 - Peer Exchanges
 - Webinar Series
- Roadway Safety Program Toolbox

<http://safety.fhwa.dot.gov/rsdp/>

8

What we mean by “systemic safety improvement”?

An improvement that is widely implemented based on high-risk roadway features that are correlated with particular severe crash types.

Acknowledges crashes alone are not always sufficient to establish prioritization.

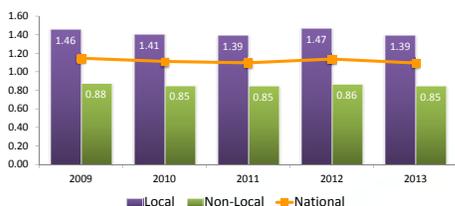
9

Systemic Analysis

- Implements a **system-wide screening** of a roadway network based on the presence of **high-risk roadway features** correlated with particular severe crash types, rather than high crash locations.



Local vs Non-Local Roads Fatality Rates

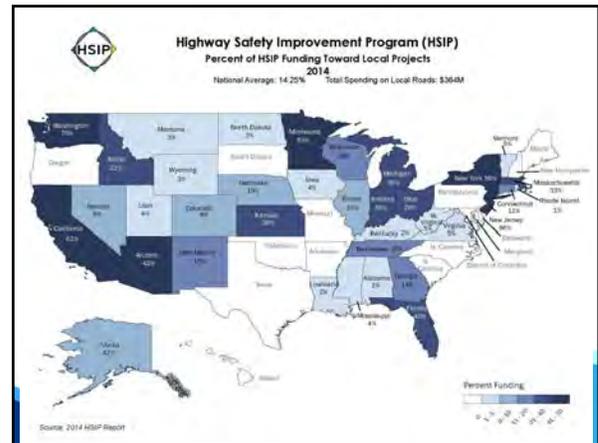
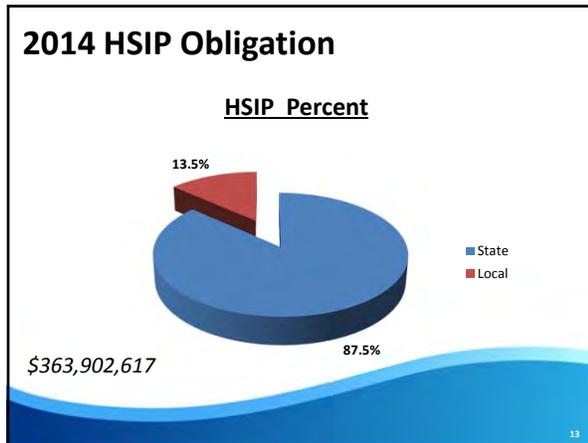


Source: Fatality Analysis Reporting System

MAP-21 Legislation

- Acknowledges the need for local and tribal road safety
- Continued the Highway Safety Improvement Program (HSIP) funds that are eligible for ALL public roads
- Updated the High-Risk Rural Road (HRRR) Safety Rule
 - If the fatality rate of rural roads increases over 2-year period, State must obligate increased funding for projects on HRRRs
- Created the Tribal Transportation Program (TTP)
 - Sets aside safety funding for transportation safety





GROW America Act

Generating Renewal, Opportunity, and Work with Accelerated Mobility, Efficiency, and Rebuilding of Infrastructure and Communities throughout America Act

- \$478 billion, six year transportation reauthorization proposal
- **Improving Transportation Safety**
 - Sets funding for the Highway Safety Improvement Program (HSIP) at \$16 billion over 6 years
 - Provides \$7.4 billion to improve safety on local rural roads with too many deadly crashes;

15

Local Road Safety Plans

- An LRSP is a locally-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on local roads.
- An LRSP is flexible and utilizes the 4 E's as appropriate to establish and gain support for an agency's local safety goals, objectives, and key emphasis areas.

16

RESOURCES

<http://safety.fhwa.dot.gov/>

Tools
Training
Technical Assistance

17

PennDOT Presentation - Gavin Gray

Vision Zero and Safety Culture at PennDOT

Presented By:
Gavin E. Gray, P.E.
September 29, 2015



Towards Zero Deaths Vision

- Who can impact a **“vision zero”** philosophy?



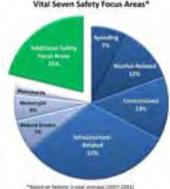

Knowing the Numbers

- 1,195 PA Fatalities in 2014
- Fatalities on the Rise
 - Nationally Fatalities up 14%
 - PA Fatalities up 6-7%



Safety Focus Areas

- Reducing Impaired Driving (DUI)
- Increasing Seat Belt Usage
- Infrastructure Improvements
- Reducing Speeding & Aggressive Driving
- Reducing Distracted Driving
- Mature Driver Safety
- Motorcycle Safety

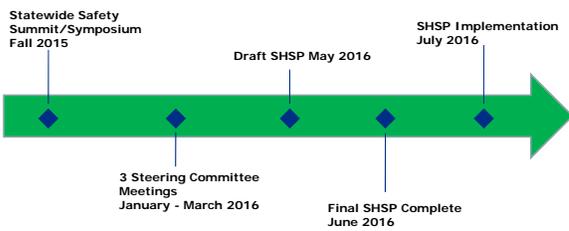


Local Coordination

- Nearly 80,000 miles of local roadway
- 200 fatalities on local roads in 2014




Strategic Highway Safety Plan - Timeline




Questions?



NJDOT Presentation - Sophia Azam

Vision Zero and Traffic Safety Culture



Sophia Azam, Section Chief / Acting Manager
Bureau of Transportation Data & Safety
sa@njdot.state.nj.us

Vision Zero

- Towards Zero Death
- SHSP Update
- Incorporation of innovative techniques
- Investment strategies
- Improving internal and external processes

Towards Zero Deaths

- NJDOT adopted this strategy in 2014
- It's a long term vision
- Reduce fatalities and serious injuries
- Interagency cooperation




Strategic Highway Safety Plan

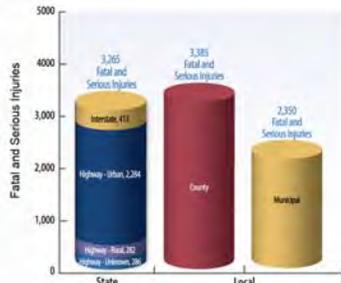
- Data driven
- Emphasis areas
- Strategies
- 4E's

Incorporation of innovative techniques




Investment Strategies

- Align investments with needs
- 57% crashes on local roads
- 33% crashes on state roads



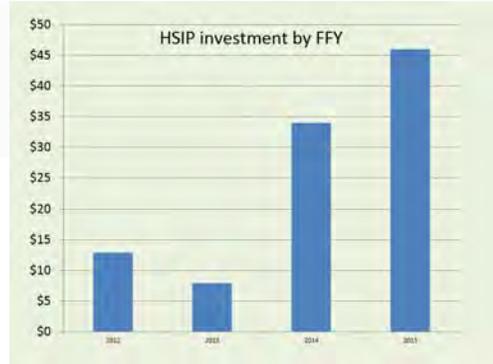
Category	Value
State - Interstate 411	3,265
State - Highway - Urban 2,284	2,284
State - Highway - Rural 242	242
State - Intermodal 36	36
Local - County	3,385
Local - Municipality	2,350

Improving Internal and External Processes

- Safety Programs follows the Capital Project Delivery Process



- NJDOT provides assistance to locals



Thank You!!



City of Philadelphia Presentation - Gus Scheerbaum

Philadelphia's Automated Red-Light Enforcement - Safety Enhancement Projects

Gustave Scheerbaum, PE
 Complete Streets Safety Engineer
 ARLE Grant Programs Manager
 City of Philadelphia
 Mayor's Office of Transportation & Utilities



Safety is City of Philadelphia's Priority

Our Partners:

- o PennDOT
- o DVRPC
- o SEPTA
- o NHTSA
- o Local Universities
- o Advocacy Groups



Safety is City of Philadelphia's Priority

- o Data Management & Analysis
- o Policy & Planning
- o Education
- o Enforcement
- o Engineering



Data Management & Analysis

Traffic Fatalities by Mode

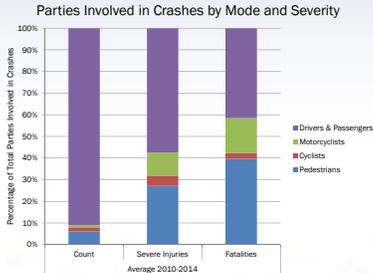


Year	Pedestrians	Cyclists	Motorcyclists	Drivers & Passengers
2010	30	5	15	45
2011	30	5	15	40
2012	35	5	20	55
2013	35	5	20	35
2014	40	5	15	40



Data Management & Analysis

Parties Involved in Crashes by Mode and Severity



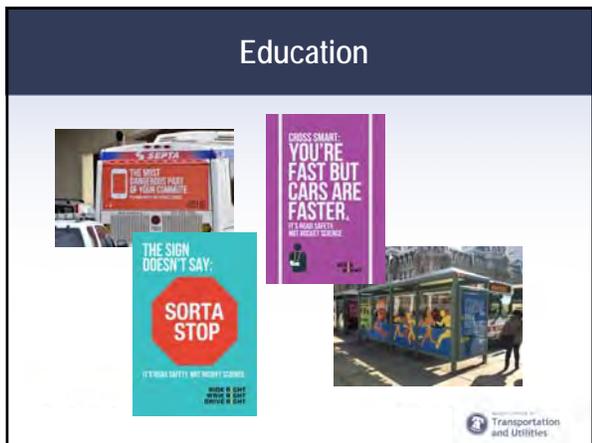
Severity	Drivers & Passengers	Motorcyclists	Cyclists	Pedestrians
Court	85%	10%	5%	0%
Average 2010-2014	30%	10%	5%	55%
Fatalities	40%	15%	5%	40%



Policy & Planning




Education



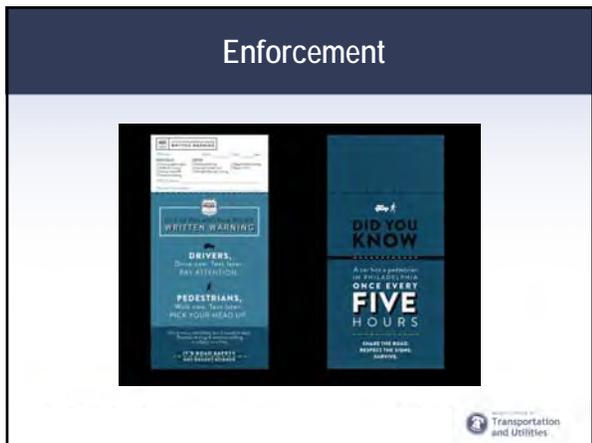
Department of Transportation and Utilities

Education



Department of Transportation and Utilities

Enforcement



Department of Transportation and Utilities

Engineering



Department of Transportation and Utilities

Engineering



Department of Transportation and Utilities

Engineering



Department of Transportation and Utilities

Engineering




Measures

- *geometry and geographic considerations*




Measures

- *geometry and geographic considerations*
- *crash data including severity*
- *counts – ADT, bicycles, pedestrians*




Prioritization

<p>Low Cost Safety Improvements</p> <ul style="list-style-type: none"> • ten-year reportable crash data • ADT • nearby transit stops • impending work • Streets / Planning recommendations • ** fatal crash <p>Intersection Modifications</p> <ul style="list-style-type: none"> • five-year reportable crash data • street width and complexity • nearby transit stops • proximity to schools, parks, rec centers • existing/impending project • Streets / Planning recommendations • ** fatal crash 	<p>Pedestrian Countdown Signals</p> <ul style="list-style-type: none"> • ten-year reportable crash data • street width • existing or forthcoming ped-countdowns • existing hand/man ped signals • corridor fill-in • recommendations from Streets <p>Traffic Calming</p> <ul style="list-style-type: none"> • speed studies – excessive speeding • Streets / Planning recommendations • classification • street length • ADT
--	---



Thank You!

Questions?

For more information, please contact:
 Gustave Scheerbaum, PE
 City of Philadelphia
 Mayor's Office of Transportation & Utilities
 215-686-5698 | gustave.scheerbaum@phila.gov
phillymotu.wordpress.com
 @GScheerbaum



VISION ZERO Presentation - Rob Viola, NYC DOT



 A photograph of Mayor Bill de Blasio in a suit, looking at a document held by a man. Two women stand behind them, one appearing to be the mother of a child mentioned in the text.

Together, we will make this City safer.

In the first days of our administration, we made a commitment to decisively confront the epidemic of traffic fatalities and injuries on our streets.

The fundamental message of Vision Zero is that death and injury on city streets is not acceptable and that we will no longer regard serious crashes as inevitable.

- Mayor Bill de Blasio

Mayor de Blasio meets with the father of Noohat Nahian, an 8-year-old boy killed by the driver of a truck on Northern Boulevard.

Choosing Safe Streets

Vision Zero focuses on these key points:

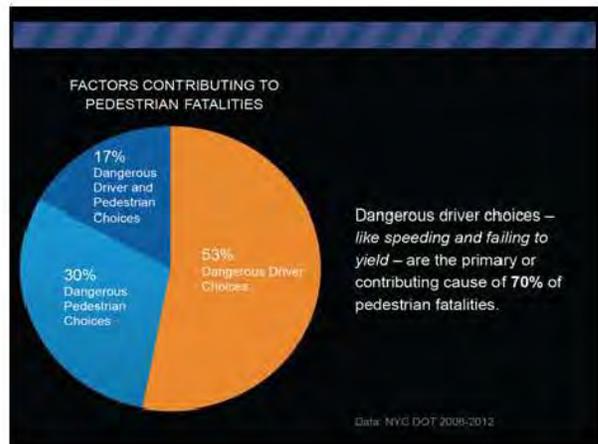
- There is no acceptable level of death and injury on our streets.
- Traffic deaths and injuries are not accidents but crashes that can be prevented
- The public should expect safe behavior on City streets and participate in a culture change

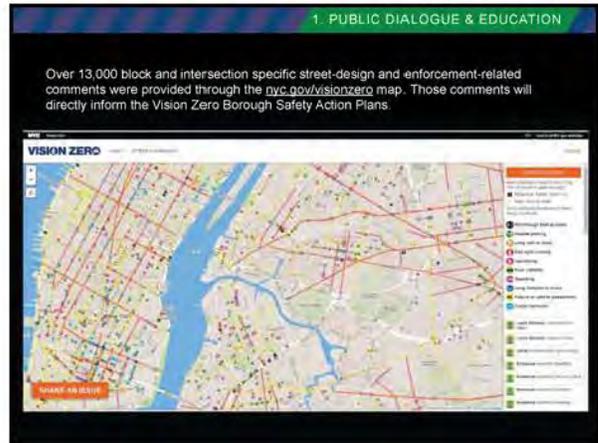
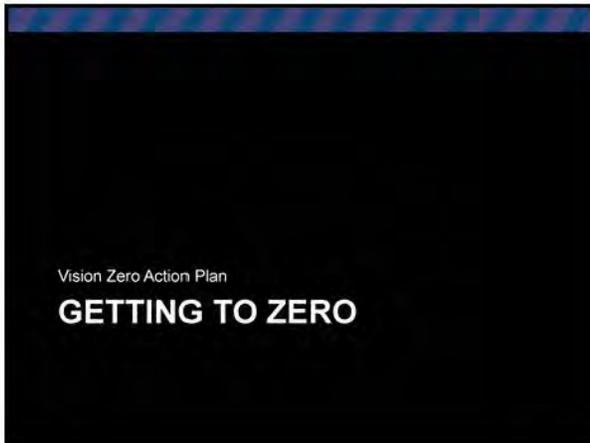
 A photograph of a memorial on a street corner. It features a "SLOW CHILDREN" sign, a small statue, and flowers.

 A photograph of several police officers in uniform standing around an ambulance on a city street.

New York Needs Vision Zero

4,000 New Yorkers are seriously injured and more than 250 are killed each year in traffic crashes.





1. PUBLIC DIALOGUE & EDUCATION



"A driver hit my son riding his bicycle on Shore Front Parkway. Andre should be turning 23 this year."

Reckless driving kills. Learn more at on.nyc.gov/recklessdriving

1. PUBLIC DIALOGUE & EDUCATION



"My fiancée was hit and killed by a driver while crossing Baychester Avenue. This year would have been another anniversary."

Reckless driving kills. Learn more at on.nyc.gov/recklessdriving

1. PUBLIC DIALOGUE & EDUCATION

NYC DOT and NYPD Street Teams



NYPD and NYC DOT have formed Street Teams which distribute safety messages in high-crash, high-density corridors to pedestrians, cyclists, and drivers.

The following week the NYPD concentrates their traffic enforcement resources on those corridors.

1. PUBLIC DIALOGUE & EDUCATION

Professional Driver Training



- Increased education for TLC drivers
- Follow-up training for drivers who have been in crashes
- Recognition and celebration of the safest TLC drivers

2. LAW ENFORCEMENT

Enhanced Enforcement



NYPD has stepped up enforcement to deter high-risk choices:

- Speeding
- Failure to yield
- Improper turns
- Texting/phoning while driving
- Signal violations

2. LAW ENFORCEMENT

Enhanced Enforcement



- Increase NYPD crash investigation purview and training
- Increase TLC enforcement resources including new safety squad equipped with speed guns

2. LAW ENFORCEMENT

Red Light Cameras

ENFORCEMENT CAMERAS REDUCE RED LIGHT RUNNING

DAILY NUMBER OF VIOLATIONS AT EACH NYC RED LIGHT CAMERA (2004-2012)

Red light cameras have reduced pedestrian injuries by 31%.

Cities which use speed cameras reduced their fatal and serious injury crashes by 30-40%

3. STREET DESIGN

Safety for All

- NYC DOT is installing more accessible pedestrian signals at high priority locations
- Provide safety for those who need more time to cross the street by shortening crossing distances and adjusting signals.
- Adding tactile warning strips to ease navigation for people who are visually impaired.
- Mayor's Office for People with Disabilities – a partner in Vision Zero

3. STREET DESIGN

Life-saving Street Design

- At locations where NYC DOT has made major engineering changes since 2005, fatalities have decreased by 34 percent, twice the rate of improvement at other locations
- NYC DOT will implement 50 safety intersection or corridor engineering projects in 2014

3. STREET DESIGN

The Science of Safe Streets

- New crosswalks where people want to cross
- Shorter crossing distances
- Clearer lane markings
- Additional signalization for turns

3. STREET DESIGN

The Science of Safe Streets

- Designated space for buses, cyclists, drivers and pedestrians
- Lane reduction to accommodate all street users while maintaining capacity
- Shorter crossing distances

3. STREET DESIGN

The Science of Safe Streets

- Shorter crossing distances via pedestrian islands
- Clearly designated space for pedestrians, drivers and cyclists
- A simpler, less complex intersection
- Better crosswalk markings

3. STREET DESIGN

Safe Streets: Augmenting Design



- NYC DOT will implement 50 safety intersection or corridor engineering projects in 2014
- 25 arterial slow zones
- 8 neighborhood slow zones
- 250 speed bumps
- Enhanced lighting at 1,000 intersections

4. LEGISLATION

Creating Stronger Laws

In 2014, New York City won authorization from the State to:

- Continue the red light camera program
- Dramatically expand the speed camera program
- Enact a 25 MPH citywide speed limit



Your Vision Zero Action Plan

GET INVOLVED



Vision Zero is a cultural shift and New Yorkers play a huge role in the change.

- Voice your opinion at Precinct or Community Board meetings
- Talk to your family, neighbors and co-workers about being safer when walking, riding a bike or driving a car
- Look for Street Teams and other outreach in your neighborhoods
- Ask for education at your school, place of worship or senior center

28

VISION ZERO

nyc.gov/visionzero



SAFETY CULTURE Presentation - Andy Kaplan, Rutgers University



If you limit your choices only to what seems possible or reasonable, you disconnect yourself from what you truly want, and all that is left is a compromise.

-- Robert Fritz

The greatest danger for most of us is not that our aim is too high and we miss it; but that it is too low and we reach it.

-- Michelangelo

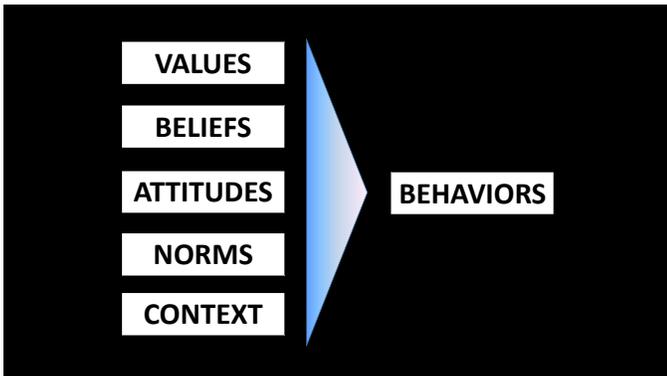




BUT
 CAN WE CHANGE
 TRAFFIC SAFETY CULTURE

- What Can We Learn
- This became a HEALTH ISSUE
 - There was clear EVIDENCE
 - It took a long TIME
 - It became embedded in our CULTURE
 - It moved from Your Health (*whatever*) to My Health (*VALUEd*)
 - It has made a fundamental shift in our ATTITUDES and BELIEFS
 - What was once considered normal, no longer accepted as NORM
 - The CONTEXT changes for new smokers – once cool, now unhealthy

SAFETY CULTURE





A vision without execution
is an hallucination.
-- Thomas Edison



NEED: Show Effectiveness Of
Safety Culture
(1) Define Safety Culture



NEED: Show Effectiveness Of
Safety Culture
(1) Define Safety Culture



NEED: Show Effectiveness Of Safety Culture
(2) Measure Safety Culture

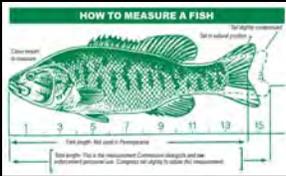
NEED: Show Effectiveness Of Safety Culture
SO WHAT CAN WE DO?



The image shows the cover of an NCHRP report. The title 'NCHRP Now REPORT' is prominently displayed in green and red. To the right, it says 'NATIONAL COOPERATIVE HIGHWAY RESEARCH PROGRAM'.

NEED: Show Effectiveness Of Safety Culture
(2) Measure Safety Culture

Or else no one will believe us



The diagram is titled 'HOW TO MEASURE A FISH' and shows a fish with various measurement lines. It includes instructions: 'Total length: This is the measurement from the tip of the snout to the end of the tail. Measure to the last vertebrae. Do not include the caudal peduncle.' and 'Fork length: This is the measurement from the tip of the snout to the fork. Measure to the last vertebrae. Do not include the caudal peduncle.' A scale from 1 to 15 is shown below the fish.

It's not enough to be busy,
- so are the ants.
The question is, what are
we busy about?

-- Henry David Thoreau

NEED: Show Effectiveness Of Safety Culture



The image shows the cover of an NCHRP report. The title 'NCHRP REPORT' is prominently displayed in green. To the right, it says 'NATIONAL COOPERATIVE HIGHWAY RESEARCH PROGRAM'.

Using Idaho's Positive Community Norms to Stop Impaired Driving

Brent Jennings, P.E.



The logo for the Idaho Transportation Department, featuring a stylized 'ID' and the text 'IDAHO TRANSPORTATION DEPARTMENT'.

Our Mission:
Your Safety.
Your Mobility.
Your Economic Opportunity.



The logo for the GHS A 2015 Meeting, featuring the text 'GHS A ANNUAL 2015 MEETING' and 'DRUNK, DRUGGED & DISTRACTED REACHING HIGH-RISK DRIVERS'.




Project History

Reducing single vehicle, ROR fatal crashes
 - Focus on alcohol impaired driving

Community Survey, Training, Research and Analysis
 - Bystander Engagement Focus

Pilot Implementation in Three Areas
 - Blackfoot, Lewiston, Twin Falls

18%

Reported driving within 2 hours of drinking in the past 60 days
 (82% did NOT)

ID PCN Survey, 2012, n= 553.

Idaho Pilot Sites

- Lewiston
- Twin Falls
- Blackfoot



95%

Perceived that **MOST** Idaho adults had driven after drinking!

ID PCN Survey, 2012, n= 553



90%

ID adults **strongly** agreed
 "it is wrong to drive after drinking enough alcohol to be impaired."

ID PCN Survey, 2012, n= 553

91%

ID adults strongly agreed
 "Local law enforcement should strongly enforce drinking and driving laws."

ID PCN Survey, 2012, n= 553

92% Most adults in **Blackfoot** do **NOT** drink & drive.

Most Idahoans have the courage to end drinking & driving.

Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=1000.



Let's build on Idaho's positive norms

- ❖ MOST Idaho adults, 82%, do NOT drink and drive.
- ❖ MOST Idaho adults, 90%, agree that impaired driving is wrong.

Source: Positive Community Norms Community Survey on Impaired Driving in Idaho, 2011

84% Most adults in **Twin Falls** support strong enforcement of DUI laws.

Most Idahoans have the courage to end drinking & driving.

Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=1000.



Communication Tools

- Billboards, Radio and TV ads
- Web-based banners
- Brochure, Press Release, Speaking Points

65% Most adults in **Lewiston** would try to prevent someone from drinking & driving.

Most Idahoans have the courage to end drinking & driving.

Source: PCN Community Survey on Impaired Driving in Idaho, 2012, n=1000.



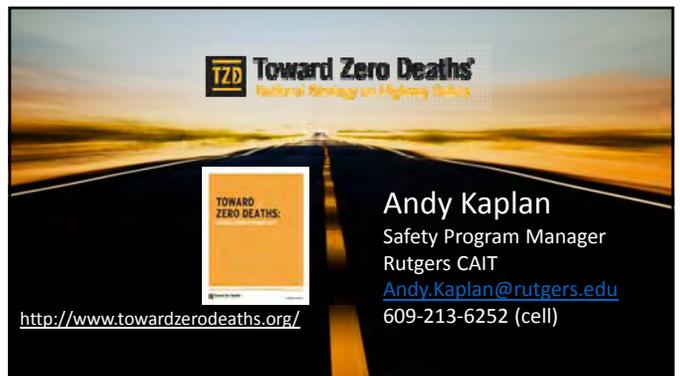
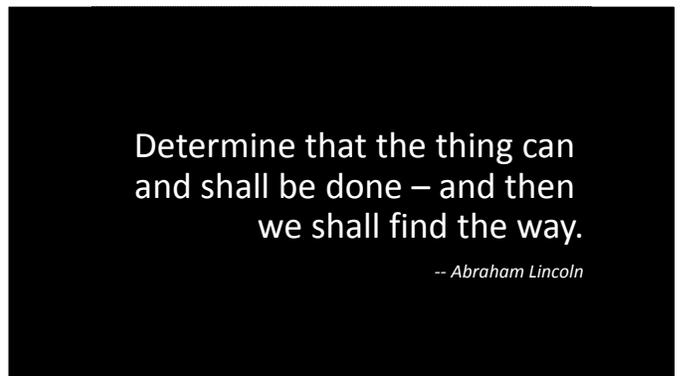
Transformation of Traffic Safety

A shift from
individual-focused to cultural-focused



Cultural-Focused Traffic Safety

- Leverage shared values and norms
- Multiple actions across the social ecology
- More community-based
- Expand to other risky behaviors



DVRPC Presentation - Regina Moore



It All Started on.....

September 27th, 2005

Purpose: to guide and direct the commission's safety conscious planning program through the identification, development, prioritization, and implementation of regional strategies.

Group: diverse and multidisciplinary




Mission & Goal

Mission – The RSTF is a multi-disciplinary group of transportation safety professionals and stakeholders that enhances and promotes transportation safety in the Delaware Valley.

Goal – To reduce roadway crashes, injuries, and fatalities in the Delaware Valley.




Performance Measures



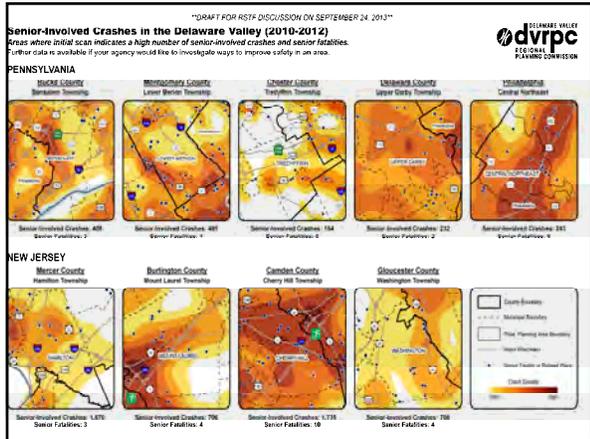
BUILD, MAINTAIN, AND LEVERAGE PARTNERSHIPS

INCREASE THE EFFECTIVENESS OF THE RSTF THROUGH STRATEGIES AND ACTIONS

2012 Safety Action Plan Cycle

- 26 RSTF agencies volunteered to take on 36 actions





- ### Other efforts
1. Share and distribute safety information
 2. Created brochure to the judicial community – outreach effort from aggressive driving meetings
 3. Endorsed letters written to the NJ STRCC on more accurate reporting of crashes event on the NJTR-1 forms (i.e. Run off road and aggressive driving crashes)
 4. Participated at TransAction Conferences and other events
 5. Regularly engaged with Traffic Incident Management Task Forces
- 

- ## 100 Member Organizations
- 3M
 - AAA Mid-Atlantic - New Jersey
 - AAA Mid-Atlantic - Pennsylvania
 - AARP - Pennsylvania
 - Audubon
 - Bicycle Access Council
 - Brain Injury Alliance New Jersey (BIANJ)
 - Bristol Township Police Department
 - Bucks County Community Traffic Safety
 - Bucks County Emergency Health Services
 - Bucks County Planning Commission
 - Burlington County Engineering Department
 - Burlington County Planning Commission
 - Burlington County Sheriff's Office Traffic Safety
 - Camden County Department of Public Safety
 - Camden County Engineering Department
 - Camden County Planning Commission
 - Cherry Hill Township Police Department
 - Cherry Hill Township Planning Commission
 - Cherry Hill Township Fire Department
 - Cherry Hill Township Fire Station 1
 - Cherry Hill Township Fire Station 2
 - Cherry Hill Township Fire Station 3
 - Cherry Hill Township Fire Station 4
 - Cherry Hill Township Fire Station 5
 - Cherry Hill Township Fire Station 6
 - Cherry Hill Township Fire Station 7
 - Cherry Hill Township Fire Station 8
 - Cherry Hill Township Fire Station 9
 - Cherry Hill Township Fire Station 10
 - Cherry Hill Township Fire Station 11
 - Cherry Hill Township Fire Station 12
 - Cherry Hill Township Fire Station 13
 - Cherry Hill Township Fire Station 14
 - Cherry Hill Township Fire Station 15
 - Cherry Hill Township Fire Station 16
 - Cherry Hill Township Fire Station 17
 - Cherry Hill Township Fire Station 18
 - Cherry Hill Township Fire Station 19
 - Cherry Hill Township Fire Station 20
 - Cherry Hill Township Fire Station 21
 - Cherry Hill Township Fire Station 22
 - Cherry Hill Township Fire Station 23
 - Cherry Hill Township Fire Station 24
 - Cherry Hill Township Fire Station 25
 - Cherry Hill Township Fire Station 26
 - Cherry Hill Township Fire Station 27
 - Cherry Hill Township Fire Station 28
 - Cherry Hill Township Fire Station 29
 - Cherry Hill Township Fire Station 30
 - Cherry Hill Township Fire Station 31
 - Cherry Hill Township Fire Station 32
 - Cherry Hill Township Fire Station 33
 - Cherry Hill Township Fire Station 34
 - Cherry Hill Township Fire Station 35
 - Cherry Hill Township Fire Station 36
 - Cherry Hill Township Fire Station 37
 - Cherry Hill Township Fire Station 38
 - Cherry Hill Township Fire Station 39
 - Cherry Hill Township Fire Station 40
 - Cherry Hill Township Fire Station 41
 - Cherry Hill Township Fire Station 42
 - Cherry Hill Township Fire Station 43
 - Cherry Hill Township Fire Station 44
 - Cherry Hill Township Fire Station 45
 - Cherry Hill Township Fire Station 46
 - Cherry Hill Township Fire Station 47
 - Cherry Hill Township Fire Station 48
 - Cherry Hill Township Fire Station 49
 - Cherry Hill Township Fire Station 50
 - Cherry Hill Township Fire Station 51
 - Cherry Hill Township Fire Station 52
 - Cherry Hill Township Fire Station 53
 - Cherry Hill Township Fire Station 54
 - Cherry Hill Township Fire Station 55
 - Cherry Hill Township Fire Station 56
 - Cherry Hill Township Fire Station 57
 - Cherry Hill Township Fire Station 58
 - Cherry Hill Township Fire Station 59
 - Cherry Hill Township Fire Station 60
 - Cherry Hill Township Fire Station 61
 - Cherry Hill Township Fire Station 62
 - Cherry Hill Township Fire Station 63
 - Cherry Hill Township Fire Station 64
 - Cherry Hill Township Fire Station 65
 - Cherry Hill Township Fire Station 66
 - Cherry Hill Township Fire Station 67
 - Cherry Hill Township Fire Station 68
 - Cherry Hill Township Fire Station 69
 - Cherry Hill Township Fire Station 70
 - Cherry Hill Township Fire Station 71
 - Cherry Hill Township Fire Station 72
 - Cherry Hill Township Fire Station 73
 - Cherry Hill Township Fire Station 74
 - Cherry Hill Township Fire Station 75
 - Cherry Hill Township Fire Station 76
 - Cherry Hill Township Fire Station 77
 - Cherry Hill Township Fire Station 78
 - Cherry Hill Township Fire Station 79
 - Cherry Hill Township Fire Station 80
 - Cherry Hill Township Fire Station 81
 - Cherry Hill Township Fire Station 82
 - Cherry Hill Township Fire Station 83
 - Cherry Hill Township Fire Station 84
 - Cherry Hill Township Fire Station 85
 - Cherry Hill Township Fire Station 86
 - Cherry Hill Township Fire Station 87
 - Cherry Hill Township Fire Station 88
 - Cherry Hill Township Fire Station 89
 - Cherry Hill Township Fire Station 90
 - Cherry Hill Township Fire Station 91
 - Cherry Hill Township Fire Station 92
 - Cherry Hill Township Fire Station 93
 - Cherry Hill Township Fire Station 94
 - Cherry Hill Township Fire Station 95
 - Cherry Hill Township Fire Station 96
 - Cherry Hill Township Fire Station 97
 - Cherry Hill Township Fire Station 98
 - Cherry Hill Township Fire Station 99
 - Cherry Hill Township Fire Station 100
- 

- ### RSTF Co-chairs
1. Joseph Grinkewicz, School District of Philadelphia – 04/06 to 01/07
 2. Jerry Lutin, New Jersey Transit – 04/06 to 10/07
 3. Sgt. Robert Taylor, PA State Police – 04/07 to 10/08
 4. Ray Reeve, NJ Division of Highway Traffic Safety – 04/09 to 04/10
 5. Larry Bucci, PennDOT District 6 – 04/09 to 02/11
 6. Sgt. Michael Rann, Cherry Hill Police – 09/10 to 03/12
 7. Bill Rickett, TMA Bucks – 05/11 to 03/12
 8. Violet Marrero, NJ Division of Highway Traffic Safety – 6/12 to 3/14
 9. Jenny Robinson, AAA Mid-Atlantic – 10/12 to 6/14
 10. Bill Beans, MBO Engineering – 9/14 to present
 11. Ryan McNary, PennDOT Central Office – 12/14 to 9/15
 12. NEXT Co-chair?
- 

Future Outlook

- Complete remaining emphasis area meetings
- RSTF Project Pipeline Process
- RSTF-led streamlined RSA effort
- Participate in Future Symposiums
- Maintain and build new partnerships

Continue working toward improved transportation safety in the region!



HAPPY 10TH ANNIVERSARY



Special Recognition





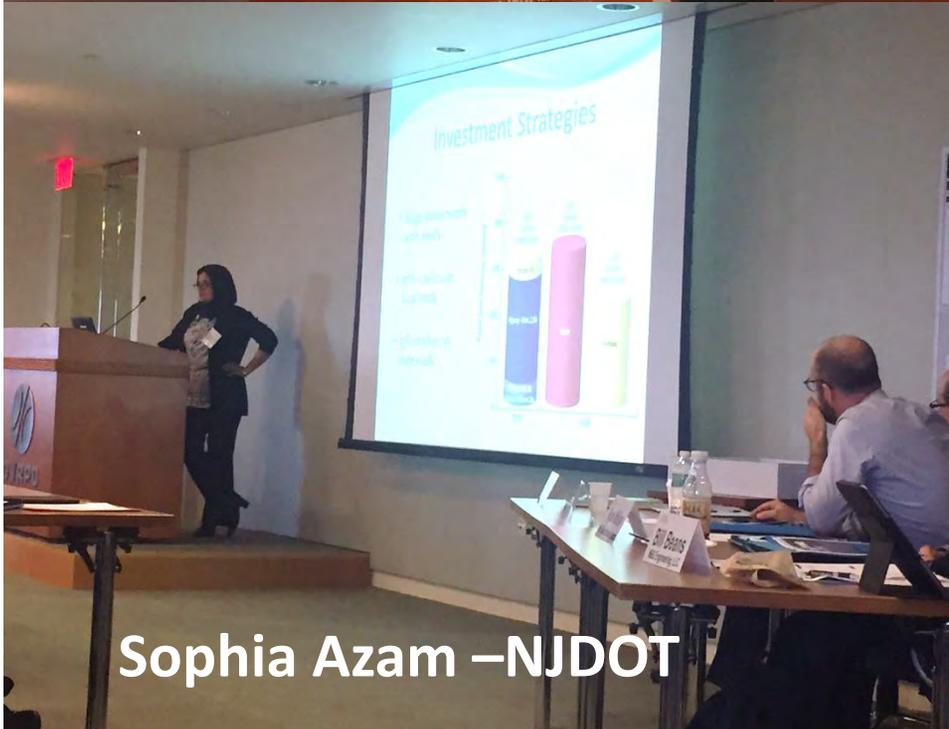
**September 29, 2015 RSTF Meeting:
Vision Zero and Traffic Safety Culture
PHOTO ALBUM**



Rosemarie Anderson – FHWA



Gavin Gray – PennDOT



Sophia Azam –NJDOT



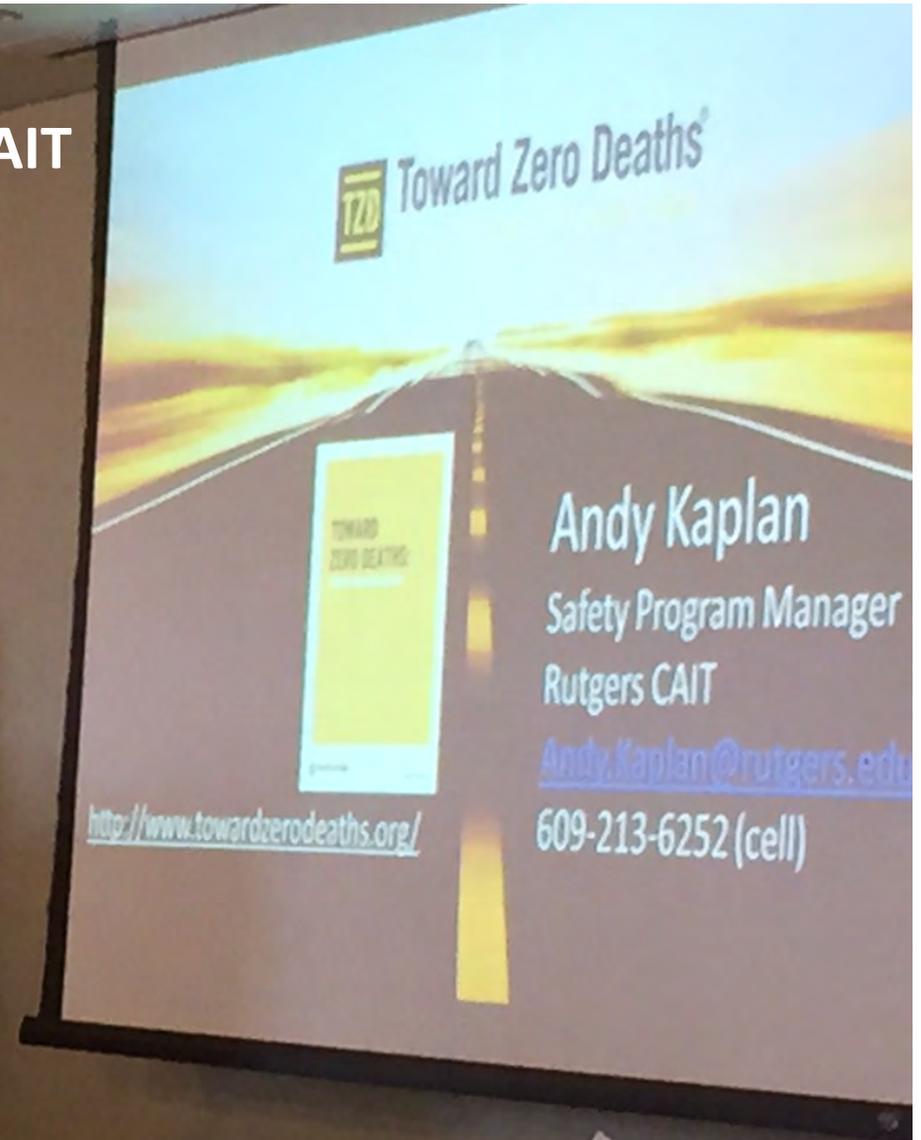
**Gus Scheerbaum
Philadelphia MOTU**



Rob Viola – New York City DOT VISION ZERO ACTION PLAN



Andy Kaplan – Rutgers University, CAIT
SAFETY CULTURE



The projection screen displays a slide with the following content:

- Toward Zero Deaths** logo at the top left.
- A central image of a road stretching into the distance under a bright sky, with a smaller 'TOWARD ZERO DEATHS' logo overlaid on it.
- Text on the right side:
 - Andy Kaplan**
 - Safety Program Manager
 - Rutgers CAIT
 - Andy.Kaplan@rutgers.edu
 - 609-213-6252 (cell)
- At the bottom left of the slide, the URL <http://www.towardzerodeaths.org/> is displayed.



Special Presentation – RSTF Champion Award





dvrpc



REGIONAL

SAFETY

TASK FORCE

10 Year Anniversary

HAPPY 10-YEAR ANNIVERSARY RSTF!





Survey Results: September 29, 2015 RSTF Meeting: Vision Zero and Traffic Safety Culture

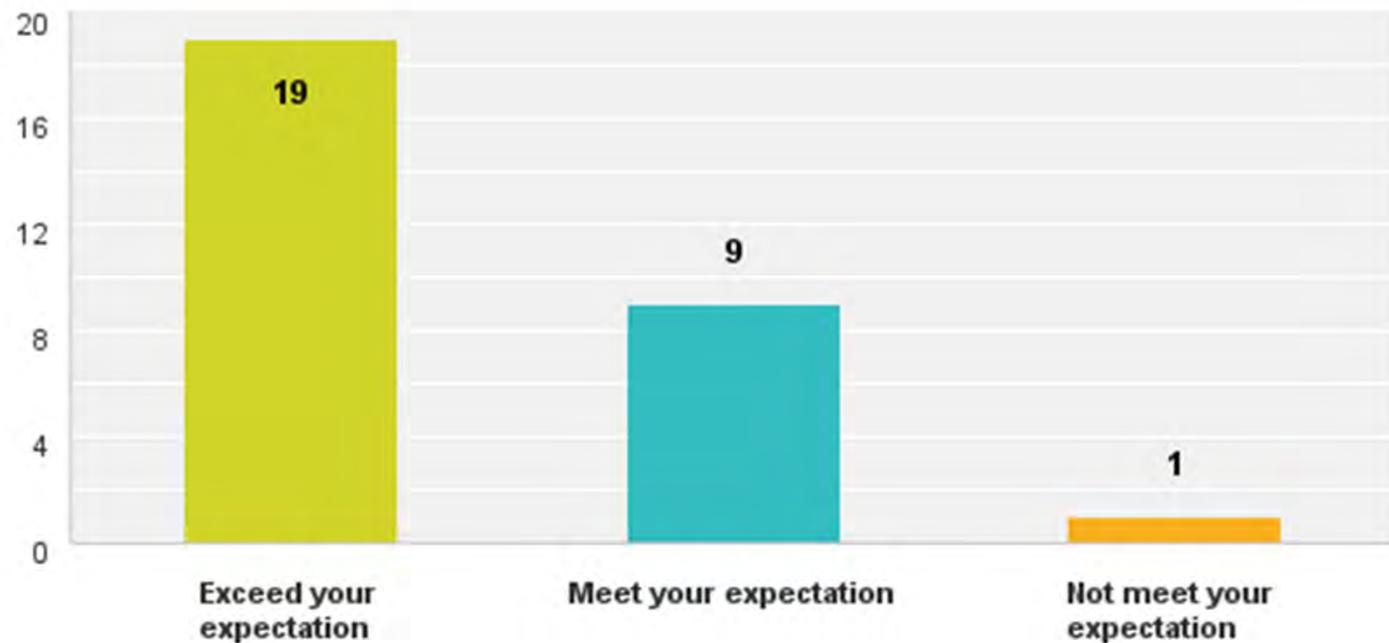
Overall Survey Results

- 29 out of 67 attendees responded
- The vast majority said the meeting exceeded their expectations
- Nearly everyone said it met or exceeded expectations
- Many positive and helpful comments

Question 1: Expectations?

Q1 Did this meeting:

Answered: 29 Skipped: 0



Question 2: What exceeded (or not)?

The presentations were very interactive which was very good.

TZD presentation with culture.

Informative presentations. Applicable to my job & my organization's mission.

Really enjoyed hearing how many different partners care about safety, also enjoyed the interactive polls.

The last 2 presentations were very informative.

Best meeting I've attended! Excellent presentations by guests & DVRPC.

Relevance of the presentation and the diversity of presenters from different areas/levels.

Good presentations from Philly & NYC and what they are doing.

Very good speakers, good engagement with audience.

Andy Kaplan's presentation, both the quality of the presentation and the content were excellent!

This meeting had a lot of great speakers and it is such an important topic!

Hearing NYCDOT Vision Zero implementations, strategies, etc. Helps to see what and how this could work in Philadelphia.

Andy's presentation/emphasis on behavior change which is fundamental.

Liked that many aspects from different stakeholders were covered.

Ideas from Rutgers and NYC DOT.

Question 2: What exceeded (or not)?

Nothing.

Presentations were very informative.

NYC's presentation.

A lot of it was "rah-rah" to the usual crew. Rob Viola's presentation was interesting and helpful. Nice summary by Regina.

Presentations were very good.

Presentations were good.

What great presentations, especially Andy Kaplan & Rob Viola. It was great that NJDOT was in attendance.

Really enjoyed the perspective brought by Andy Kaplan on safety culture. Would have liked it to have brought in issues within PA & NJ to give attendees something to work from.

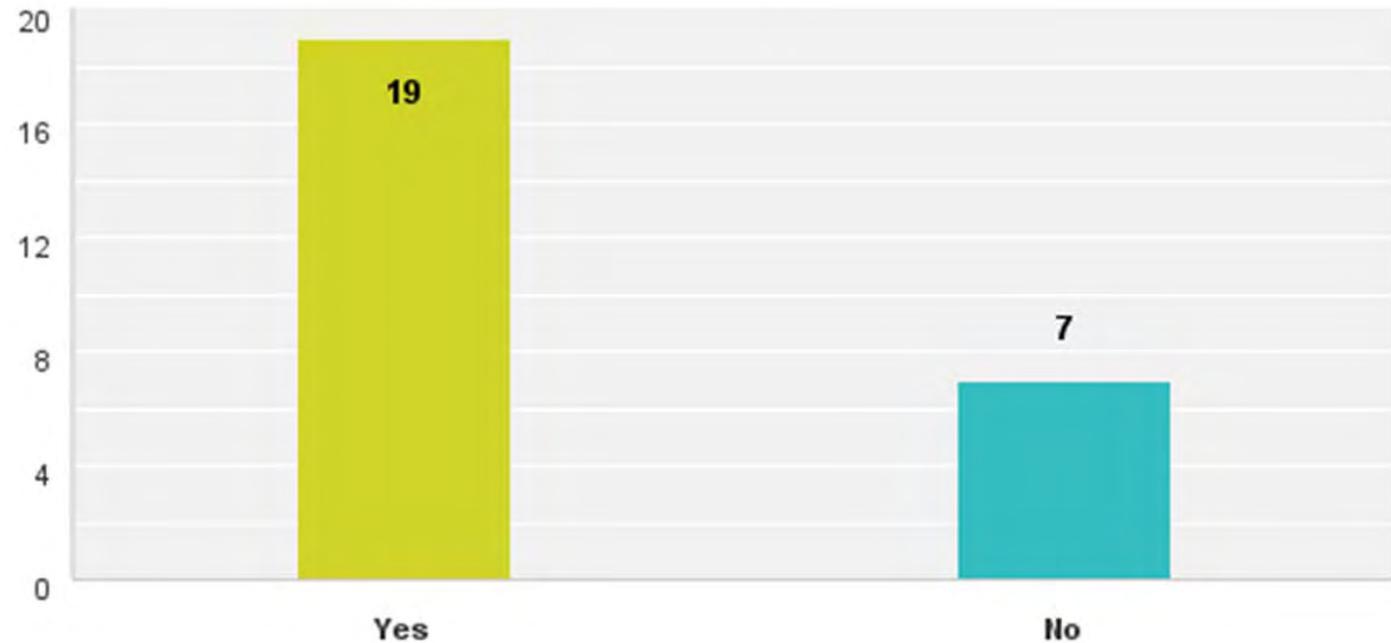
Focus on driving exceeded expectations. Info on culture exceeded expectations. Focus on safe bicycling didn't meet expectations.

Andy Kaplan exceeded expectations... Excellent!

Question 3: New Partnerships?

Q3 Did you develop new or stronger partnerships with other organizations?

Answered: 26 Skipped: 3



Question 3b: Describe intention to work with new partners.

Will present at Forum.

Data/analysis sharing. Coordinated planning efforts.

Closer with safety task forces in my state including MPOs.

PennDOT

Hopefully team up to implement projects.

Met 3 people I've been talking with. Our first face to face.

I wasn't able to stay for networking.

Partnering with Bicycle Coalition of Greater Philadelphia to work on Vision Zero Symposium on 12/3.

Other agencies have had some specific action taken, some of which were very successful. Learn from them.

Getting more data.

Possible TransAction programs in 2016.

Meet a NJ counterpart.

Follow-up conference calls/meetings.

Networking.

Use as a reference on future projects.

Introduced staff to DVRPC and NHTSA for ongoing program activities.

Question 4: Additional comments

Hand-out contact info of attendees who have RSVP'd.

Liked hearing ideas from outside the group.

Teleconference or video conference capabilities for attendance.

Wonderful job. Congrats! :-)

Continue great work to schedule people who are implementing safety strategies and future programs.

Missed having law enforcement partners present. [Note: Law-enforcement partners were not available due to debriefing after the Papal Visit.]

Examples of various cities with "Vision Zero" on how to access and put together such programs, one baby step at a time.

Great! I really enjoyed it.

Continued valuable resource for our region.

Need focused work as a group, continuing start.

More action items!

We might need to focus a meeting on the issue of addressing safety in the context of increases in fatalities nationally (likely due to VMT, gas prices). Could be a real challenge for discussing our successes.

Loved the use of polling--excellent way to interact with the RSTF attendees.